

Dreamcatcher



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NEWS FROM SOUTH AFRICA

Ed.07 * Spring 2009

Welcome to the first, new-look edition, of The Dreamcatcher Foundation's monthly newsletter. It's packed with the latest news, features and exciting events about our pioneering charitable work in South Africa and beyond. By reading this, you are helping us in our goal to end global poverty and improve the lives of others. Your ongoing support is invaluable and will enable us to continue with our groundbreaking mission: to change words into action and literally 'Walk the Talk'.

*Wishing you all a very productive Spring!
Anthea Rossouw, Founder.*



Anthea & Ndebele Mamma Francina

It's Fair Trade!

Dreamcatcher rewarded with Tourism accreditation in South Africa

The Dreamcatcher Foundation was celebrating this month after becoming South Africa's latest Fair Trade organisation. Tourist fair trade chiefs described its township projects as an "excellent example" of community-based tourism. They said the 'Alternative Winelands Tour', which promotes interaction between tourists and local residents, was "enjoyable, educational and sustainable". The accolade means Dreamcatcher is now among an elite few to boast the 'Fair Trade in Tourism South Africa (FTTSA)' certification.

Jennifer Seif, FTTSA executive director, said: "The Alternative Winelands Tour is an excellent example of professionally organized community-based tourism. The tour provides a window on the lives of ordinary South Africans through food, story-telling, wine, music and truly South African hospitality at its best.

She added: "The involvement of the Dreamcatcher Foundation ensures that tourism revenue is ploughed back into community and enterprise development programmes, so the tour is not only enjoyable and educational but also sustainable."

The FTTSA, a non-for-profit organisation based in Colbyn, Pretoria, SA, promotes sustainable tourism development. Its Fair Trade endorsement is awarded for ethical business practices, fair wages and working conditions, and for respecting human rights, culture and the local environment. According to Dreamcatcher founder Anthea Rossouw, the accolade will boost the charity's appeal to visitors.

She said: "We are delighted to have been Fair Trade certified. We work tirelessly to implement tourism at grass roots level, and this accolade is testimony to this. "I speak for the whole of Dreamcatcher by saying we are very proud, and that we are looking forward to working with the FTTSA in the future."

Who are we?

The Dreamcatcher Foundation was founded to tackle poverty in South Africa. Growing from fledgling steps initiated in 1984, it transforms rural communities into safe travel destinations by creating a basic tourist infrastructure, and by providing local entrepreneurs with training and support. More details about our work can be found at www.dreamcatcherfoundation.com

Here w-eco again: Going green shouldn't cost the earth

The Dreamcatcher Foundation has developed a groundbreaking waste management programme ahead of the 2010 World Cup.

Dreamcatcher SMME's from communities across South Africa are being taught the impact of tourism on the environment, and ways to alleviate that pressure.

With the help of Dreamcatcher's experts from the UK, entrepreneurs are learning how to manage waste, energy and water consumption.

More details about this project, and how to volunteer, will be added to the Dreamcatcher website, www.dreamcatcherfoundation.com, in coming weeks.

Dutch Courage

The Dreamcatcher Foundation has taken part in the international EXPRO tourism marketing workshops offered by CBI, an agency of the Ministry of Foreign Affairs in The Netherlands. CBI promotes fair trade and transparent links between tour providers and local communities. The event took place in Rotterdam, Holland, between November 2nd and 5th. At a groundbreaking decision by 20 representatives from 15 countries offering authentic community based tourism, Dreamcatcher Founder Anthea Rossouw was nominated interim co-coordinator to launch an international alliance and network of community based service providers. The alliance members are directly linked to -and working with the local communities on a daily basis in the host countries to ensure ethical and professional standards as also fair access to tourism benefits. Says Wim van Heumen, Programme Manager, Trade Promotion Section of the CBI: "It is just these kinds of inspired initiatives from the service providers themselves, that are eminently important to reach our common goal: The alleviation of poverty through business, fair business".



Dreamcatcher in the headlines

The Dreamcatcher Foundation has received yet more media acclaim.

Ian Porter, the international advertising manager for Conference Incentive Travel, took part in an Alternative Winelands Tour in April. He also revisited what he dubbed, "A heart warming experience", recently with Jane Mundy, before he travelled to Victoria Falls and Botswana.

He said: "We are in heaven - magic - thanks so much to Dreamcatcher."

The Sunday Times Holiday 2010 edition released on 8th November during the World Travel Market in London named Dreamcatcher and Africa Inside Out, as "organisations known for ethical travel projects which benefit local communities".

(Photo: Ian Porter, Jane Mundy, Yellow (The Wireman) & Cook-up Kamamma Esma Makalima).

Contact and Donate

The Dreamcatcher Foundation relies on your generous support to continue with its groundbreaking work. To donate, volunteer, or channel tourists to visit us, contact:

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