We are pleased to present you with the following information about the unique way that the Planeterra Foundation changes lives through sustainable community development. You’ll learn about our model that provides critical funding to women, youth, and communities in a way unlike any other non-profit organization. We work directly with those in need, and we work efficiently to get projects up and running quickly and sustainably.

We hope that you will consider supporting the Planeterra Foundation, to help us continue our work to give women and youth an equal opportunity as contributing members in their community.

We look forward to working with you to change lives through travel.

Sincerely,

Jamie Sweeting
President, Planeterra Foundation
Planeterra’s mission is to improve people’s lives by creating and supporting social enterprises that bring underserved communities into the tourism value chain.

Planeterra connects social enterprises to the tourism marketplace by providing catalyst funding, capacity training, and a link to travellers for small businesses supporting women, indigenous communities, and youth.

Over the next five years, the Planeterra Foundation will invest millions of dollars into social enterprise projects around the world, changing the lives of people in over 35 countries by providing them with access to the benefits of tourism.

Together, we can create opportunities and change lives through travel.
We help real people.

Social enterprises provide real jobs, entrepreneurship opportunities, and empowerment. Through tourism, we can help women, youth and indigenous people gain access to dignified work, often for the first time in their lives.
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, and provides them with a chance to create positive life paths. Thang comes from a farming family in a mountainous village. A working accident killed his father when he was in 7th grade and his family struggled to survive. After finishing 11th grade, Thang decided to enrol in STREETS culinary training program. Following graduation, Thang got a position at a Hoi An resort, and has worked his way up to a senior chef role.

Women make up over half of the tourism workforce and yet they are often underpaid and have limited job opportunities. Planeterra helps women redefine their roles in society by providing life-changing access to education and job-training. Esupat is a proud trainer in the Maasai Clean Cookstove project. As a single mother of two, she wants to protect her young children from the health effects of open cooking fires. Esupat became a clean cookstove engineer to install a clean stove in her home, and pass on the knowledge to other families. Esupat has now become a leader in her community.

Planeterra supports programs that recognize the unique offerings that indigenous and rural communities have for tourism. Through social enterprise we help to create meaningful connections between travellers and indigenous people. Aduanemaku is the third of nine siblings, and is a descendant from the Wiwa and Kogui tribes, both located in the Sierra Nevada de Santa Marta. Together with some Wiwa friends, Aduanemaku had the idea to bring tourists to the Ciudad Perdida (Lost City). They work with tour operators to provide services to trekkers, and expose them to their culture.
Morocco Women’s Lunch

Planeterra provided seed funding for the first hospitality program run by local partner AFER (Association Des Femmes et Enfants Ruraux) to develop the skills of rural women in Morocco. The funds bought kitchen equipment and paid for small business training for the project partner.

Moshi Mobile Mamas

Planeterra worked with an adult women’s school, Give a Heart to Africa, to create employment opportunities and businesses for graduates. Planeterra funded a cooperative workspace and storefront, and connected the program participants to a global marketplace of travellers.

Parwa Community Restaurant

The most significant investment to date, Planeterra funded the development of a large scale community restaurant in Peru. The restaurant benefits 700+ community members, and provides proceeds to invest back into community services like health and education.

A little can go a long way.

Some projects simply require guidance and access to the tourism value chain by becoming direct suppliers for tour operators, while some need small seed investments to get started. Other projects require significant capital investment. By working with local beneficiaries along with tour operators, we can evaluate how to make the most significant impact with our funding.
How one donation can help an entire village.

The Red Lahu and Karen tribes live in the mountains on the Myanmar border of Thailand. The remote location is an appealing home for its peaceful way of living in harmony with the land. Each tribe has incorporated their traditional practices into everyday life, which means they have a lot to offer travellers trekking through the region. Until recently, these hilltribes were not seeing the benefits of tourism like more popular and easier to access communities close to international transit routes like Chiang Mai. Planeterra wanted to do something to improve the livelihoods of the people in these communities who always wanted to host travellers in their community, but were never given the chance. With a significant investment from the Tourism Authority of Thailand, Planeterra was able to develop a community tourism training program for three northern hilltribes. Over the span of eight months, Planeterra was able to provide capacity training to develop a community owned and operated homestay and trekking program, which created other micro-enterprises such as cooking classes, local treks, handicraft making, cultural immersion. This project would never have been possible without the upfront funding that was provided by the project patron. This is the story of how one donation can help change lives in three entire villages.

Nahu and her husband Yajoe are members of the Red Lahu hill tribe in the Mae Hong Son district. Nahu, as well as her fellow community members are feeling the pressure of the unpredictable nature of climate change. For the past few years, Nahu has followed traditional harvesting schedules, but she is continuously faced with challenges. This year, the rains arrived several weeks later than normal and the rice crops that Nahu had spent weeks planting didn’t grow. Financial support from tourism will provide an alternative livelihood for Nahu’s family, to offset unpredictable income from farming.
Planeterra will be able to fund new projects like the ones featured in this proposal, adding to the 37,000 people that are currently benefiting from our work. The seed funding that we can provide with your investment can be used for capacity training, business development, building supplies, and much more. With the annual support from our founding partner G Adventures covering our administrative expenses, Planeterra can invest every penny of your donation towards a project in need.

With your donation
Supporter Levels

Planeterra depends on multiple layers of donations:

**Sustaining Supporter**
With multi-year contributions from our Sustaining Supporters, Planeterra is able to plan ahead and invest in large-scale projects with longer development time-lines.

**Major Supporter**
With large one-time investments from our Major Supporters Planeterra is able to provide seed funding to kickstart projects and turn them around quickly.

**Patrons and Friends**
With the generous donations of our community of patrons and friends, Planeterra can continue to develop projects at a pace that will surpass our 50 in 5 Campaign target.
Thank you for your consideration. If you have any additional questions, please contact:

info@planeterra.org
or call
+1-416-263-4671