2018 IMPACT REPORT
“I am able to take care of my family and keep my business going”

Dorica
Manager at Courtyard Cafe at Tribal Textiles
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From left to right: Jamie, Vanessa, Rhea, Alanna, Kelly, Joel, Tung

Not pictured here: Planeterra’s new Community Development Specialists, Evie Ndhlovu and Sheyla Olivera
Dear friends and supporters,

The year 2018 was an eventful year filled with social and political movements, polarizing world events, and endless news cycles. At the same time, we saw much of the world begin to take change into their own hands. Here at Planeterra, we watched momentum of grassroots-driven movements surge around issues like gender equality. We knew this year we had to put a focus on these issues, with our own twist. Our team set out around the world, spurred on by the desire to use the travel industry to distribute wealth to those who need it most, not only to fight poverty, but to strive for a more equal world, where cultures are celebrated, women are empowered, the environment is protected, and no member of society is left behind.

We proudly worked with four new women’s organizations, and witnessed many fulfill dreams they never had believed possible. These innovative women took their first jobs outside the home, saved for the future, and launched their own businesses. We travelled far and wide (Morocco, Jordan, and Colombia, to name a few), and we were left inspired by the universal drive of women to lead their families and communities toward a better future.

As our world continues to struggle with environmental responsibility, we proudly invested in five local organizations working to create sustainable change in their communities, and reinvent the way we interact with the environment around us. From New Zealand to Costa Rica, we were inspired by their focus on conservation education and engagement as a way towards a more sustainable future for all.

Last year, we felt more than ever the need to celebrate, embrace, and empower marginalized communities, and to cultivate economic opportunities that honour what makes us unique as individuals. We poured energy into our partnerships with Indigenous communities, such as the Diné (Navajo) community in the USA where a beautiful new project benefits members of Navajo Nation. We’re confident you will see this dedication and enthusiasm stretch into 2019.

Every day we have the privilege of working with individuals striving for a future where people have equal opportunities, value those around them, and protect the natural environment. We could not have achieved the success we had in 2018 without these hard-working, dedicated partners. We also thank the thousands of individuals who supported our cause this year, and every year. From the travellers that visit our projects, to our generous donors — we are grateful to each and every one of you.

In 2018 we on-boarded more projects than ever before — forging 17 new partnerships in 11 new countries — showing us that, though the world continued to face challenge after challenge, we could still use our passion and focus to enact change. As we look back on the year together through the publication of this report, we hope you enjoy seeing the journey we took to empower women, youth, and communities around the world. We hope you will join us in 2019 as we continue our mission to connect local communities to the life-changing benefits of tourism.

From all of us,

Jamie, Kelly, Rhea, Alanna

Vanessa, Joel, Amy
ABOUT US

Planeterra is a non-profit organization, founded in 2003, with the purpose to connect underserved communities to opportunities in the travel industry. We help local organizations and communities use tourism as a catalyst to improve people’s lives, protect their natural environments, and celebrate their culture.

Here are just a few of the ways we support community initiatives in destinations around the world:

› Provide startup grants for infrastructure and equipment
› Train communities with the skills they need to manage a successful business
› Integrate new community experiences into the travel itineraries of travel company partners in order to provide those communities with sustainable income

Vision: A world where people create their own economic opportunities, places are protected, and cultures are celebrated through travel.

Mission: To connect our partners and local communities to the benefits of tourism by developing and supporting community-owned enterprises while promoting more responsible travel.
OUR FOCUS

Since we began, we have found four distinctive groups that stand to benefit most from our help.

WOMEN
Women in many countries are excluded from education and economic opportunities.

YOUTH
In many parts of the world, youth have limited access to formal education and meaningful job opportunities.

COMMUNITIES
Rural and Indigenous communities experience significant barriers to accessing the formal economy, and when they do, can risk losing unique traditions and cultures.

ENVIRONMENT
Natural environments, wildlife, and the oceans are stressed and community access to vital resources is often limited.

OUR EFFORTS
Create jobs and training programs that empower people, create community, celebrate culture, and promote environmental sustainability.

RIPPLE EFFECTS
When success creates such a positive impact, it becomes more than tangible — it becomes visible. Here are what the proven results of our efforts look like.

Women starting their first jobs outside the home.

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.

Communities earning a sustainable income through cultural celebration.
On January 1, 2016 we launched the 50 in 5 Campaign with the aim to raise $5-million CAD to develop 50 new social enterprises over five years, changing the lives of local people in over 40 countries by 2020.

In 2018 Planeterra launched 17 new projects in 11 countries.

Projects on-boarded in 2018:
1. DinéHózhó – United States
2. Life Monteverde – Costa Rica
3. Favela Experience – Brazil
4. Sólheimar Ecovillage – Iceland
5. Al Numeira Environmental Cafe – Jordan
7. AidChild Equation Cafe and Gallery – Uganda
8. Tribal Textiles – Zambia
9. Lusumpuko Women’s Club – Zimbabwe
10. Amba Chutney Cooperative – Sri Lanka
11. Tamarind Gardens Farm – Sri Lanka
12. Jia Community Restaurant – China
13. Kao Thep Pitak Community Restaurant – Thailand
14. Laem Sak Tourism Community Enterprise – Thailand
15. Mekong River Homestays – Laos
16. Hagi Homestay Association – Japan
17. Resourceful Ōtautahi – New Zealand
### OUR GLOBAL IMPACT

<table>
<thead>
<tr>
<th>Region</th>
<th>Lives Impacted</th>
<th>Projects</th>
<th>Countries</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>580</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Central America &amp; the Caribbean</td>
<td>10,202</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>South America</td>
<td>8,932</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Europe</td>
<td>4,663</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Middle East &amp; North Africa</td>
<td>1,400</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>East &amp; Southern Africa</td>
<td>8,404</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>24,475</td>
<td>25</td>
<td>13</td>
</tr>
<tr>
<td>Polar</td>
<td>3</td>
<td></td>
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</tr>
</tbody>
</table>

**Total**

- **58,656** Lives Impacted
- **68** Projects
- **42** Countries
Launched in January 2018 in partnership with the Women’s Development Centre, Sthree Café and Craft Shop in Sri Lanka has been able to host more than 2,000 travellers from G Adventures, open their new café doors to the public, and begin hosting cooking classes. Sales at the craft shop increased tenfold, improving their ability to support their network of more than 75 women artisans. This partnership has created eight new jobs for women in the café, and acts as a sustainable revenue source to cover the costs of running a shelter for abused women.

Sthree has received significant media attention, and has been highlighted as a leading responsible travel experience in Sri Lanka. We couldn’t be happier for our partner, and we’re excited to see what the next year will bring.

“Women involvement in tourism industry (was met with) negative attitude in Sri Lanka. Creating a space such as Sthree has given women an opportunity to experience and change attitudes in the community.”

Sashi Stephen, Executive Director of the Women’s Development Centre
WITH YOUR SUPPORT IN 2018

<table>
<thead>
<tr>
<th>PLANETERRA INDIRECTLY IMPACTED</th>
<th>DIRECTLY ENGAGED</th>
</tr>
</thead>
<tbody>
<tr>
<td>MORE THAN 58,600 PEOPLE</td>
<td>2,043 WOMEN</td>
</tr>
</tbody>
</table>

NUMBER OF COUNTRIES PLANETERRA WORKED IN, WHICH INCLUDES 11 NEW COUNTRIES ADDED IN 2018.

<table>
<thead>
<tr>
<th>42</th>
<th>491 YOUTH</th>
</tr>
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MORE THAN 2,758 COMMUNITY MEMBERS

MORE THAN 98,000 NUMBER OF TRAVELLERS PLANETERRA SOCIAL ENTERPRISES HOSTED IN 2018.

FOR A TOTAL OF MORE THAN 600,000 TRAVELLERS WHO HAVE VISITED PLANETERRA PROJECTS SINCE THE NON-PROFIT WAS FOUNDED.
EMPOWERING WOMEN

Women make up more than 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.

Lusumpuko Women’s Club – Zimbabwe

Planeterra provided the Lusumpuko Women’s Club with kickstarter funding and training to successfully launch a catering business geared towards the tourism industry in Victoria Falls. Once a co-operative focused on rearing chickens, today the group is thriving through preparing traditional meals, much like those their mothers and grandmothers used to prepare, for G Adventures travellers. The group proudly boasts that they are better equipped to care for their families and pay school fees for their children because of the increased income.

Jia Community Restaurant – China

Planeterra provided a grant for the construction of the first community restaurant in Liandaowan village in China. This project was executed in partnership with our non-profit partner, the Rural Women Development Foundation Guangdong, which aims to empower women and children left behind by urban migration. This restaurant provides alternative income for a community highly reliant on agriculture, and creates a safe space for women and children to come together, learn, eat, and enjoy their time together.

Amba Chutney Cooperative – Sri Lanka

In Bandarawela, Sri Lanka, Planeterra gave a grant to six tea field workers from the town to help kickstart their co-operative. The women have been trained to produce five different chutneys, which are then sold back to our social enterprise partner, Amba Estate. When travellers visit the organic tea plantation, they get a chance to enjoy the co-operative’s chutney at meals, and many purchase bottles from the farm shop. In addition to generating incomes for the six women, the co-operative invests a portion of each sale towards the growth of their enterprise, helping more women find livelihood opportunities in their community.

Beit Khayrat Souf – Jordan

In the hills outside of Jerash, Jordan, sits an old home which has been renovated into a women-owned and -run café producing traditional Jordanian meals and preserves. This café offers job opportunities for women serving meals and making the preserves. Planeterra helped Beit Khayrat Souf connect directly to the travel market, fulfilling their greatest need of a secure customer base. As more travellers visit, more women can receive training and employment opportunities at the café, combating the lack of women’s employment in Jordan.
NEW PATHS FOR YOUTH

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

AidChild Equation
Café & Gallery – Uganda

With a grant to upgrade the kitchen at their café and art gallery at the Ugandan equator, AidChild is now better able to serve customers, including groups of G Adventures travellers who visit regularly for lunch. The added revenue goes directly towards the 55 HIV-positive youth who receive assistance — including healthcare and educational resources — through the AidChild Leadership Institute (ALI). With as much as 70% of the ALI budget coming from the charity’s business ventures, maximizing the revenue from the café has helped make a positive impact on ALI and the youth they assist at their centre in Entebbe.

Favela Experience – Brazil

Working alongside our partners, Favela Experience, we developed a new social enterprise tour in Vidigal, one of Rio de Janeiro’s many favelas. Planeterra provided funds for training, infrastructure, and equipment for five micro-enterprises and community organizations, all of which benefit from the new tour. This tourism experience not only showcases the community and its entrepreneurs, but helps travellers see a different side of Rio de Janeiro while offering an income for the primarily youth population of Vidigal, who have been trained as guides and who are leading these new businesses.

According to our 2018 Impact Survey, even projects not specifically focused on empowering women have at least two female employees.

Planeterra’s youth partners have seen 655 youth go on to find full-time employment.

11
CONSERVING CULTURES

Planeterra supports programs that recognize and celebrate Indigenous and rural communities, and advocate for the integral role tourism can play in celebrating culture and traditional land stewardship. We help create meaningful connections between travellers and Indigenous communities through social enterprise.

DinéHózhó – Navajo Nation

Planeterra has invested in Indigenous business incubator DinéHózhó, whose programs work to capture some of the $1.4 billion tourism industry located on Navajo land, of which only 7% benefits the Indigenous community. In 2018, they invested in the Native Grill Food Truck, a family-owned business serving traditional Navajo food. More than 50 community members benefit from this small enterprise, and the investment in new infrastructure (such as seating, signage, and solar power) will help grow their revenue.

Kao Thep Pitak – Thailand

Planeterra assisted the Kao Thep Pitak community-based ecotourism enterprise through training and infrastructure improvements that included the dining area, bathrooms, and experience design. A once-bypassed community near the Surat Thani train station, and the gateway to southern Thailand, Kao Thep Pitak now welcomes more than 2,000 guests per year to their village restaurant. Travellers can see where the organic ingredients for their delicious, traditional Thai meals are grown, and have a local experience while en route to southern Thailand’s islands and beaches.

According to Planeterra’s 2018 Impact Survey, our community partners have invested more than $200,000 CAD into their Community Development Funds. The majority of these funds were reinvested into projects that protect the environment, provide scholarships for students, improve their community enterprise and support local healthcare initiatives.
Laem Sak Tourism Enterprise – Thailand

The Laem Sak community in Thailand started a marine tourism program to offer employment opportunities for community members within their abundant marine environment. Planeterra provided the community with training to improve their tourism program, a grant to upgrade their equipment, and a connection to the tourism market. This helps more people in Laem Sak earn an income through tourism, while also conserving their unique marine environment.

Hagi Homestay Association – Japan

Higashi Furusato Tourism Suishin Kyogikaithe is an association of elderly people living in Hagi, Japan. Planeterra supported the development of their homestay program and helped link them to the tourism market. Japan has a large aging population, as well as a severely declining rural population. This program works to provide meaningful interactions for this community, offering an income and giving a deeper purpose to the residents of this UNESCO World Heritage Site. It also aims to grow opportunities for the next generation to be able to remain living in their rural homes.

Mekong River Homestays – Laos

Planeterra provided training programs to 20 homestay hosts near Luang Prabang, Laos to help improve the quality and marketability of their homestay program as well as to showcase their unique Indigenous culture. New experiences such as a welcome ceremony, handicraft-making demonstrations, and learning from a shaman, were all developed based on the communities’ interests in sharing their rich traditions. This tourism program benefits 500 community members, creating jobs, protecting the environment and celebrating Indigenous culture.

Tribal Textiles - Zambia

Tribal Textiles, a social enterprise located just outside of South Luangwa National Park, is one of the largest employers in the village of Mfuwe. The enterprise hosts a café run by a local female entrepreneur and an artisan market for 15 independent artists, while proceeds from certain textiles and products go towards local efforts like the protection of African wild dogs and support for the local primary school. Planeterra has connected Tribal Textiles with the tourism market, and now G Adventures’ travellers stop at Tribal Textiles for lunch and a workshop tour. This benefits Tribal Textiles as well as the many conservation and community initiatives that they support.
COMMUNITIES PROTECTING THE ENVIRONMENT

Around the globe, communities are working to protect their surrounding ecosystem that serves as both a resource and a home. Planeterra supports programs that work to positively impact their communities by conserving the natural environment for future generations to enjoy.

Resourceful Ōtautahi – New Zealand

In 2018, Planeterra worked with Rekindle, a social enterprise based in Christchurch, to develop a walking tour that showcases the city’s rich history and the incredible social initiatives that arose following the 2011 earthquake. Rekindle aims to share resourcefulness with the people of Christchurch, bringing a deeper connection between people, the environment, and each other through hands-on workshops. This walking tour provides Rekindle with sustainable revenue to reach more marginalized community members.

Sólheimar Ecovillage – Iceland

Planeterra offered Sólheimar Ecovillage a grant for the renovation of a café for visitors to the ecovillage. Added revenue from G Adventures visitors, and others who stop by for a meal, support this sustainable community and non-profit organization dedicated to assisting more than 100 residents, most of which are living with disabilities. The small village is home to various businesses including a coffee house, various art workshops, organic greenhouses, and guesthouses, offering employment and livelihoods to residents who would otherwise struggle to find economic opportunities.

73% of Planeterra partners implemented an environmental project in the last year, including garbage clean ups, tree planting, and community gardening.
Al Numeira Environmental Cafe – Jordan

Our partner, the Al Numeira Environmental Association located in South Ghour, is a group of community members aiming to combat environmental challenges through innovation and education. This community, just south of the Dead Sea, suffers from one of the most significant water shortages on earth. Through their partnership with Planeterra, the Al Numeira Environmental Association has been able to rebuild their community centre kitchen that was destroyed following a devastating fire, and provide training on tourism and hospitality that allows them to grow their social enterprise café. This has led to the hiring of more people at the community centre, and additional investment in their environmental initiatives.

Life Monteverde – Costa Rica

Life Monteverde is a union of 12 families that is dedicated to sustainable coffee production, agriculture, and education on sustainability. The co-operative benefits these 12 families, the families of 15 permanent employees, more than 40 seasonal workers, and 15 neighbouring farms. As a result of Planeterra’s partnership with Life Monteverde, G Adventures brings groups to the co-operative to learn about sustainable farming and coffee production. This increased revenue means they can continue to grow their free educational programs for local students while supporting additional conservation efforts.

Tamarind Gardens Farm – Sri Lanka

Planetta worked with Tamarind Gardens Farm, a social enterprise in Digana, to build a community garden to increase food security and income generating activities. Tamarind Gardens is a dairy farm and guest house located in a dolomite mining community. The farm provides training opportunities for youth and employment of community members, offering a safe alternative to the dangerous mining that many come to rely on for income.
Following the success of last year’s publishing of *Responsible Travel with Indigenous People: Global Good Practice Guidelines*, Planeterra sought to address another important topic for the tourism industry: child welfare and protection. Planeterra partnered with ChildSafe Movement, a division of Friends-International, and G Adventures to develop a set of guidelines that would move beyond existing work that focuses on child trafficking and sex tourism. We wanted to address the numerous interactions with children that take place during travels, the number of which has grown thanks to the burgeoning demand for experiential travel and community-based experiences. How can we ensure children selling souvenirs, children in villages with homestays, and children in the residential care or school system have effective protective systems in place to ensure their safety?

The *Child Welfare and the Travel Industry Global Good Practice Guidelines* are intended to help travel companies reinforce and implement good practices in child welfare, both inside and outside their business models. The guidelines help ensure that they are not only protecting children from direct, harmful interaction and exploitation, but educating staff about child welfare as a whole. These guidelines also include traveller tips to travel more responsibly.

Learn more at gadventures.com/child-welfare
In partnership with the *G Expedition* ship and supported by thousands of travellers across the world, Planeterra has been able to support initiatives that directly invest in ocean conservation. Planeterra has invested nearly $400,000 CAD over the last six years through the Ocean Health Fund, which supports programs that:

- Protect megafauna
- Combat ocean waste
- Support research and science
- Empower communities that rely on the oceans for their livelihood

In 2018, Planeterra supported two ocean conservation projects through the Ocean Health Fund:

**Galápagos Whale Shark Project**

Planeterra’s Ocean Health Fund continues to support the Galápagos Whale Shark Project via partners Marine Megafauna Foundation. Founded by Dr Jonathan Green, who shares fascinating discoveries about these mysterious creatures on BBC’s *Blue Planet II* series, this was a year of firsts for the project. Funds raised aboard the *G Expedition* totaled $25,000 CAD, which helped fund the world’s first whale shark ultrasound, bringing scientists that much closer to confirming that the Galápagos is the world’s breeding site for these magnificent animals. The Fund also contributed to new tracking devices used to track whale sharks for longer periods, allowing for a better understanding of their behaviour.

**Hookpods**

In 2018, close to $30,000 CAD went towards the Albatross Task Force (ATF) initiative to prevent seabird bycatch. The focus in 2018 was preparation and education towards trialling Hookpods, an innovative and lifesaving technology for seafaring albatross. The Hookpods are designed to help prevent fatal seabird bycatch and enable fishing to be a safe and productive activity, bringing the local fishing community into the conservation process. The ATF team worked with fishers from key ports in Brazil, conducting at-sea demonstrations on the use of Hookpods while monitoring seabird bycatch rates on pelagic longline vessels using standard fishing operations. The ATF aims to start at-sea experimental trials with devices on two vessels in April 2019.

To learn more about ocean issues and the Ocean Health Fund from field experts in Antarctica, visit Planeterra.org/oceans
**FROM THE FIELD**

**Lusumpuko is a Nambya word that translates to “Uplifting.”**

The 20 women of the Lusumpuko Women’s Club chose this name with the hope that they would be able to lift themselves and their communities out of the harsh realities brought on by the economic situation in Zimbabwe. The ladies founded the chicken rearing co-operative as a way to create income for their households, and to help and inspire other, younger ladies to do the same.

“It’s our dream to help more women in our community,” says Lusumpuko president Linda Makarutse, and Merlyn Mpofu, Lusumpuko’s secretary, chimes in: “The problem now is some of our age group and youth, they are not educated enough to get a job in the tourism industry. There is a need for hospitality training classes, and opportunities for women and youth here in Victoria Falls.”

With this in mind, Planeterra began supporting the co-operative in 2017, and the ladies of Lusumpuko got to receive basic business training. The co-operative also received a grant to help kick-start a meal service in the tourist town of Victoria Falls. This investment helped them purchase much-needed catering equipment, such as pots, a gas cooker, and serving utensils. They also got the chance to empower a different women’s co-operative by purchasing uniforms made from locally-sourced chitenge fabric. The launch of their new catering business helped Lusumpuko increase their combined income of about $600 USD to more than four times as much per month, thus significantly improving their quality of life and enabling them to provide for their children while supporting other members of the community.

"I see myself as a better person. Now I can get money for soap for my daughter, find money for school fees, pay my rent. Now I can live like other women."

Gabangani Vundla, Lusumpuko Women’s Club member

The meal service is a hearty buffet of traditional Zimbabwean food, as well as an enjoyable experience observing the preparation by the co-operative members. Travellers going through Victoria Falls have the opportunity to enjoy an array of home-cooked Zimbabwean delicacies. This has not only been financially beneficial for the ladies, but emotionally fulfilling for them as well. Most of the ladies will admit to finding a sense of purpose and validation as they can now depend on themselves to take care of their households.

Members of the co-operative used to do odd jobs in the community, like selling floor polish, providing cleaning services, or selling crafts across the border into Zambia or Botswana. Now, they have weekly work using their skills, practicing English, and interacting with international travellers, while many have dreams to one day expand the co-operative to provide other tourism services, like transport.

"I see myself as a better person. Now I can get money for soap for my daughter, find money for school fees, pay my rent. Now I can live like other women."

Gabangani Vundla, Lusumpuko Women’s Club member

Evie Ndhlovu is Planeterra’s Community Development Specialist for East and Southern Africa.
Tharu women are very shy. They are quite reserved and prefer to stay away from the outer world. After the commencement of the homestay, the women are more confident and bold. Now they are self-employed and have access and knowledge to outer world. This has also allowed them to improve their status in the society.

Poonam Gupta, Impact Manager for Community Homestay Network in Nepal
2018 PLANETERRA FINANCIAL BREAKDOWN

REVENUE
$832,359

EXPENSES & PROJECT COSTS
$789,401

*G Adventures’ contribution continues to cover all overhead, administrative costs, and a portion of project costs so that donations can be used for project grants and development.
A UNIQUE PARTNERSHIP WITH G ADVENTURES

Small group adventure travel company G Adventures has now integrated 68 of Planeterra’s projects into their tours, sending almost 100,000 travellers to visit our partners in 2018. G Adventures contributed $500,000 towards Planeterra’s work in 2018, covering all operational and administration costs while supporting investment in new community businesses around the world. Additionally, G Adventures provides thousands of dollars worth of services pro bono, giving Planeterra access to their team of experts around the globe.

In the news

In 2018, Planeterra was featured over 100 times in print and online articles through journalists and influencers working in partnership with G Adventures. More than 20 of our local partners benefitted from this media coverage that spanned the globe.

The employees of G Adventures act as some of Planeterra’s most enthusiastic supporters, raising more than $200,000 CAD in 2018 through office events and on-trip fundraising.
MATT KAYAKS THE MISSISSIPPI

Beginning in April, G Adventures CEO (Chief Experience Officer, or tour leader) Matt Ziegler embarked on an epic journey to kayak the length of the United States’ Mississippi River, from his home in Wisconsin all the way to New Orleans. The 39-day journey totaled 1,600mi (2,574 km) and passed through major U.S. cities including St Louis, Memphis, and New Orleans. Matt braved winter storms, pounding rain, blistering sun, and a broken kayak, camping along the banks of the Mississippi the entire way. He documented his journey via social media and ended up raising more than $4,300 for Planeterra along the way — and when he was done? He headed straight to Alaska to start leading G Adventures trips!

“I not only did this for myself but also for a good cause. I raised money for Planeterra, which is a non-profit organization which focuses on sustainable tourism, where their projects impact some of the most disadvantaged populations in the world. With the help from Planeterra, they gain jobs but also redefine their identity and role in society.”

Matt Ziegler
BOARD OF DIRECTORS

For the period of January to December 2018

Jamie Sweeting  President
Bruce Poon Tip  Founder & Chairman | Founder of G Adventures
Roula Poon Tip  Director
Zeina Gedeon  Director | CEO, TPI
Tenzin Khangsar  Director | President, Viralyze

Thank you to our implementing partners:

!Khwa ttu San Cultural and Education Centre
AFER
AidChild Leadership Institute
Al Numeira Environmental Association
Amba Estate
Art Creation Foundation for Children
Asociacion Huchuy Qosqo
Asociacion Rupalaj K'istalin
The Azad Foundation
The Barauli Community
Baraka
Beit Khayrat Souf
Ccaccaccollo Women’s Weaving Co-op
Central Caribbean Marine Institute
çöp(m)adam
Casba Social Cooperative
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Parwa Community Restaurant
Penduka
Puesta del Sol
Rekindle
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Salaam Baalak Trust
San Antonio Women’s Group
SASANE
Senang Hati
Sólheimar Ecovillage
STREETS International
Squamish Lil’wat Cultural Centre
Tamarind Gardens Farm
The Tengger Community
Ubuntu Foundation
Wiwa Tours
Women’s Development Centre
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Zeina Gedeon
Steve Glinert
Jody and Deb Hamade
Susan Hammond
Gloria Harm
Courtney Hazelton
Lesley Hill
Meghraj Kamath
Heike Knorr
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The Poon Tip Family
James E Richards
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Citizens of Change

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Christina Dikas
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Sharon Taylor
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Phillip Wild

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We gratefully acknowledge and thank the many donors, staff, Planeterra Ambassadors, and travellers who have contributed to Planeterra this past year.