

2022 ANNUAL REPORT



Give back and complete the journey

ROUNDTrip
Foundation

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A B O U T U S

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 experience and mistakes to improve our decision making and practice.

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

The 2021 – 2022 financial year was a year of optimism as the world emerged from the threat of the covid-19 pandemic, and vaccinations became more prevalent. RoundTrip passed a significant financial milestone raising more than \$80,000 in a financial year for the first time.

The Bakery School successfully ran two semesters with 20 graduates (10 in August 2021 and 10 March 2022) in all. This year saw the roll out of starter packs to help support graduates to purchase items that would assist them to step into employment with their new-found bakery skills.

I must acknowledge the in-country director of the Bakery School, Janaka de Silva, a tireless advocate for those less fortunate, who is just as happy rolling his sleeves up and getting stuck in, as he is in dealing with corporate sponsors. Janaka's extensive contacts in Sri Lanka's hospitality industry are a big reason for the success of the project.

This year also saw us teaming up with a fantastic organisation, the June Canavan Foundation, to partner with, and get our social enterprise project in Tanzania, off the ground. The Foundation has provided a very generous grant, plans have been drawn up by professional architects, the site has been fenced.... we are all very excited about the first bricks being laid.

Tikondane in Zambia continues its progress towards making itself a self-sustaining organisation. Its chicken breeding program is attracting plenty of interest. Many of the interns that we have long supported have taken up leadership positions within the organisation.

Distributing information about responsible travel is a core function of RoundTrip. We have a great collection of articles on all kinds of subjects pertaining to responsible and sustainable travel. We have published a series of articles on travel and tourism in the post-pandemic era for example. We even tackled controversial subjects such as the moral dilemma created by travel in developing countries when the traveller is vaccinated but the locals are not. This excellent online resource on responsible travel now also includes six key guidelines that every visitor to a developing country should follow, as well as key, practical planning resources before your next trip. RoundTrip remains committed to gender equality – everyone's quality of life is increased when we enhance opportunities and equality for women. This is something we have seen time and again in our project work.

The management committee has gone from strength to strength this year – we are very pleased to have welcomed multi-talented Ayesha Ramanayake, who is doing wonderful work on our grant applications. We have also had a new Treasurer, Alison Barber, start with RoundTrip. I'd like to acknowledge the work of Hui our outgoing treasurer. My colleagues on the management committee are a joy to work with and are an extremely committed bunch of professionals. Working with them is a humbling experience.

Lastly, I want to thank all of our supporters whose unwavering generosity over the last 9 years has made RoundTrip and our work possible. I am very grateful for your faith in our organization. We work hard to ensure that every donated dollar we send to our projects has as much impact as possible. I am looking forward to 2022/23 and the opportunity to celebrate RoundTrip Foundation's 10th year. We are all so proud to have been a part of building an organisation that we believe is delivering real change at our projects in Africa and Asia.

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.

We are proud to include our second strategic plan in the appendix of our annual report. Our 2022–2025 Strategic Plan builds on the achievements of our 2019–2021 Strategic Plan, and reflects our aspiration to increase the impact of our support for our project partners, and promote the work of RoundTrip Foundation to a wider audience.

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 2021–2022 financial year, we had a minimum of 5 members, who constituted our voluntary Management Committee charged with running the operations of the organisation:

- Alan Murphy, President
- Alison Barber, Treasurer
- David Gorvett, Director of Communications
- Kate Neely, Director of International Programs
- Justine Vaisutis, Secretary
- Ayesha Ramanayake, Director Grant Funding

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
- Louis Austin – Google Adwords manager
- Michael Brennan – Technical consultant and newsletter distribution
- Matt Tutt – SEO consultant

OCCASIONAL VOLUNTEERS

- Paul Smitz – Content consultant
- Joe Davis – Illustration contributor
- 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 Donors

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, The Armstrong Foundation and The June Canavan Foundation.

ACHIEVEMENTS



Program and partner objectives and activities

TIKONDANE COMMUNITY COOPERATIVE – ZAMBIA

Situated in the poorest area of Zambia, Tikondane (Tiko) has continued to focus on sustainable agriculture and small-scale social enterprise to provide livelihoods for local people. Tourism in Zambia has not increased back to pre-covid levels and the local township has of Katete has had a boom in development of new 'lodges' that compete with Tiko's older style accommodation. Therefore, helping the Tiko crew to develop extra knowledge and skills in sustainable agriculture has been a priority, and we are pleased that we could support Christine to attend a hands-on small-scale circular farming training in Uganda. Circular farming means that the 'waste' from one process can be used as 'feed' in another process. On returning from the workshop, Christine has been pivotal in implementing programs to grow black flies for chicken feed, and water plants that uses chicken poo as nutrients and which can be used to feed livestock. The Tiko crew have also taken the sustainable farming message to the community through open days. Social enterprises at Tiko include soap making, weaving and other crafts, peanut-butter and jam making and organic composts. There are plans to include the production of low-cost chicken feed based on black fly larvae, maize and greens grown in a new aquaponics shed. Beyond all of this activity, Tiko also continues to provide early years education, strong support for women's community leadership and access to low cost solar technology. Tiko is also working on commercializing a nutritional supplement to fight child malnourishment. RoundTrip Foundation supports all of this by providing a base income for the core Tiko crew so that they can explore new means to enhance community wellbeing.



BAKERY SCHOOL – SRI LANKA

The Bakery School provides training in a range of baking skills and other skills (OHS, English, First Aid) leading to job placements for young women who are socially outcast due to gender based violence, and young women at risk of gender based violence and extreme poverty. In the 2021–2022 year, two cohorts of young women succeeded in developing the skills and knowledge they need to take up work in hotels and bakeries, or to start a family business. The change this makes in their lives cannot be understated, and we look forward to continuing to support the bakery school in extending this opportunity to more young women in the future.

Sri Lanka has faced a difficult period, with both COVID–19 and an economic and agricultural downturns affecting tourism and the creating extreme inflation and political instability. In the face of this, we are truly humbled by Janaka’s ability to persevere, and to put the needs of young women experiencing vulnerability foremost. We are delighted that, despite a doubling of costs, we have been able to continue to support the Bakery School through grants from generous individual donors and philanthropic organisations.



MAKAYUNI WOMEN'S SOCIAL ENTERPRISE – TANZANIA

Maasai women are amongst the poorest indigenous people in the world and often live in isolated villages with few facilities, nor opportunities for employment or income generation. A generous grant from the June Canavan Foundation has enabled us to provide support for the physical building of the Maasai Women's Social Enterprise that will house craft workshops, sales and a restaurant. While the building itself hasn't started, there has been progress in terms of creating a legal entity owned by the women, developing a plan, and starting training in several areas, and making sure that the land title is secure. RoundTrip Foundation has regular meetings with the Pastoral Women's Council who are overseeing the project, and it is great to be able to bring our insights of development and tourism to the table. We look forward to seeing the first phase of the building going up in 2023.



MENSTRUAL HYGIENE MANAGEMENT – TIMOR-LESTE

Missing school or work because of menstrual periods is an unfair fact of life for many women in low-resource settings. A lack of money to buy disposable pads, and a lack of adequate and sanitary bathrooms at schools and workplaces make it difficult for women to fully participate in social and economic spheres of life. This year ModiBodi donated 60 packs (five pairs each) of period pants to RoundTrip Foundation, for us to distribute to women in Timor-Leste. We have shipped the pants to Timor-Leste via the Rotary Donations-in-Kind shipping links. The pants are not yet distributed as we decided that this was also a great opportunity to find out what women think about them and whether this would be a valuable ongoing contribution. So, we have instigated a formal research project with the National University of Timor-Leste (UNTL) that will include surveys and focus groups with women as they receive their packs of five period pants, and follow-up surveys and focus groups six months later. We look forward to reporting on the outcomes next year, but initial responses from our pilot tester have been very positive!



Communications and Reach

Growth was achieved across the RoundTrip Foundation social media accounts, with Facebook followers increasing by >10% from 1/7/21 – 30/6/22, and Instagram had a further 100 follower increase (mirroring the previous year) to break through the 500 follower mark in the same period.

These tools continue to be a vital area for promoting both the website and RoundTrip Foundation's responsible travel message, as well as for advertising fundraising opportunities such as the Yoga and meditation sessions run by one of the Management Committee members.

In the period 1/7/21 to 30/6/22, we achieved over 425,000 impressions through Google Ads appearing in user searches (an uplift of nearly 40,000 on the previous year), and directed more than 25k visits to the RoundTrip Foundation website. Spend of the Google Ads grant (administered by Google) was also up by \$4.5k, breaking through \$50k value for the first time since we started receiving this benefit. The Google Ads account is maintained by a fantastic volunteer in the UK to whom we continue to be indebted for his fantastic work.



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.

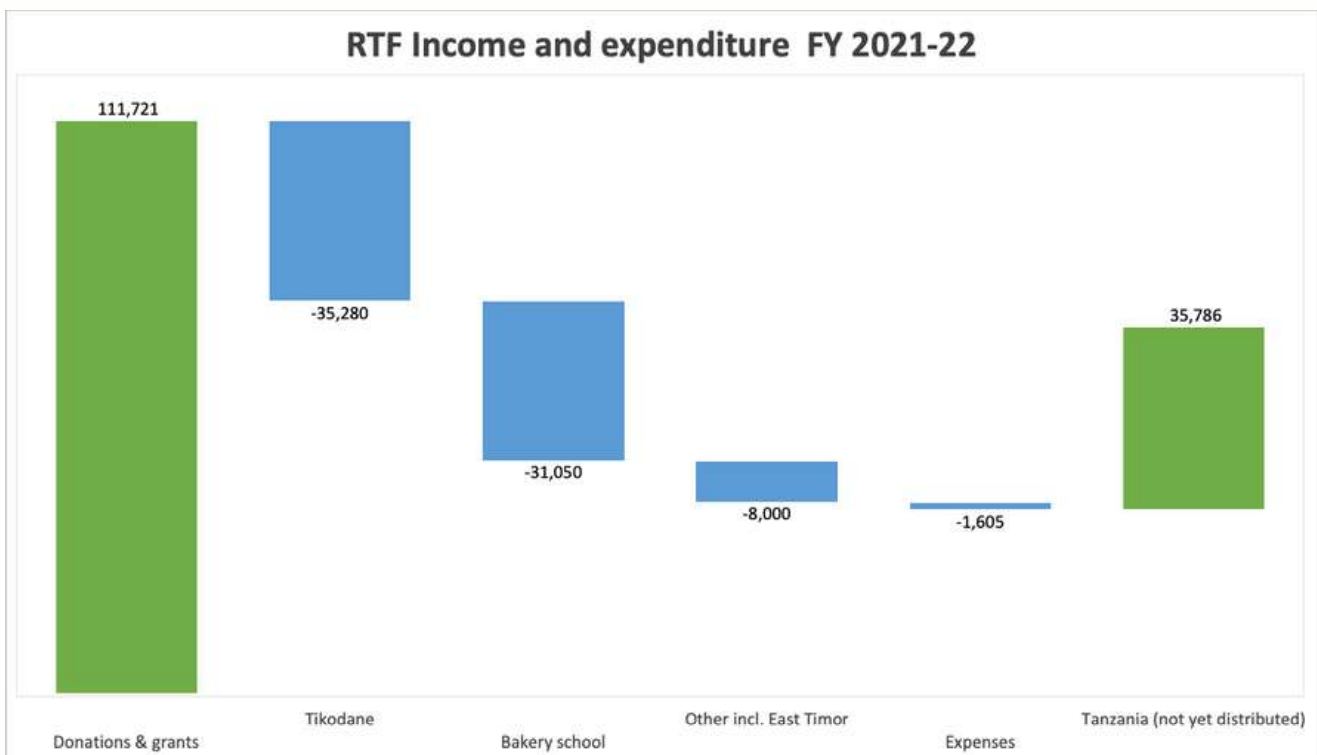
According to the ACNC, charities that have an annual revenue of less than \$500,000 are categorised as a “small” charity and can choose whether to use cash or accrual accounting. We use cash basis that complies with accounting standards issued by the Australian Accounting Standards Board (AASB). For more information about the ACNC AIS, please see the [2022 AIS Guide](#).

In the 2021–22 financial year, 96.5% of donations, and bequests, excluding grants, were distributed primarily to two of our three main programs:

- Tikondane Community Cooperative in Zambia
- The Bakery School, Sri Lanka.

A grant of \$35,000 was received from the June Canavan Foundation in mid May 2022 for the Makayuni Women’s Social Enterprise, Tanzania, but distribution did not begin until the following 2022–23 reporting period.

A further \$1605 (< 1.5% 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.

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](#).

ROUNDRIP FOUNDATION 2022 – 2025 STRATEGIC PLAN

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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"> • annual reports • financial reports • RTF promotion and messaging 	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	
	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	
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.