

RARE



Dear Friend,

The future of African travel is RARE, the rarest of adventures, designed to make sustainable travel support at-risk ecosystems - respectfully, effectively, and for the long term.

We committed Journeys by Design in 1999 to protecting Africa's wildernesses and we continue to generate surplus to distribute wealth. Last year alone we collaborated with our sister charity Wild Philanthropy to deploy US\$ 359,840 into our core ecosystem projects. We facilitated the donation of US\$ 175,840 to conservation and community projects directly supporting 52,561 hectares of land, and reinvested US\$ 1,189,959 back into the African economy. We have raised over US\$ 6 million for charities globally over the last 20 years.

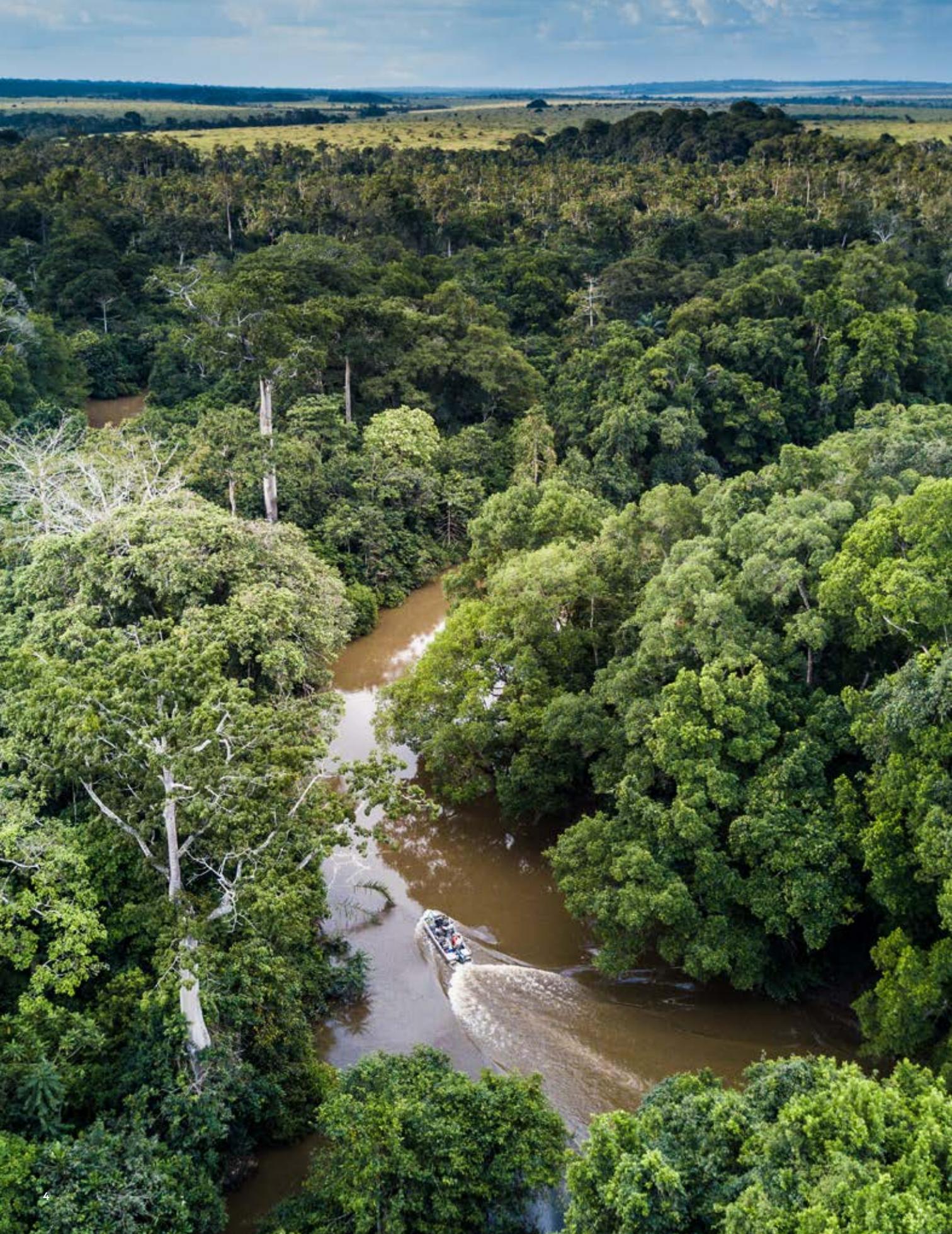
Underlining this commitment, we are now a member of 1% for the Planet. Please join us on this RARE and important journey.

Will Jones

Founder and Managing Director
Fellow of the Royal Geographical Society







RARE

The RARE safari is a future that goes back to the day when travellers placed their hopes and dreams in the hands of the most adventurous of private safari guides. Such faith was rewarded with journeys experienced by the very few – off-radar journeys that were impossible to replicate, and which stayed with those that experienced them for the rest of their lives.

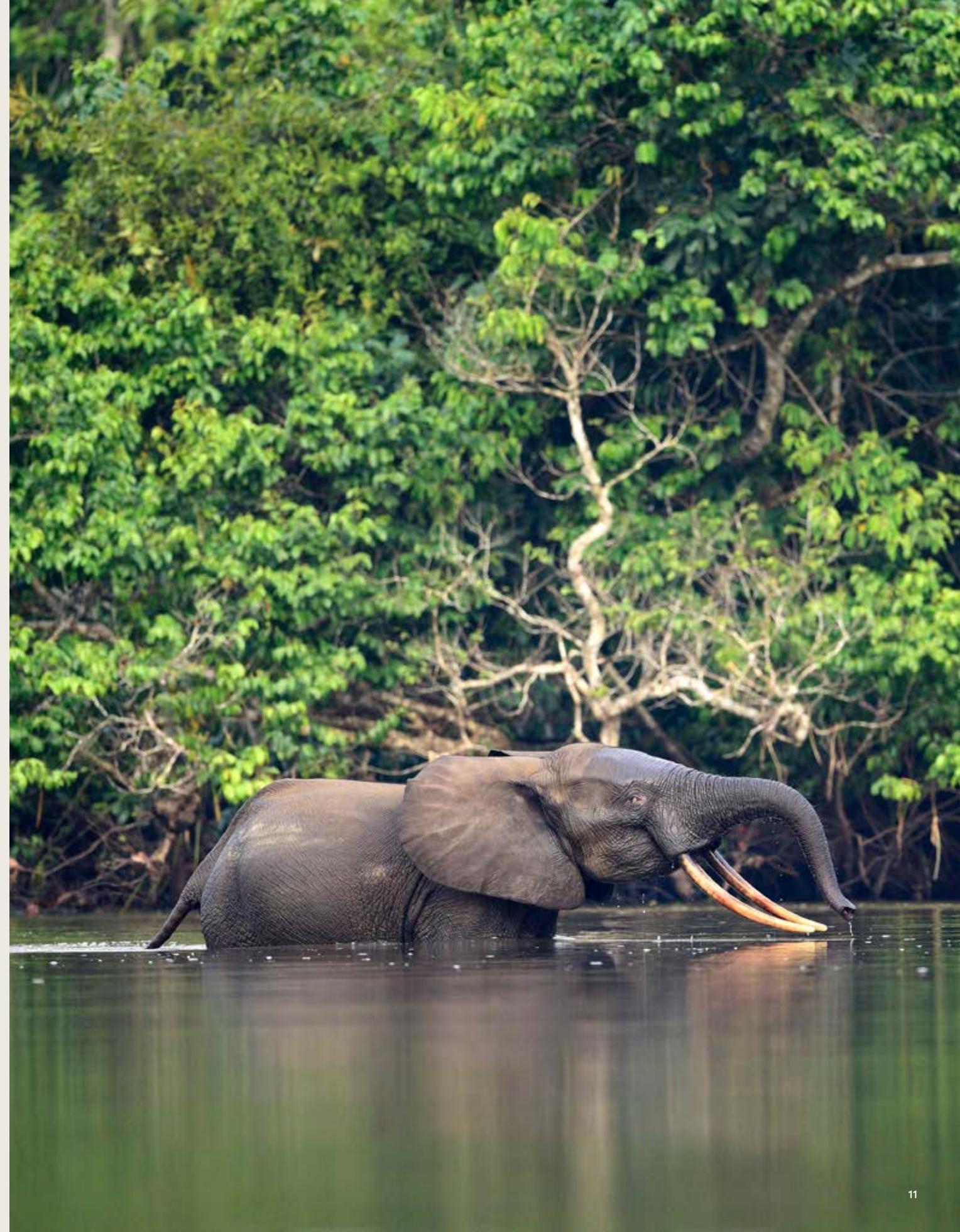


Our concern for the environment has to come first, with travel a secondary by-product of a healthy planet.



CHARACTER

These are true adventures of the heart, where deep emotional connections are made, and where character is formed.

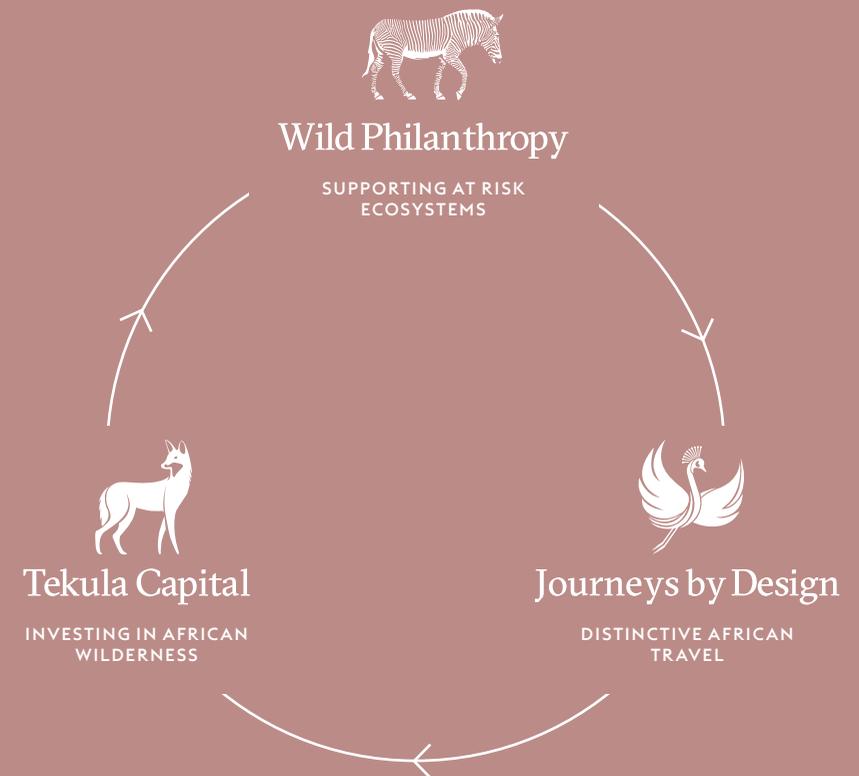




LEGACY

We are one of very few operators that are equipped to manage the process of change that is incumbent upon us. We are driven by the need to adventure, but only if that adventure has the capacity to change lives and leave a lasting and sustainable legacy.

In the name of ensuring that legacy, Journeys by Design founded non-profit Wild Philanthropy in 2015 to further social and environmental impact in Africa. In 2017, we started a social enterprise in Ethiopia to support the river communities of the Omo Valley. This year, we brought the different elements of the organisation under a single impact-economy roof: the Africa House Group.





POSITIVE IMPACT

The positive impact of the JbD RARE service is significant. Dedicated to the notion of the equitable economy, we aim to ensure that travel benefits all, and that its profits are redistributed in the name of creating fairer societies.

Included in the pricing, therefore, of any RARE itinerary is a minimum US\$ 5,000 environmental pledge to support one or more of three at-risk ecosystems in East Africa through our sister charity Wild Philanthropy, which is a US registered charity and 501(c)(3).





Call us now to arrange a home visit by one of our directors to design your safari around the kitchen table.

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JOURNEYSBYDESIGN.COM



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Journeys by Design



Wild Philanthropy



Tekula Capital