



PLANETERRA

TRIBAL
TEXTILES

2020 IMPACT REPORT



"Planeterra is a true friend in the time of struggle. Who was going to help us in this time except for you guys?"

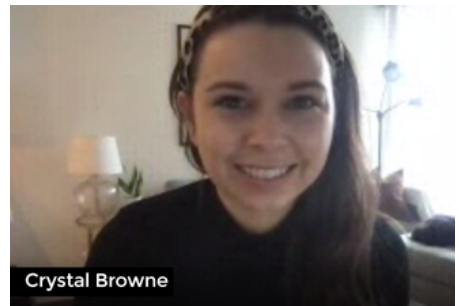
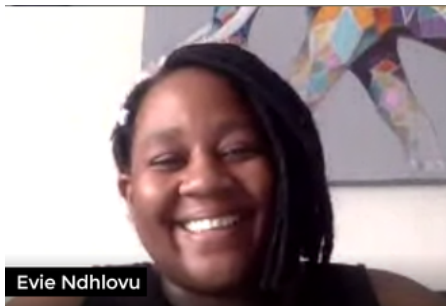
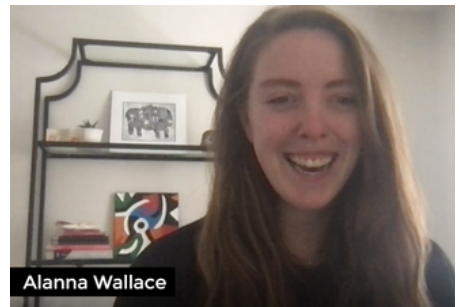
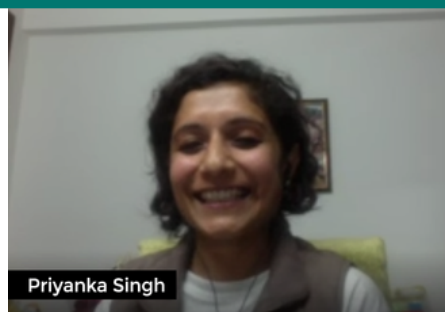
- Hilda

Chairlady of Princess Laundry & Sewing Co-op

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We would like to thank Tribal Textiles in Mfuwe, Zambia, for generously allowing us to feature their artisan, Jelian Lungu, on the cover of this year's Impact Report.



The
Planeterra
Team

Dear friends and supporters,

Planeterra started 2020 on a high, having set our sights on making a bigger impact with the successful launch of Project 100 and poised to be positively impacting at least 100 communities by year's end. In January and February, our team was travelling across the globe visiting community tourism enterprises in the USA, Egypt, South Africa, Argentina, Thailand, and Italy. However, other partners in places like China and Italy soon had to close their doors due to government-issued stay-at-home orders, with the spread of COVID-19 worldwide.

Then, the COVID-19 global pandemic was declared, and within days, we were grounded in our homes under various degrees of lockdown, and our work to forge new partnerships ground to a halt. We immediately pivoted to supporting our 85 partners now facing an undetermined amount of time without an income. We deployed a needs assessment survey and began fundraising to support emergency relief grants for the communities we work alongside. Our dedicated field team took calls with communities unsure what the pandemic meant, sent World Health Organization guidelines to keep people safe, and acted as a shoulder to lean on for countless individuals and their enterprises. Based in seven regions around the world, we became a dedicated network for sustained support and mentorship in the early days - but this would grow to mean so much more in the coming months.

We were overwhelmed by the immediate, sustained, and generous support for our Turn Travel Into Impact from Home campaign, which raised over \$100,000 CAD between April and July. You helped us provide funds for medicine, food parcels, community gardens, greenhouses, and other income-generating initiatives to 30 communities in 25 countries.

The virtual support of our partners proved equally as important this year, as we channelled our efforts into publishing the Planeterra Learning Hub, an online site exclusively for our partners that features over 50 training modules, worksheets and instructional videos in both Spanish and English. Our team planned training that partners had identified in our needs assessment survey, including marketing, income diversification, and business planning. We began conducting monthly training sessions, fostering peer-to-peer learning amongst our partner communities and supporting them through strengthening their enterprises for a more sustainable future. Many focused successfully on domestic markets, sold handmade face masks online, conducted virtual events, fundraised from their supporters, and returned to subsistence farming and other revenue sources while they awaited the return of travel.

We watched the tourism industry struggle to survive for the majority of the year, from our community tourism partners to our travel industry allies. Many of our supporters, colleagues, and friends lost their jobs in these challenging times. Some days, the magnitude of the pandemic and the sadness we felt for individuals, their families, and communities was overwhelming. Our small team leant on each other - virtually - during these times, increasing our number of team gatherings and check-ins, reaching inward to one another for support, while consistently and passionately campaigning for Planeterra's vision of a world where community tourism is put at the centre of travel's recovery.

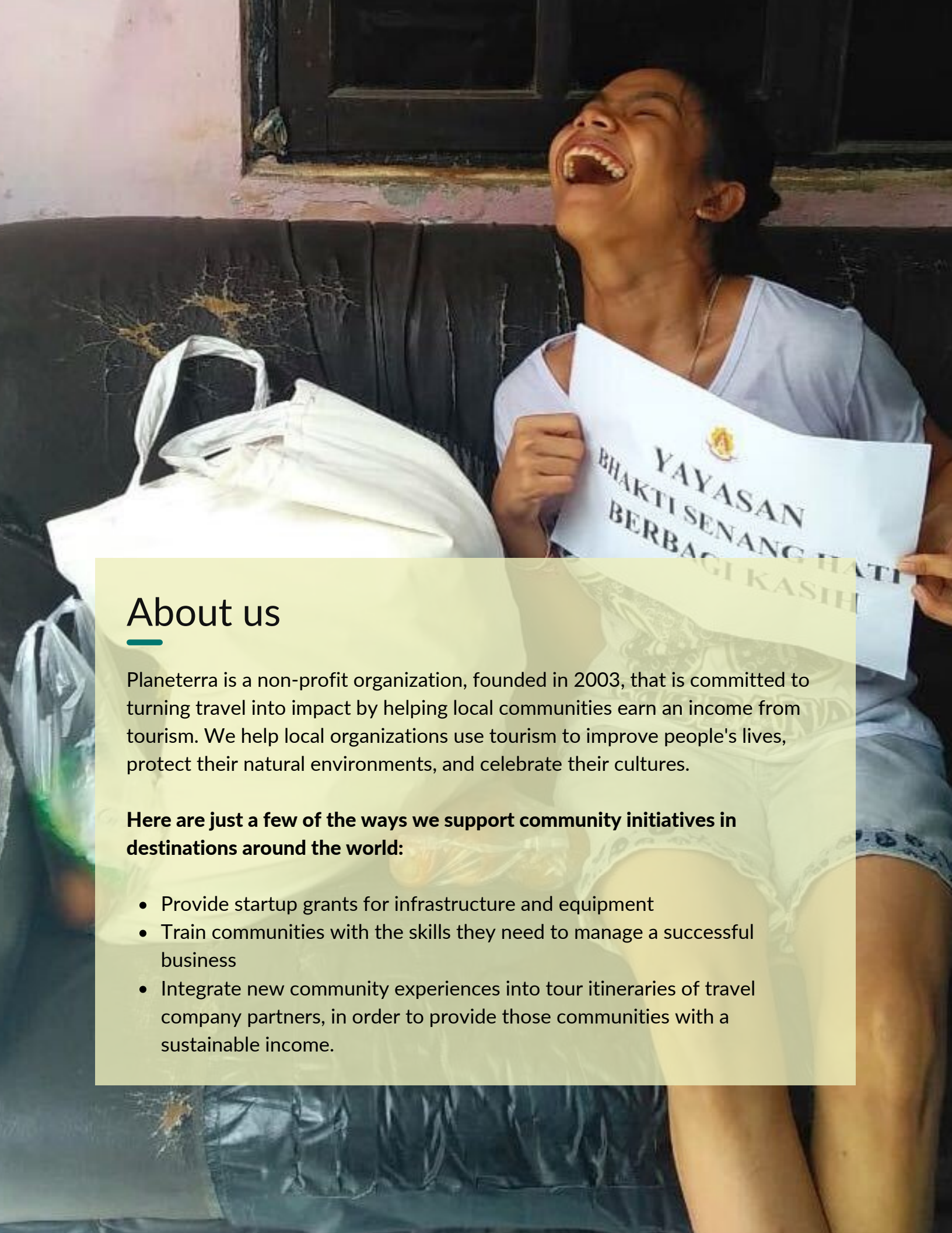
The Planeterra community continued to show their support and rallied together in September, when we launched our first Planeterra Trek Challenge. Together, more than 550 participants set off to symbolically trek to Everest Base Camp, walking the 85,000 steps around their neighbourhoods in more than 30 countries, while raising more than \$100,000 CAD for Planeterra's work.

As we look back on 2020, we feel immense gratitude to all those we worked alongside, the volunteers who lent a hand, our monthly donors who gave us confidence in our work, and all those who supported us, both big and small.

We wish you all the best in 2021, and are hopeful for the return of travel. But we do not wish for a return to the status quo. We will be working tirelessly to ensure communities are put at the centre of travel's reemergence, that travel companies, governments, and travellers all recognize the importance of community tourism as a means to empower communities, and most importantly, that communities receive the training and support they need to thrive.

From all of us,

Jamie, Rhea, Alanna, Crystal, Carlota, Rosselin, Joel, Laura, Evie, Tung, and Priyanka

A woman with dark hair is laughing heartily, her head tilted back. She is wearing a light blue t-shirt and is holding a white sign with black text. The sign reads "YAYASAN BHAKTI SENANG HATI BERBAGI KASIH" and features a small logo of a person with arms raised. To her left is a large white plastic bag. The background is a dark, textured surface, possibly a wall or a large bag.

About us

Planeterra is a non-profit organization, founded in 2003, that is committed to turning travel into impact by helping local communities earn an income from tourism. We help local organizations use tourism to improve people's lives, protect their natural environments, and celebrate their cultures.

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 tour itineraries of travel company partners, in order to provide those communities with a sustainable income.

OUR FOCUS

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



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 getting 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.



"We are struggling to live day to day."



"We are in a very bad situation without any support from anyone."

"We enormously appreciate this gesture, especially under such trying times. Your belief in our work is a huge motivation."



"Know that you have brought a great big chunk of hope to me, which I will share with the ladies."



"We are so worried about what the future holds. How are we going to support our families?"



"We have temporarily switched to serving the kids [in our care] just rice and beans."

"With your support, we are able to hold on a bit more."



"This grant, along with income generation that is being planned, has given us hope in bleak times. We will be able to survive this pandemic."





Turn travel into impact *from home*

Planeterra launched the Turn Travel into Impact from Home campaign one week after the worldwide shutdown, making us one of the first to respond to the crisis.

The team quickly jumped into action, reaching out to all 85 of our community partners to assess their immediate needs. We then got to work fundraising and providing grants to those in urgent need.

We learned from the survey that a quarter of our partners were at risk for not being able to support their households and families with basic needs like nutritious food and healthcare, and funnelled funds to these organizations first. When partners reported back to us about how donations were spent, many noted that grants also assisted local farmers and food providers within communities, as food was bought locally from markets, farms, and even neighbours - a further demonstration of the

ripple effects of our work.

Slowly, as our partners began stabilizing, we were able to start funding community gardens, training, and capacity building to prepare for the “new normal.”

“Donations are not just helping our partners, but their communities as a whole.” - Evie Ndlhovu

Supporters helped us raise over \$100,000 CAD, doubling our original \$50,000 CAD goal, to assist our community partners that were the most in need. This crisis showed just how much tourism can change lives, and when tourism stopped, the ripple effects were felt by all of our partners. We are thrilled to say that, through pure grit and determination, all 85 of these community partner enterprises are still in business at the time of publication of this impact report.



Turn travel into impact *from home*

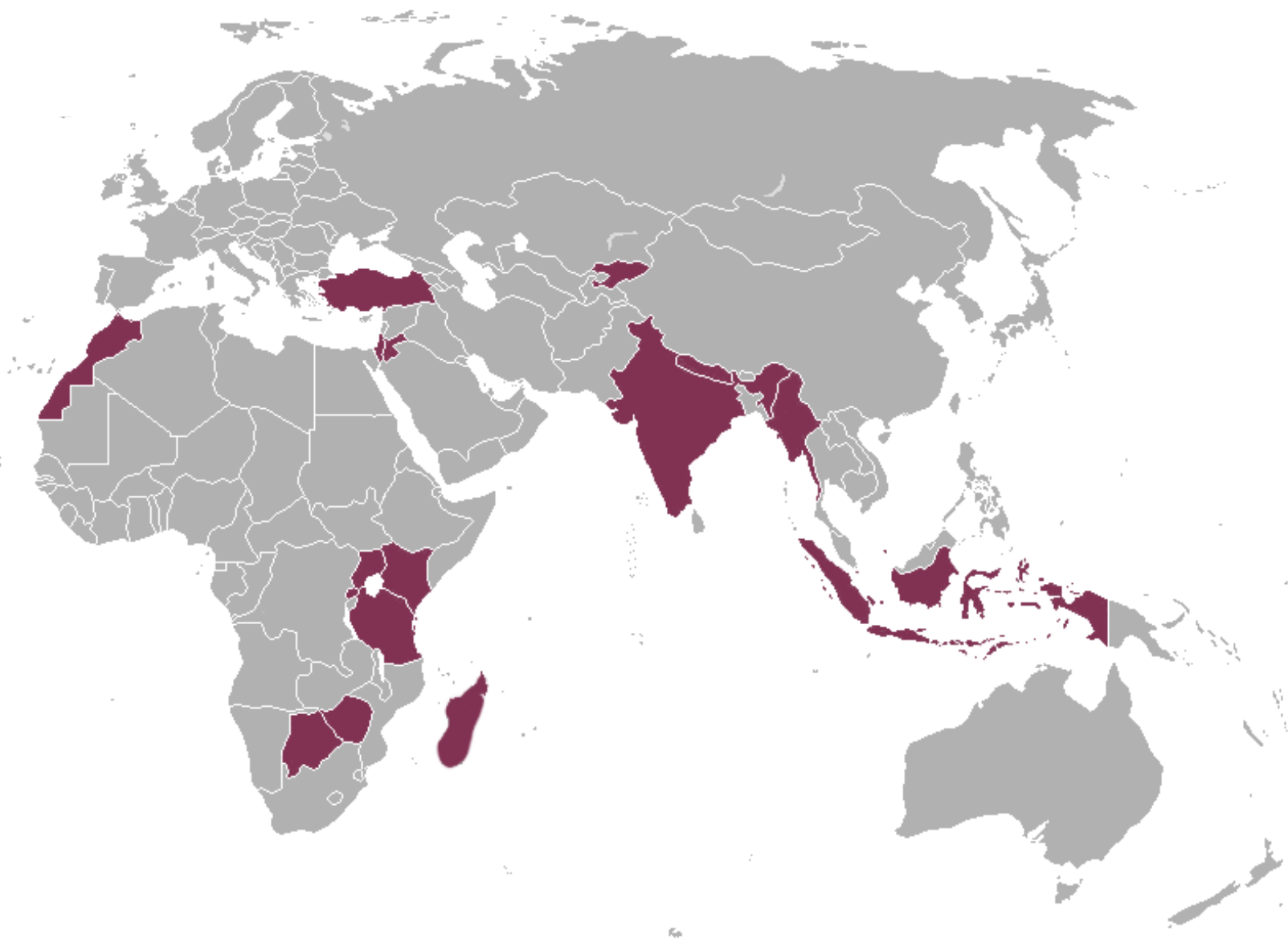
Thanks to our supporters, we were able to help our community partners around the world.

30
GRANTS

25
COUNTRIES

Partners that received emergency grants in 2020:

- | | |
|--|--|
| 1. Aidchild, Uganda | 16. Domari Society, Israel |
| 2. San Antonio Women's Co-op, Belize | 17. Soa Zara, Madagascar |
| 3. Dqae Qare San Lodge, Botswana | 18. Posadas Mayas, Guatemala |
| 4. AFER Homlunch, Morocco | 19. Ak Orgo, Kyrgyzstan |
| 5. cöp(m)adam, Turkey | 20. Beit Khayrat Souf, Jordan |
| 6. Senang Haiti, Indonesia | 21. Jukil Lodge, Bolivia |
| 7. Mto wa Mbu, Tanzania | 22. Shandia Community Lodge, Ecuador |
| 8. Lusumpuko Women's Club, Zimbabwe | 23. Ccaccaccollo Women's Weaving Co-op, Peru |
| 9. Princess Sewing Cooperative, Zimbabwe | 24. Nyamirambo Women's Center Tour, Rwanda |
| 10. Moshi Mamas, Tanzania | 25. Puesta Del Sol, Nicaragua |
| 11. Berracas de la 13, Colombia | 26. Maasai Clean Cookstoves, Tanzania |
| 12. Together We Earn (TWE), India | 27. Favela Experience, Brazil |
| 13. Cuncani Community Campsite, Peru | 28. Panauti Community Homestay, Nepal |
| 14. LinkAge Training Restaurant, Myanmar | 29. Baurali Community Homestay, Nepal |
| 15. Native Grill, Navajo Nation | 30. Art Creation Foundation, Haiti |



by the numbers



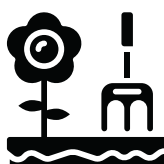
1,037

**INDIVIDUALS
DIRECTLY
IMPACTED**



19

**COMMUNITIES
DISTRIBUTED
FOOD PARCELS**



4

**COMMUNITY
GARDENS
CREATED OR
ASSISTED**



8

**INCOME-
GENERATING
PROJECTS
STARTED**



5

**GRANTS
ALLOCATED FOR
MEDICATION OR
SUPPLIES**

LAUNCH OF THE PLANETERRA LEARNING HUB

Every year, Planeterra collects impact data from our community partners to help us better serve the needs of community tourism enterprises and support their development goals.

Using previous impact surveys, as well as results from the needs assessment survey sent out in 2020, we were able to quickly prioritize training needs at the global level.

“We saw that our community partners really wanted support in business planning, marketing, and partnership development,” explained Senior Global Program Manager, Rhea Simms. “Not just because of the pandemic, but in times when their enterprises were thriving, as well. So, we knew a solution had to be created to assist partners virtually during the pandemic, but also beyond that.”

The relationship between Planeterra and our community partners is based on a model of trade and not aid.

In 2020, it became increasingly clear that our impact centred around the extensive experience and knowledge we have gained in helping community experiences access customers.

Harnessing the Planeterra team's collective 120+ years in the tourism and development space, we created the Planeterra Learning Hub to help community tourism enterprise partners around the world.

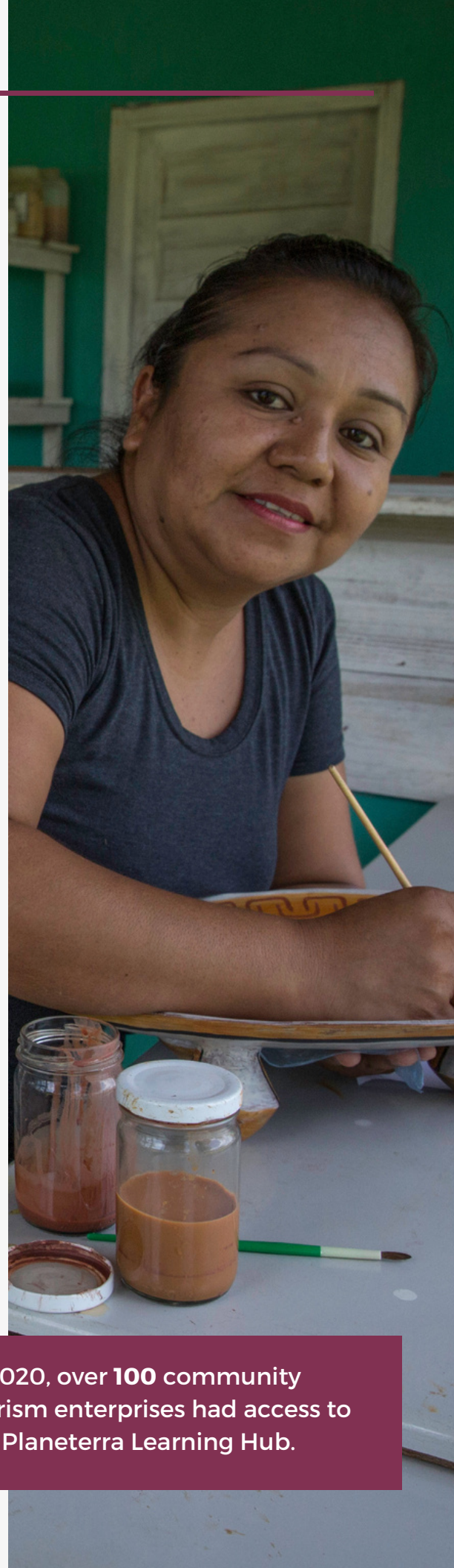
The private site was launched in June with more than 50 different modules, worksheets, templates, and videos in two languages - Spanish and English - and it continues to grow.

New modules, virtual video training and webinars are housed on the website and accessible to all of Planeterra's community enterprise partners. All content was developed to be accessible and practical to directly meet the needs of our community partners.

The purpose of the site is to allow Planeterra's partners to improve their tourism experiences, explore new areas of potential income, more effectively market their organizations, and improve their financial and human resource management, all increasing their ability to scale their impact in the future.

Organizations from around the world sign on every day, as they navigate new challenges such as building a business plan, developing a new tour for the domestic market, or creating a pitch deck for a new partner.

The launch was overwhelmingly successful, with testimonials from projects already rolling in. **“This will be very helpful in many ways for our project,”** commented Jose Vargas from Life Monteverde in Costa Rica. **“I really like that Planeterra is always innovating and supporting the projects,”** added Ofelia from Mi Cafecito, also in Costa Rica.



In 2020, over **100** community tourism enterprises had access to the Planeterra Learning Hub.

AWARDS & PARTNERSHIPS

Planeterra was honoured to receive two awards in 2020 for our work supporting community tourism enterprises, with a particular focus on the challenges posed during the COVID-19 pandemic.

Family Travel Association

Planeterra was one of three organizations recognized for our work with communities not only in 2020 and during the pandemic, but every year.



World Travel Market

Planeterra's Turn Travel Into Impact from Home campaign was selected out of over 250 applicants for the WTM Responsible Tourism Award, which recognized our work supporting our community partners during the COVID-19 pandemic, with a particular focus on the sustainability and longevity of the Planeterra Learning Hub.



United Nations Development Programme

In addition to working with the Canadian Fund for Local Initiatives in Sri Lanka, Planeterra is thrilled to be working with the UNDP in Peru. Our team in Peru has been working to develop six community tourism enterprises.



“

The project has overall upskilled entrepreneurs ... while creating a sustainable structure to provide entrepreneurs with necessary services to economically empower women."

- Ramona Stephen
Sthree Craft Shop & Cafe Project Manager

CANADIAN FUND FOR LOCAL INITIATIVES

In June of 2020, Planeterra was awarded a grant from the Canadian Fund for Local Initiatives (CFLI) for a project focusing on increasing domestic demand for handicrafts made by local artisans from our partners at the Sthree Craft Shop & Café in Kandy, Sri Lanka.

Planeterra first became involved with Sthree through the Women's Development Centre (WDC) in 2017, when Planeterra provided them with funding to renovate and upgrade their cafe and shop, as well as market connection support. Within the first two years of the cafe's reopening, Sthree's sales had increased 400 percent, allowing them to begin investing more funds into their network of over 170 entrepreneurs, nine cafe workers, and five differently-abled server trainees, as well as support the running cost of WDC's shelter for abused women.

Our goals, along with CFLI and WDC, included increasing domestic demand for artisan handicrafts by 50 percent, training 25 female entrepreneurs in quality control, and creating e-learning resources for product development. With the main activities of the project now complete, Sthree Project Manager Ramona Stephen is looking back and examining the success of the endeavour.

"Entrepreneurs who previously focused on catering to tourists now have adjusted their products as well as their prices to match local customers through various market research and surveys carried out," explained Ramona.

While COVID-19 impacted some of the organized training sessions, the local trainers and entrepreneurs were quick to improvise, using Whatsapp to communicate and participate in lessons remotely. Training sessions were recorded, to keep the program moving along effectively and ensure that the learnings could continue beyond the project period.

This project has equipped 110 women entrepreneurs and 23 employees from the WDC in Sri Lanka with increased knowledge of business management, improved handicraft skills, and a better understanding of domestic market channels and trends, to improve the sustainability of their organization and continue serving the women of Sri Lanka for years to come.



Global Affairs
Canada

Affaires mondiales
Canada



“

Women didn't have bank accounts before and had limited financial literacy, but this changed when the Baurarli Homestay program started. Women in surveys report feeling more confident, increasing their public participation."

- Aadya

Impact and Sustainability Manager
Royal Mountain Travel



THE PLANETERRA TREK CHALLENGE

On August 25, we launched the first annual Planeterra Trek Challenge as a way to bring the Planeterra community together to raise money to support community tourism. This year's trek placed a spotlight on South Asia, highlighting partners like SASANE and the Community Homestay Network in Nepal. The Challenge was to walk the 65 kilometres (40 miles), or 85,000 steps, it takes to reach Everest Base Camp - virtually, of course.

Over 550 people and 62 teams from around the world "trekked" to raise funds for

community tourism initiatives. We set out with a goal to raise \$30,000 CAD, but after 10 days we doubled this goal, and in the end, raised over \$100,000 CAD!

"Travellers love authentic experiences that give back to the communities they visit, and by raising these funds they demonstrated that they want our partners to be there when we're all able to travel again." - Jamie Sweeting, president, Planeterra

While 2020 was a difficult year for tourism, the Trek Challenge was a real high (pun intended!) for the Planeterra community.

It allowed us to feel more connected to one another, all while celebrating an iconic destination and the power of community tourism!

Financials



\$1,004,160

Revenue

- 6% Individuals
- 7% Government
- 10% Campaigns & Events
- 26% Travellers
- 51% Corporate Supporters

Notes:
Planeterra's Fiscal Year is August 1 - July 31 and is audited by Deloitte.
All figures in this report are CAD unless noted otherwise.

These figures are a combination of the Planeterra International Foundation, Canada, Not-for-Profit Corporation Number: 793488-2 and Planeterra International Foundation Ltd., USA, 501(c)3 EIN: 83-1619668.

\$944,588

Expenses & Project Costs

Governance	4%
Administration	7%
Communications	11%
Development	23%
Programs	55%



Thank you to our Board of Directors, community partners, major donors, monthly donors, and corporate changemakers.

Board of Directors

For the period of January to December 2020

Jamie Sweeting, President
 Bruce Poon Tip, Founder & Chairman
 Roula Poon Tip, Director
 Zeina Gedeon, Director
 Jody Hamade, Director & Treasurer

Our Community Partners

!!Khwa ttu San Cultural & Education Centre	DinéHózhó	Myanmar Youth Development Institute
Association des Femmes et Enfants Ruraux	The Domari Society of Gypsies	Nem Adom Fel Foundation
AidChild Leadership Institute	El Hongo	New Hope Cambodia
Ak Orgo	Esencia Andina	North Andaman Network Foundation
Al Numeira Environmental Association	Favela Experience	Nyamirambo Women's Center
Amba Estate	Friends International	Ocean Academy
Art Creation Foundation for Children	Fundación Kemakumake Kudzheshi	The Panauti Community
Asociación Huchuy Qosqo	Give a Heart to Africa	Parque de la Papa
Asociación Rupalaj K'istalin	Good Work Foundation	Penduka
Asociación Puesta del Sol	Güneysinir Community Tourism Association	Princess Sewing & Laundry Co-op
Asociación de Comunidades del Parque de la Papa	Higashi Furusato Tourism Suishin Kyogikaithe	Proyecto Manacú
Asociación de Artesanas Riqchariy Ccaccacollo	Inti Runakunaq Wasin	Reef Ecologic
The Azad Foundation	Jia Community Restaurant	Rekindle
The Barauli Community	Jukil Community Lodge	Salaam Baalak Trust
The Baracoa Community Tour	Khao Tep Pitak Community Tourism Assoc.	San Antonio Women's Co-op
Beit Khayrat Souf	Kuru Development Trust	SASANE
Asociación Berracas de la 13	Laem Sak Tourism Community Enterprise	Senang Hati
BEST Society	L'association Soa Zara	Shedia
Casba Social Cooperative	Life Monteverde	Sólheimar Ecovillage
Central Caribbean Marine Institute	Lusumpuko Women's Club	STREETS International
Community Homestay Network	Maasai Stoves & Solar	Squamish Lil'wat Cultural Centre
Coope Sarapiqui	Mae Hong Son Community Tourism Association	Tamarind Gardens Farm
çöp(m)adam	Make A Difference Travel	The Tengger Community
Coope San Juan	Magdas Hotel	Theruvaram Women's Empowerment Programme
Cooperativa de Producción Cafetalera de la Islas Galápagos	Mekong Homestay Program	Ubuntu Foundation
Comunidad Campesina de Cuncani	Mescladis	Voyages Maldives
Centro Comunitario Floreana - CECFLOR	Migrantour Rome	Wise Greece
Centro de Turismo Comunitario Ecoaldea Shandia	Mto wa Mbu Cultural Tourism Enterprises	Gotsezhy - Turismo Comunitario Wiwa
Desafio		Women's Development Centre

Our Major Donors:

Gifts greater than \$500 CAD

Jason Avery	David Fuller	Jessie Ma	Kim Smith Tang
Renee Bikker	Joe Gagliese	Brett Marchand	The Sweeting Family
Daniel Bowerman	Zeina Gedeon	Christopher May	Nick Sweeting
Patricia Calvo	Jody & Deb Hamade	Rosemary McDaniel	Riina Tohvert
Frank Campoli	William Hazleton	Tee McDonald	Alex Tuescher
Marina Chaiyo	Kristin Higgins	Ralph Montemurro	Yoko VanHorn
Alvin Chin	Laura Holmes	Trish Newell	The Wallace Family
John Crowley	Vanessa Holmes	Benjamin Perlo	Suyen Warford
Susan Decambra	Michelle Hudema	Bob and Elaine Perry	Anne Wright
Samuel Duboc	Donna Judd	The Poon Tip Family	
Cyril Duport	Meghraj Kamath	John Purkis	
Eleanor Freeman	Brian Kastelic	Terry and Ilene Rosenfeld	
Nicholas Fry	Stan Lau	Kristina Sinzig	

Citizens of Change (Monthly Donors)

Lachezar Arabadzhiev	Carolyn DiMaria	Stephen Lewis	Andrew Rowe
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Bethany Dickey	Francis Leblanc	Terry M Rosenfeld	Paul D Wofford

Our Corporate Changemakers:





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