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# ROUNDTrip FOUNDATION 2022 – 2025 STRATEGIC PLAN

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## How we go about our work

We strongly believe that redistributing wealth and creating sustainable development is a key part of addressing global poverty. Our ethos and operating model contain the following key elements in our approach to sustainable development:

### The RoundTrip Foundation ethos:

- Responsible travel has a key role to play in the fight against poverty and we use our voice to promote this.
- 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 drive sustainable change within local communities.
- We seek to empower particularly vulnerable cohorts of people and apply a gender lens wherever we can, acknowledging women and gender diverse people tend to experience poverty and social exclusion in more pronounced ways.
- There is an urgency attached to this work – we seek to impact as many people as quickly as possible, whilst maintaining good development practice.

### The RoundTrip Foundation Operating Model

- We rely on trusted local individuals who act as changemakers in their local communities.
- We provide the means, but not the direction, for change which should come from local communities themselves.
- All donations from individuals to RoundTrip go directly to our projects. Our operating costs are covered by other funding sources, and we report our expenditure transparently, annually.
- We are professional, rigorous and diligent in our operations.
- We learn from our experiences and mistakes to improve our decision making and practice.

## Strategic Goals 2022 - 2025

Priority	What we want to achieve	Our SMART Goals	Responsibility	Alignment with how we go about our work
Internal Capability & Infrastructure	Document our internal and external financial reporting processes.	By Dec 2023, develop a suite of templates for: <ul style="list-style-type: none"> <li>annual reports</li> <li>financial reports</li> <li>RTF promotion and messaging</li> </ul>	Lead: Grant Manager  Supporting: Treasurer, Secretary and Director of Communications	Enables efficient, accurate and consistent reporting and transparency about our expenditure and work, which in turn improves our ability to promote the work of our project partners widely.
	Develop a library of templates for documents, presentations, annual and other reporting purposes with messaging that promotes RoundTrip Foundation's brand, operating model and mission in a consistent manner.		Lead: Secretary  Supporting: Management Committee	
	Commence a knowledge management project for our internal filing, prioritising archiving pre-2015.	By June 2023 develop and implement knowledge management protocols and guide.	Lead: Secretary	Improves efficient, accurate and consistent management of our internal files, enabling us to be professional, rigorous and diligent in our operations.
	Develop and implement an archiving policy.	By December 2023 apply knowledge management protocols to existing files and complete archiving.	Supporting: Management Committee	
	Conduct an annual audit of our project partner documentation to confirm they understand sustainable development and adhere to our ACNC regulatory requirements. Make completed documents available on request.	By April 2023, initiate an annual audit process to ensure all project partner paperwork is update to date and stored within 1 month.	Lead: Secretary  Supporting: Director of International Programs, Treasurer	Improves efficient, accurate and consistent management of our internal files, enabling us to be professional, rigorous and diligent in our operations.
Impact & Sustainable Program Growth	In conjunction with our project partners, report annually on whether we have achieved the short and long-term impact set out in our impact framework.	By June 2023, develop and implement an impact tracking tool.	Lead: Director of International Programs  Supporting: Management Committee	Aligns with our commitments to develop and support projects that have a large impact (the ripple effect) from small investments and learn from our experiences and mistakes to improve our decision making and practice.

	Build reflection and continuous learning into our impact framework to ensure we learn from success and failures/mistakes	By June 2024, evaluate, refine and implement our impact tracking tool.		
	Intentionally promote Responsible Travel and Projects via our social media profile	Ensure 1x post/week is related to either Responsible Travel or projects. Totalling minimum 52 posts per Financial Year.	Lead: Director of Communications	Intentionally promote Responsible Travel and Projects via our social media profile
Supporter Engagement	Build stronger engagement with our supporters, including in-person engagement.	By June 2023, develop a bespoke engagement strategy for our regular and known donors, including 1x in-person & 1x virtual event per year to ensure they are informed of the sustained impact of their support, and maintain a personal connection to Roundtrip Foundation and our partner projects.	Lead: Director of Communications  Supporting: President & Management Committee	Invites two-way dialogue and feedback on our achievements, and increases transparency to valued donors about our commitment to ensure all donations from individuals to RoundTrip go directly to our projects, and to make targeted investments that act as a driver for sustainable change within local communities.
	Continue to grow our social media presence	By December 2023, increase follower-base on existing platforms (Instagram and Facebook) by 10%, (=540/Instagram, & 430/Facebook). By Dec 2024, increase follower-base on existing platforms (Instagram and Facebook) by 10% (=600/Instagram, & 480/Facebook). Complete cost-benefit analysis of the value and feasibility of expanding into other platforms (including LinkedIn, TikTok, Twitter).	Lead: Director of Communications	Delivers on our commitment to use our voice to promote responsible travel, while diversifying and increasing our online audience, amplifying the work and impact of RoundTrip Foundation and potentially increasing our donor-base.

	Intentionally promote Responsible Travel and Projects via our social media profile	Ensure 1x post/week is related to either Responsible Travel or projects. Totalling minimum 52 posts in a given Financial Year	Lead: Director of Communications	
	Drive a measurable increase in new people/potential supporters to our website.	Publish 1x new article to website/month. When new content is published on the website, create 1x Google Ad & 2x social posts relating to the new content, linking back to relevant website landing page.	Lead: President  Supporting: Director of Communications	Increases visibility and understanding of audience and potential donor base, resulting in increased awareness of our Project Partners.
		By December 2024 complete a diagnostic and report on what drives a measurable increase in new people/potential supporters to our website.	Lead: Director of Communications	
		By December 2024, 20% of our website articles to be drafted by authors in the countries we operate in.	Lead: President  Supporting: Director of International Programs, Director of Communications	Aligns with our commitment to provide the means, but not the direction, for change which should come from local communities themselves, and pursuing a bottom-up, grassroots approach to drive sustainable change for individuals and communities.
Financial Base	Build our grant funding source	By July each year develop an annual grant application plan, including a calendar of due dates.	Lead: Grant Manager  Supporting: President	Diversifies our funding streams to increase financial resilience, and improve support for our Project partners
	Introduce or build specific fundraising expertise to support events and corporate fundraising	By March 2023, shortlist aligned PAFs to diversify and bolster RoundTrip Foundation's funding streams and develop an engagement plan to connect with them.	Lead: President  Supporting: Grant Manager	Enhances our commitment to develop and support projects that have a large impact (the ripple effect) from small investments.