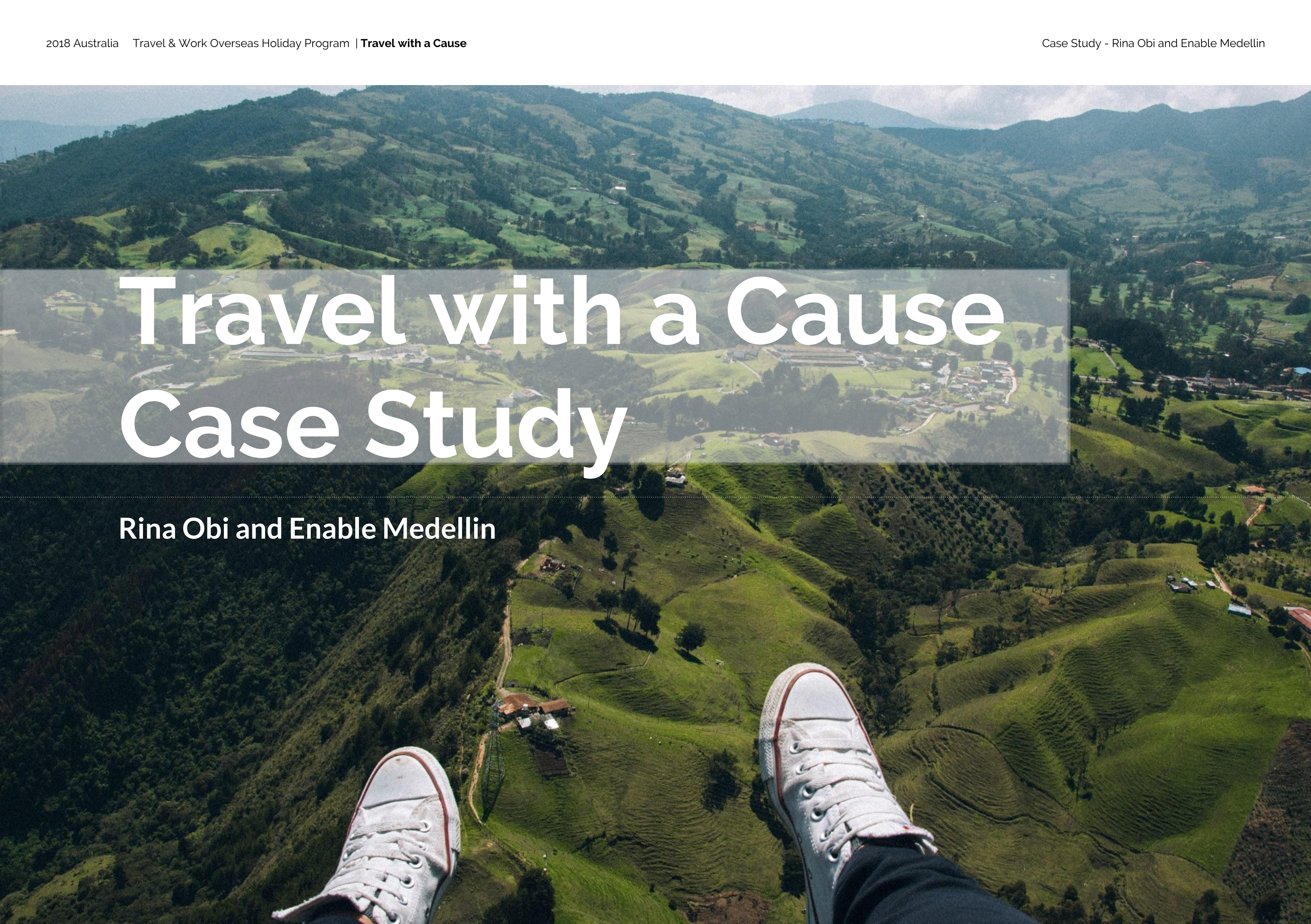


# Travel with a Cause Case Study

Rina Obi and Enable Medellin







# Skilled Professional Volunteer in Medellin, Colombia (2017)



Rina Obi, Age 31  
Digital Marketing Consultant Former Google Employee


Rina had recently transitioned into a consulting role following 5 years at Google, where she specialized in building go-to-market strategies, digital marketing and solution selling in the advertising sector as well as in the software sector.

Rina's goals in volunteering were to fortify her skills in digital marketing strategy and put to use the experience she had gained in a recent certificate program in User Experience.

Rina was looking forward to an opportunity to give back in a meaningful way while traveling for the first time in Latin America.







# The Pro Bono Volunteer Partner



**Non-Profit Empowering Colombian lives with 3D printed health solutions**

Enable Medellin is a non-profit social enterprise based in Colombia with the mission to empower lives with 3D printed prosthetic devices for children and adults in need. They design, develop and personalise visually appealing, easy to assemble prosthetics, thoroughly adjusted to each individual's specific daily needs. Their goal is to build self-esteem, boost the confidence and assist the social integration.

Enable had experienced positive press since its launch but was struggling when it came to finding a steady source of funding.





# Creating a Volunteering Plan

The founders introduced Rina and her match and facilitated their first meetings. Listening to Enable's challenges and using pro bono volunteering, Rina outlined a plan.

## Enable's Main Challenges

- No funding
- Unsuccessful at finding corporate partnerships/support
- Financially in the red due to a lack of overall donations (small bucket: friends and family, outreach to Colombians)
- Limited resources and no access to expert assistance

## Rina's Identified Solutions

- Solid Business Strategy to get funding from and to build partnerships with corporations: outlining multiple funding levels and offering beneficial marketing opportunities
- Shift fundraising focus to travellers from 1st world countries
- Revamp messaging and conversion path on website to improve and increase donations (Conversion = Donation)



## The Experience In Rina's Words

**“I love you guys and I love the program!”**

**“I appreciated the match because it was a tech company dealing with a technology that I am passionate about, especially coming from my background.”**

“ Everyone understands their roles and how their work, even if it looks small, is helping and moving the needle of the NGO.”

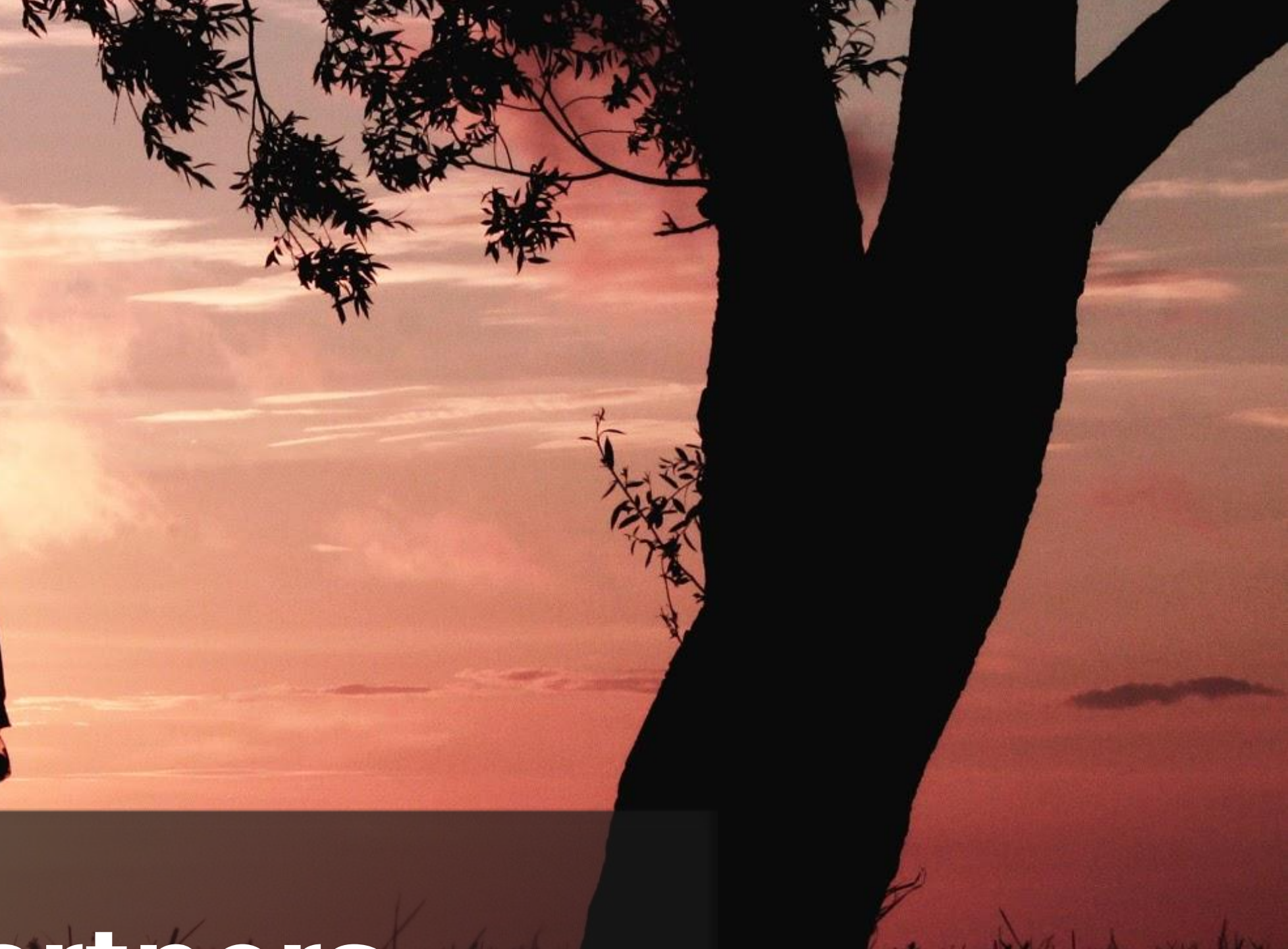
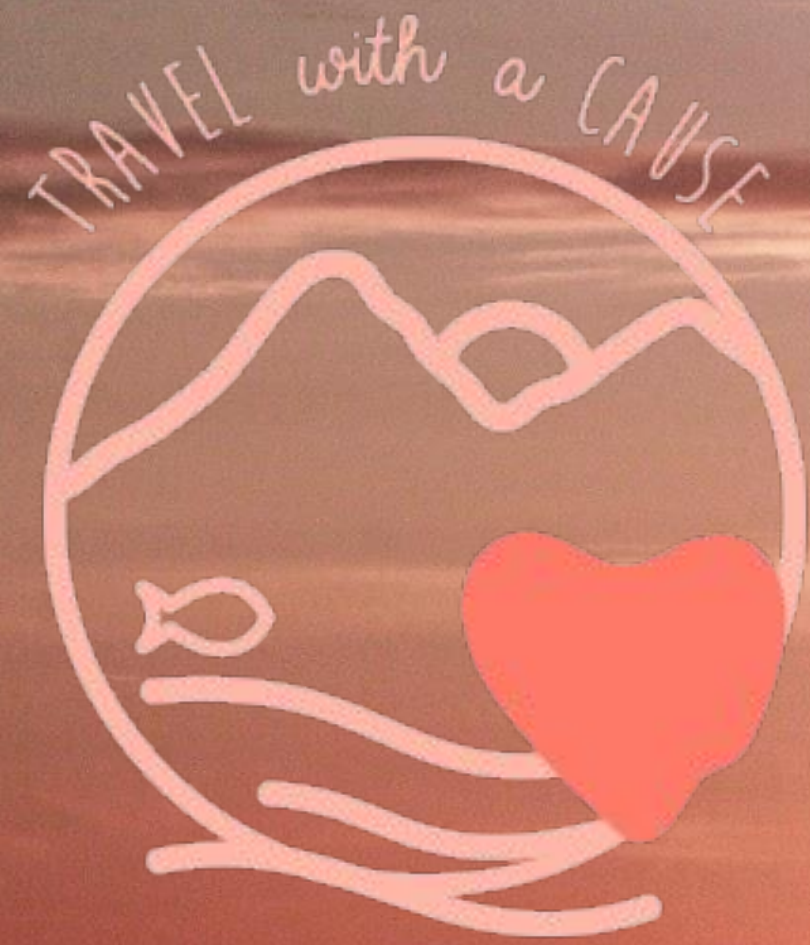
**“The program was a career booster for me and a test to see if I could have an impact using my individual skills.”**

“The program itself is very innovative. It's ahead of its time. I could use my skills, learn a new language and culture. I'm not just taking a vacation, it is international exposure and an experience abroad.”

**- Rina Obi**







# Key Skills-Based Program Local Partners

Travel with a Cause as a not-for-profit organisation as well as a professional service company, believes that professionals can make the most impact when they give back utilizing their unique skill set.

Our partner has developed long-term relationships with not-for-profit organisations in building capacity and fulfilling their Missions.

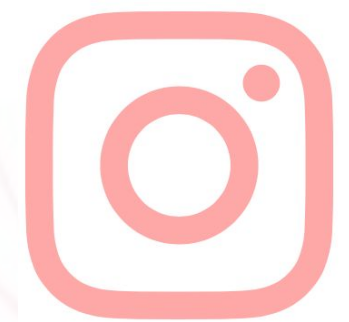
Some of their skills-based volunteer partners are listed on the right.







THANK YOU



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