

The Village Experience



“moving forward by giving back...”

History:

- **The Village Experience was formed in April 2008 by sisters Kelly and Anne Campbell in Indianapolis, Indiana.**
- **Our inter-active website launched in June 2008**
- **Since then, we have been promoting the company through internet marketing, public relations, print media, university presentations, and community events.**

Motivation

- The founders of The Village Experience needed to find a way to help the many worthwhile charities and projects they encountered throughout their travels around the world.
- They were not interested in simply sending charity - they wanted to find a sustainable way in which to make a difference.

Motivation

- Sooooo...they asked questions, they researched, they looked at other business models, they traveled some more...they came up with a creative way to move forward in life by giving back to others.

Our Mission:

- **The Village Experience is a socially proactive business dedicated to uplifting impoverished communities in the developing world through efforts in international trade and tourism.**

What is socially pro-active?

- A socially pro-active business is a new and innovative concept, especially when it comes to philanthropy.
- This business model allows you to make enough money to sustain yourself and give back to the community at the same time - no matter what cause you are fighting for.
- Socially pro-active businesses are formed to bring attention to world issues, bring employment to those in need, and be socially responsible in the distribution of funds.

Why not “for-profit?”

- Simple - its not about the money...its about the cause...its about the people...its about creating opportunities...its about an existence bigger than yourself

Why not “non-profit?”

- The need to constantly ask for money disappears
- There is no board dictating your actions
- You are not considered “charity” but instead a thriving resource to help others
- You are not dependent on others - you can sustain yourself through the sale of your product

The Village Experience

- **Our business model allows us to make money on two fronts:**
 - **International Trade**
 - **International Tourism**

International Trade

- **The Village Experience works with charities, women's groups, micro-financing projects, local artisans, and global cooperatives to develop fair trade products and create a market for them in the developed world.**

International Trade

- We consult on product development, connect artists to communities in the developing world, and help with packaging, branding, and marketing efforts to make sure the products are of the highest quality and much desired.

What is “fair trade?”

- Fair trade is a loose term applied to products being produced in the developing world that adhere to certain regulations:

What is “fair trade?”

- Artisans are paid a fair price to create the product
- Artisans are given the opportunity for advancement
- Artisans are given creative freedom when producing items
- Artisans are working to preserve local traditions
- Money is being used to uplift communities and boost the local economies in the country of origin

Desirable vs Undesirable Products

- Fair trade products are fast becoming an integral part of the retail and fashion industry and must reflect the current trends.
- Desirable products are timeless, tasteful, and utterly unique. You appreciate the products beauty whether you have been to the country of origin or not.

Desirable vs Undesirable Products

- Undesirable products are those that look like typical souvenirs and are poorly made. To appreciate the product, you must have made a personal connection while overseas and then often wonder what the original motivation was in the first place.

Products we love!

- **Kazuri Beads from Kenya**
- **Acholi Beads from Uganda**
- **Kismet travel journals and clutches from India**

Products we love!

- Soap from Zambia Soap Company
- My Spirit Garden batik scarves from Indonesia

These products are all hand made and adhere to fair trade regulations and could easily grace the pages of top fashion and lifestyle magazines.

Our Strategy...

- **The Village Experience creates a market for fair trade products through online and retail stores.**
- **We focus on creating “stories” about how the products were made, who made them, the current situation in the community, and how their purchase benefits others.**
- **Consumers want to feel good about making a purchase and our “stories” do exactly that.**

Win-Win Situation

- **The Village Experience is often the largest purchaser of products from each of the groups we work with - as we continue to purchase products, more people in the community are able to be hired.**
- **The more we sell, the more money we make to expand our product lines, increase our inventory, develop our website, and most importantly give back to the communities we work with.**

Win-Win Situation

- **By marketing our “stories” we are bringing awareness to the plight of the developing world and promoting a culture of “moving forward by giving back...”**

International Tourism

- **Our trips are designed to give the traveler a “real, off-the-beaten path, village” experience.**
- **The Village Experience designs and operates trips to the developing world focusing on three elements:**

Humanitarian/Volunteer Work:

- **The Village Experience works in partnership with local charities to create and sustain community development projects.**
- **We firmly believe in only participating in activities that are beneficial to the community and not those that we deem “necessary.” We listen and respond to our partners needs and become a support system for them.**

Humanitarian/Volunteer Work:

- **Volunteers can expect to work on restoration projects, community cleanup, painting, arts and crafts, vocational skills development, or incorporation of micro-financing projects - to name a few examples.**

Cultural Education and Artisan Development:

- **Travelers are exposed to the history and culture of the country through excellent local guides, tours of important sites, meetings with community leaders, and exposure to that which make the culture unique - food, language, customs, and religion.**

Cultural Education and Artisan Development:

- **Travelers get the opportunity to meet and work with local artisans to further appreciate their efforts and the needs of the community.**
- **Travelers can purchase products from the artisans themselves.**

Adventure and Tourism

- Tourism is often the backbone of the economy in the developing world and it is our responsibility as travelers to support and promote local tourism in a positive manner.

Adventure and Tourism

- **Through safaris in Africa, jungle tours in Latin America, desert exploration in the Middle East, or camel rides in Asia, we are contributing to local tourism while having the adventure of a lifetime all at once!**

Our Commitment to Responsible Tourism:

- **The Village Experience has made a commitment to our partners overseas and to our travelers to do everything we can to travel in a responsible manner.**

Our Commitment to Responsible Tourism:

- **We only use locally owned and operated hotels, preferring eco-lodges and tented camps where available to boost the economy.**
- **We only employ local tour guides in the community who are educated and knowledgeable on their own country to keep jobs in the village.**

Responsible Tourism, cont...

- **We only partner with local, grassroots charities based in the community to ensure that money and donations are going directly to the people and not through multiple channels of corruption.**

Responsible Tourism, cont...

- Most importantly, we grant a donation to the community through every trip that we operate. As a traveler with The Village Experience, you can feel good that a portion of your trip cost includes a donation to the village you will be visiting.

Our Villages:

- Experience the hospitality and friendship of our partner villages around the world:
 - Kenya, Ethiopia, South Africa, Guatemala, Belize, Jordan, Thailand, and India.

The Village Experience is currently developing projects with villages in Uganda, Palestine, Afghanistan, Mexico, and Turkey.

Why you should travel with us...

- **The Village Experience has done extensive research and development on each of the itineraries we promote to make sure that you are getting the most out of your time overseas.**
- **We inspect the hotels, meet with the charities, weed out the tour options, and create an experience you will never forget.**

Why you should travel with us...

- **We want you to be forever changed by the people you meet, the sights you see, and the emotions you feel while exploring our villages around the world!**

In Conclusion

- **We hope that you are compelled to join us in our mission of “moving forward by giving back...”**

In Conclusion

- **Ways to get involved include:**
 - **Purchasing fair trade product**
 - **Traveling to one of our villages**
 - **Interning or volunteering**
 - **Attend our events (listed on the website)**
 - **Train to be a “Village Leader”**
 - **Help us promote the company and the website**

www.experiencethevillage.com