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2024 Reflections

2024 was marked by strong fundamentals. Revenues from both the 1 USD contribution and Bednight Bank continued to rise alongside Botswana's robust tourism sector, allowing for more resources to be delivered to our core programming.

With the support of UNESCO and under strong leadership, Crafted Botswana achieved steady revenue growth across all four quarters in 2024. We strengthened distribution channels, advanced product development, and made in-roads at opening new markets.

While we take pride in these achievements, our focus remains on impact at the artisan level. Basket weavers across the country continue to face fragile circumstances driven by inflation, oversupply, and a geographically limited market. Our next phase of work will look closely at how to strengthen livelihoods, ensuring that improved sales and market expansion translate directly into more resilient incomes for the women and families who sustain this craft.

We successfully completed our first European Union co-financed award. This assignment demanded tenacity, but through it we delivered foundational support to our Peoples Path partners and built trust with the EU. We view this as more than a single milestone, it is a platform for continued collaboration, grounded in our belief that training and education are lifelong processes.



2024: A YEAR IN REVIEW

In 2024, Travel for Impact sharpened its focus on deepening partnerships between tourism and community organisations, continuing to serve as a vital link between industry and impact. Building on the momentum of previous years, we activated new platforms for engagement — including our participation in the Okavango Wilderness Safaris Local Supplier Expo, where local artisans and producers gained direct access to tourism buyers. This event exemplified our commitment to creating inclusive economic opportunities for small-scale, community-rooted enterprises.

At the same time, our work to elevate cultural storytelling and amplify local voices gained visibility. Through a digital campaign spotlighting the people and traditions of Ngamiland, we offered the public a closer look into the everyday custodians of culture — the weavers, storytellers, and farmers who make the region unique. These stories not only celebrated identity and heritage but also helped reposition local communities as central stakeholders in the tourism narrative. Much of this storytelling was made possible through The People's Path— our immersive travel experience designed to give visitors direct access to the heartbeat of Botswana's communities while driving real, sustainable income to the people who live there.

Our commitment to youth empowerment remained steadfast. With the valued support of Chobe Holdings and in partnership with Sedie CJSS, we supported a targeted revision program for Form 3 students preparing for their JCE exams. A timely and practical intervention aimed at improving educational outcomes. We also continued our advocacy work, standing in solidarity with grassroots movements addressing gender-based violence and supporting safe spaces for dialogue and healing.

Crucially, these efforts were supported by our 1 USD-per-bednight contribution model, which continued to serve as the backbone of our funding strategy. With each visitor night spent in Maun, a small but powerful contribution was made toward community development — proving once again how tourism, when directed with purpose, can leave a meaningful and lasting legacy.

Though the work remains complex and often challenging, 2024 reaffirmed the power of collaboration. With our core tourism contributors, civil society partners, and community champions, we continued to build bridges between people, purpose, and possibility. As ever, the heart of Travel for Impact lies in its people — a dedicated team working quietly behind the scenes to ensure that impact is not only felt but sustained.



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.

FOR PEOPLE.

FOR COMMUNITIES.

FOR CULTURE.

We focus on two primary areas:

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.



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.

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.

1 USD 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 secured targeted donor funding that aligns closely with our mission and the priorities of the communities we serve. In 2021, we received multi-year support from the European Union for The People’s Path and from UNESCO for The Cultural Marketplace, alongside funding from the SADC Challenge Fund. These strategic partnerships have enabled us to deepen and expand our work with small businesses, cultural heritage initiatives, and ecotourism innovation..

4 COMMUNITY PARTNERS

We focus our efforts in four key community spaces:

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





IMPACT IN 2024

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SUPPORTING CIVIL SOCIETY & CHARITABLE ORGANISATIONS

In 2024, Travel for Impact continued its unwavering backing of frontline civil society partners across Northern Botswana, maintaining focus on organizations delivering essential care, education, and community services. Through enduring platforms such as the 1USD-per-BedNight model and the BedNight Bank, funding continued to flow directly from tourism experiences into critical operational needs. These models serve as strategic anchors of our social investment, channeling steady resources into the heartbeat of our communities.

Through these 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*

2024 HIGHLIGHTS

BANA BA LETSATSİ: Critical support toward final construction phase. In collaboration with Chobe Holdings we continued to funnel essential financial resources toward Bana Ba Letsatsi—supporting the completion of the final construction phase of the Sunshine Hall, thereby expanding services for the children in that community.

CORE COST COVERAGE: All CSO partners received core funding to support their running costs as identified by the organisations themselves. In total over BWP750,000 was invested into operational costs.

INNOVATION KGOTLA'S NGAMILAND INNOVATION SPACE ROLLOUT: In a milestone achievement, the Innovation Kgotla–Chobe Holdings & Safari Destinations partnership launched the **“Transforming Ngamiland Innovation Space”** nurturing creative problem-solving and 21st-century skills among youth across Ngamiland. Furthermore, Travel For Impact supported this initiative by assisting in the facilitation of over 100 students through graduations, held across five ceremonies in four Chobe Holdings Limited adopted schools, marking the first stage completion of the Innovation Kgotla program.







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EMPOWERING CULTURAL & HERITAGE ENTREPRENEURS

Culture is not a mere accompaniment to tourism – it is its soul.

In 2024, we further bolstered Botswana's cultural entrepreneurs by incorporating them into the tourism landscape. Central to this was The People's Path, Botswana's first cultural tourism circuit in Northwest Botswana, designed to bring travelers face-to-face with authentic community experiences while generating sustainable livelihoods. Our foundational pillars of Culture & Heritage, Children & Youth, Women, Livelihoods Development, and Conservation continue to guide investments in product development, business readiness, and distribution infrastructure.

In 2024, 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:

MAUN IMMERSIVE TOUR ACQUISITION & MOMENTUM: Travel For Impact **officially assumed ownership and operations of the Maun Immersive Tour** from Safari Destinations, building on the strong market presence and sales momentum already established. The transition allowed us to further integrate the experience into our impact-led model, while continuing to grow bookings and visibility for local artisans, traditions, and storytellers. Over 100 guests participated in the Maun Immersive Tour in 2024, contributing directly to local livelihoods and cultural preservation.

GLASS PROJECT: Ntlatfatso Glass Project - kiln rebuilding and future scaling. The resilient women of the Ntlatfatso Glass Project rebuilt their traditional kiln, signaling readiness to ramp up production in 2025 with improved product quality and design offerings.

SMALL BUSINESS & ARTISAN SUPPORT: Supported 50+ small businesses & artisans through product development and quality control training, connecting them to tourism markets and empowering local entrepreneurship.





CRAFTED BOTSWANA E-COMMERCE:

Launched the Crafted Botswana e-commerce platform, co-funded by UNESCO, amplifying the reach of artisans (basket-weavers, ostrich-shell jewelry makers, textile artists) to international markets via online visibility and sales. This platform broadened artisan exposure significantly as sales and distribution channels increased across the region.

DIGITAL EXPANSION: In 2024, Travel For Impact **unveiled not one but two new websites:** Travel For Impact and Crafted Botswana. Their launch enabled bookings for over 15 cultural and heritage experiences across Maun, Shakawe, and D'kar (including the Maun Immersive Tour), and gave 50+ artisans improved product design visibility with access to broader markets—boosting their economic empowerment.







LOOKING AHEAD

In 2024, the resilience of Botswana's communities was met with consistent investment from Impact Fund – infused through tourism, anchored by relationships, and driven by purpose. Through frameworks like the 1USD-per-BedNight, the BedNight Bank, and The People's Path, we sustained services, empowered artisans, and amplified cultural narratives.

As ever, our shared path forward is built on trust, local leadership, and the belief that meaningful tourism can – and should – change lives.

We are delighted that supporting organisations to access the tourism value chain effectively and competitively will continue into 2025/26 through securing additional funding from the EU: **Creating a Conducive Ecotourism Landscape in Northern Botswana Through Strengthening CSOs.**



FINANCIAL OVERVIEW 2024

SOURCES OF FUNDS

SOURCE	AMOUNT (BWP)	% OF TOTAL
Grants Project	1,708,753.00	43%
Travel Programs	1,225,230.00	31%
Crafted Botswana	905,901.00	23%
Ntlafatso Glass	127,707.00	3%
TOTAL INCOME	3,967,591.00	100%

USES OF FUNDS

PROGRAM AREA	AMOUNT (BWP)	% OF TOTAL
Culture & Heritage	2,437,438.00	55%
Civil Society Organisation	855,075.00	19%
Economic Empowerment	723,316.00	16%
Administration	435,902.00	10%
TOTAL EXPENDITURES	4,451,731.00	100%

Every dollar that flowed through the Impact Fund in 2024 carried intention. It became fuel for dreams, tools for growth, and strength for the journey ahead.

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.**

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SCAN ME

