



Co-funded by
the European Union

**IMPACT
FUND**



2023



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A Year in Review

This year, the Impact Fund rebounded financially and regained momentum, thanks to the revival of our core funding streams – the 1USD-per-bednight model and the Bednight Bank, post COVID. In 2023, they came back to life, allowing us once again to support the civil society organisations doing critical frontline work in our communities.

At the same time, our enterprise focus gained real traction: supporting small cultural and heritage businesses to enter the tourism value chain more effectively and competitively. This work was made possible through EU funding secured in 2021, which enabled us to attract further donor investment and channel it into infrastructure, training, and capacity-building for grassroots enterprises.

2023 was not without its challenges – in many ways, it was one of our toughest years to date. But it ended with renewed purpose and energy. We are deeply proud of the collaborative strength that defines the Impact Fund – a partnership between travel industry contributors, community-based organisations, and local entrepreneurs.

It's this shared commitment that fuels our impact. With unity, passion, and purpose, we look ahead with determination to continue growing what we've built together into 2024.

Behind the scenes, our small but mighty Impact Team remained relentless - walking alongside our partners, navigating setbacks, and pushing forward with compassion and determination. It's their consistency and heart that carried us through.

Best wishes,



Ruth Stewart



WHO WE ARE

OUR VISION

Changing lives forever – from the traveller moved by the spirit of Botswana, to the artisan whose work brings pride and income, to the community organisation offering care, dignity, and hope. These are not separate journeys – they are beautifully connected.

OUR MISSION

Building partnerships to support resilient livelihoods, empower cultural and heritage-focused tourism businesses, and strengthen impactful civil society organisations.

WHAT GUIDES US

We draw inspiration from four key mantras that shape our purpose and partnerships:

- Celebrating Culture & Embracing Sustainability
- Changing Lives Forever
- Building Networks & Uplifting Livelihoods
- Connecting Tourism to Social Change





WHAT WE DO

The Impact Fund exists to bridge the gap between tourism and social impact in Botswana. We turn every contribution into opportunity – for people, communities, and culture.

We focus on two primary areas:

1

STRENGTHENING CIVIL SOCIETY INITIATIVES

We carefully vet, curate, and support local non-profits, offering trusted investment channels for donors and ensuring that funds reach the places where they matter most.

2

SUPPORTING LIVELIHOOD DEVELOPMENT

Community-led Travel Experiences

We collaborate with rural communities to design, promote, and deliver meaningful cultural experiences creating The People's Path, Botswana's first cultural tourism circuit, co-funded by the European Union.

Empowering Cultural Enterprises

From basket weavers to bead makers and glass recyclers, we work with skilled artisans to enhance product development, access training, and find their place in the tourism marketplace.

HOW WE WORK: POWERED BY PARTNERSHIP

At the heart of everything we do is partnership. The Impact Fund connects a wide range of partners who believe in making tourism matter:

1

TRAVEL INDUSTRY PARTNERS

The Impact Fund was born from the generosity and vision of Botswana's tourism sector. This remains the foundation of our CSR platform.

1USD^{PER}BEDNIGHT

1USD PER BEDNIGHT

Travel partners contribute 1USD for every guest night booked.



THE BEDNIGHT BANK

(In partnership with Safari Destinations)

Lodges and flight operators donate bednights or seats. These are sold as part of guest itineraries, and the Impact Fund receives the full value.

DISTRIBUTION

A full 80% of funds are redistributed to community partners, covering core operational or project start-up costs – ensuring these organisations can focus on their work without worrying about their sustainability. The remaining 20% supports the Impact Team's ability to raise partner profiles through interactive marketing, strategic advice, fundraising, governance support, and long-term relationship building.

2

INDEPENDENT CSR PARTNERS

We manage the full corporate social responsibility portfolios of select companies, aligning impact strategies with business values and goals.

3

DONOR PARTNERS

We apply for targeted donor funding that aligns with our mission and community needs. In 2021, we secured multi-year support from the European Union (The People's Path) and from UNESCO (The Cultural Marketplace). We also received funding from SADC Challenge Fund. These generous investments have helped scale our work with small businesses, cultural heritage, and ecotourism innovation.

4

COMMUNITY PARTNERS

We focus our efforts in four key community spaces:

- Culture & Heritage
- Children & Youth
- Women & the Elderly
- Conservation



A woman with dark hair tied back, wearing a blue button-down shirt, is smiling and looking down at a small black device she is holding in her right hand. She is surrounded by several young children. One child in the foreground is wearing a red jacket and a white collar with black spots, looking up at the woman. Other children are visible in the background, some wearing red jackets. The scene appears to be outdoors or in a well-lit indoor space.

IMPACT IN 2023

1

SUPPORTING CIVIL SOCIETY & CHARITABLE ORGANISATIONS

This year, we continued our long-standing commitment to six remarkable organisations working on the frontlines of care and community in Botswana. For the past eight years, the Impact Fund has stood by these partners – not just with once-off donations, but with consistent support in the areas that are hardest to fund: salaries, utilities, and core operational needs. This kind of stability builds trust – and gives these organisations the confidence to do their work boldly and sustainably.

In 2023, through the 1USD-per-bednight model and the Bednight Bank, we helped ensure frontline organisations could keep doing what they do best: feeding children, supporting survivors, nurturing vulnerable youth, offering dignity to the elderly, and protecting the space between people and wildlife.

We are proud to support:

- **Polokong** – Providing dignity and end-of-life care for the elderly
- **Feed A Child** – Supporting child nutrition in early years to ensure children grow strong and healthy
- **Shelter Botswana** – Offering early childhood education and a head start for future learning
- **Women Against Rape** – Supporting survivors and operating a safe shelter
- **Bana Ba Letsatsi** – Creating safe spaces and hope for vulnerable youth
- **Maun Animal Welfare Society (MAWS)** – Protecting domestic animals and preventing disease crossover to wildlife

In 2023, your support helped deliver:



200+ vulnerable children supported



1917 nights of safety provided in a shelter for **91** clients



101+ children counselled



1194 counselling sessions conducted with vulnerable women



150+ children receiving daily meals



200 elderly citizens supported with dignity through daily care centre, meals, and bathing



38 children returned to mainstream education



1235+ people trained in digital literacy through Data Science, Stem Clubs and Community Engagement **in 45** villages.



In 2023, we welcomed one more inspiring partner: **Innovation Kgotla** – a grassroots initiative empowering youth through STEM-based skills training, mentorship, and digital resources that bridge the digital divide. We're proud to have them join our growing CSO community, united in the mission to help our communities thrive with dignity, opportunity, and lasting impact.



2

EMPOWERING CULTURAL & HERITAGE ENTREPRENEURS

Culture is not just a backdrop to tourism, it is a living, breathing force that connects people to place. We believe Botswana's rich cultural and heritage traditions are a powerful complement to our globally renowned wildlife experiences. Travellers want more than sightings; they want stories, meaning, and the chance to Buy Botswana. But for local entrepreneurs to thrive in that space, they need more than talent – they need infrastructure, training, and visibility.

In 2023, we proudly supported a growing network of artisans, and small businesses to step into the tourism value chain with confidence and creativity.

Our support included:

- Supported **20 small businesses** to access the tourism value chain effectively and competitively
- Delivered **5 infrastructure developments** or upgrades (Tsutsubega, D'Kar, Samochima, Maun)
- Facilitated **40 trainings** in product development, branding, pricing, and tourism readiness
- Attended **9 events** to showcase partner products and stories
- Created **marketing collateral** to support the People's Path and its artisans

These aren't just upgrades or workshops; they are sparks of transformation. They turn quiet potential into proud livelihoods, and local traditions into global treasures. We believe that when travellers leave Botswana, they should take more than memories, they should take meaning. And when they spend, their impact should last long after they've gone.

"As farmers' committee members we've been provided with the needed skills of leadership, financial management, and business planning. Thank you, Impact Fund, for coming our way and becoming our problem solver."

– Otlwaetse Monika, Samochima Farmers Committee

"Impact Fund has changed our museum into something new. What was once falling apart is now standing strong. I hope the way forward for the museum will be profitable."

– Nicodemus Barkard, Manager, Kuru Museum

"We have been cheated by a lot of people who want our services and give us a small amount of money in return. This training has shown us that we can actually brand ourselves and market our businesses and make money ourselves."

– Tumku, D'Kar Artisan

FINANCIAL OVERVIEW 2023

Every dollar that flowed through the Impact Fund in 2023 carried intention. It wasn't just money – it was fuel for dreams, strength for the journey, and **real change in real lives.**

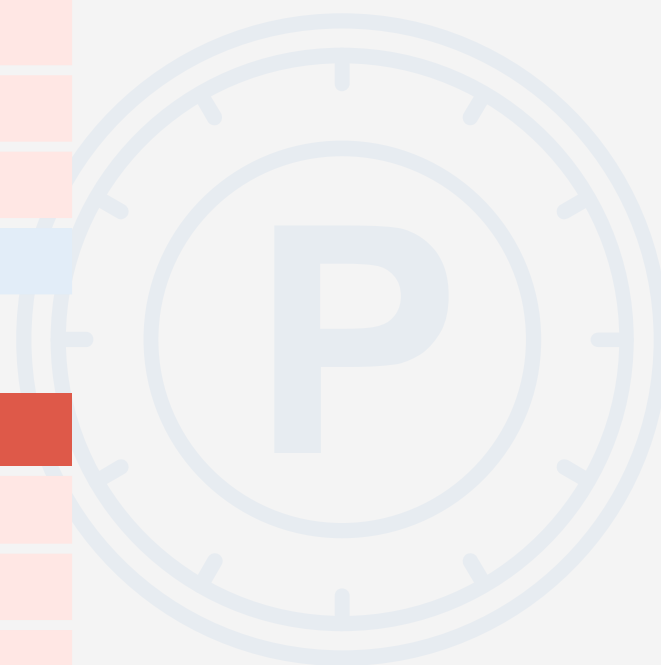
WHERE THE MONEY CAME FROM (INCOME)

Recurring Revenues from Travel Industry

SOURCE	AMOUNT (BWP)	% OF TOTAL
\$1 per Bednight Contributions	1,181,043.00	79%
Bednight Bank Proceeds	73,073.00	5%
Independent CSR Partners	240,000.00	16%
TOTAL INCOME	1,494,113.00	100%

Culture and Heritage Project Finance

SOURCE	AMOUNT (BWP)	% OF TOTAL
European Union Grant	2,633,214.00	69%
UNESCO	516,017.00	14%
SADC	151,415.00	4%
Crafted Botswana + Ntlafatso Glass	507,099.00	13%
TOTAL INCOME	3,807,745.00	100%



WHERE THE MONEY WENT (EXPENDITURE)

Recurring Revenues from Travel Industry

PROGRAM AREA	AMOUNT (BWP)	% OF TOTAL
Civil Society Organisation Support	8,253,278.00	21%
Culture & Heritage Business Support	2,869,750.00	72%
Operational Costs	285,675.00	7%
TOTAL INCOME	3,980,703.00	100%

KEY FINANCIAL NOTES



2023 marked the return of our **two core tourism-linked funding streams** after the COVID downturn: \$1 per Bednight and the Bednight Bank. The Impact Fund also continued the implementation of multi-year grants from the **European Union** and **UNESCO**, which amplified our culture and heritage program. Finally, in 2023 the Impact Fund was able to maintain **consistent, reliable support** for six civil society partners, covering often unfunded essentials, like salaries and utilities.

WITH HEARTFELT THANKS...


from the Impact Fund team to our supporters, partners, movement builders, and Board of Directors (Bashi Gaetsaloe, Chandida Monyadzwe, Michelle Adelman and Ruth Stewart). Our work wouldn't happen without your dedication.

Special thanks and credit to Stuart Arnold James for the photography in this report.

JOIN THE MOVEMENT!

Every night spent in Botswana can leave a legacy. With just \$1 per bednight – or a single donated safari experience – you help build a system of care, dignity, and opportunity that extends far beyond a holiday. Be part of something lasting! Support the donation tree. Champion real stories. **Change lives – forever.**

Get in touch:  info@travelforimpact.com

 www.travelforimpact.com



SCAN ME

