

Travelers' Philanthropy Conference

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Workshop 10. Why Travelers become Donors

Trust, Incentives and First Hand Experience

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The Intrepid Foundation, a global travelers' philanthropy initiative, started in 2002 to better support a range of not-for-profit organizations around the world. The organizations supported work in a wide range of areas - health care, education, human rights, child welfare, sustainable development and in environmental and wildlife protection.

The Intrepid Foundation offers two ways travelers can help:

- 1) The Intrepid Community Project Fund supports around 40 grassroots non-government organizations doing great work in Intrepid Travel's operating destinations. Many of these organizations and their projects can be visited during an Intrepid trip.
- 2) The Intrepid Perpetual Fund supports a range of Intrepid's 'partner' non-government organizations, such as Amnesty International, Medics Sans Frontieres and the World Society for the Protection of Animals.

Aside from the opportunity to 'give back' to their travel destination community, two financial incentives are given to donors:

- 1) Intrepid Travel matches all donations to the foundation dollar for dollar - up to AU\$5,000 per donor and a total of AU\$400,000 for all donors in each financial year.
- 2) We also guarantee that 100% of your donation will reach your nominated project, because Intrepid Travel covers all administration costs.

Since The Intrepid Foundation was started in 2002 and Intrepid Travels operations have continued to grow and broaden, donations have grown. In the last financial year to June 30, 2011, we received approximately 900 individual donations through our web-site, and an innumerable number of cash donations in-country around the world. (Varying from loose change to large amounts, these are mostly into donation boxes and are not receipted.)

We recently conducted a survey of donors from the last two years. The survey went to 874 donors (from between 1/7/09 & 10/6/11) and there were 305 respondents.

The following information is what we learnt:

Of 305 respondents:

Sex: Male 27%, Female 73%

Intrepid travellers currently: Male 36%, Female 64%

Did proportionately more females respond to the survey? Or do a higher % of females donate than males?

Age

Survey respondents:

0-25	3 %
26-40	34 %
41-50	20 %
51-60	28 %
61 >	15 %

By comparison:

Intrepid travellers: Donors:

0-17	4 %	2 %
18-40	57 %	35 %
41 >	39 %	63 %

Though nearly 2/3 of Intrepid travellers are under 40, nearly 2/3 of donors are over 40. Several reasons can be proposed - higher disposable income, perhaps more interest in causes or consideration of giving back...

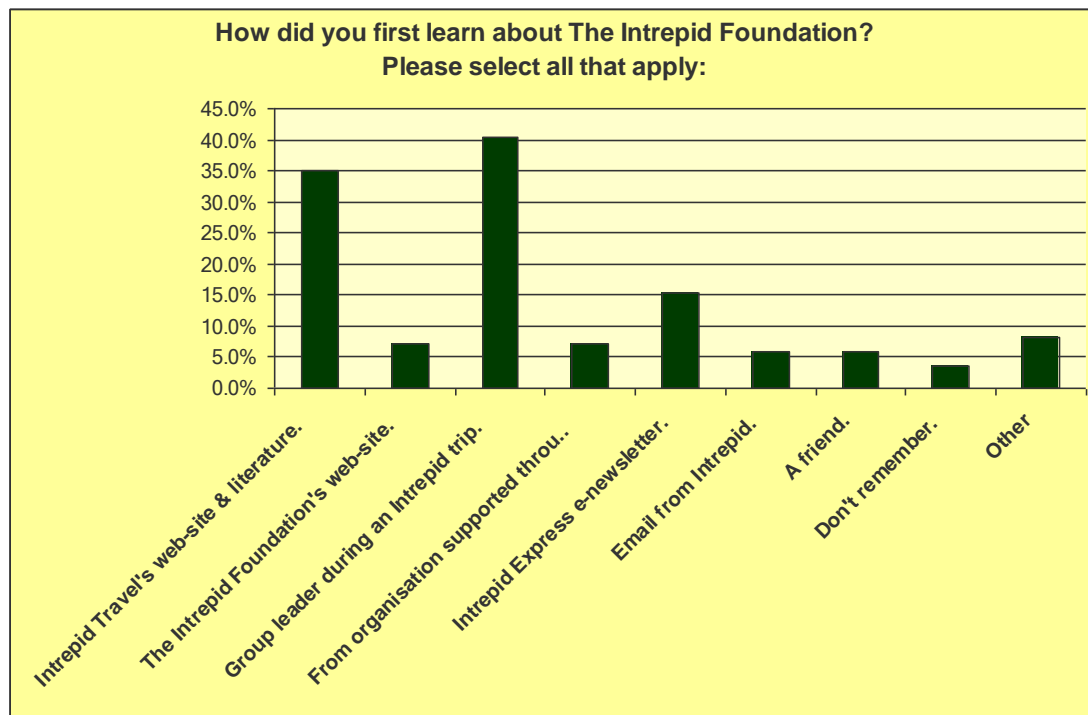
Situation at the time of donating

Donors were asked to recall their situation at the time of donating and choose 1 of the following options:

Answer Options	Response Percent	Response Count
I had travelled with Intrepid Travel in the previous 12 months.	71.1%	217
I had booked with Intrepid Travel, but not yet travelled.	2.3%	7
I had travelled with Intrepid Travel in the past, more than 12 months prior to donating.	11.5%	35
I have not ever travelled with Intrepid Travel, but may in the future.	12.5%	38
I have not ever travelled with Intrepid Travel and are unlikely to.	2.6%	8

Touchpoints

Donors asked how they first learn about The Intrepid Foundation? They could select more than one answer.



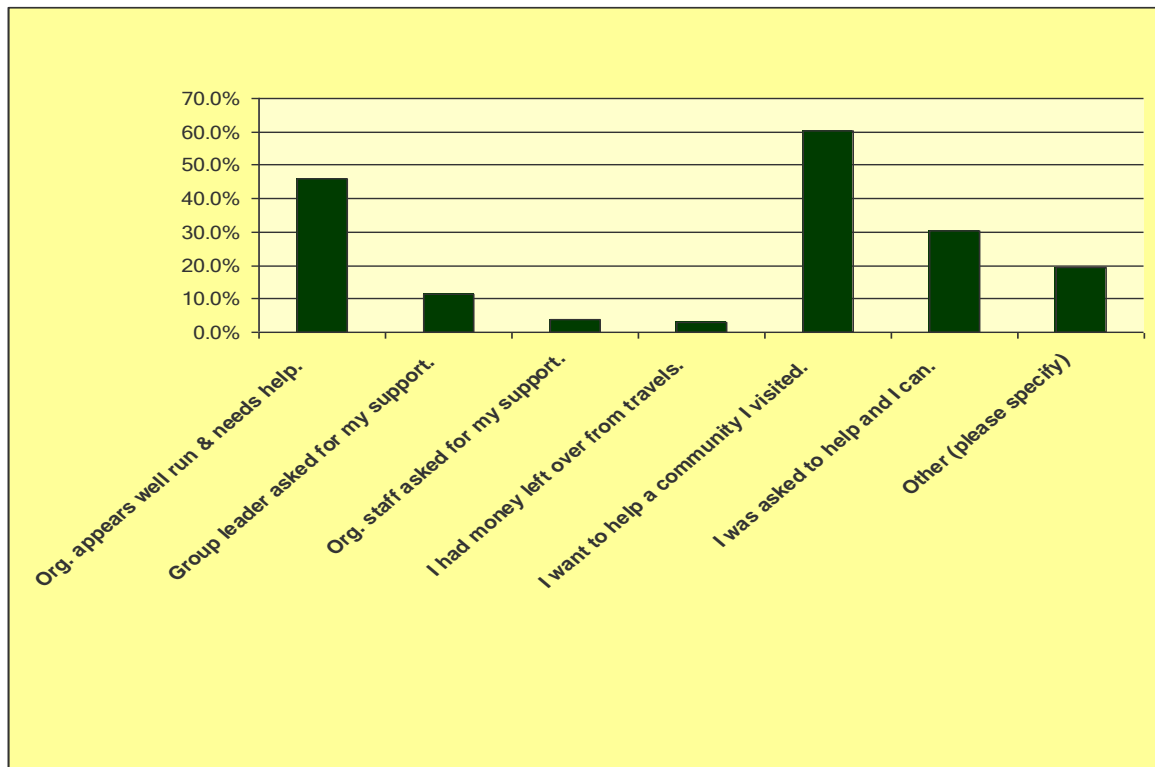
Project Visit

Donors were asked if they had visited the organisation / project that they chose to support.

Response: Yes 43 % ; No 57 %

Reasons for Giving

Donors were asked what were the reasons they chose to donate to an organisation through The Intrepid Foundation? They could select more than one answer:

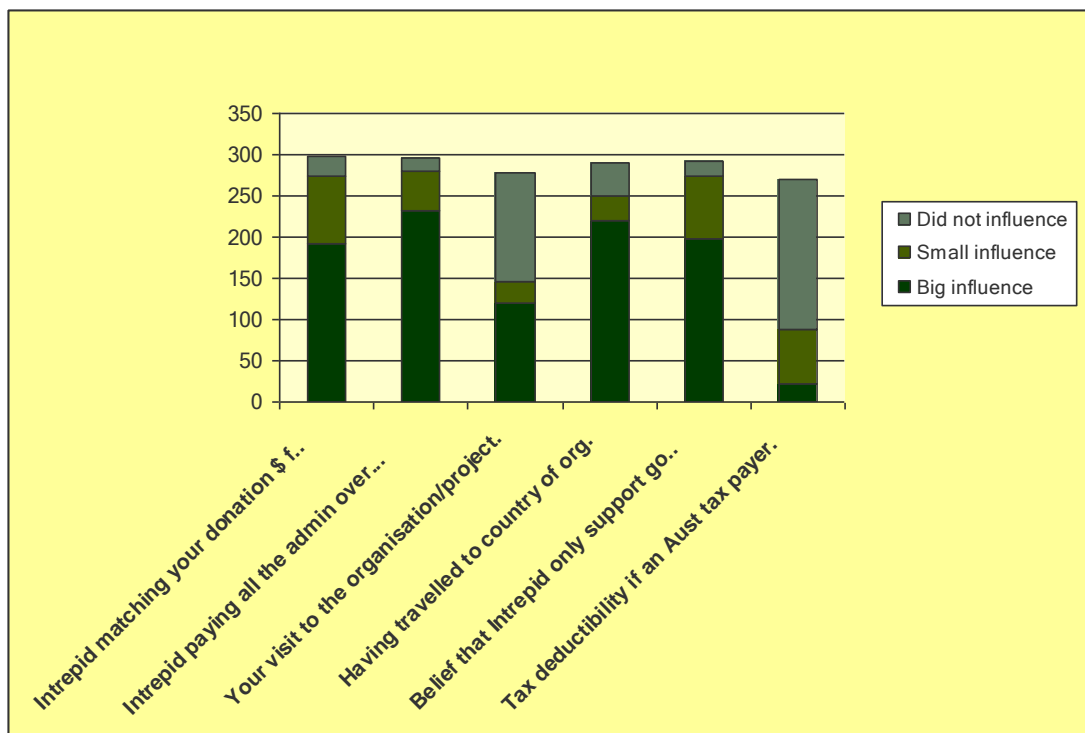


Wanting to help visited communities 'generally' appeared was chosen by 60% of respondents, with the next popular reason being that 'the organisation appears well run and needs help' being chosen by 46% of respondents.

Influences and Incentives

To what degree did any of the following features influence your decision to donate?

Answer options were: Did not influence ; Small influence; Big influence



Biggest influences were:

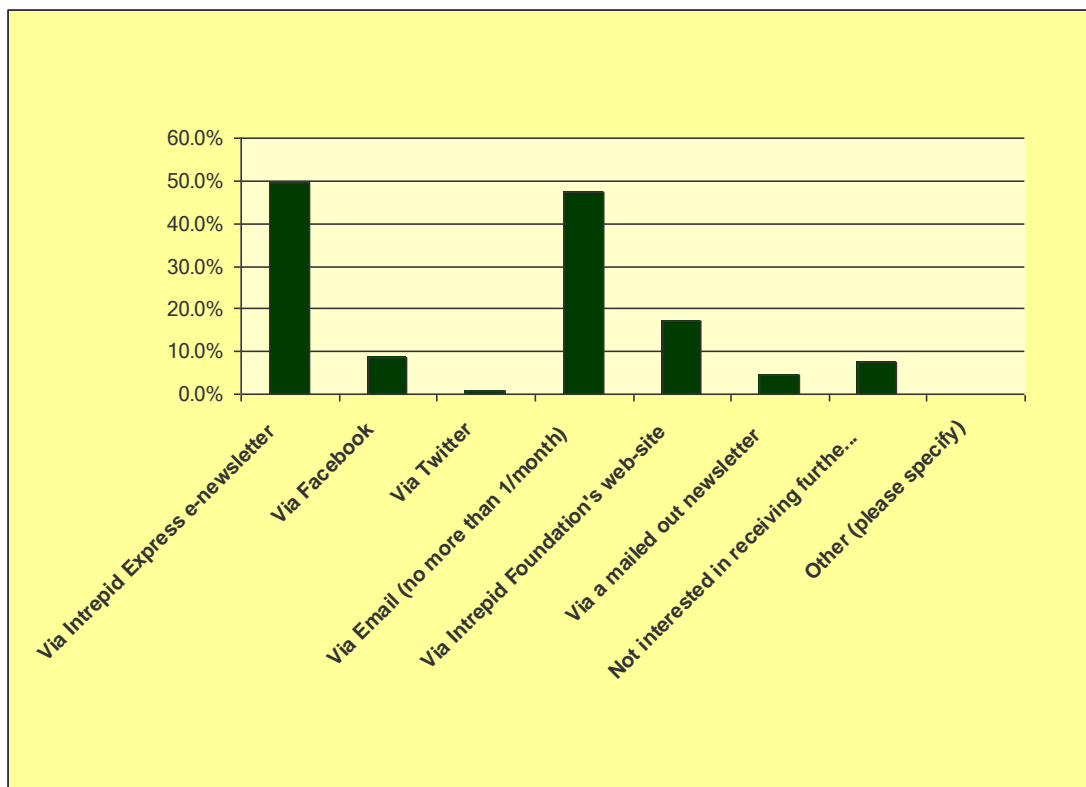
1. Intrepid Travel paying all the administrative overheads, so 100% of donation is sent to the chosen organisation.
2. Having travelled to the country of the organisation.
3. Belief that Intrepid would only support well run worthwhile organisations.
4. Having Intrepid Travel match their donation \$ for \$.

Many not influenced or small influence by:

1. Tax deductibility - (if you an Australian tax payer, and donated to the Intrepid Perpetual Fund). Note the Intrepid Community Project Fund is ineligible for tax deductibility.
2. Their visit to the organisation/project.

Communications

What methods of communication would you prefer for receiving updates or news of Intrepid Foundation supported organisations/projects? Please select all that apply.



The survey respondents appear happy to receive Intrepid Foundation news by either the Intrepid Travel e-newsletter, or by email.

Newer forms of communications such as Facebook or Twitter had low level interest for this purpose, as did also 'old ways' of a mailed out paper newsletter.

Regular Giving

While we had their 'audience' the Q was asked: Would you be interested in being a regular donor (monthly or quarterly)?

Response: Yes 7 % ; No 93 %

Testimonials

The survey offered the option for respondents to give testimonials. 46 gave testimonials of substance. There were four common expressions:

A. Their first hand experience of an organisation moved them to want to support the people or the work of the organisation [22 respondents](#)

"I made the donation to the Intrepid Foundation as i witnessed first hand what facilities there were and how the foundation was run. Meeting the actual people on my trip, who would actually benefit was the biggest influence in my decision to make a regular donation. I feel strongly that people in our position in Australia

should be generous to these countries where the people are obviously in need. It is reassuring to know that the monetary donation goes direct to the project visited." **Kaye, Australia**

B. 'trust'; 'knowing their donation would help'; 'confidence' 13 respondents

"I loved my two week tour in India and the country really touched me. I felt that I wanted to make a small difference and I was aware of the good work that the Intrepid Foundation did and I knew that my donation would go straight to the project." **Charlotte, Nottingham UK**

"When I toured with Intrepid, I was so impressed with seeing first hand your commitment to supporting local economies and the environment, that I was sure that any monies I donated to the Intrepid Foundation would similarly be put to good use." **Hilda, Canada**

C. Wanted to help; make a difference; share... 11 respondents

"After seeing the poverty in Peru, I had wanted to help people in Peru and could not find another organization that seemed to help in the way Intrepid did. I checked the website and found I could send a donation that would be matched by Intrepid and all the money I donated went to the project. I know this is not eligible for a tax receipt but I still felt this was the best way to help." **Doris, Canada.**

D. Liked that Intrepid would match the donation and/or cover all overhead costs 7 respondents

"Having seen the conditions that some children endure in Vietnam, I had wanted to make a donation or contribution in some way for some time. The Intrepid Foundation not only matched my donation dollar for dollar, but also arranged a charity event that was great fun and allowed me to see how the money would be used which made me feel much happier that the money would be going to where it was needed." **Allan. UK**

And the last words:

"I am impressed with sustainable tourism supported by Intrepid and the projects I have seen that Intrepid supports. If I can afford to travel overseas, then for sure I can afford a little bit more that will help people in the countries I visit. To be honest, it helps with my guilt feelings..not sure if that is a good reason! We are so lucky...we won the lottery when we were born here." **Sue. New Zealand**

"Understanding the effect of world poverty is inherent in the travel experience. Doing something about it, if only a small gesture enhances the experience and acknowledges your awareness of how fortunate you are to be able. **Anon**