

# 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!***