

PRESS RELEASE

67% OF BRITS THINK TRAVEL IS THE MOST EFFECTIVE WAY OF ADDRESSING WORLD POVERTY

July 2009... 43% of Brits believe that world poverty is the single biggest issue facing us today and a massive 67% think that travelling to developing countries is the most effective way of addressing this issue and giving back to local communities.

The survey of 5,000 people conducted by [Fly Research](#) & [GlobalGiving.co.uk](#), the online charity marketplace, proved that Brits have well-defined views on charity and how to make a difference to communities throughout the world. Only 2% of Brits believe that giving to people on the street is effective compared with 71% who would rather directly support a local charity or business.

Travel was cited as the most enjoyable way of giving back by 79% of people and travellers were found to be much more likely to give back to countries they have visited, even once back in the UK. 73% of Brits say they plan to maintain their level of giving, despite the economic climate, however they want to ensure their money has an impact by giving directly to grassroots organisations.

In response to the staggering survey findings that 8 out of 10 Brits have received an 'Act of Kindness' whilst traveling - a meal from a stranger, an invite to a local wedding or an impromptu local tour, [GlobalGiving.co.uk](#) has launched a travel writing competition, in partnership with the [Travel Foundation](#). With support from celebrity writers and journalists, such as Channel 4's Jon Snow & Radio 5 Live presenter Anita Anand, we're looking to find the most compelling travelling tale of an act of kindness. The lucky competition winner will get the opportunity to visit and see first hand one of the over 350 projects on the [GlobalGiving.co.uk](#) website, including [Travel Foundation](#) projects such as teaching children in the Caribbean horticulture skills to keep local agriculture alive. The prize includes flights for two and 5 nights accommodation, courtesy of [www.whitedotbox.com](#), [Expedia.co.uk](#) and [Hotels.com](#).

Sue Hurdle, Chief Executive of the Travel Foundation said; 'We hope this competition will bring home to people that they can make a difference to the communities they visit when they travel. Most of us have benefited from the kindness of others when on holiday and it's easy to give back by supporting tourism projects that help some of the world's poorest communities.'

[GlobalGiving.co.uk](#) differs from traditional charities by letting individuals choose to give to any of the hundreds of vetted grassroots projects from all over the developing world. Donors receive regular email updates direct from the field enabling them to really connect to their chosen project. So share your story, and make a difference by visiting [www.globalgiving.co.uk/kindness](#) and support a sustainable charity project – to help protect the people and places you love to visit.

- Ends -

To find out more about the campaign go to: [www.globalgiving.co.uk/kindness](#)
Or contact Hannah Ladkin: press@globalgiving.co.uk 0773 6064104 or 0207 841 8981

Notes:

- The Act of Kindness campaign will run on from the 22nd June to the 22nd July
- For more information about the Travel Foundation, please visit <http://www.thetravelfoundation.org.uk>
- Exclusive survey conducted by Fly Research: <http://www.flyresearch.com/>