

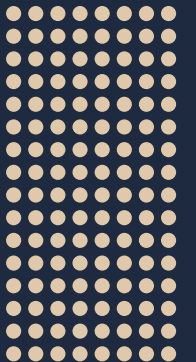
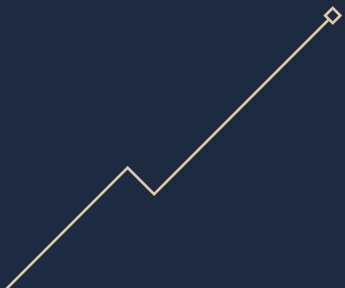
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SE[^]Travel

Impact Report



23





When we launched our 100% initiative in 2021, it seemed like an outlandish idea and a big claim to suggest we could give away £1million over 10 years. Travel was still very much in the throws of the pandemic and we continued to be surrounded by a huge amount of uncertainty.

2 years on, we're more bullish than ever that we can both hit and surpass that outlandish goal. We also believe that it is only setting the foundation for what we can do beyond that. We're learning many valuable lessons along the way, both in terms of business structure and in how best to make an impact.

And that's what this is all about, impact. What is the biggest positive impact we can have through the work we do?

I'm hugely inspired by the work our two partner charities do. Zarach has grown significantly since Bex Wilson launched their cause, and it continues to do incredible things for underprivileged children in the Yorkshire area and beyond. It's unfathomable to see the kind of issues they deal with on our doorstep, and we're proud to support them in the wonderful work they do.

Gavin Bate has grown to be a huge personal role model for me. The work he does with Moving Mountains is mind-blowing, but he does it in such an unassuming way that it took years for me to actually find out about it. We want to help him shout about his work from the rooftops so he can do even more, both with the money we donate and also by helping his social enterprise model thrive to drive more of its own income.

I'm hugely proud of the team here at SEO Travel. They've battled through extraordinary times, and when pitched a leftfield idea that was dramatically different to most businesses they jumped at the challenge and, have excelled in maximising our output over the last year. Without an amazing team, these outlandish goals would remain a distant dream. Instead, we all believe we will smash through the target and continue to aim even higher.

It's a challenge we relish. And it's driven by the impact we want to make. Thanks to everyone involved who is helping make it become a reality, one step at a time.

Tom McLoughlin
Founder, SEO Travel

We have
set out to
give away
£1 million

The Challenge

Spaced out over a **ten year period**, starting in 2021, we plan to do this by giving away 100% of the profit we make from SEO Travel.

Initially this will be shared between two educationally-orientated charities; **Moving Mountains and Zarach.**

We believe by helping more children get a **better education**, we can help them facilitate living better lives, moving out of poverty and **making generational change** in the years to come.



The model we've created for the 100% Initiative is not based around being martyrs for the cause. We believe **everyone** involved benefits from how it is structured and that it is a **sustainable approach** for all its stakeholders.

As a business we gain **more visibility** for what we do because of our approach to doing **impactful work**. As a result we get more work with clients who **align** with our **values**. We can also hire **better talent** into our team because of the values we share, and this brings **better results** for the clients we work with. Those better results bring **improved retention** of both staff and clients and subsequently **more profit** that can be distributed to the charities we work with.

This may sound cynical to some, but we believe it is a **sustainable approach** to philanthropy that can drive **long term change** for those who need it **most**.

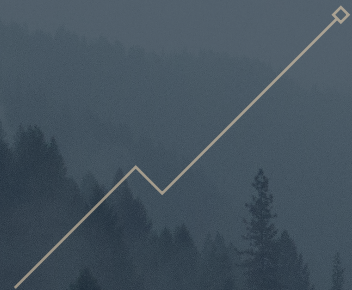
Humans are innately self-interested, and by creating something which serves **all those** involved, we believe the chances of more businesses following suit is increased and that will **enhance** the impact further.

Clients win. People in the team win. The business wins. The charities win.

We believe this giving model is the **best approach** to business, and we believe it will help us reach our **audacious philanthropic goals** in the years to come.



The Model



More profit is accumulated

We give 100% of our profit to educational charities

More visibility for SEO Travel because of the 100% initiative

More like-minded businesses join as clients

More clients come on board and stay for longer

The quality of our work improves and drives better results

Talented people with shared values join the team



£24,846
2021 DONATION

TOTAL SO FAR
£74,590

£49,744
2022 DONATION

7%

% Towards £1 Million Goal

By the Numbers



247

Beds Provided to Children Who Need Them



1 SCHOOL

Rebuilt in Bupsa, Nepal

By the Numbers

135

Students Given a School

9

Teachers Jobs Maintained

12 MONTHS funding

Provided to operate a childrens rescue centre in Embu, Kenya

Up to

250

Children Fed Every Day

By the Numbers





£37,295

RAISED SO FAR

Moving Mountains is an international development charity created by Gavin Bate, focused on the relief of poverty through projects based around education, health and social welfare.

Our donation to Moving Mountains last year focused on a children's rescue centre in Kenya. The centre takes care of children taken in off the street and helps them find a home and get into education.

The money funded the running of the centre for a year, paying for teachers and a variety of aspects to support it's running and the needs of the children through the process.

This year the funding will be used to rebuild a school in the small village of Bupsa in Nepal. The school was badly damaged by the earthquake in Nepal and children and teachers are increasingly worried about using it, to the point where access to education for children in this remote area may be taken away.

Our donation will cover the repairs so the children continue to get their education and the teachers feel safe and comfortable enough to remain in their roles and continue with their fantastic work.



We are very proud and delighted to have SEO Travel partnering with us, not only because of the obvious need to build a school up in the Himalayas but also because it is an organisation which understands the ethos of how a sustainable business model can work.

The funding provided by SEO Travel effectively expands and maintains our ability to work with the local community in a way which benefits it over a long period of time.

Gavin Bate

Chairman, Moving Mountains



SEO Travel's decision to break the norm of the business world and donate their profits to Zarach, despite the challenging current economic climate, has no doubt led to hundreds of lives being changed. It's this incredible support that has not only allowed us to support 133 children with new beds from this years donation but it has also facilitated our work to grow and take the fight against bed poverty to those in places of power and influence.

Thank you for believing in us when many did not.

Bex Wilson

Zarach Founder & Chair Of Trustees



£37,295

RAISED SO FAR

Zarach is a charity based in Yorkshire founded by Bex Wilson, whose goal is to alleviate poverty by providing children with something to eat and a good night's sleep.

Sleep is crucial to learning and education, and thousands of children in Leeds have no bed to go to sleep in at night. Zarach's mission is to give every child an equal chance to learn and succeed at school.

A core part of their work is providing beds to children who don't have them, and our donations are given directly to that cause.

The team at Zarach continues to find increasing need for this right on our doorstep, and the funding is crucial to providing the support that is needed for children in our area.

8 Years.

That's what we have left to reach £1 million.

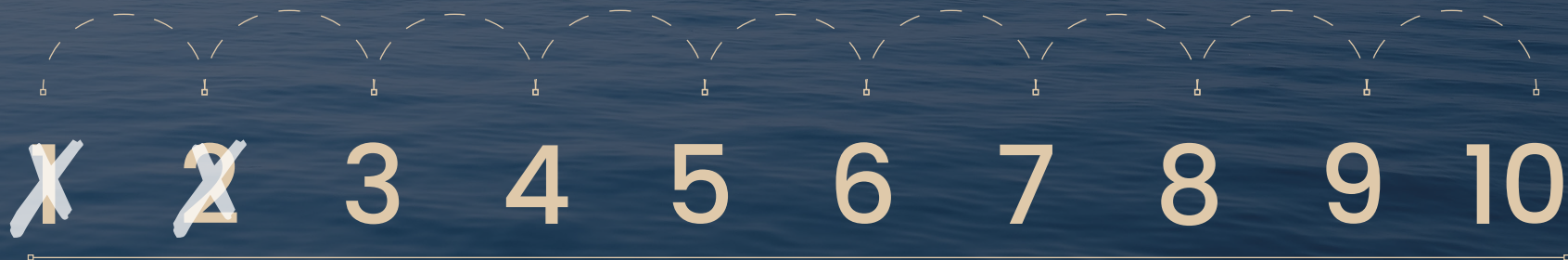
But **there's more** to the future than that. We want to **encourage** other businesses to adopt the **giving model** and illustrate that this approach to business is the **way forward**.

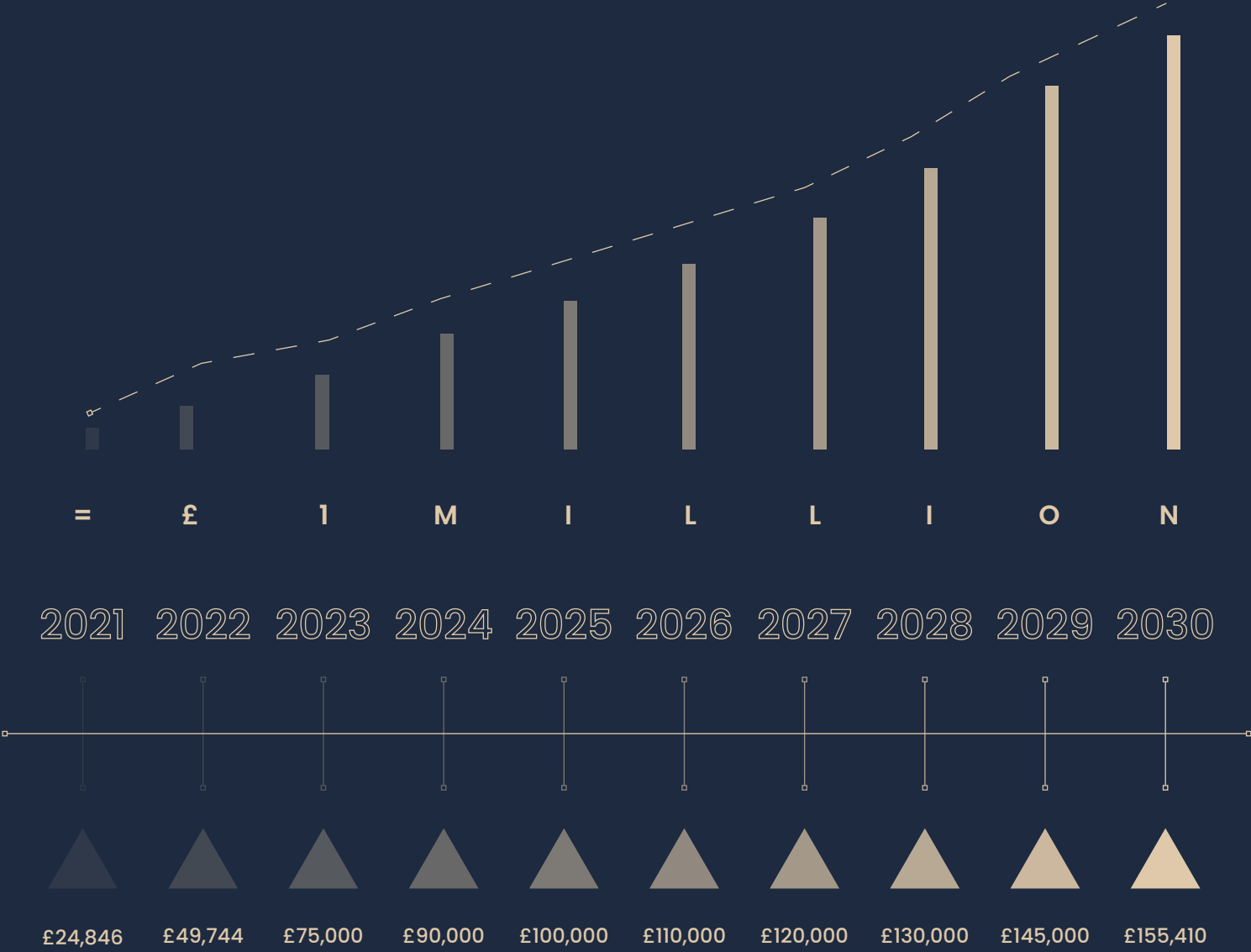
And not just for the charities, but for **everyone involved**.

With this model **everybody wins**, and we want more businesses to see the **positive impact** it has had on us as a business and all our stakeholders, not just on the charities themselves.

- Put **giving at the core of what you do**, and good things happen.
- You hire **better people**, your team is happier, you do better work.
- You **make more money**, you make a positive impact on the world.

If we can drive that kind of change in other businesses, the impact will reach further than **anything** we could do alone.





The Future

Finally...

A huge thank you to everyone that has helped us get to this stage.

Thank you to our wonderful clients that have chosen to work with us and trust us to deliver fantastic marketing that drives their business forward.

Thank you to our incredible team who continue to deliver world class work, but never stop pushing to be even better.

Thank you to Gavin and Bex and the inspiring charities we work with. You give our work meaning and make us realise the importance of what we do and the privilege we have.

We're excited to continue the journey together...

Thank You