


A close-up photograph of an elderly woman with a joyful expression, wearing a dark hat with a gold band and a blue knitted cardigan over a white lace-trimmed blouse. She is holding the brim of her hat with her right hand. The background is a bright, slightly blurred outdoor setting.

2017 IMPACT REPORT

Planeterra
Foundation



"With this tourism activity, I got money, I built the house. It changed my life 150%."

Mama Yusuphu
Chef & Host,
Mto wa Mbu Cultural Enterprises



CONTENTS

Note from the Planeterra Team	3
Our Story	4
The 50 in 5 Campaign	6
New Projects: Empowering Women	10
New Projects: New Paths for Youth	11
New Projects: Conserving Cultures	12
Responsible Travel with Indigenous People	14
Senang Hati: Dreams Come True	15
Ocean Health Fund	17
Financials	18
Board of Directors & Partners	20
Donors and Supporters	22

PLANETERRA TEAM



From left to right: Adrienne, Tung, Rhea, Joel, Alanna, Jamie, Kelly

THIS WAS A BIG YEAR FOR PLANETERRA

Dear friends and supporters,

More than ever before, we saw our partners generate enough income to reinvest back into their communities. We saw youth gain greater agency and find new opportunities for full-time employment in the hospitality industry. We also saw once-marginalized women become decision-makers for their households, helping them gain a newfound confidence through tourism.

With 2017 came big changes for the Planeterra team as well. We reached a tipping point as 50 in 5 rapidly brought on new projects that connected communities to the tourism market. With this expanding growth, we knew we would need more hands on deck, and we're happy to introduce two new change-makers to our team – Alanna and Rhea.

Alanna joined Planeterra having worked with community development and conservation programs in Zimbabwe and South Africa for several years. Rhea previously worked with women in South Asia, developing her expertise in skills development programs. With this growth, our global team of seven community development practitioners was able to bring to market 15 new projects in 2017.

Each of these partnerships is special and unique, and we're excited for you to read about each one. This impact report will take you across the globe (and our oceans too!) as we share our year of expanding programs worldwide to directly support an additional 447 women, 66 youth, and 672 community members. In 2017, Planeterra projects provided increased livelihood, employment, and training opportunities to a total of 1,185 people.

It has been humbling to see lives changed by our global work, not just within the communities we partner with, but also amongst each other. We each embarked on new journeys this year, taking us outside the scope of our previous expertise to new countries, cultures, and communities. It is our hope that this report fully embodies the passion we share for the communities we work with, and that you enjoy reading about another year of work that we did together.

From all of us,

Janie

Kelly

Adrianna

Rhea

Alanna

Jim & Anne

John



ABOUT US

Planeterra is a non-profit organization that helps empower local people to develop their communities, conserve their environment, and create humane and supportive systems for their endeavors.

The organization supports a steady cycle of giving and investment, via our global network, to strengthen the social and environmental needs of communities in the places we travel to worldwide.

Our Vision

A future where all people are empowered to access opportunities, realize their full potential, and create a better world.

Our Mission

To improve people's lives by creating and supporting social enterprises that bring underserved communities into the tourism value chain.

OUR WORK

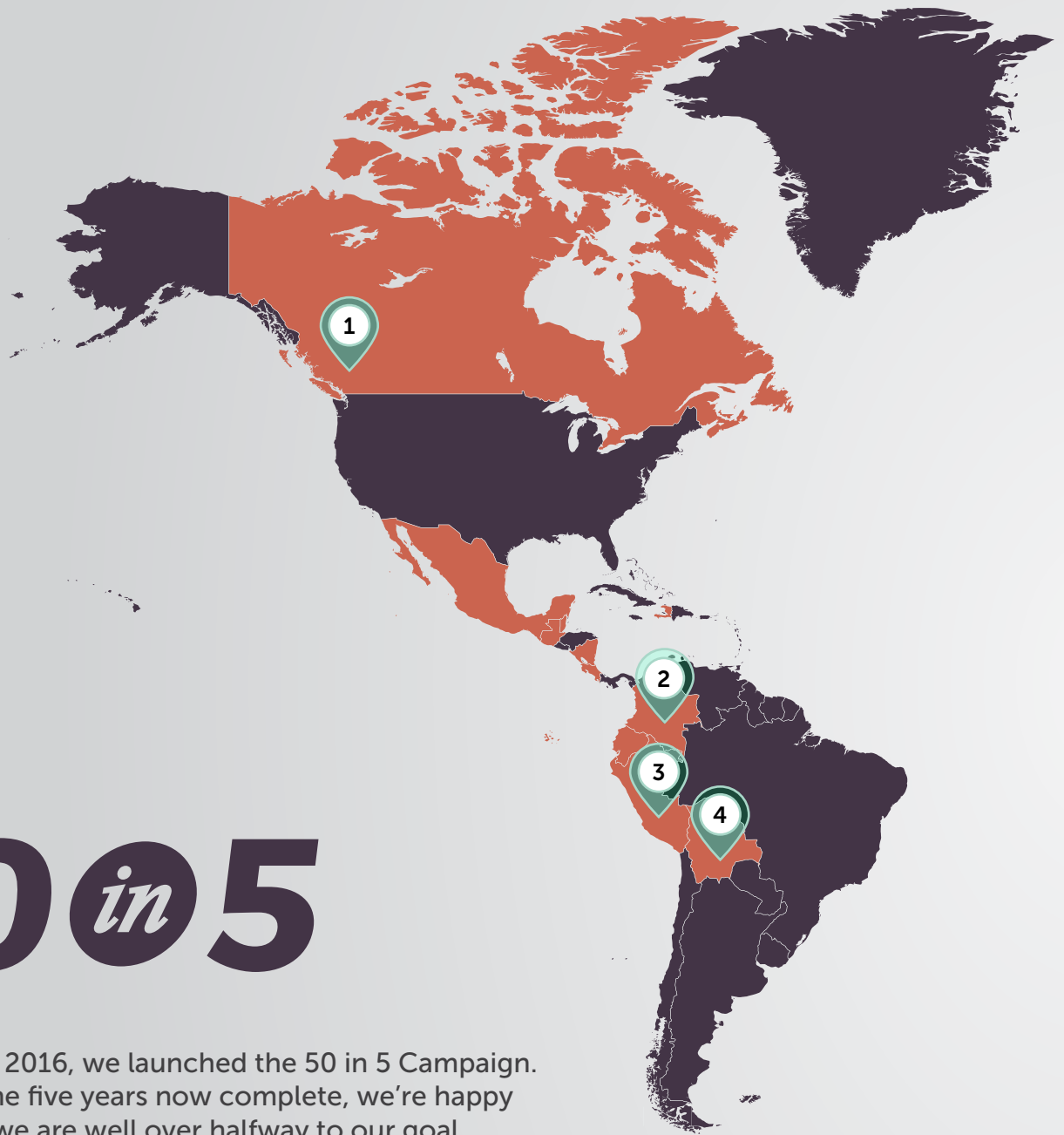
What Planeterra does

- › Works with communities and organizations not benefiting from tourism
- › Provides startup grants for infrastructure and equipment
- › Trains communities with the skills they need to manage a successful business
- › Integrates the new community experience into the itineraries of our travel partners
- › Nurtures the new businesses as they grow and develop



The Results we see

- › Women starting their first jobs outside the home
- › Communities earning a sustainable income through cultural celebration
- › Children with increased access to education
- › Communities promoting a sustainable environment for generations to come
- › Youth gaining skills to help them find long-term employment
- › Women taking on leadership roles in their communities



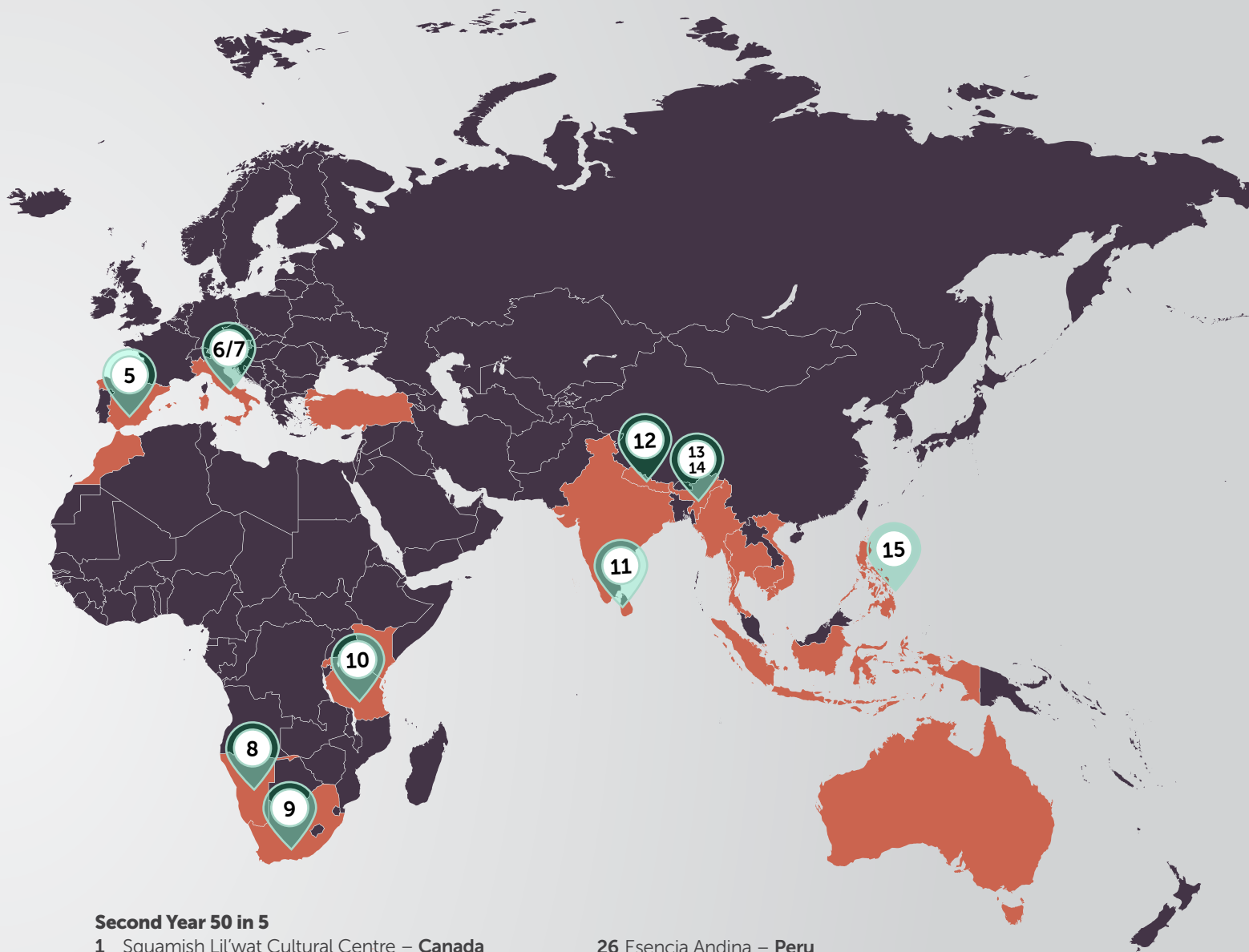
50 *in* 5

On January 1, 2016, we launched the 50 in 5 Campaign. With two of the five years now complete, we're happy to announce we are well over halfway to our goal.

The 50 in 5 Campaign aims to raise \$5 million CAD towards integrating 50 new social enterprise projects into G Adventures trips over five years, changing the lives of local people in over 35 countries by supporting livelihoods with access to the benefits of tourism.

With the second year of the 50 in 5 Campaign complete, Planeterra is happy to report that we are well on our way to reaching our goals. In the first year of the five-year campaign, 11 projects were launched in eight new countries where Planeterra had never invested before. In year two of the campaign, another 15 projects were launched across nine new countries. Today, Planeterra has partnerships with 51 social enterprises across 31 countries.

We began 50 in 5 with 25 projects already established through partnerships within the tourism market. It is our hope that, by 2020, Planeterra will have 75 social enterprises established across the world. They will help empower communities with increased income, opening opportunities for investment in education, health, and improved quality of life.



Second Year 50 in 5

- 1 Squamish Lil'wat Cultural Centre – **Canada**
- 2 Wiwa Tours – **Colombia**
- 3 Parque de la Papa – **Peru**
- 4 Jukil Lodge – **Bolivia**
- 5 Mescladis – **Spain**
- 6 Migrantour Rome – **Italy**
- 7 Migrantour Naples – **Italy**
- 8 Penduka – **Namibia**
- 9 !Khwa ttu San Cultural Centre – **South Africa**
- 10 Mto wa Mbu – **Tanzania**
- 11 Sthree Craft Shop & Cafe – **Sri Lanka**
- 12 Panauti Community Homestay – **Nepal**
- 13 Sanon – **Burma**
- 14 LinkAge Training Restaurant – **Burma**
- 15 Make A Difference Homestay – **The Philippines**

Existing Projects

- 16 El Hongo – **Mexico**
- 17 Bike with Purpose – **Belize**
- 18 San Antonio Women's Co-op – **Belize**
- 19 Art Creation Foundation – **Haiti**
- 20 Posadas Mayas – **Guatemala**
- 21 Puesta del Sol – **Nicaragua**
- 22 Mi Cafecito – **Costa Rica**
- 23 Floreana Ecotours – **Ecuador**
- 24 Ccaccacollo Women's Weaving Co-op – **Peru**
- 25 Inti Runakunaq Wasin Youth Drop-in Centre – **Peru**

- 26 Esencia Andina – **Peru**
- 27 Parwa Community Restaurant – **Peru**
- 28 Lares Community Campsite – **Peru**
- 29 Magdas HOTEL – **Austria**
- 30 Guneysinir Community Park – **Turkey**
- 31 cop(m)adam – **Turkey**
- 32 AFER Women's Association – **Morocco**
- 33 Nyamirambo Women's Center – **Rwanda**
- 34 Maasai Clean Cookstoves – **Tanzania**
- 35 Moshi Mamas – **Tanzania**
- 36 Café Ubuntu – **Kenya**
- 37 Women on Wheels – **India**
- 38 The City Walk – **India**
- 39 Sisterhood of Survivors - Khathmandu – **Nepal**
- 40 Sisterhood of Survivors - Pokhara – **Nepal**
- 41 Barauli Community Homestay – **Nepal**
- 42 Senang Hati – **Indonesia**
- 43 Ngadas Community Homestay – **Indonesia**
- 44 Mae Hong Son Hilltribe Trek – **Thailand**
- 45 Oodles of Noodles – **Vietnam**
- 46 Lifestart Lanterns – **Vietnam**
- 47 New Hope Cambodia Training Restaurant – **Cambodia**
- 48 CastAway Ocean Science – **G Adventures Expedition Ship**
- 49 South Georgia Heritage Trust – **South Georgia Island, Antarctica**
- 50 Café Chloe – **Australia**
- 51 Planeterra Products on **G Adventures Expedition Ship**



WITH YOUR SUPPORT IN 2017

PLANETERRA INDIRECTLY IMPACTED



OVER
55,000
PEOPLE

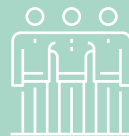
DIRECTLY ENGAGED



1,976
WOMEN



436
YOUTH



1,560
COMMUNITY
MEMBERS



NUMBER OF COUNTRIES PLANETERRA
WORKED IN, WHICH INCLUDES 9 NEW
COUNTRIES ADDED IN 2017.



OVER
86,000

NUMBER OF TRAVELLERS PLANETERRA
SOCIAL ENTERPRISES HOSTED.

FOR A TOTAL OF OVER **500,000** TRAVELLERS WHO HAVE VISITED
PLANETERRA PROJECTS SINCE THE NON-PROFIT WAS FOUNDED.

EMPOWERING WOMEN

Women make up over half of the tourism workforce and yet they are often underpaid and face limited opportunities to move into higher positions within their jobs. Planeterra helps women redefine their roles in society by providing life-changing access to education and job training.



In 2017, Planeterra projects improved livelihoods for 447 new women.



Penduka — Namibia

Planeterra partnered with Penduka, a handicraft co-operative and social enterprise owned and operated by women in the Katutura Township outside of Windhoek. Penduka employs 30 at-risk women, mostly from surrounding townships, who have no schooling background or access to secure jobs. Some of these women also suffer from chronic illness or disabilities. Along with direct employment, Penduka contracts the services of more than 300 women from around the country for handicraft creation. The co-operative hosts numerous handicraft workshops for textiles, beading and pottery, as well as a restaurant, guesthouse, and small income-generating agriculture projects.



Stthree Craft Shop and Café — Sri Lanka

In 2017, Planeterra provided the funds to fully renovate a café and handicraft shop with the Women's Development Centre, a longstanding nonprofit, in Sri Lanka. This café creates jobs for women and youth with disabilities, and is located adjacent to a handicraft shop which supports over 100 female entrepreneurs in the Kandy area. The profits generated from this social enterprise go back to support the running cost of a shelter for abused women. Over 2,000 travellers will visit the cafe annually, giving this non-profit a huge boost in funding for 2018.



Panauti Community Homestay — Nepal

Located in the Kathmandu valley, the small town of Panauti has seen minimal benefit from the tourism industry in Nepal. That is, until the setup of their first homestay program, an initiative created by the community with support from our partners at Royal Mountain Travel. Seventeen women have been trained to host travellers, giving women a higher position in society and a new source of income. 20% of all income generated through this program is reinvested back into community projects, such as scholarships for vulnerable youth and training programs on hygiene and sanitation.



NEW PATHS FOR YOUTH

Youth in many parts of the world have limited access to formal education, and have few opportunities for jobs. Planeterra supports programs that help at-risk youth develop skills to work in tourism and hospitality, providing them with a chance to forge positive life paths.

In 2017, Planeterra projects trained 66 new youth to create a better future.



Sanon — Burma/Myanmar

Bagan, Burma/Myanmar suffers from long dry seasons which are only heightened by the effects of climate change. The region relies heavily on agriculture and so, during changing seasons, diversification of employment opportunities are challenging to come by. In order to set at-risk youth up for successful careers and sustainable job paths, Planeterra worked with the Myanmar Youth Development Institute to help bring their youth-training restaurant successfully into the tourism supply chain. Sanon Training Restaurant trains 30 youth every year, providing room and board, as well as social services needed for growth.



LinkAge — Burma/Myanmar

LinkAge restaurant was started by a social entrepreneur, Ms. Khin, who was inspired by social enterprise work Friends-International was implementing throughout Southeast Asia. Seeing the need to support at-risk youth in Burma/Myanmar, Ms. Khin started LinkAge, a social enterprise restaurant. Planeterra worked with Ms. Khin and Friends-International to provide a catalyst grant that improved the restaurant's infrastructure, outfitted the kitchen and dining area with new equipment, provided extensive hospitality training, and helped build Ms. Khin and the students' skills, knowledge, and expertise. The restaurant now trains and supports a new cohort of students each year.



!Khwa ttu San Culture and Education Centre — South Africa

Like many other Indigenous people, the languages, cultures, and home ranges of the San are under considerable threat. Planeterra partnered with the !Khwa ttu San Culture and Education Centre, which runs the ||Kabbo Academy, taking on approximately 30 students per year from a number of countries across southern Africa to participate in a seven-month hospitality training program. In 2017, Planeterra provided funding to support a new training module that focuses on the environmental stewardship of the land, highlights the culture and traditions of the San, all while sharing the incredible work done at the ||Kabbo Academy with visitors.

CONSERVING CULTURES

Planeterra supports programs that recognize and celebrate Indigenous and rural communities along with the integral role tourism can play as a vehicle for the celebration of culture and land. We help create meaningful connections between travellers and Indigenous communities through social enterprise.

In 2017, Planeterra projects improved livelihoods for 672 new community members.



Mescladis — Spain

The Cuinant Oportunitats (Cooking Opportunities) Program run by non-profit organization Mescladis, was created to increase the number of social services, resources, and programs that help immigrants integrate into Spanish society. Planeterra works with Mescladis, supporting them with a steady market of travellers for cooking classes that help generate income for various programs. The cooking classes at Mescladis, conducted by these students, seek to create a meeting point between cultures, using food that has been infused with the traditions and flavours of migrants' home countries as a stepping stone for broader discussion.



Jukil Community Lodge — Bolivia

The Jukil Community Lodge is located in the community of Santiago de Agencha, one hour from Bolivia's famous Salt Flats. Struggling with the remoteness of the location, urban migration is a significant issue faced by the small community of 280 habitants. Planeterra, with the support of a grant from our partners Live Out There, helped breathe new life into this community lodge. The lodge was completely renovated and expanded, and connected to the tourism market, creating economic opportunities for the region. The community sees the lodge as a way to rescue their Indigenous culture.



Migrantour Naples — Italy

Facilitated by Casba, a non-governmental organization and cultural mediator that works with migrants to help them integrate and become more accepted into Naples society, Migrantour seeks to employ a number of the city's newcomers. Beyond providing much-needed employment, the tours help travellers learn about aspects of Naples that have been influenced by new cultures and religions brought to the city by newcomers. This year, Planeterra worked with Migrantour Naples to develop a tour that highlights these unique parts of the city and their relationships with these newcomers.



Migrantour Rome — Italy

Through tour guides who are migrants themselves, Migrantour Rome exposes travellers to the history of migration in Rome, and the beauty created by a melting pot of cultures, languages, and religions living together in harmony. This alternative tour operator also provides much-needed employment for newcomers to Rome. Not only does a Planeterra partnership help Migrantour Rome spread their message, but it will also bring in much-needed revenue from tourism for the organization's efforts across Europe.



Mto wa Mbu — Tanzania

In a country where unemployment rate hovers just above 10%, Mto wa Mbu Cultural Tourism Enterprises is creating jobs for locals, including women, in an innovative and sustainable way that celebrates local culture and heritage. Boosting the economy of the village leads to protection of the environment, biodiversity, and curbs urban migration and loss of culture and heritage. Along with empowering community members through employment and economic opportunities, Mto wa Mbu also has a Village Development Fund. This means a portion of the funds raised through tourism are invested back into the area's schools, hygiene, and sanitation, and water and conservation programs.



Squamish Lil'wat Cultural Centre — Canada

Located in Whistler, BC on the traditional territory of the Squamish Nation and Lil'wat Nation, the Squamish Lil'wat Cultural Centre has been designed to demonstrate how two distinct Nations can share territory, knowledge, and cultural practices in a way that acknowledges the uniqueness of each Nation. The Centre's Museum, Cultural Tours, Café and Gift Store provide employment and training to local First Nations people and an opportunity for them to share their culture and history with Whistler's international guests. Through a partnership with Planeterra, the centre has increased visitor numbers, helping them expand their training base and programming.



Wiwa Tours — Colombia

The Wiwa people of the Sierra Nevada are descendants of the ancient Tayrona people who remained uncontacted and in isolation until the second half of the 20th century. At that time, illegal activity in the mountainous region threatened their livelihood and deprived them of much of their land. Wiwa leaders worked directly with Planeterra to establish tourism activities that would uphold their cultural values and celebrate their customs. Working together with the community of the Refugio Gotsezhy, a centre was constructed for travellers to enjoy on the last day of the Lost City trek as a place for the community members to gather, provide a traditional lunch, and educate travellers on their way of life.



Make a Difference Homestay — The Philippines

In 2013, the small fishing community of Maribojoc in the Philippines was hit by a 7.2 magnitude earthquake. Many people lost their homes and, for some, their way of life. Along with our partners, Make a Difference Travel and Gawad Kalinga, we worked with the community to help rebuild and renovate 17 homes and provide training for Maribojoc's first tourism business, a community-owned and -run homestay program. Programs were developed to engage the youth in the community to run local tours around the island, to create a community farm, and implement a local cooking class run by the community's women's association.



Parque de la Papa — Peru

Parque de la Papa, or Potato Park, is made up of five Andean communities that are working together to preserve 1,300 species of endemic Peruvian potatoes. The communities have set up a seed bank that houses these rare species of potatoes, and have developed a number of microenterprises to create livelihood opportunities for community members and support the longevity of this program. Planeterra helped increase the initiative's tourist activity, as well as supported our partners by funding two microenterprises that helped 12 women start their own medicinal tea enterprise and 24 women develop their handicraft enterprise, now visited by 2,000 travellers per year.

RESPONSIBLE TRAVEL WITH INDIGENOUS PEOPLE

In 2017 Planeterra continued work in the area of policy development. Over the years we have advised G Adventures on responsible travel practices while partnering with external experts to develop guidelines for the broader travel industry. Planeterra partnered with the International Institute of Tourism Studies (IITS) at the George Washington University to create a practical guide that would be useful to travel companies involved with Indigenous tourism. G Adventures commissioned the work and is using the guidelines to assess its supply chain and practices globally, to ensure the company operates in the most responsible manner. Jamie Sweeting, President of Planeterra, and Seleni Matus, Executive Director of the

IITS, both recognized the need for a tool like this in order to improve practices among travel companies who engage with Indigenous communities and offer Indigenous tourism experiences. Travel companies that interact with Indigenous communities have a special responsibility to help them safeguard their resources and their cultural heritage and it is our hope that the tool will be utilized for the mutual benefit of the industry and Indigenous people across the globe. *Responsible Travel with Indigenous People: Global Good Practice Guidelines* can be accessed from the publications page at Planeterra.org.





Accessibility is a central element of any responsible and sustainable tourism policy. It is both a human rights imperative, and an exceptional business opportunity. Above all, we must come to appreciate that accessible tourism does not only benefit persons with disabilities or special needs; it benefits us all.

Taleb Rifai, UNWTO Secretary-General

FROM THE FIELD

Yayasan Bhakti Senang Hati or “Senang Hati” is a foundation run by local people in Ubud, Indonesia who are living with long-term disabilities. On an island prospering from tourism, it is difficult to find work if you have accessibility challenges. Senang Hati wanted to create a dream restaurant, a place where all people could comfortably work, learn, and host international travellers.

With Planeterra’s support, we worked with Senang Hati to bring their “Dream Restaurant Project” to life. This project received a grant of over \$25,000 CAD to help members (most living with long-term disabilities) build human capital, renovate, and improve the accessibility of the restaurant facilities, and increase the number of locals employed through the Senang Hati Foundation. With Planeterra’s support, 10 people are now fully employed as restaurant staff with 20 students studying and training in hospitality. Students are also provided room and board through Senang Hati.

Since our partnership began, Senang Hati has seen an increase of 80% in their customer base through G Adventures travellers visiting the restaurant, and a 30% increase in other tourism programs such as their local tricycle tours, the Happy Hearts tour, and additional income coming from the sales of local arts products and souvenirs produced by additional members.



Panot (Tung) Pakongsup is Planeterra’s Field Manager in Asia. Tung works closely with Planeterra’s partners in Southeast and East Asia specializing in community tourism.





OCEAN HEALTH FUND

No matter where you live, you are directly affected by the health of our oceans. Tourism, though one of many industries dependent on the oceans for economic gain, also acts as a means to advocate and educate travellers on the greater issues these ecosystems are facing. In partnership with G Adventures' ship *G Expedition*, and supported by thousands of travellers across the world, Planeterra has been able to support initiatives that are focused on ocean conservation. Planeterra has invested nearly \$350,000 CAD over the last five years through the Ocean Health Fund which supports programs that are:

- Protecting megafauna
- Combating ocean waste
- Supporting research and science
- Supporting communities that rely on the oceans as a main source of livelihood

PROJECT SPOTLIGHT

Whale Shark Project, The Galápagos Islands

In 2017, Planeterra granted funds to the Marine Megafauna Foundation's Galápagos Whale Shark Project. Whale sharks have been a target for commercial fishing since the 1990s. While concrete data is not available on the population size, the number of sightings continues to decrease. Planeterra's investment allows for the individual identification and tagging of whale sharks so researchers can better study their movements and breeding patterns. Without science and baseline data for the species, limited efforts can be put forth for the conservation of the whale shark.

What's a whale shark?

They are the largest shark or fish to ever swim in our oceans, often reaching up to 20 meters long and weighing over 20 tons. Despite their fearsome size, they are considered to be a gentle giant of the ocean.

Hookpods, Global

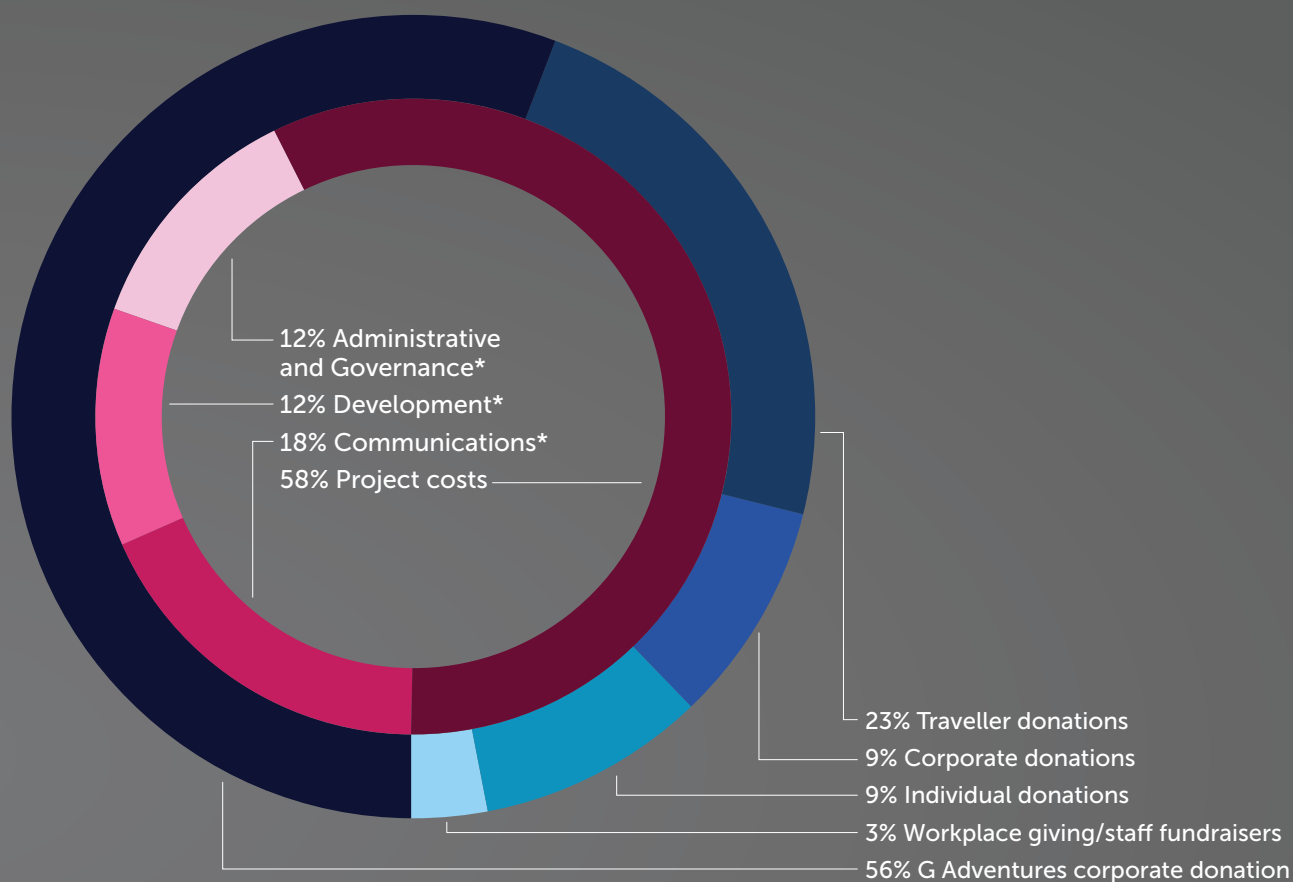
Avid bird watchers often cross the globe to see albatrosses and petrels in their natural habitats. Unfortunately, these seabirds are extremely vulnerable to large-scale commercial fishing efforts. Endangered albatrosses and other seabirds are regularly accidentally killed by accident in longline fisheries around the world regularly, with an estimated 160,000 seabirds killed through longlines annually. In 2017 and 2018, Planeterra is directing funds raised aboard the *G Expedition* to the Albatross Task Force of the Royal Society for the Protection of Birds (RSPB) for a new technology, the Hookpods, to reduce the number of accidental seabird deaths and plastic waste used by commercial fishing practices. This innovative technology is being deployed through fishing fleets in eight countries, and studies demonstrate it as a safe, feasible, and cost-effective alternative to prevent seabird bycatch.



In Calendar year 2017, Planeterra raised a total of \$890,872 CAD in revenue from deeply committed supporters around the globe.



**All Planeterra's administrative, development, and communications costs are covered by G Adventures*



2017 PLANETERRA FINANCIAL BREAKDOWN

A look at how combined revenue was used to fund combined expenses and project costs.

BOARD OF DIRECTORS

For the period of January to December 2017

Jamie Sweeting	Planeterra President
Bruce Poon Tip	Planeterra Founder & Chairman Founder of G Adventures
Zeina Gedeon	Board Member Tourism Industry Executive Consultant
Tenzin Khangsar	Board Member President of Viralyze

Thank you to our implementing partners:

!Khwa ttu San Culture and Education Centre	Marine Megafauna Foundation
ANDES	Mescladis
Association des Femmes et Enfants Ruraux (AFER)	Mi Cafecito
Art Creation Foundation for Children	Migrantour Rome
The Azad Foundation	Mto wa Mbu Cultural Tourism Enterprises
The Barauli Community	Myanmar Youth Development Institute
Ccaccaccollo Women's Weaving Co-op	New Hope Cambodia
Central Caribbean Marine Institute	Nyamirambo Women's Center
çöp(m)adam	Parque de al Papa
Casba Social Cooperative	Parwa Community Restaurant
El Hongo	Penduka
Esencia Andina	Posadas Mayas
Floreana Ecotours	Puesta del Sol
Friends-International	Royal Mountain Travel
Gawad Kalinga	Salaam Baalak Trust
Give a Heart to Africa	San Antonio Women's Group
Guneysinir Community Tourism	Sanon
Indecon	Samrakshak Samuha Nepal (SASANE)
Ingan Tours	Senang Hati
Jukil Community Lodge	STREETS International
Altitude Adventures	South Georgia Heritage Trust
Lares Community Campsite	Squamish Lil'wat Cultural Centre
Lifestart Foundation	The Ngadas Community
Maasai Stoves & Solar	Ubuntu Foundation
Mae Hong Son Community Association	Wiwa Tours
Make A Difference Travel	Women's Development Centre
Magdas Hotel	



A UNIQUE PARTNERSHIP WITH G ADVENTURES

Planeterra's partnership with small group adventure travel company G Adventures continues to grow as we work hand in hand to integrate 75 social enterprises into G Adventures travel itineraries by 2020.

In 2017, G Adventures contributed over \$500,000 CAD towards Planeterra, covering all operational, overhead, and administration costs while also contributing funding for new community enterprises around the world. Last year, G Adventures sent more than 85,000 travellers to Planeterra projects, with a total of 51 projects currently integrated into G Adventures itineraries. Additionally, G Adventures provides services pro bono to Planeterra, giving Planeterra access to their team of experts around the globe.

**THE EMPLOYEES OF G ADVENTURES
ACT AS SOME OF PLANETERRA'S
MOST ENTHUSIASTIC DONORS,
RAISING \$24,488 CAD IN 2017.**



Barefoot for Planeterra

Stirling Weir, a G Adventures CEO (Chief Experience Officer - tour guide) in the United States was deeply affected by the extreme poverty in India and was moved to act. Using his vacation for good, and in an attempt to raise public awareness and money for Planeterra, he spent the entire day of February 3, 2017, barefoot while touring around the city of Varkala in southern India.

A simple pledge to walk barefoot for one day while travelling in India ended up raising \$1,890 CAD for Planeterra.



I believe in Planeterra's mission because it provides lasting support to people in need by creating jobs, while improving the experiences of travellers from all backgrounds.

Stirling Weir

OUR MAJOR DONORS

Gifts greater than \$200 CAD

Gary Armstrong	Meghraj Kamath
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James Johnson	Chip Walsh

Gifts in-kind

G Adventures
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No Rush Tours

OUR CORPORATE CHANGEMAKERS:



G Adventures

Deloitte.



amadeus

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