

POLICYPLAN Giving Back to Nature Foundation

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Introduction

In January 2024, the Giving Back to Nature Foundation was established by the management of SNP Naturreizen with the aim of promoting and stimulating positive impact of travelers on their destination by financially supporting local projects that contribute to the improvement of biodiversity.

The Foundation manages a fund built up by and consisting of donations contributed by travelers, supplemented by financial contributions from travel organizations. This capital is distributed annually among a number of projects that contribute to the conservation and/or improvement of biodiversity in the broadest sense of the word.

For the period from 2024 to 2027, this policy plan sets out how the Foundation intends to operate and how the board expresses its objectives and expected results.

Vision and Mission

Vision

We believe that nature travelers have a responsibility for the destinations they visit during their travels and for the nature they enjoy. By organizing financial support for local projects that promote biodiversity, we enable travelers to 'give back to nature' and have a positive impact on their travel destination.

Mission

The objective of our Foundation is to manage the funds collected by the tour operators in a transparent manner, to select the local projects through a careful process that have the conservation and management of biodiversity as their (co-)goal and to ensure that the financial support ends up in the right place and that there is accountability for the spending of the funds.

Values

The foundation wants to work respectfully with its partners and deal with the financial donations entrusted to it in a transparent and responsible manner and ensure that these funds are spent correctly within its means.

Ambitions

It is the Foundation's ambition to raise an annual amount between € 100,000,- and € 150,000,- and thus financially support ten to fifteen local projects with amounts between € 5000,- and a maximum of € 20,000,-.

It is also the Foundation's ambition to have several international tour operators participate in order to achieve sustainable growth.

Projects

The board of the Foundation consists of employees of SNP Naturreizen and external experts. In the forty years of its existence, this travel company has built up an extensive network of local representatives and agencies in more than 100 destinations worldwide. This network is used to connect with local grassroots organizations that are involved in nature and landscape conservation.

Contact has also been made with organizations such as IUCN, Future for Nature and Wild Europe to get in touch with possible partners through their respective networks.

At the moment, the first contacts have been made with a number of organizations in European regions such as Northern Portugal, Azores, Andros (Greek Cyclades), Spanish Pyrenees and outside Europe in Costa Rica. Given the enthusiasm with which people are responding at the moment, it doesn't seem to be a problem to find enough good projects.

Accountability

Transparency is one of our core values and one of the reasons to set up a separate foundation. In this way, we want to create complete transparency about the financial flows, what our income is and where the money goes. To this end, a website is being built (www.givingbacktonature.org) where all projects are presented with an explanation of what the financial support has been used for.

All annual reports with accountancy assessment are also published on the website so that there is full transparency about the financial flows.

Apart from an item of annual expenses such as banking costs, registration fees for the Chamber of Commerce and administration costs, the Foundation only has income. The board members do their work unpaid and all other costs such as incorporation costs, website development and management are taken by SNP Naturreizen.

Fundraising

There are three funding streams that ensure sufficient financial resources to achieve the goals of the Foundation:

1. Mandatory contribution of € 5 per file of all SNP travelers; this amount will be doubled by SNP to €10,-. In 2023, 10,000 files were expected, which therefore yields a guaranteed amount of €100,000.
2. Voluntary contribution from SNP travelers who are willing to give extra support to certain projects. We want to make this option operational in the booking engine in the future. Already this question "how can I contribute more than € 5,-" has already come up.
3. Other SNP-affiliated travel organizations that would like to donate to the projects through the Foundation. For example, there is the chain of incoming tour operators

of S-cape Europe and the Australian touroperator U-tracks that have shown interest in participating with Giving Back to Nature.

For the sake of prudence, we are counting on the most certain option 1 for the coming years.

Opportunities & Threats

Chances

The strong point of our foundation in realizing our objective is the guaranteed income through the mandatory contribution of SNP travelers in combination with the doubling by SNP Natuurreizen. Since the board of the foundation is partly formed by shareholders of SNP, continuity of this cooperation is guaranteed.

The international network of nature (travel) organizations that has been built up by SNP over 40 years is important when contacting local grassroots organizations that can be helped with financial support.

Threats

The Foundation's reliance on the main fundraiser SNP Natuurreizen is both a strength and a danger. If, in the longer term, ties are likely to be severed due to a change in shareholding, the Foundation will have to look for other financiers. For the time being, this is not the case.

Administrative affairs

Composition of the board

As laid down in the articles of association, the board of GBTN consists of a minimum of three / a maximum of 5 board members. When the Foundation was established, the following persons were registered with the Chamber of Commerce as board members:

<i>President</i>	Gert Nieuwboer, director/owner of SNP
<i>Secretary</i>	Manon van Dilgt, commercial director SNP
<i>Treasurer</i>	Peter van Gemert, financial director SNP

In addition, two board members with an ecological background have been recruited to be involved in assessing the project applications. These are:

Ecologist	Caroline van der Mark
Nature educator	Marc Veekamp

Together with Gert Nieuwboer, they form the assessment committee that assesses the project applications to determine whether the objectives of the Foundation are being met and whether financial support can actually be provided. The assessment committee will issue a recommendation on this to the board, which will make a final decision.

Remuneration of the board

The board members do their work for the Foundation without remuneration. Only expenses such as travel expenses can be claimed. The annual budget includes an item for expenses of the board of € 250,-.

Communication

Own website

The Giving Back To Nature Foundation will have its own website which will be implemented in english only and where the donors will be presented as well as the projects to which financial support will be provided. This is the platform where it is explained for each project exactly what the money has been spent on.

In addition to a presentation of the Foundation, its mission and vision, and information about its management, the annual accounts drawn up by the auditor are also published on this website.

Via www.snp.nl

On the website of SNP Naturreizen there is a link to the GBTN website and the project descriptions. In addition, the itinerary of the trips to destinations where projects are supported is accompanied by a reference to the GBTN website.

Opt-in e-mailings

In various customer emails sent to SNP's opt-ins throughout the year, the various GBTN projects will be presented and described.

Financial Affairs

Audit and accountability

The financial reporting takes place annually by compiling an annual financial report that is assessed by BGH accountants & adviseurs from Nijmegen and published on the website www.givingbacktonature.org.

In the application procedure for the various projects, it is laid down how the correct use of the financial support will be accounted for. This is reported by the local organizations and published on the website www.givingbacktonature.org.

Budget 2024-2026

	<i>GBTN</i> 2024 Budget	<i>GBTN</i> 2025 Budget	<i>GBTN</i> 2026 realisation
AVAIL			
Mandatory contribution via SNP	€ 100.000,-	€ 130,000	€ 135.000
Voluntary contribution of customers	-	€5,000	€6,000
Other TO's	-	€5,000	€ 10,000
Total income	€ 100.000,-	€140,000	€151,000
BURDEN			
Banking fees	€ 250,-	€ 250,-	€ 250,-
Accountant & Administration	€ 1.000,-	€ 1000,-	€ 1000,-
Board expenses	€ 250,-	€ 250,-	€ 250,-
Donations for various projects	€ 93.500,-		
Cost	€ 95,000	€ 138,500	€ 149.500,-
RESULT	€ 5,000	€ 0,-	€ 0,-
APPROPRIATION OF RESULTS			
Addition/subtraction to:			
Other reserves	€ 5,000		
Total	€ 0,-	€ 0,-	€ 0,-

ANBI status

To make donations easier, the ANBI status will be applied for in 2024.

Remarks on the 2024-2026 budget

The estimated revenues are directly linked to the commercial success of SNP in terms of the mandatory contribution via SNP. In the first year (2024), the fee was only levied for all bookings from 01-01-2024 and more than 1600 files with departure in 2024 were booked in 2023 for which the mandatory contribution was not calculated; hence the lower estimate of 10,000 files. Voluntary contributions from customers are not actively requested yet; We will facilitate this in the booking dialogue in 2025.

It is the intention of the Foundation to aim for a result of € 0 every year, after all, there is no profit target. However, a reserve of € 5000 is built up for any unforeseen costs.