



FAR ▲ WILD

IMPACT REPORT

2025



Foreword

“ My role as CEO is one of leadership and strategy. It was important for me to write this forward to this, our second, impact report, as I wanted to signal the central importance that enabling impact has within our company.

Our company strapline is Making every holiday special... it was chosen because it reminds us to relate everything we do to our customer and succinctly describes our core ‘deliverable’ of organising special travel experiences. Wrapped around this are Far and Wild’s company values which you can see [here](#). They owe a lot to Patagonia* (thank you Yvon Chouinard and co) – and amongst other things, make a specific commitment to doing things that ultimately lead to a better environment. To put that into practice, we have joined 1% for The Planet^... the “1%” referring to a core commitment to donate 1% of annual turnover to environmental causes. This report outlines and accounts for that commitment.

Ben Morison, Founder and CEO

Cont. back page.



Impact Highlights 2025



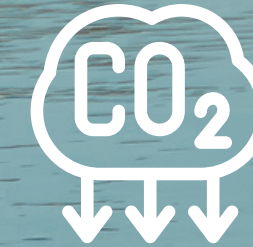
Over £30,000 raised for
environmental and
community projects



2 New charity partners
joined our network



98% of client
trips offset



97.42 Tonnes
CO₂ removed



Over 1,000 hotel
sustainability profiles
added to our website



Joined 1% for the Planet



56.68
Tonnes CO₂
avoided



30 Supporters ran the
Victoria Falls Marathon
raising over £25,000

1% for the Planet



In September 2025, Far and Wild Travel joined **1% for the Planet**, a global movement of businesses committed to giving 1% of their annual turnover to environmental causes.

As we joined partway through the year, our initial commitment covers the second half of 2025, with the full annual contribution beginning in 2026. This year our 1% commitment has been made up entirely of charity donations.

“Currently, only 3% of total philanthropy goes to the environment and, only 5% of that comes from businesses.

The planet needs bigger support than this, and our growing network of business members are doing vital work to increase giving and support on-the-ground action. We're excited to welcome Far and Wild to our global movement.

Kate Williams, CEO of 1% for the Planet

Charity Partnerships

In 2025, we continued to build our network of charity partners, with an emphasis on organisations creating real impact through education, community development, and environmental action.

We split out our operating into two approaches to support more charities.

- ✓ The Conservation Fund, offering small grants for local projects.
- ✓ Community Connections, enabling charities to apply for promotional support rather than funding.

While the Conservation Fund has received strong engagement, the Community Connections initiative has not yet seen any applicants, an area we aim to improve in 2026 as we think there is great value in sharing charity details with our clients and arranging visits where relevant even if we are not able to support all projects financially.

This year, we supported four main charity partners, each working in unique and inspiring ways to create change in their communities.





Charity Impact Snapshot

Partner	Location	Our Support	Impact
Play it Forward	Zambia	£10,000 donated + Run the Falls support	100% Grade 12 pass rate, £25,000 raised through Run the Falls
Amantani	Peru	£1,800 donated	86 young people continued their studies
Feeding Dreams	Cambodia	£3,041 donated	1 classroom funded, 90 children reached
Little Sports	Kenya	£5,120 donated	200 eco ambassadors trained, scholarships supported

The remaining amount was committed to these charities in 2025 for 2026

Beyond Financial Support

In 2025, Far & Wild partnered with Play it Forward to design and deliver the Run the Falls trip, managing all flights, accommodation and logistics to make participation as accessible and affordable as possible.

- ✓ 30 supporters travelled to Zambia
- ✓ Founder Ben Morison and his son ran the Victoria Falls Half Marathon
- ✓ The run raised £25,000 for Play it Forward



Far & Wild secured national press coverage in Runner's World to amplify the charity's story, extending awareness beyond participants and into the wider travel and sporting world. Run the Falls demonstrates how travel, community and sport can combine to generate both funding and global awareness.





Connecting Clients & Charities

One of Far & Wild's guiding principles is helping clients connect with our charity partners... seeing their work first-hand and understanding how travel can contribute to long-term impact.

This year, we saw fewer client visits to our charity partners overall than in previous years. A highlight was our Run the Falls initiative in Zambia which saw a group of 30 supporters go out to visit Play it Forward.

In 2026, we aim to facilitate more client interactions with our charity partners in Kenya, Cambodia, and introducing additional charities, helping travellers form deeper, more meaningful connections with the projects they support.



Environmental Action & Carbon Impact

We continue to work with Ecologi to support verified carbon removal and avoidance projects. In 2025, we moved away from a focus on tree planting and towards carbon removal and protection projects with more immediate climate impact.

- ✓ Carbon removal: 97.42 tCO₂e
- ✓ Carbon avoidance: 56.68 tCO₂e
- ✓ Reforestation: 340 trees planted
- ✓ Projects supported included Delta Blue Carbon in Pakistan, forest protection in Colombia and methane reduction from landfill in Brazil



98%

of our clients
removed
the carbon
from their
trips.

Marketing

In 2025, we made sustainability information easier for clients to find and understand.

We updated more than **1,000 hotel and lodge sustainability profiles** on our website, helping travellers see what each property is doing to reduce its environmental impact and support local communities.

We also continued to use our **Wilder Guides** to help clients travel more thoughtfully, with practical insight into the places they visit.

In 2026, we will build on this work by completing the remaining property profiles and continuing to prioritise partners who share our responsible travel values.





Looking Ahead: Our Priorities for 2026

Our journey towards responsible travel is ongoing. Each year gives us the opportunity to reflect on what we've achieved, learn where we can improve, and set new goals for the future. Here is our 2026 focus.

1. First full year as 1% for the Planet members

Committing 1% of annual turnover to environmental causes.

2. Stronger charity connections

Expanding support for environmental charities and helping more clients connect with local projects.

3. Better measurement and transparency

Improving carbon measurement, completing remaining sustainability profiles, and training team members in Carbon Literacy.



A Note of Thanks



Thank you to our clients, partners and team for helping us continue this work.

Thank you to our clients, partners and team for helping us continue this work. Responsible travel is an ongoing commitment, and we are proud of the progress made in 2025. We know there is more to do, and we look forward to building on this work in 2026.

Cont. from Foreward.

In April '26, our total donations to charitable causes broke the \$100,000 mark... When I started the company I wrote down somewhere that in the long run we'd raise \$1m. Logically I knew it could be done, but I'm not sure I really believed it.

By keeping focused on our values, I can now see this IS going to happen. This progress is one of the things I'm most proud of in F&W's life to date, and of course – given it is directly linked to sales – it's also an indicator of continued success doing our core 'thing' – Making every holiday special.



Ben Morison, Founder and CEO

Footnotes

**I found 'Let my people go surfing' an invaluable guide to doing good business in the context of climate change... you can buy it here <<link to F&W online bookstore>>*

^www.onepercentfortheplanet.org is a global network of thousands of incredible businesses and environmental organizations working together to support people and the planet. To be a member you have to commit to donating 1% of annual turnover to environmental causes.

