

GREEN SEAT

Sense of *africa*
more than just a journey ...



ADD MORE PURPOSE TO TRAVEL

In line with company values and commitment to creating shared value in the communities within which we operate, Green Seat was implemented to consolidate our product offered to our clients in care of our Planet, People and Wildlife footprint.

Through your Green Seat donation you are supporting:

People



Tumshangilieni Mtoto Children's Home (East Africa)

Our partnership with Tumshangilieni Mtoto Children's Home supports children's tertiary education through financial assistance, mentorship, and access to vocational training programmes. The Home's mission is to give underprivileged children and those from economically challenged backgrounds the opportunity to reintegrate into Kenyan society with education and skills development. In doing so, the children gain economic empowerment and are better equipped to break the cycle of poverty.

By addressing systemic barriers such as instability and financial insecurity, this partnership aims to improve tertiary completion rates and help youth achieve economic self-sufficiency.

To date, Sense of Africa has contributed Kshs.253,959 towards this effort.



African Home Community Project (South Africa)

The Green Seat Badges are handmade by a community project based in Woodstock, Cape Town, using bottle caps recycled by TDM employees. These badges are funded directly by TDM, not through the Green Seat funds. Relationships with craftspeople are nurtured to support a platform rooted in sound business principles, while always maintaining a human-centred approach to this creative endeavour. Ethical practices ensure that artisans are paid a fee they consider fair and reflective of their time, effort, and resources. African Home remains strongly committed to environmental responsibility in all aspects of its work.

- TDM employees have collected enough bottle caps to produce over 15,150 badges.
- To date, TDM has contributed over R148,690 to the project.



Bishop Kameeta Kindergarten (Namibia)

Since 2008, Sense of Africa Namibia has been the sole supporter of the Bishop Kameeta Kindergarten, a non-profit day care and pre-primary school founded by Mrs Anna Fredericks in Katutura. The centre cares for 80 children daily - 25 of whom are orphans and live permanently at the facility. All children receive three nutritious meals each day, along with education and emotional support.

Monthly costs cover food, electricity, water, gas, telecom, and salaries for four dedicated teachers. Additional needs include school supplies, clothing, medical care, maintenance, and equipment replacement. Funding comes from company support, staff donations, and contributions from guests, agents, and tourists - many of whom visit the Kindergarten during guided tours.

Recent upgrades include new ceilings, toilets, fencing, lighting, and household appliances. Sense of Africa also supports long-term improvements, such as classroom construction and bathroom renovations, and is working toward the dream of relocating the Kindergarten to a larger plot to better accommodate the growing number of children.

Thanks to community support and stories like that of Patricia Brinkmann - once a child at the Kindergarten, now a teacher there - this project continues to uplift lives and create lasting impact.

To date, Sense of Africa has donated N\$396,000 to the project.

People



Travel for Impact (Botswana)

Through partnerships in the tourism industry, TFI aims to promote responsible tourism in Botswana by providing core services and funding to community initiatives. This social enterprise aims to change lives by working from a grassroots level to address community identified needs using reallocated funds from the tourism industry back into a variety of worthwhile initiatives.



Shelter Botswana Health Promotion (Botswana)

Shelter Botswana is a home-based care organization and non-profit governmental organization that, from its inception in 2011, has sought to facilitate an improved livelihood for vulnerable individuals residing in the North West Sub-district of Botswana. The organization involves itself with several community-based activities including, but not limited to HIV/TB awareness campaigns and the running of a pre-school designed for orphans and vulnerable children (OVC).

Planet and Wildlife



Wild Entrust (Botswana)

Through its main programmes, being predator research, coaching as well as ecosystem and community development projects, Wild Entrust supports the conservation and management of wildlife and wildlife habitats through applied science and sustainable development in Botswana.

Planet



Trees for Tourism Reforestation Project (South Africa)

Trees for Tourism, a programme of the South African Reforestation Trust, enables tourists and tourism-related companies to offset their environmental footprint by funding the planting of indigenous trees. These trees are planted in old woodlands and degraded areas to help restore natural forest ecosystems for future generations. Tree species are selected based on land conditions and anticipated water availability during the growth phase.

Trees for Tourism works with the Platbos Conservation Trust, Farm 215, Grootvadersbosch Conservancy, Klein River Cheese Farm, and the Sustainable Cedar Conservancy projects in the Western Cape to select and prepare suitable reforestation sites. These partners are also responsible for planting and maintaining the trees for at least ten years, ensuring protection from fire and invasive alien species.

- To date, TDM has donated over R745,417 to the initiative, resulting in the planting of 5,772 trees.
- Clients have the opportunity to visit any of the conservancies.

Planet



Tourism Supporting Conservation (Namibia)

Tourism Supporting Conservation is a non-profit organisation that connects the tourism industry with conservation efforts in Namibia. It supports field-based conservation initiatives such as anti-poaching patrols, ranger training, research projects, and community development. TOSCO also champions responsible tourism by encouraging operators, travellers, and businesses to contribute to conservation through memberships and donations. By linking travel to positive environmental impact, TOSCO helps protect Namibia's natural heritage for future generations.



Namibia Nature Foundation (Namibia)

The Namibia Nature Foundation is one of the country's leading conservation NGOs, committed to protecting biodiversity and promoting sustainable development. With a broad range of programmes, NNF supports community-based natural resource management, climate change adaptation, sustainable tourism, and scientific research. Their work bridges the gap between nature conservation and social development, ensuring people and ecosystems thrive together.



Namibia Environment and Wildlife Society (Namibia)

As a key advocate for environmental protection, the Namibia Environment and Wildlife Society engages in education, awareness, policy advocacy, and research. NEWS works to influence environmental legislation, promote sustainable natural resource use, and raise public understanding of Namibia's unique ecosystems. Their work includes community outreach, youth education programmes, and supporting grassroots conservation projects across the country.

Wildlife



Endangered Wildlife Trust (South Africa)

Conservation Canine Project

The Conservation Canine Project supports anti-poaching efforts by deploying trained dogs across private, provincial, and national parks in South Africa. These canines assist in protecting a range of species – from rhinos and elephants to plains game targeted for bush meat – through detection, tracking, and patrol work.

To date, TDM has donated R191,000 to the project, which included funding the training of Pirate, a rescue Belgian Malinois certified as a tracking dog in 2021 under the guidance of Shay Seebran (EWT). Pirate tragically passed away in the field in February 2024 while working in Pilanesberg Game Reserve. Despite this loss, TDM continues to support the initiative through K9s Remi and Kisha, and their handler, Shadi.

Endangered Indian Ocean Humpback Dolphin Project

This project is dedicated to researching and monitoring the endangered Indian Ocean humpback dolphin, with a focus on reproductive patterns and population data – critical gaps that must be addressed to understand the species' conservation needs.

- To date, TDM has contributed R705,833 towards the ongoing conservation of vulnerable species.

Wildlife



Cheetah Conservation Fund (Namibia)

The Cheetah Conservation Fund is a world-renowned organisation committed to securing the future of the cheetah, the world's fastest land animal. Founded in Namibia, where the largest remaining population of wild cheetahs still roams, CCF leads in science-based conservation efforts that blend cutting-edge research with practical, community-driven solutions.

Its work includes habitat restoration, livestock protection programmes, environmental education, and the rehabilitation and release of injured or orphaned cheetahs. Through partnerships with local farmers, government, and international supporters, CCF reduces human-wildlife conflict and promotes sustainable coexistence. Their Life Technology Centre and Future Farmers of Africa programmes are key tools in building conservation capacity both in Namibia and across cheetah range countries.



Save the Rhino Trust (Namibia)

Save the Rhino Trust plays a crucial role in the protection of Namibia's critically endangered black rhinos - one of the last free-roaming populations in the world. Through community-led conservation, intensive tracking, and anti-poaching patrols, SRT works closely with local communities to ensure these iconic animals are safeguarded for future generations. Their efforts not only protect rhinos but also empower rural Namibians through employment, training, and education in conservation roles.



AfriCat Foundation (Namibia)

Dedicated to the long-term conservation of Namibia's large carnivores, AfriCat focuses on the rescue, rehabilitation, and release of cheetahs, leopards, and hyenas. The foundation runs extensive research and education programmes, fostering human-wildlife coexistence and reducing conflict between predators and farmers. Through its Carnivore Care Centre and outreach initiatives, AfriCat is creating a more informed and compassionate approach to carnivore conservation.



Elephant Human Relations Aid (Namibia)

Elephant Human Relations Aid works tirelessly to foster peaceful coexistence between desert-adapted elephants and Namibian communities in the Damaraland region. Their volunteer-based model supports elephant tracking, community water point protection, and environmental education. By reducing human-elephant conflict and promoting understanding, EHRA helps ensure that both people and elephants can share the land safely and sustainably.

To date, Sense of Africa Namibia has donated:

N\$425,000 to Environmental/Wildlife Organisations