

## When Harold met Sallie - and what Katie did next.

A few years ago, three travellers met by chance in a Gambian garden. Harold, Sallie and Kate were there for different, yet related, reasons – Harold was advising the government on its national tourism guidelines; Sallie was using her business skills in a volunteer placement; Kate was designing a holiday for a newspaper readers' offer.

Discussions rapidly centred on volunteer travel, with one overwhelming and recurring theme – the extant chasm between marketing and reality in a significant number of volunteer offers. Both sides in the equation – volunteers and local communities – frequently find themselves being sold a project idea that bears little resemblance to the real situation.

We began to ask ourselves what we could do to address such potential exploitation ...

... our initial idea was to 'name and shame' through targeted campaigning, but over the next few months, another idea took precedence: to achieve positive and long-term change, we would develop our own unique model of ethical volunteering, whereby all parties would be best-served and which would be totally open and honest in all its activities, including financial matters.

Thus – people and places –



**Harold Goodwin**



**Sallie Grayson**



**Kate Stefanko**

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