

# 2023 & 2024

## BIENNIAL REPORT



*Give back and complete the journey*

**ROUNDTRIP**  
Foundation

# ABOUT US

## How we go about our work

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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.
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- 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

It is such a pleasure to be writing the foreword for this annual report for the financial years 2022 – 2024. RoundTrip Foundation endeavors to be transparent across all of our activities and this biennial report is part of our commitment to ensure that donors and beneficiaries are aware of what we do and how we do it. RoundTrip Foundation has a small volunteer committee who do big work! Our committee members are volunteers who put a lot of time and love into helping RoundTrip Foundation to achieve its goals. In the period of this report the committee said goodbye, and a huge Thank You to Ayesha Ramanayake whose skills in grant writing and design have helped us to develop relationships with some fabulous donors over the years. We also have a group of fabulous volunteers who help with administration, web services, and occasional design tasks, a big Thank You to all of them as well (see page 5). And, of course, our amazing voluntary in-country directors Janaka and Elke, in Sri Lanka and Zambia respectively, whose passion for creating a more just and equitable world shines through everything that they do, and inspires us every day to continue the work of RoundTrip Foundation.

RoundTrip Foundation can only achieve our goals with the support of an amazing group of donors. The funding that we receive from philanthropic grants, business and individual donations enables us to support projects in Zambia, Sri Lanka and Tanzania – described on pages 9–11 in this report. We appreciate the commitment of all of our donors in helping us strive to make this world a better place through direct funding of these community driven development initiatives. We remain committed to ensuring that we apply those donations in ways that have the greatest impact.

One of our passions at RoundTrip Foundation is travel, and helping travelers to be responsible and to find ways to “give back” when a journey is done. Our [website](#) features a really good range of travel writing and responsible travel tips. If you haven’t taken a look lately, it’s a good time to refresh your memory or discover some new writing by some of our favourite travel writers.

Over the next few years, we are looking forward to building on our success from the last two years as the projects we are supporting head towards being self-sustaining by generating income and strategies that help their community to weather the impacts of climate change and economic and geopolitical strife. A big part of this revolves around education, whether it is training young women in bakery skills to prepare for employment in Sri Lanka; helping subsistence farmers to understand how to diversify for climate resilience in Zambia; or training women entrepreneurs to run a tourism business in Tanzania, we love seeing people improving their lives and the lives of their families through access to education.

We hope that you find this report both interesting and useful, please feel free to pass it around to friends and family members who may want to get involved as volunteers or supporters of RoundTrip Foundation. We are always grateful for offers of help and support and look forward to continuing this journey with you.

Yours in solidarity and hope,

Alan Murphy  
President

# GOVERNANCE



# Our People and Structure

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 report on progress of 2022–2025 Strategic Plan in the appendix of our annual report, which 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.

## 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

# 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
- Louis Austin – Google Adwords manager
- Michael Brennan – Technical consultant and newsletter distribution

## 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 Christmas Appeal which generates much-needed funding.

We are particularly grateful to Alan McMahon at the Crossroads Ecomotel in Port Augusta for his ongoing support for and belief in the Bakery School project.

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

## MAKAYUNI WOMEN'S SOCIAL ENTERPRISE - TANZANIA

In the period 2022 – 2024 the women's social enterprise has progressed from owning an unimproved piece of land to having a series of buildings ready to launch a social enterprise that includes a meeting hall and craft cooperative, kitchen café, bathrooms and tourist accommodation. Local Maasai women have participated enthusiastically in training for microfinance, retail, management and craft design to ensure that they are ready to work with international tourists. The women's social enterprise has chosen the name "Naramatisho" which means "caring" in Maasai language. The women are excited that this enterprise will enable them to provide better care for their families through enhancing incomes and community resources such as water and sanitation facilities along with ensuring that children have better education opportunities.



**The new meeting hall at Naramatisho Women's Centre is built in the traditional circular style of a boma.**

## TIKONDANE COMMUNITY COOPERATIVE – ZAMBIA

Tikondane Community Centre (Tiko) is a community directed and run organisation that includes a training centre and social enterprise hub in one of the poorest areas of Zambia. Tiko works with local villages to support sustainable agriculture and livelihoods by trialling different methods of production and enabling the community to pursue those that work. Tiko provides early years schooling and supports adolescents through homework clubs, an IT hub and agriculture training. Many of the members and staff at Tikondane are women who have benefited from leadership opportunities and social enterprises including hostel accommodation, restaurant, craft shop and other retail goods. For several years, RoundTrip Foundation has supported a group of ‘Tiko interns’ as they have developed specialised skills in electrical, hospitality, management and leadership through their work at Tiko. We are pleased to say that the interns have all completed their trainings and are either full members at Tiko or have moved on to other fabulous opportunities. At the end of this program, we discussed the opportunities to continue supporting Tiko and have agreed that for the present we will support smaller short term projects as needed. From mid- 2024 the project that we are supporting is focussed on young people gaining skills in agriculture that provides resources that are in high demand such as bamboo and organic compost. The young people spend several days a week at Tiko learning and practising the skills that will help them to develop sustainable agriculture on their family lands.



Opening of a new borehole to provide water for drinking and agriculture at Tiko was cause for community celebration. 9

## BAKERY SCHOOL – SRI LANKA

The Bakery School provides baking and other work relevant skills such as OHS, First Aid and English for young women. Training is available to young women who are in dire need, sometimes because of negative social repercussions of their experience of gender-based violence, sometimes because of extreme poverty. Each woman is supported through the course and into a work internship where they are able to gain further commercial baking experience, generally leading to permanent work offers. For all of the women who come to the Bakery school, these outcomes are life changing in that they move from experiencing extreme vulnerability, to having independent income and social respect that would otherwise have been unattainable.

RoundTrip Foundation supports the Bakery School through individual donations and philanthropic grants. This has been challenging for the last few years as costs have increased and stayed unexpectedly high, and donations and grants have not kept up. In conjunction with Janaka Da Silva, the volunteer director of the Bakery School, we have organised that training semesters run on a slightly less structured timetable so that there is no expectation of training until funding for the whole of semester is secured. It has long been our intention to develop a social enterprise model for the bakery school in order to see it running sustainably and we are now in the process of developing plans that would see this become a reality, ensuring a continued flow of training and work opportunities for young women in Sri Lanka.



# Communications and Reach

A modest growth was achieved across the RoundTrip Foundation social media accounts, with Facebook followers increasing by >5% from 1/7/22 – 30/6/24. Instagram experienced a slightly shallower growth trajectory, finishing the period at 508 followers.

These tools continue to be a key 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 1/7/22 to 30/6/24, we achieved c. 628,000 impressions through Google Ads appearing in user searches, and directed nearly 43k clicks through to the RoundTrip Foundation website. Spend of the Google Ads grant (administered by Google) was \$77.7k value over the 2 year period. The ad spend and 'Click Through Rate', while down compared to the previous period, remain impressive enough that the Google Ads grant continues to be a useful tool in ensuring RoundTrip Foundation is easy to find in searches and has the potential to be discovered by new users/visitors.



# 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 2024 AIS Guide.

In the 2022–3 financial year, a total of \$131,751 of donations and grants, was distributed to our three main programs:

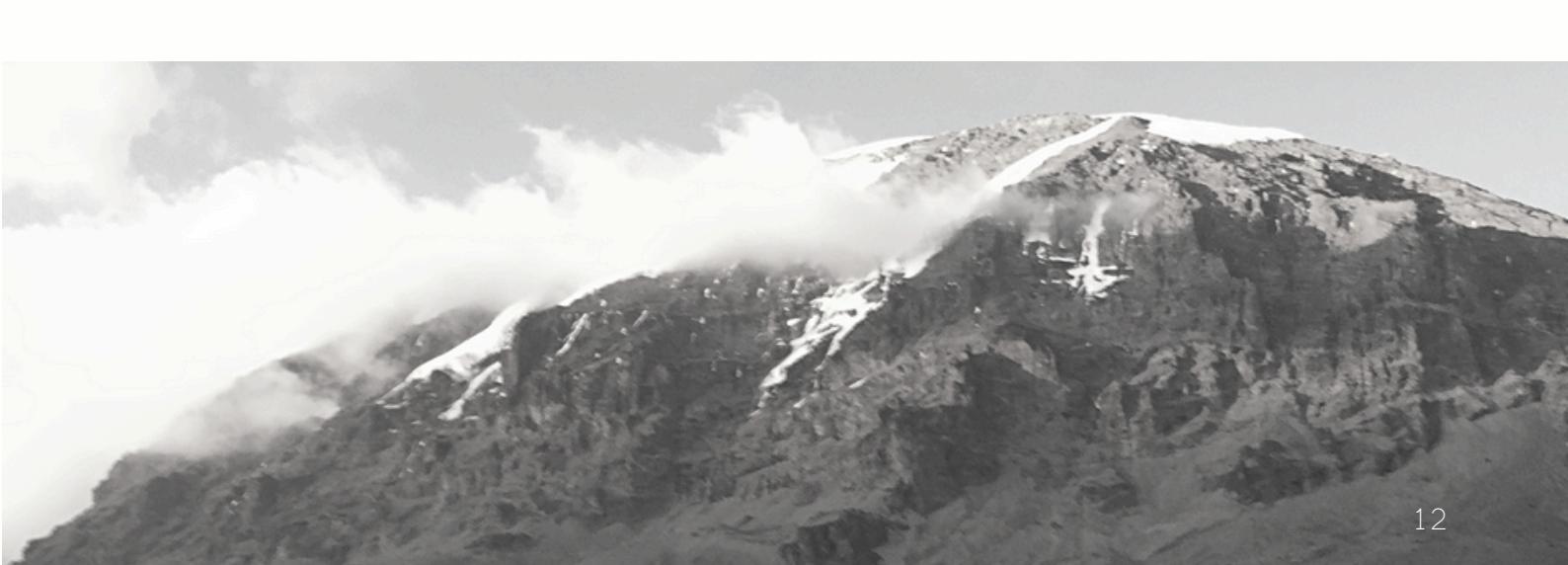
Tikondane Community Cooperative in Zambia  
The Bakery School, Sri Lanka  
The Makayuni Women’s Social Enterprise, Tanzania.

Approximately half of this funding was made up of two grants – \$35,000 received from the June Canavan Foundation for the Makayuni Women’s Social Enterprise project, Tanzania, and \$25,000 received from the Tucker Foundation for a semester at the Bakery School, Sri Lanka.

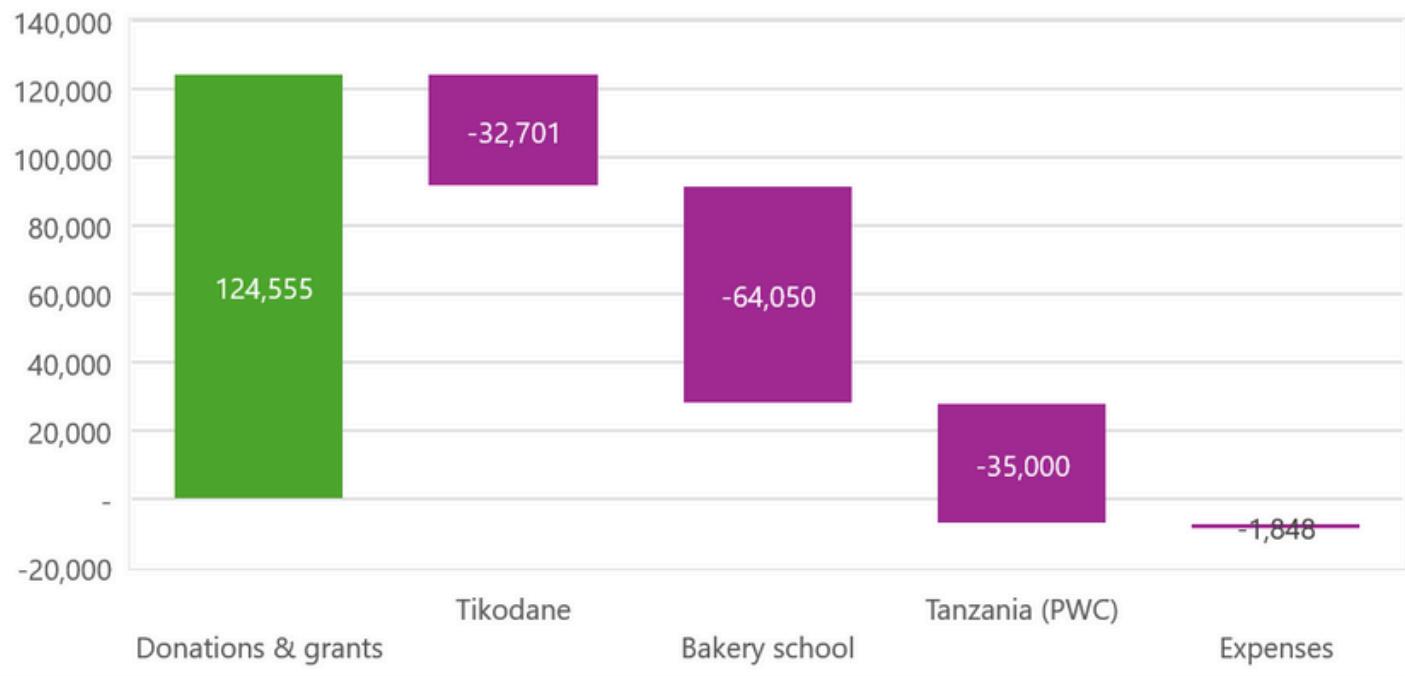
A further \$1848 (< 1.5% revenue) was spent on project and administration expenses, including fundraising platform fees, project evaluation expenses, and RoundTrip Foundation’s annual General and Products Liability, Volunteer and Personal Accident Insurance with Aon Risk Service Australia Limited, ABN 17 000 434 720 AFSL 241141.

In the 2023–4 financial year, \$91,050.00 of donations and grants, was distributed to our three main programs, including \$35,000 received from the June Canavan Foundation for the Makayuni Women’s Social Enterprise project, Tanzania.

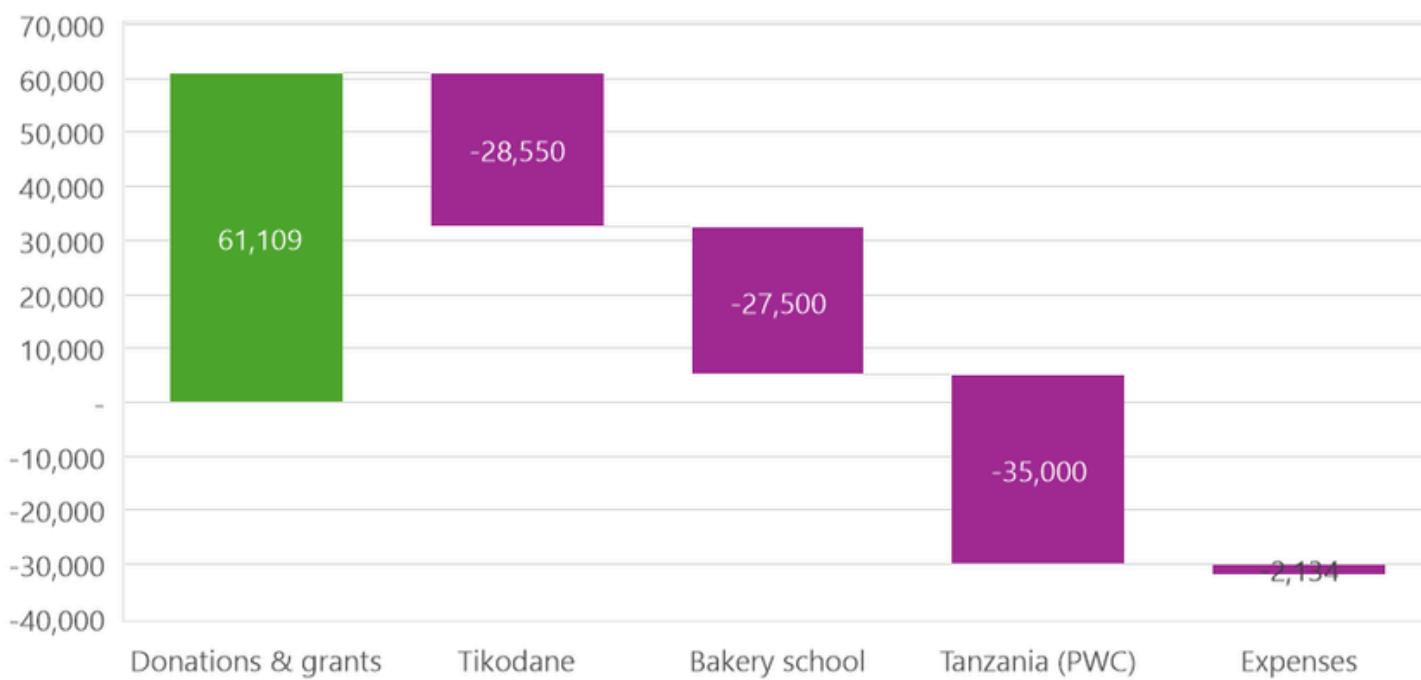
Expenses incurred totalled \$2134 (< 3.5% revenue) comprising project and administration expenses, including fundraising platform fees, project evaluation expenses, and RoundTrip Foundation’s annual General and Products Liability, Volunteer and Personal Accident Insurance with Aon Risk Service Australia Limited, ABN 17 000 434 720 AFSL 241141.



## RTF Income and expenditure FY 2022-23



## RTF Income and expenditure FY 2023-4





# 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@roundtriphoundation.org.au](mailto:info@roundtriphoundation.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](#).

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# ROUNDTRIP 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 30 June 2024, 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 2024 develop and implement knowledge management protocols and guide.  By June 2024 apply knowledge management protocols to existing files and complete archiving.	Lead: Secretary  Supporting: Management Committee	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.		Lead: Secretary  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 June 2024, 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 2024, 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 March 2025, evaluate, refine and implement our impact tracking tool.		

	<p>Build stronger engagement with our supporters, including in-person engagement.</p>	<p>By 31 May 2024, develop a bespoke engagement strategy for our regular and known donors, including 1x in-person &amp; 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.</p> <p>Schedule annual event by 31 January each year.</p>	<p>Lead: Director of Communications Supporting: President &amp; Management Committee</p>	<p>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.</p>
Supporter Engagement	<p>Continue to grow our social media presence</p>	<p>By June 2024, increase follower-base on existing platforms (Instagram and Facebook) by 5%, (=540/Instagram, &amp; 430/Facebook).</p> <p>By Dec 2025, increase follower-base on existing platforms (Instagram and Facebook) by 10% (=600/Instagram, &amp; 480/Facebook).</p> <p>Complete cost-benefit analysis of the value and feasibility of expanding into other platforms (including LinkedIn, TikTok, Twitter).</p>	<p>Lead: Director of Communications</p>	<p>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.</p>
	<p>Intentionally promote Responsible Travel and Projects via our social media profile</p>	<p>Ensure 1x post/week is related to either Responsible Travel or projects. Totalling</p>	<p>Lead: Director of Communications</p>	

		minimum 52 posts in a given Financial Year		
	Drive a measurable increase in new people/potential supporters to our website.	Following the development of our dashboard, publish 1x new article to website/month and pay up to \$1k per article where appropriate. 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	
		From January 2024, 2 of our newly commissioned articles per year 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 31 Dec 2025, 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.