



CHARITABLE TRAVEL

for charity, not for profit



Aspiring Social Enterprise case study: Charitable Travel

Our social enterprise journey so far

Charitable Travel is a registered CIC and a financially protected travel agency. Our purpose and mission is to help customers with holiday and travel plans and, at the same time, support the great work that UK-based charities deliver around the world.

Every penny of profit earned by Charitable Travel, everything we do and everything we offer our customers, supports charity fundraising and good causes. Being a social enterprise means we don't pay our shareholders or owners any bonuses or dividends. Any profit that we make is either re-invested in the company or donated to registered charities.

When customers book a holiday or cruise with us, we sacrifice travel agency commission so the customer can make a free 5% donation to their choice of registered charity, through our dedicated JustGiving website.

We're able to keep our prices competitive because of this aspect, we don't want to accumulate profit for ourselves, we want to accumulate donations for charity.

We pride ourselves in offering travel expertise, a wide choice of holiday options, quality, great value and a unique way of creating travel-for-good for our customers as a true not-for-private-profit social enterprise.

Why we applied for the Aspiring Social Enterprise accreditation

- Networking
- Learning
- Customer reassurance that we are working towards the Social Enterprise Mark

Our experience of the application process

The application process couldn't be easier. The support was easily available for any questions. The whole process took about three weeks, much of which was consideration on our part.

Support received during the process

We received great help in clarifying the various steps of accreditation, which was the most useful.

Find out more about becoming an Aspiring Social Enterprise:

<https://www.socialenterprisemark.org.uk/aspiring-social-enterprise-accreditation/>



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Achieving the Social Enterprise Mark

Although we are already operating with the Social Enterprise Mark criteria in mind, as a new business, we are not yet able to prove we meet the 50% trading criteria. Therefore, we aim to achieve the Social Enterprise Mark within a year.

This is important to us as it will provide assurance that we are on track to live our social enterprise values, and the reassurance of our purpose being truly for community and society at large.

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