

PHILANTHROPY INDABA

An organization that utilizes the experiential component of philanthropy to guide affluent individuals and families in discovering how they would like to create change in the world.

Look Within First

- *Business is a bigger driver than philanthropy*
– this is an exponentially larger number than money donated through travelers' philanthropy
- Tourism is the world's largest economic sector currently generating *\$5.8 trillion* a year, over 9.9% of global GDP

Look Within First

What are your corporate values and practices?

(examples)

- Do you employ people from the community?
- Do they have the opportunity for career development in your organization?
- Are they represented in management? (i.e. do they have a “seat at the table?”)
- Ecofootprint?
- Percentage of profits to charity?

Look Within First

Many travel companies are using travelers philanthropy to support “community” projects, trying to bridge the gap between the disparity in wealth.

Business is a powerful driver to make this happen. Let’s build empowerment into the tourism machine.

**LET’S HELP COMMUNITIES EARN
THEIR OWN WEALTH !**

Welcome to the Philanthropy Party!

We're talking about **MEASUREMENT!**

- Non-profits are a business!
- Effective non-profits plan and refine.
- Measurement: what is your objective and how do you ensure that you are reaching it?
 - Hard numbers
 - Anecdotal evidence

Great Responsibility

- As representatives of the tourism industry
- As representatives of the destination, the country and the people

You are the ones that help shape the impressions of travelers!