

# What Outreach Tours are launching at this year's WTM London?

## 'Green Risa' Social Impact Initiative



At this year's World Travel Market, Outreach Tours is excited to unveil our latest initiative, the 'Green Risa' Social Impact Initiative. This project focuses on tree planting and fencing in a 4-acre land primary school in a remote, arid region in Kenya. It's not just a journey; it's a chance to make a lasting impact on our world.



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## Why Risa School Initiative?

The Risa School Initiative is a project that combines environmental stewardship, education empowerment, and community engagement through responsible tourism. By planting trees and fencing a school, we aim to achieve the following goals:

- 1. Environmental Stewardship:** We are committed to mitigating the effects of climate change by reducing carbon emissions and promoting sustainable practices. Each tree planted contributes to carbon sequestration, improved air quality, and increased biodiversity. Our collective tree planting efforts actively combat climate change and preserve the natural environment.
  - 2. Education Empowerment:** We believe that education is the key to breaking the cycle of poverty and improving the well-being of communities. By improving the infrastructure of a school through fencing, we create a safer and more conducive learning environment for children. This will lead to improved academic performance and outcomes for the students and their families.
  - 3. Community Engagement:** We foster community involvement and empowerment by partnering with schools and local communities. We ensure that our efforts are sustainable and community-driven, instilling a sense of ownership and pride among the locals. The project also provides job opportunities and training for community members, enhancing their skills and livelihoods.
  - 4. Tourism with a Purpose:** We offer our participants an opportunity to not only explore new destinations but also become part of a global movement for positive change. By joining the Risa School Initiative, they can experience more fulfilling and meaningful travel experiences, while making a lasting impact on the places they visit.
- The Risa School Initiative is a showcase for responsible tourism, demonstrating that travel can be a force for good, fostering positive change in the world. We invite you to join us in this mission and make a difference.

## Challenges:

The Risa School Initiative is a project that aims to make a positive impact on the environment, education, and community through responsible tourism. However, we also acknowledge the challenges that we face in achieving our goals. Some of these challenges are:

**(a) Community Integration:** We recognize that building trust and collaboration with the Risa community is paramount to ensure the project's long-term success and sustainability. We respect the local culture, values, and needs, and we seek to engage them in every step of the project. We also provide opportunities for cultural exchange and mutual learning between our participants and the locals.

**(b) Logistics and Coordination:** We understand that orchestrating tree planting and fencing at a remote location involves intricate planning, logistics, and on-the-ground coordination. We strive to overcome any obstacles that may arise, such as transportation, weather, or security issues, by working closely with our local partners and experts. We also ensure that we adhere to the highest standards of quality and safety in our operations.

**(c) Resource Mobilization:** We realize that to maximize our impact, we need resources, including financial contributions, equipment, and expertise, to execute the project effectively. We appreciate any support that we can get from our donors, sponsors, volunteers, and supporters. We also ensure that we use our resources efficiently and transparently, and that we report on our progress and outcomes regularly.

**(d) Sustainability:** We are committed to ensuring that the benefits of our initiatives endure beyond our departure. We aim to create a lasting legacy for the Risa community by empowering them to continue the tree planting and school maintenance activities. We also monitor and evaluate the impact of our project on the environment, education, and community over time.

These challenges are not insurmountable, but they require our collective effort and dedication. We invite you to join us in this mission and make a difference.

## Estimated Cost of the 'Green Risa' Social Impact Initiative, \$45,102

### Which includes:

Chain link fencing of 4 acres of school land  
10,000 tree seedling including fruit trees  
Labour, administration, and incidental cost

## How to Support the Project:

The Risa School Initiative is a project that needs your support to make a positive impact on the environment, education, and community through responsible tourism. There are many ways you can get involved and contribute to our mission:

**1. Collaborate:** If you are part of an organization, business, or NGO that shares our vision of empowering communities through tourism, we would love to partner with you. By collaborating with Outreach Tours, you can help us amplify our impact and expand our reach to more destinations and communities in need.

**2. Donate:** If you want to support our project financially, you can make a donation through our website. Your generous contribution will directly fund tree planting, fencing, and community development efforts at Risa Primary School and beyond.

**3. Participate:** If you want to experience the transformative power of responsible travel firsthand, you can join one of our Social Impact Trips to Risa Primary School. You will have the opportunity to plant trees, support schools, and interact with the local community, while also exploring the beauty and culture of Kenya.

**4. Spread the Word:** If you want to raise awareness about our project and inspire others to get involved, you can share our initiative on your social media platforms, blogs, and within your networks. Your voice can make a difference in spreading the message of responsible tourism.

The Risa School Initiative is a project that depends on your support to make a positive change in the world. We invite you to join us in this mission and make a difference.