

# 2021 ANNUAL REPORT



*Give back and complete the journey*

**ROUNDTrip**  
Foundation

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# A B O U T U S

RoundTrip Foundation and our projects were founded (and financed) based on the principle and practice of wealth redistribution. We strongly believe that redistributing wealth and creating sustainable development is a key part of addressing global poverty.

Our model of operations contains the following key elements in our approach to sustainable development:

- Travel has a key role to play in the fight against poverty.
- All donations from individuals to RoundTrip go directly to our projects.
- There is an urgency attached to this work – we seek to impact as many people as quickly as possible, whilst maintaining good development practices.
- We will provide the means, but not the direction, for change which should come from local communities themselves.
- We seek to develop and support projects that have a large impact (the ripple effect) from small investments.
- Development needs to be flexible and take into account the changing needs within a community.
- We have a bottom-up, grassroots approach and make small targeted investments that act as a driver for sustainable change within local communities.

RoundTrip Foundation has an Australian-based Board. We acknowledge the Traditional Owners of this country and their continuing connection to land, waters and community. We pay respect to their Elders past and present and to the pivotal role that Aboriginal and Torres Strait Islander people continue to play in caring for country across Australia.

# PRESIDENT'S FOREWORD

RoundTrip ended the 2020–2021 financial year in a strong position and with a confident outlook for the next year.

By mid–2021 there was hope that the end of the coronavirus pandemic was in sight and this brought relief to places such as Tikondane, the home of our Zambian project. Tiko relies heavily on the passing tourist trade (which had faded to a trickle) to generate revenue, along with volunteers from all over the world to assist with its dedicated community work.

Our bakery school project in Sri Lanka coped well through the pandemic thanks in large part to in-country director Janaka de Silva. A tireless advocate for a better, fairer world, Janaka's experience, vision, and connections in the hospitality industry helped to give another 20 graduates this financial year a genuine opportunity for a better life.

Our relatively new social enterprise project in Tanzania will rely heavily on passing tourist traffic. For now, the land is being cleared while we source a suitable grant. It is an exciting new venture that will see the building of a social enterprise providing tourists with an opportunity to buy locally made handicrafts and souvenirs, as well as having a positive experience of local culture.

RoundTrip is proud to advocate for and disseminate information about Responsible Travel, and our online resource continues to grow. Over the last 12 months, we posted articles from the illegal wildlife trade, to how responsible travel starts at home before you depart.

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"The life skills I have learned during the Bakery School course have given me a solid foundation for future years and helped in 're-assembling' my collapsed world."

– Chiniya (name changed)  
Bakery School  
Graduate 21/22

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I am very proud of RoundTrip for promoting gender equality, acknowledging that when we enhance opportunities and equality for women the world over, we enhance the quality of life for everyone. And we practice what we preach with three out of our five-member management committee women. All our projects are heavily invested in women, with the bakery school and the social enterprise exclusively invested in helping women in local communities.

I want to thank all of our supporters whose generosity over the last 8 years had made RoundTrip and our work possible. I am humbled by your belief in our organization and determined to invest your donations in projects that offer a genuine hand in assistance to people who are in real need.

I am so proud of my colleagues, especially on the management committee, for the roles they have played in fundraising, making our projects work, and creating a strong and viable internal infrastructure. You are all a joy to work with and RoundTrip is lucky to have you.

Alan Murphy  
President & Founder



# GOVERNANCE



# Our people, structure, and management

RoundTrip Foundation Incorporated is a not-for-profit incorporated association in Victoria, Australia, with a Constitution under Consumer Affairs Victoria's Associations Incorporation Reform Act 2012. RoundTrip Foundation is also a registered charity with the Australian Charities and Not-for-Profits Commission and a registered fundraiser with Consumer Affairs Victoria. We have held deductible gift recipient (DGR) status since 2014.

Under our Constitution, our purpose is to build sustainable projects that improve the lives of people and communities in the developing world by:

- building long-term, sustainable relationships, and networks with identified project partners;
- providing financial support to our project partners; and
- collaborating with communities in the developing world to provide the means for change, in accordance with their decisions for sustainable development.

In 2019 we developed our first, 2-year strategic plan. This strategic plan guided our administrative activities, governance, and growth strategy until 30 June 2021, and we are proud to report the status of all of our actions in this report.

We look forward to developing a new strategic plan in the coming months and reporting on progress in our next Annual Report.

## RoundTrip Management Committee & Board

RoundTrip Foundation has no paid employees. This is a commitment we have made to ensure our supporters' donations reach our project partners. Consistent with our Constitution, during the 2020–2021 financial year, we had 5 members, who constituted our voluntary Management Committee charged with running the operations of the organisation:

- Alan Murphy, President
- Hathaipat Aimpichaimongkol, Treasurer
- David Gorvett, Director of Communications
- Kate Neely, Director of International Programs
- Justine Vaisutis, Secretary

# Our Volunteers

We are very fortunate to receive invaluable support from a core group of volunteers.

## REGULAR VOLUNTEERS

- Alison Fogarty – Meeting minute taker, major donor
- Abbas Ali Syed – Web developer/designer
- Charlotte Rose-Iljin – Social media officer
- Louis Austin – Google Adwords manager
- Michael Brennan – Technical consultant and newsletter distribution
- Ayesha Ramanayake – Grant coordinator
- Matt Tutt – SEO consultant

## OCCASIONAL VOLUNTEERS

- Paul Smitz – Content consultant
- Joe Davis – Illustration contributor
- Seb Neylan – Digital marketing, social media advisor
- Jeremy Beaumont – Design consultant and creator
- Rachael Anning – Video editor
- Pete Cruttenden – Editorial services

## IN-COUNTRY PROGRAM VOLUNTEERS

- Elke Kroeger-Radcliffe – Director of Tikondane Community Cooperative Zambia
- Janaka de Silva – Director of Bakery School (Volunteer Sri Lanka)

# Our Sponsors

RoundTrip receives income from a variety of sources. We are extremely grateful to the many individuals who continue to make regular, monthly donations to support our project partners.

RoundTrip also holds an annual Xmas Appeal which generates much-needed funding.

We are also grateful to the Crossroads Ecomotel in Port Augusta, and to the students of Hale School in Perth, for their regular efforts and donations.

The remainder of our income is generated from workplace giving programs and grants from various foundations including the Tucker Foundation and The Armstrong Foundation.



# 2019/2021 Strategic priorities

## progress

Priority	Responsibility	Strategic Goals	Alignment with how we go about our work	Status	Summary
Internal Capability & Infrastructure	Lead - Secretary Treasurer	1. Develop Annual Report template and implement by 30 June 2020	Supports transparency and rigour to demonstrate that all donations from individuals to RoundTrip Foundation are allocated to projects and critical administration expenditure only	Complete.	RoundTrip Foundation Annual Report 2019 – 2020 completed and published November 2020.  RoundTrip Foundation Annual Report 2020 – 2021 completed and published April 2022.
		2. Develop due diligence proforma for non-program expenditure		Complete	Due Diligence Checklist for non-program expenditure implemented in June 2019.
Supporter Engagement and Financial Base	Lead - President Director of Communications	3. Add supporters to our database; target is 500 by December 2019	Supports our efforts to develop and support projects and allows us to give consideration to potential new programs, in effect helping more people more quickly. Continuation of diversification of our support base to ensure financial stability and longevity of the org. Use of social media and Google AdWords grant helps promote our Responsible travel message and resources to a wider audience, while growing our supporter base.	Complete.	Target of 500 subscribers was achieved, with subsequent (anticipated) attrition in the following months. Ongoing advertising and social media outreach to help grow subscriber base.
		4. Activate new supporter base through 2019 Xmas Appeal (and Shopnate)		Complete	Xmas Appeal 2019 had some success, and we continue to promote avenues of support such as donations, Shopnate, CharityBay, fundraisers to our newsletter base and social media audience. Our Xmas Appeal 2020 was a significant success, raising \$3,573, which is our best result to date.
		5. Recruit fundraiser by June 2020 to increase donation frequency		Delayed	We continue to actively recruit for a volunteer fundraiser.
		6. Leverage social media (Facebook & Instagram) and Google AdWords to increase audience		Complete	Social media strategy was informed by the Social Strategy Doc and led to increases in followers across social platforms. Any revisions to strategy will be considered for implementation in our next Strategic Priorities document.
Program Growth and Impact	Lead - Director of International Programs President Secretary Treasurer Director of Communications	7. Develop Impact and Planning Framework for RoundTrip Projects	Supports our aim to impact as many people as quickly as possible, and act as a driver for sustainable change within local communities.	Complete	RoundTrip Foundation Due Diligence, Planning and Impact Procedure launched in October 2019 to encompass impact requirements established by RoundTrip Foundation and a framework to ensure RoundTrip Foundation complies with the ACNC External Conduct Standards.
		8. Diversify project portfolio to reach new geographic regions and address differing community needs, and broaden RTF's profile, impact and appeal to potential supporters		Ongoing	The COVID-19 pandemic continues to put vulnerable communities around the world under extreme pressure. The significant disruption and ongoing variability of communities' health and socio-economic settings creates many obstacles to completing the due diligence we require to establish new project partnerships. Consequently, Roundtrip has determined to pause further diversification and contribute all funding to our existing partners. We look forward to exploring further diversification when we are able to.



# ACHIEVEMENTS





# Program and partner objectives and activities

## TIKONDANE COMMUNITY COOPERATIVE – ZAMBIA

As the COVID-19 pandemic continued to have a negative impact on tourism, the team at Tikondane (Tiko) moved their focus from hospitality to agricultural livelihoods. This year Tiko took on the challenge of helping members to begin chicken and egg production. This was finally successful and by February Tiko was producing eggs for sale and has now also produced many batches of baby chickens.

Two of the Tiko interns were supported to gain further education in Hospitality and Electrical work. The “Rondavel” accommodation has since been renovated ready for tourists and other visitors to stay. Tiko continues to be an integral part of the community, providing opportunities in education, employment, and services and leading the way in innovative sustainable agriculture and food manufacturing.



## BAKERY SCHOOL – SRI LANKA

Despite the difficulties faced in Sri Lanka, the Bakery School has continued to provide young women with opportunities to create a better life for themselves. The mission of the Bakery School is to help young women who have been sexually abused and ostracised by family and community to learn the baking skills that are in high demand within the retail and hospitality sectors of Sri Lanka. For these young women, studying for a trade and gaining work experience, provides them with the means to make an independent living and to ‘start over’ in a new place if they want to. For most graduates, having legitimate work enables them to reintegrate successfully with family and society.

Over the course of 2020 – 2021, twenty young women completed the bakery course, with 18 finding employment, 1 staying with the bakery school to provide assistance to the next group of students, and 1 young woman going on to further study.

RoundTrip Foundation also made a decision to gift each graduating student throughout the year with ‘starter packs’ – cash funds of AUD\$250 each that they could use as they wished – to get started in their new positions. This decision was made as we acknowledged that society has certain ‘status signifiers’ that could act as barriers to the graduates’ acceptance in society. Enabling the graduates to decide what was most important to them meant they could present themselves in a way that would boost their confidence and their ‘acceptability’ in their new workplaces. Most graduates bought some clothing (we were surprised, and then sad, at the number who needed new underwear), one graduate had important dental work done, and a few bought mobile phones, which are so important these days.





## MAKAYUNI WOMEN'S SOCIAL ENTERPRISE - TANZANIA

In Tanzania, the focus of our partner organisation, the Pastoral Women's Committee, has been on ensuring that they could support school students in at-home learning during waves of COVID-19.

The program to build a high-quality craft and food outlet as a social enterprise benefiting local communities, particularly women, has therefore been slower than expected.

There has been training in craft design, to ensure that products will be high quality and appealing, and training in finance. The 4 local women's micro-finance groups have come together to set up a legal entity called Englishon, so the land was registered under that name, and all 120 women members will be included and benefit from the social enterprise. With further funding, the buildings will be constructed and business can begin.





# Communications and Reach

Growth was achieved across the RoundTrip Foundation social media accounts, with Facebook followers increasing by >10% from 1/7/20 – 30/6/21, and Instagram increasing by nearly 100 followers (+30%) thanks in large part to the diligent work of one of our volunteers.

These tools continue to be a vital area for promoting both the website and RoundTrip Foundation's responsible travel message and will grow in value as recruitment tools for future fundraisers.

In the period 1/7/20 to 30/6/21, Google Ads cemented its value by continuing to drive over 30k visits to the RoundTrip Foundation website. An uplift of nearly 10% (>2.3k additional clicks) in traffic driven to the website through this paid search tool was achieved compared to the previous year. Google Ads is maintained by a fantastic volunteer in the UK, and funding is provided via a Google Ads grant.



# FINANCES



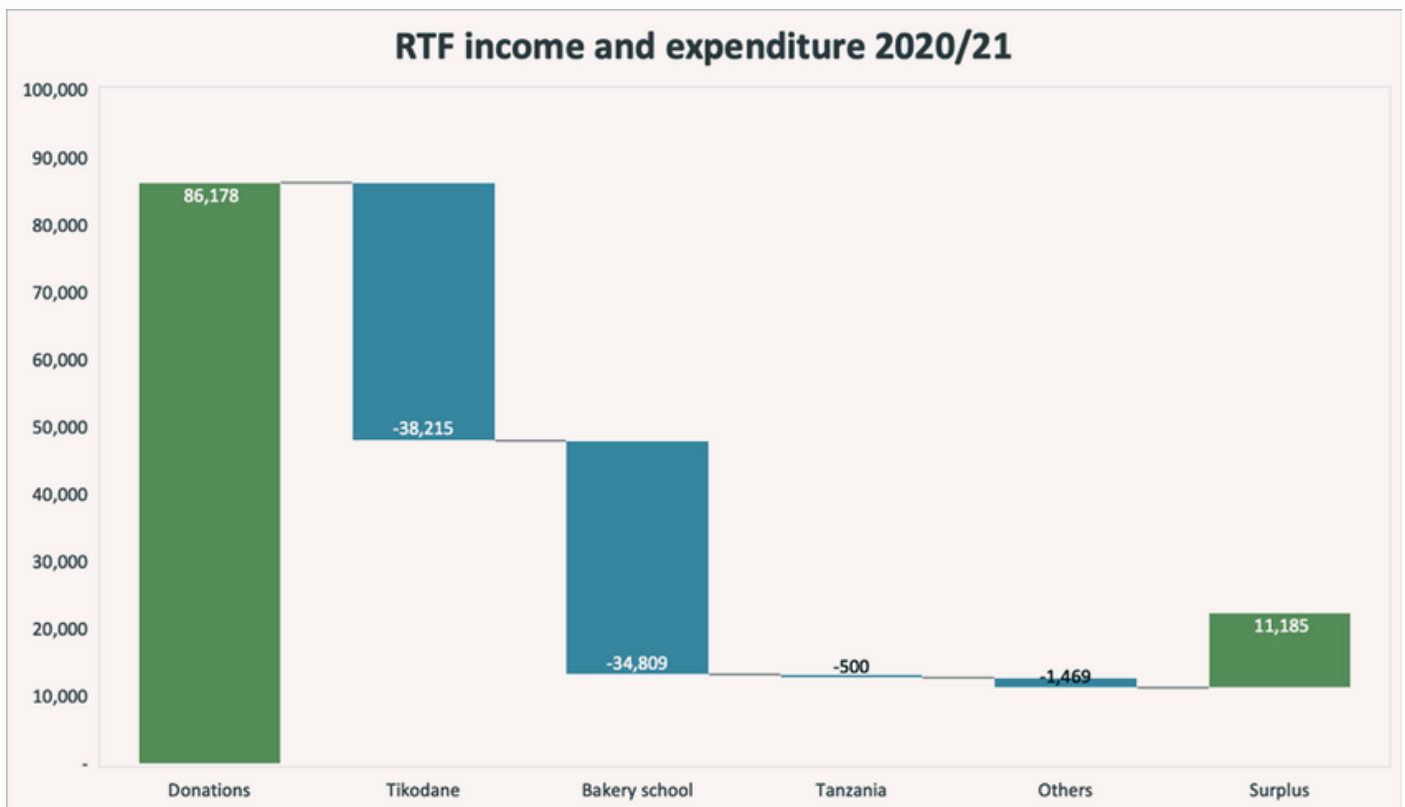
As a registered charity under the Australian Charities and Not-for-profits Commission (ACNC), RoundTrip Foundation is required to submit an Annual Information Statement (AIS) which contains our charity information and detailed finances. Our reporting period is from 1 July to 30 June.

According to the ACNC, charities that have an annual revenue of less than \$250,000 are categorised as a “small” charity and can choose whether to use cash or accrual accounting. We use cash basis that complies with accounting standards issued by the Australian Accounting Standards Board (AASB). For more information about the ACNC AIS, please see the 2021 AIS Guide.

In the 2020–21 financial year, 85% of donations, grants and bequests were distributed to the three main programs:

- Tikondane Community Cooperative in Zambia
- The Bakery School, Sri Lanka
- Makayuni Women’s Social Enterprise, Tanzania

A further \$1,469 (< 2% revenue) was spent on project and administration expenses, including fundraising platform fees, project evaluation expenses, and RoundTrip Foundation’s annual General and Products Liability, Volunteer and Personal Accident Insurance with Aon Risk Service Australia Limited, ABN 17 000 434 720 AFSL 241141.





**LOOKING TO THE  
FUTURE**



# How you can help - Donate

You can support our work by:

- Becoming a monthly donor (\$20 a month makes a huge difference)
- Making a one-off donation

Please [click here](#) to donate.

# How you can help - Volunteer

At RoundTrip Foundation, we always welcome interest from people wanting to volunteer for us in Australia (we are based in Melbourne).

We are especially interested in people with fundraising and social media backgrounds. But if you'd like to help out in an administrative capacity or at an event, we'd love to hear from you too.

Experience the reward of working for a small NGO for days, weeks, or months – flexibility is at the heart of our volunteer assignments.

RoundTrip links volunteers with our partner organisations – we do not run volunteer programs overseas ourselves. However, we can give you plenty of information about the experience, what to expect and how you can make a difference. We can then put you in touch with the right people on the ground for more info and to make the necessary arrangements.

# Stay in touch

You can contact us via our [website here](#), or by emailing us at [info@roundtripfoundation.org.au](mailto:info@roundtripfoundation.org.au).

You can also join our newsletter group and stay up to date with the latest news from RoundTrip, including our international projects by completing our [online subscription here](#).