

# Planterra IMPACT REPORT 2016







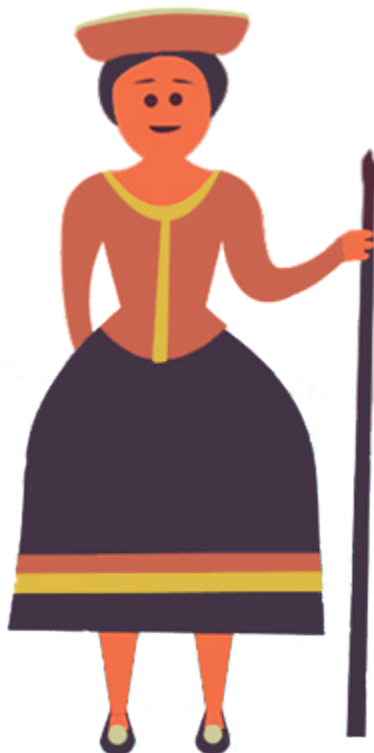
**“I always had a vision to create more opportunities for me, my friends, and neighbours.”**

— Timotea Mesh  
President, San Antonio Women's Group



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

## OUR MISSION

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

PLANETERRA PRESIDENT ENJOYING A WELCOME CEREMONY  
FROM OUR PARTNERS AT GIVE A HEART TO AFRICA





# A NOTE FROM JAMIE SWEETING, PRESIDENT

Dear Friends and Supporters,

2016 was a very big year for Planeterra. We officially launched our CAD\$5 million “50 in 5” campaign, with a goal of including 50 new social enterprises into G Adventures tours in 5 years. These will be in addition to the 25 social enterprises that we had already worked with G Adventures to bring to market.

I'm excited to share that we made a great start on this campaign in 2016, successfully bringing 11 new social enterprises to the G Adventures market. We also raised CAD\$983,460 in 2016. Added to the pre-launch funds raised during G Adventures' Ignite the Night 25th Anniversary event in late 2015, this total puts us well on target to reach 50 in 5 on time and on budget.

Planeterra's vision is to improve people's lives by creating and supporting social enterprises that bring underserved communities into the tourism value chain. My hope is that this 2016 Impact Report brings this vision to life and provides you with a better understanding of what we do and why we do it.

Simply put, we believe that what we are doing at Planeterra has the potential to improve the lives of hundreds of thousands of people who live in tourism hotspots, but who currently see little or no benefit from people visiting their homelands.

Rather than raising money from travellers and travel companies to give philanthropically to well-meaning health and education projects (typically seen as a “hand out” in development terms), we have embarked on a mission to help people help themselves.

In doing so, we work with tourism industry partners to support the development of small and micro social enterprises that provide disadvantaged and often marginalized local people with a “hand up.”

What we have seen is that, once empowered to set up and run their own community / non-profit businesses, these same people then invest their earnings and profits into the priorities they have personally chosen for themselves – perhaps not surprisingly, these are often in the areas of education, health care, supporting cultural heritage, and conservation.

The key difference is that, following the initial start-up grants and some ongoing support and mentoring from the Planeterra team and our partners, their businesses provide sustainable funds for these initiatives. They are no longer reliant on the charity of others; instead, they have engaged in trade, not aid.

I wish to thank all of our supporters, including the travellers who visited our projects, the G Adventures CEOs (Chief Experience Officers – aka tour leaders) who led their groups to experience the projects, and the companies and individuals who generously donated both time and money to allow us to do this important work.

Special thanks goes to our founding partner G Adventures, which, under the leadership of Bruce Poon Tip, continually pushes to do more when it comes to helping improve the lives of the people who live in the places their tours visit.

Enjoy reading about the impact we've made in 2016. We look forward to the next four years and delivering the remainder of our 50 in 5 projects.

Best wishes,

A handwritten signature in dark ink that reads "Jamie". The letter "J" is large and stylized, with a long horizontal stroke that extends to the right and then loops back under the "ie".

Jamie Sweeting



# OUR STORY



Established in 2003 by global adventure travel company G Adventures' founder, Bruce Poon Tip, the Planeterra Foundation was created as a means for the travel industry to give back to communities. As a Canadian non-profit organization, Planeterra has contributed millions of dollars towards projects in areas of social enterprise, healthcare, conservation, and emergency response in travel destinations around the world.

The Planeterra Foundation is the non-profit partner of G Adventures and is independently registered under Canada's Not-for-Profit Corporations Act. With an annual contribution from G Adventures, Planeterra is able to offset our operating and project administration costs, as well as receive pro bono services for our efforts globally.

This effective model allows us to invest 100% of public, private, and individual donor funds directly towards our community development projects worldwide.

## WHY WE ARE DIFFERENT?

Our development model empowers communities by working with women, youth, and indigenous populations across the world to develop sustainable enterprises that are integrated into the tourism supply chain.

Planeterra provides the capacity building and catalyst grants to get these social enterprises off the ground. These businesses address local challenges by providing benefits for indigenous people, empowering marginalized women, and granting disadvantaged youth access to education, employment, and brighter futures.

Planeterra projects are implemented in locations that have high numbers of tours and passengers passing through, giving community members the customer base they need to see their businesses succeed.

Using the demand of the travel industry to create sustainable employment for community members, Planeterra is able to create a ripple effect, positively impacting communities across the world. Income generated through Planeterra's social enterprises is often reinvested in the things that matter – like education, healthcare, and sanitation.

These businesses are also working to reduce urban migration, conserve traditional cultures, empower women, and protect the environment.

## OUR PROJECTS

Planeterra's projects directly meet the needs of travellers and are driven by market demands. All projects fall into one of the following five categories:



Meals & Food



Tours & Experiences



Handicrafts



Accommodation



Transportation



# A UNIQUE PARTNERSHIP with G Adventures

G Adventures is a small-group travel company with a big heart. They send more than 150,000 travellers around the world on more than 700 unique experiences each year. Noting the potential of tourism to be a catalyst for change, G Adventures' founder Bruce Poon Tip created The Planeterra Foundation in 2003, as a way to empower local communities through the tourism value chain.

Through our unique partnership with G Adventures, Planeterra is able to be financially efficient. G Adventures contributes annually toward Planeterra's operating, administrative, and program costs, letting all external donations be spent directly on community development programs.

Additionally, G Adventures provides services pro bono to Planeterra, giving us access to their team of experts around the globe. G Adventures staff are some of the most spirited fundraisers and advocates for Planeterra projects worldwide.

Together, G Adventures and Planeterra are working to create a world of good.

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## THE RIPPLE EFFECT

*Planeterra helps start something. Once a social enterprise is part of the tourism supply chain, the impacts begin to multiply within the community. We believe that tourism can be the greatest method of wealth distribution in the world, and we're out to prove it. Tourism can be a great way to improve communities in a number of ways, and we've seen a long-term difference being made first-hand in the following areas:*

**HEALTH AND SANITATION**  
**ENVIRONMENTAL PROTECTION**  
**CULTURAL CELEBRATION**  
**REDUCED MIGRATION**  
**WOMEN LEADING COMMUNITIES**  
**EDUCATION**





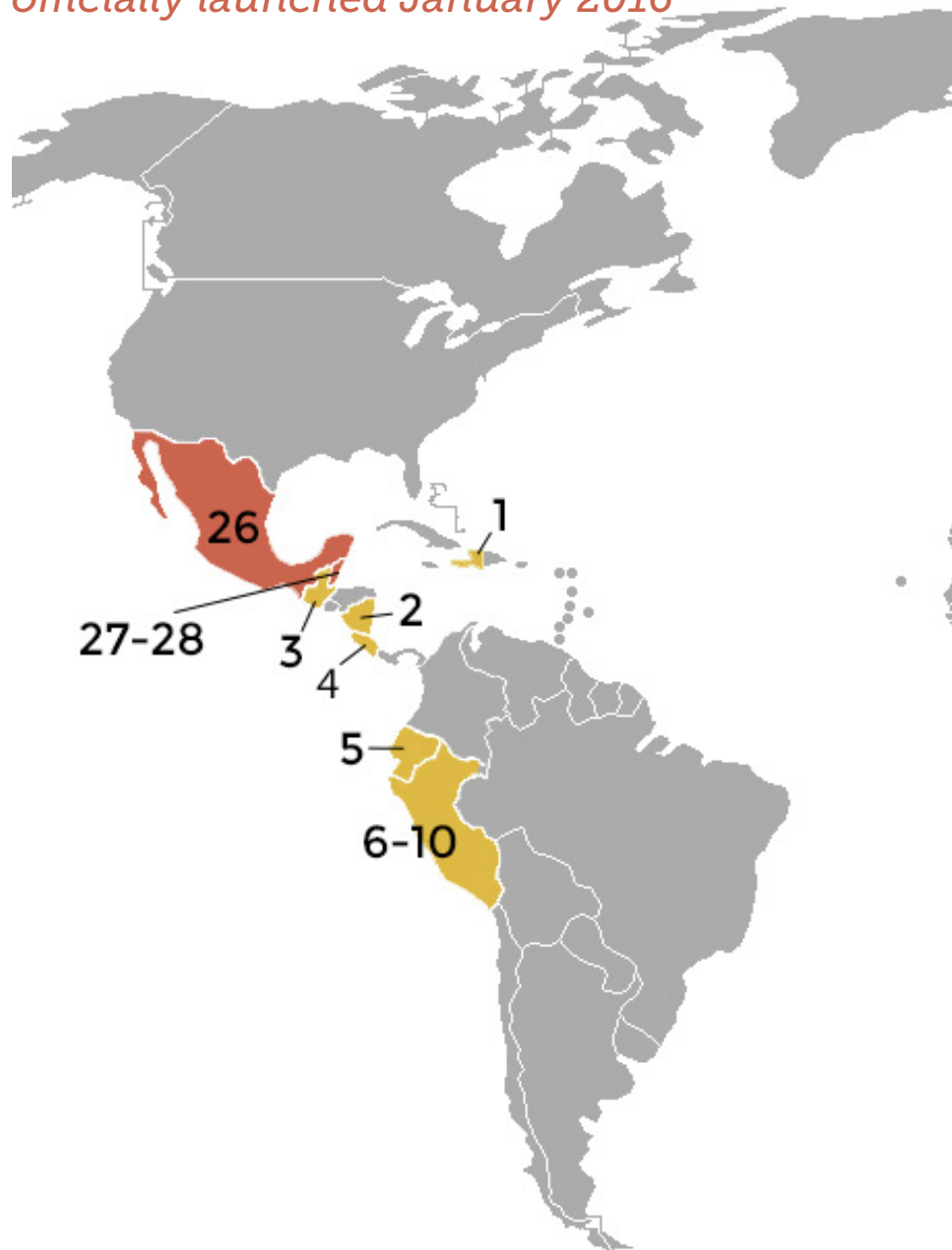
# THE 50 IN 5 CAMPAIGN

*officially launched January 2016*

The 50 in 5 Campaign aims to raise CAD \$5 Million in order to integrate 50 new social enterprise projects into G Adventures trips in 5 years, changing the lives of local people in over 35 countries by providing them with access to the benefits of tourism.

With year one 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 8 new countries where Planeterra had never invested before.

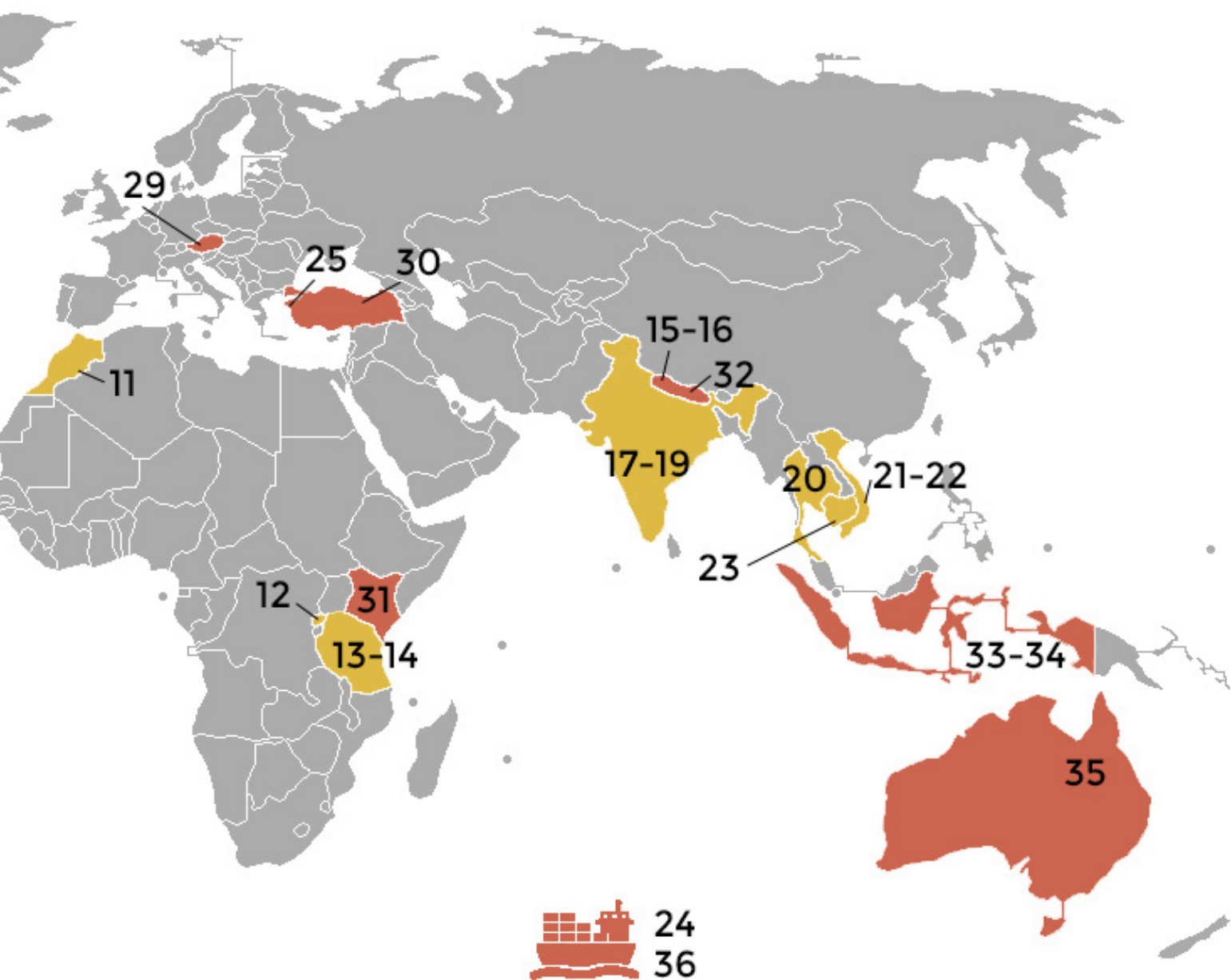
We began 50 in 5 with 25 projects already on the ground. It is our hope that, by 2020, Planeterra will have 75 social enterprises established across the world that are empowering communities with increased income, and opening opportunities for investment in education, health, and improved quality of life.



## OUR PROJECTS

1	Art Creation Foundation	12	Nyamirambo Community Tour
2	Puesta del Sol	13	Moshi Mamas
3	Posadas Mayas	14	Maasai Clean Cookstoves
4	Mi Cafecito	15	Sisterhood of Survivors - Kathmandu
5	Floreana Ecotours	16	Sisterhood of Survivors - Pokhara
6	Esencia Andina	17	Women on Wheels
7	Cusco Youth Project	18	The City Walk
8	Ccaccacollo Women's Weaving Co-op	19	Open Hand Cafe
9	Parwa Community Restaurant	20	Oodles of Noodles
10	Lares Community Campsite	21	Mae Hong Son Hilltribe Trek
11	Meknes Women's Lunch Program		





22 Lifestart Lanterns

24 Partner Handicrafts on the G Adventures Ship

23 New Hope Cambodia

25 çöp(m)adam

## 50 IN 5

26 El Hongo

31 Café Ubuntu

27 Bike With Purpose

32 Barauli Community Homestay

28 San Antonio Pottery Co-op

33 Senang Hati

29 Magdas Hotel

34 Ngadas Community Homestay

30 Guneysinir Community Park

35 Café Chloe

36 CastAway Ocean Science



# 50 IN 5 PROGRESS

*2016 saw us add...*

## 8 NEW COUNTRIES

to make a total of 22 countries with Planeterra projects

**660+**

new people  
employed  
through partners

**1,760**

new household  
members  
directly  
engaged

**12,583**

new indirectly  
engaged  
community  
members



More than

**415,000**

travellers have visited  
Planeterra Foundation  
projects.

**72,000+**

in 2016 alone.

# OUR IMPACT IN 2016

The 50 in 5 Campaign was implemented to drive the growth of Planeterra projects across the world.

In 2016, we were able to impact more community members than ever before, while creating unique tourism experiences for travellers. This year, we saw a 24% increase in our reach around the world.

## 34,400+



people around the world have seen their communities benefit from partnerships with Planeterra.



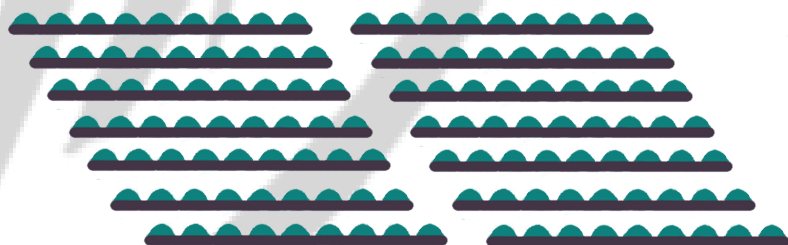
## 9,800+

individuals are directly benefitting from a household member involved in tourism through a Planeterra partnership.

## 2,700+

people received training and economic opportunities in the tourism industry through a Planeterra partner.

## THIS INCLUDES...



## 370

**YOUTH**  
receiving training in the hospitality industry



## 1,529

**WOMEN**  
pursuing new economic opportunities in tourism



## 888

**COMMUNITY MEMBERS**  
directly engaged in tourism programs



# 2016 PROJECTS

## WOMEN'S EMPOWERMENT



*An expansion to the San Antonio Women's Pottery Co-op was made possible through their partnership with Planeterra.*

## SAN ANTONIO CO-OP

### BELIZE

The average woman in San Antonio, Belize, is a mother to approximately seven children. The San Antonio Women's Group started when a group of Maya women came together to find a way to earn an income and learn new skills outside their home. With Planeterra's support, the women have built an expanded pottery workshop to host more travellers. The women are already hosting travellers to share in a tortilla-making experience and lunch. They showcase their traditional and modern pottery to travellers for purchase, helping them earn a sustainable income that in turn supports their families.

## CAFÉ UBUNTU

### KENYA

Planeterra's partners, Ubuntu Team, work to create social impact businesses in Kenya. Café Ubuntu and Ubuntu Made are a cafe and product workshop run by women, many of whom have children with special needs. By supporting the cafe and workshop, we are linking this remote business to a customer base, and making conscious purchasing decisions that are directly empowering local communities. The profits from these businesses support livelihoods for over 20 women and also go to support the Ubuntu School, which is providing support to children with special needs.



# 2016 PROJECTS

## NEW PATHS FOR YOUTH



### BIKE WITH PURPOSE

#### BELIZE

Bike with Purpose was developed by Ocean Academy, the first high school on Caye Caulker, as a social enterprise to train youth in practical tourism, communication, and leadership skills. Travellers see the island through the students' eyes and interests, visit the tarpon and seahorse reserves, and tour the Ocean Academy's classrooms after school hours.

With a grant from Planeterra, Ocean Academy was able to purchase 40 new bicycles and customize their program to make it customer-ready. All profits are split between Ocean Academy programs and income for the student's family and tuition fees.



*Student guides at Ocean Academy's Bike with Purpose.*

### CAFÉ CHLOE

#### AUSTRALIA

Café Chloe was created with help from a catalyst grant through Planeterra. The vocational training cafe equips Aboriginal high school students in Tully with on-the-job training in hospitality, a major industry in Queensland.

As an Aboriginal-owned tour operator, the program promotes the preservation of culture and empowerment of the next generation. Students make and serve lunch to travellers while the elders of the community share a family origin story of their tribe, the Jirrbalingan.

### EL HONGO

#### MEXICO

El Hongo, "The Mushroom" is a volunteer-run restaurant created as a means to earn income to support Calle 19, a community art program for youth in the "real" Playa del Carmen, Mexico.

Volunteers from the community developed El Hongo to clean up the neighbourhood and inspire youth to take part in programs that develop their skills and give them confidence for a brighter future. Visitors can tour the neighbourhood to see the street art created by the youth who participate in the program, and enjoy a meal at the restaurant.



# 2016 PROJECTS

## CONSERVING CULTURES



*The Ngadas Community Homestay also offered the community the opportunity to re-open ancient community hiking trails.*

### NGADAS HOMESTAY

#### INDONESIA

In 2016, Planeterra worked with the Tengger people to establish a homestay and community tour that highlights cultural traditions and provides much-needed economic opportunities.

Planeterra worked directly with the Tenggerese tribe to build capacity and provide training in hospitality, hygiene and sanitation; food preparation; reservations; and community cooperation. The initiative will help to protect culture, provide livelihoods, and create job opportunities so youth are encouraged to stay in their community.

### MAGDAS HOTEL

#### AUSTRIA

Magdas Hotel is a social enterprise designed to provide opportunities for migrants that have arrived in Austria as refugees. It is a hotel with the mission to improve lives, designed by renowned architects and volunteer artists who upcycled and recycled to give the hotel a unique and eco-friendly look.

By staying the night, travellers are helping make this social enterprise a success, while increasing opportunities for migrants and refugees in Europe.





## SENANG HATI

### INDONESIA

Our partner Senang Hati provides training programs for people living with disabilities, to help them build confidence and bring them into the formal economy.

Planterterra worked with Senang Hati to build the capacity of their lunch program, to make it suitable for the tourism market. Funds were raised and granted to Senang Hati for the construction of their “dream kitchen” – a fully accessible kitchen facility at their centre.

## OCEAN SCIENCE

### ANTARCTICA & THE ARCTIC

Planterterra partners with the Central Caribbean Marine Institute (CCMI) to collect ocean data on board the G Adventures Expedition Ship, used by G Adventures for polar expedition tours. The project provides data from the Antarctic and Arctic Oceans for comparative analysis with other ocean samples from around the world.

These locations have proven difficult for researchers to access, but through this partnership we are able to assist in the acquisition of reliable data, which is used to get a better understanding of how our oceans are responding to climate change.

## BARAULI HOMESTAY

### NEPAL

Living outside of the typical tourist hotspots, the Tharu people had not been benefitting economically from the tourism industry, despite their proximity to Chitwan National Park. Community guest lodges were equipped with new solar panels and hot water tanks through a grant from Planterterra, and, with a new link to a customer market, the community now has a reliable source of revenue from tourism.

New livelihoods have been built from this homestay, with a particular emphasis on empowering the women of the village, who now work as waitresses, cooks, hosts, and local guides.

## COMMUNITY PARK

### TURKEY

The Turkey Community Park in Guneysinir was developed by village residents already participating in a homestay for tourists. The community proposed to plant trees to develop a park that could be used by both residents and visitors, and help combat one of the region's biggest environmental issues: erosion and desertification.

When the trees begin to bear fruit, the community will work together as a cooperative to harvest almonds. Travellers can then visit the park on the way to their homestay and enjoy an afternoon of tea with the local community while learning about the local culture.



## Award highlights a great year for SASANE

*Kathmandu, Nepal - 2016 was a big year for SASANE – from additional training thanks to a large revenue stream, to a United Nations award – we take a look at how this Nepalese partnership has grown.*

7,000 women are trafficked out of Nepal into India every year. Our partner SASANE is tackling this epidemic in a unique way – through education and empowerment.

From paralegal training to English classes, SASANE provided training to 45 girls in 2016 and continues to make a huge difference in the lives of women and girls. Training survivors of trafficking as the first point of contact for others is making the Nepalese legal system accessible for even the most vulnerable.

“I have benefited from training in hospitality, English and trekking through SASANE’s partnership with Planeterra,” says Laxmi, a survivor who has been deeply engaged with SASANE for the last seven years. “My hope is to see SASANE expand all across Nepal to areas where women and girls are at high risk for trafficking.”

Planeterra’s partnership with SASANE included a catalyst grant that provided for the creation of the Sisterhood of Survivors program, where girls engage G Adventures travellers in a unique traditional dumpling-making cooking class and lunch. In 2016 alone, this project increased SASANE’s net income by CAD\$12,716. This additional revenue allowed the group to fund training camps and work experience programs for women.

The sense of empowerment and excitement is palpable for visitors to the Sisterhood of Survivors program, where the women welcome travellers with open arms. Meaningful connections are made here every day.

To cap off a wonderful year for SASANE, the Sisterhood of Survivors Program was honoured with the United Nation’s World Tourism Organization Award in Excellence and Innovation in Non-Governmental Organizations in 2016. The magnitude of the award was not lost on the women and girls of SASANE; they know it’s an important marketing tool to grow their business as well as their income and impact.





A paralegal in training through the SASANE program.



# Parwa: The Ripple Effect in Action



*Some of Parwa Restaurant's staff celebrating the opening of the restaurant in Peru's Sacred Valley in March of 2014.*

At Planeterra Foundation, we believe that the economic empowerment of one small business can uplift an entire community. We've seen it time and time again since we began assisting individuals, families, and businesses to join the tourism supply chain. By empowering a business and helping it to thrive, an entire community can be transformed.

There is perhaps no better example of what we call "the ripple effect" than the community-owned Parwa Restaurant in the Sacred Valley of Peru. Since it opened in March of 2014, profits from the restaurant have been distributed to various initiatives that have benefitted the community as a whole, and often the neediest groups.

Not surprisingly, the community association decided early in its first year to invest in the youth of the village, through a scholarship program and building of an internet-connected computer centre.

The elderly in the community have also seen the ripple effect caused by the restaurant's creation, as a social security program was created for their benefit. Income in 2016 went towards installation of water tanks in 45 families' homes, to ensure all residents in the village have access to running water.

Those running the restaurant have also not forgotten to invest back into their own business. New restrooms, kitchen upgrades, and an organic garden to grow vegetables for the restaurant (which acts as an educational component on local foods, including quinoa and indigenous potatoes for visitors) were all completed in 2016.

The success of the Parwa Restaurant is a testament not only to the infrastructure investment and capacity building contributed by Planeterra Foundation and its partners, but to the commitment of the whole community to improve their families' lives.

This true social enterprise has lifted an entire community up, and we look forward to watching as their ripple effect continues to reach those most in need.

## \$21,800

spent in 2016 on  
community initiatives,  
including water tanks, a  
food garden, and a  
computer centre.

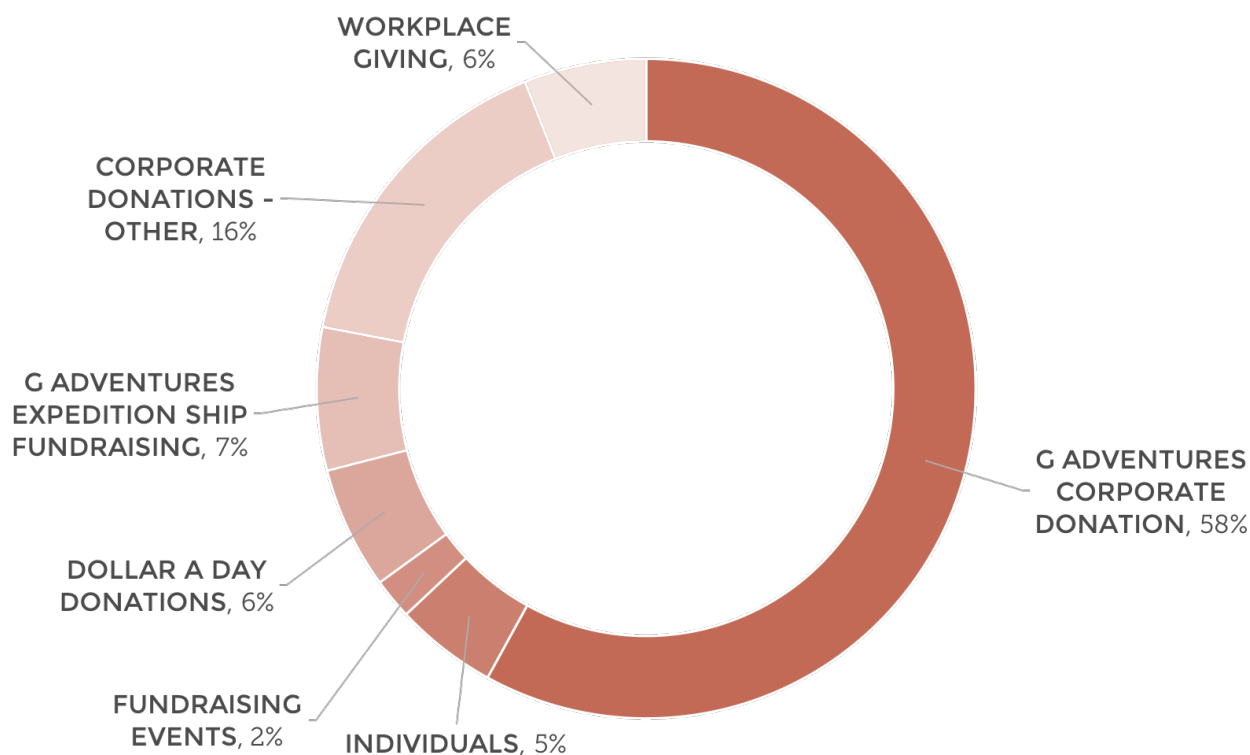
## FROM THE FIELD

Joel Callañaupa is Planeterra's Field Manager in South America. He works closely with indigenous communities in Colombia, Peru, and Bolivia. He has specialized in community tourism since 2007, when he began his career with Peru's national rural community tourism development program.



# WHERE OUR MONEY CAME FROM

TOTAL INCOME: \$983,460

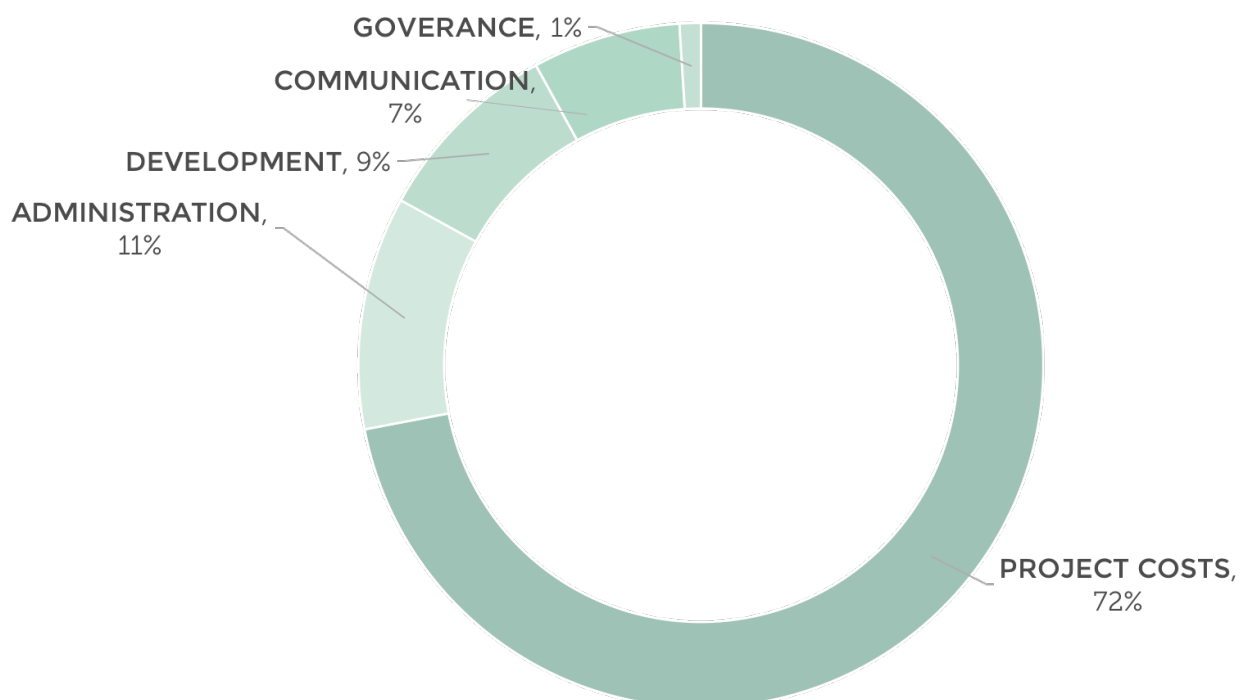


# WHERE WE SPENT OUR MONEY

PROJECT COSTS: \$647,000

OTHER EXPENSES: \$309,000

TOTAL: \$956,000





# DONORS & SUPPORTERS

## THE G ADVENTURES EXPEDITION SHIP

In 2016, generous passengers on the G Adventures Expedition Ship, which conducts cruises in the Arctic and Antarctic, gave CAD\$68,826 to Planeterra.

The Expedition crew arrange an auction for Planeterra on every voyage, and create and serve custom Planeterra cocktails. The ship also boasts a retail space for Planeterra handicrafts from our projects all over the world.

50% of all donations raised on the Expedition go towards the 50 in 5 campaign, while the other 50% is spent on improving the health of our oceans.



*The G Adventures Expedition Ship cruises the Arctic and Antarctic waters.*



## CREATING CHANGE WITH CHANGE

The simple act of donating your change while travelling can go a long way. In 2016 G Adventures CEOs (Chief Experience Officers, aka tour guides) collected travellers' change at the end of every trip, and raised CAD \$28,485 toward the 50 in 5 campaign.

## THANK YOU TO OUR MAJOR DONORS

Kristine Anderson  
Annie Bain  
Shobhna Bhati  
Marc-André Blanchard  
Renee Bikker  
T.S. Cameron  
Jennifer Chow  
Lotte Christensen  
Greg David  
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The Sweeting Family  
Thomas Tkach  
Scott Urquhart  
Erol Uzumeri  
Pernille Vaupel

Rachel Vincent  
John & Lisa Warner  
Jamie Weatherby  
Deborah Whissell

**In-Kind:**  
G Adventures  
Booking.com  
No Rush Tours  
Shotover Canyon Swing  
& Canyon Fox

\*All those listed made contributions over CAD\$150



# Two Miyatas on a Mission



*The duo combined adventure with charity as they fundraised during a cross-Canada trip, raising CAD \$6,500.*

Udai Kapila and Omar Khan are two young men who met in high school in Dubai. Udai is now a software developer with G Adventures. As new Canadians with a desire to explore the country and meet amazing people, they came up with the unlikely idea to cycle across the entire country. They wanted not only to cycle, but to raise money for a meaningful cause in the process.

When selecting a charity to support in their cross-Canada journey, Planeterra was a no-brainer for them. Planeterra's model of empowerment through sustainable tourism aligned with their interests, careers, and the journey they were about to embark on.

They started cycling in Vancouver on May 9, 2016 and ended in St. John's, Newfoundland, over 7,000km later, on July 14, 2016. Along the way they met some amazing people – those who hosted them and filled their bags with chocolate, others who whipped past them on their bikes (despite being over 30 years their senior), and others that joined into their mission and generously gave to Planeterra.

Through this journey, Omar and Udai raised CAD \$6,500 for Planeterra. What started with just two Miyata bicycles eventually supported Planeterra to purchase bicycles for students in Caye Caulker, Belize, for Planeterra's 50 in 5 project Bike with Purpose.

**G Adventures employees are some of Planeterra's most enthusiastic donors, raising more than CAD \$61,500 in 2016.**





Jamie Clark and George Achilleos are the founders of LiveOutThere, an e-tailer with the bold mission to inspire and enable all Canadians to find their own adventure.

## PARTNER SPOTLIGHT

LiveOutThere (LOT) equips adventurers with the clothing and gear they need to start exploring. As a corporate partner of Planeterra, LOT pledged to raise \$150,000 between 2016-2020, sponsoring five Planeterra projects across the world. In 2016, LOT's generous donation of \$30,000 was used to start the first indigenous-run trek along the Sierra Nevada, on the famous Lost City Trek in Colombia.

Unique partnerships like this one help Planeterra fund entire community development programs. Following the same ethos of G Adventures, LiveOutThere and its founder, Jamie Clark, believe that recreational travel does not have to be a selfish pursuit, but rather that travellers can

conscientiously make an effort to give back to the people and places we visit.

With Planeterra as LOT's corporate responsibility partner, they advocate for our work globally through their network of adventurers. To raise money for Planeterra, LOT has been running trip giveaways, matching donations for in-kind gear purchases, and promoting our work through their corporate giving channels.

LOT is already looking ahead to 2017, collecting funds to completely renovate the Jukil Community Lodge of Bolivia, giving an entire community access to the tourism value chain.

### OUR CORPORATE IMPACT CHANGERS

Air Canada  
DGN Marketing  
The Feminist Film Festival  
Gallery for Good  
Goliger's TravelPlus

Hi Tours  
Manulife Financial  
Travel Week  
Young President's Organization

## OUR BOARD OF DIRECTORS

January 2016 - present

Jamie Sweeting  
Bruce Poon Tip  
Stephanie Bird  
Zeina Gedeon  
Tenzin Khangsar

President | Planeterra  
Founder & Chairman | Founder of G Adventures  
Treasurer | VP, Finance at G Adventures  
Director | Tourism Industry Executive Consultant  
Director | Principal at Snowlion Ventures

# THANK YOU TO OUR SUPPORTERS



**G Adventures**



**Deloitte.**

**amadeus**



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## OUR IMPLEMENTING PARTNERS (2016)

*We partner with organizations all over the world to create positive change through small business enterprises linked to tourism. Here are our current implementing partners:*

AFER  
Art Creation Foundation for  
Children  
The Barauli Community  
Ccaccaccollo Women's Weaving  
Co-op  
Central Caribbean Marine  
Institute  
çöp(m)adam  
El Hongo  
Escencia Adina  
Floreana Ecotours  
Give a Heart to Africa

Guneysinir Community Tourism  
Indecon  
Ingan Tours  
Lares Community Campsite  
Lifestart Foundation  
Maasai Stoves & Solar  
Mae Hong Son Community  
Magdas Hotel  
Mi Cafecito  
New Hope Cambodia  
Nyamirambo Women's Center  
Open Hand  
Parwa Community Restaurant

Posadas Mayas  
Puesta del Sol  
Royal Mountain Travel  
Salaam Baalak Trust  
San Antonio Women's Group  
SASANE  
Senang Hati  
STREETS International  
The nGADAS Community  
Ubuntu Foundation  
Wiwa Tours  
Women on Wheels





# Planeterra Foundation

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Planeterra Foundation



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