

A grayscale landscape photograph of a mountain range. In the foreground, a person is standing on a grassy slope, looking towards the mountains. The mountains are layered, with some peaks partially obscured by clouds. The sky is filled with soft, diffused light, suggesting an overcast day. The overall mood is contemplative and serene.

# The Malawi Challenge

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Be the change you want to see in this world.  
Live, Learn, Evolve  
- Gandhi



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## Who we are

The Responsible Safari Company (RSC) is a Social Enterprise Tour Operator based in Blantyre, Malawi specialising in Sustainable, Educational, Philanthropic & Experiential Group Travel to the country. Operating since 2008, RSC provides specialised planning and logistical support for School Expeditions, University Field Trips, Charity & Adventure Challenges, Donor and CSR Groups as well as Independent Travellers. Specialising in tailored Educational Workshops & Challenge Events, RSC work in partnership with inspiring Community Initiatives offering immersive learning opportunities for students & businesses to gain an insight into key global challenges facing rural communities in Africa. We are committed to creating sustainable growth through social enterprise, reducing the dependence on the aid industry and driving tourism generated income to rural communities.

## RSC Brand Manifesto

- We believe in the potential of Malawi's people and that empowering them via tourism offers a chance to develop out of the poverty cycle.
- We believe that when promoting a fragile destination you need to ensure the benefits reach the local communities.
- We are committed to building the local economy in Malawi. By employing local people and creating sustainable growth through social enterprise, we aim to reduce the dependence on the aid industry.
- We believe in balance. Our tailored, educational and culturally diverse experiences awaken minds and inspire future generations.
- We believe that everyone should take the chance to #bepartofsomething.



## Overview:

RSC's offers adventure challenges across Malawi. Fundraise for your Malawi based charity, link with an RSC Community or raise money for an International Organisation. RSC can tailor make your group challenge to suit your needs, interests and budget. Each challenge includes a variety of adventure activities and includes a visit to your linked project with additional days for relaxation and safari options, providing a complete African experience for participants.

## How we achieve this:

- ▶ RSC is based in Malawi. Our local knowledge has been gained from over 7 years of running group trips to the country. We know all the hidden gems and highlights that make your trip extraordinary.
- ▶ Our logistics and operations team, headed up by our international manager, are based in Blantyre and offer each group 24 hr support during your time in Malawi.

## RSC Objective:

- ▶ To provide groups with a fundraising adventure challenge in Malawi.
- ▶ To tailor make a trip that combines adventure, culture and links with your chosen charity/community project.

## The role of the RSC Guide

- ▶ RSC Employs 100% local Malawian Guides.
- ▶ Your guide will be with the group throughout your challenge offering a key cultural perspective and vital local knowledge throughout your time in Malawi.

## Local Suppliers

- ▶ RSC aims to create sustainable growth through social enterprise. As such, we support local Malawian suppliers whenever possible.
- ▶ During your challenge you will meet many inspirational Malawians who are specialists in their field from community leaders to mountain guides...

# How it works...



Malawi





## Overview

Malawi is Africa at its purest, offering unique and extraordinary travels. From its undulating mountains to the shores of its stunning lake, the fact that Malawi has traditionally been overlooked as a mainstream destination means that you will find hidden gems at every turn. Supporting a diversity of landscapes, ecosystems and famously friendly people Malawi has the well deserved title as 'The Warm Heart of Africa'.

## Adventure Group Travel

A peaceful, welcoming slice of Africa, Malawi is ideal for group travel and taking on an adventure challenge. The country boasts a wide diversity of landscape, offering multi disciplinary challenge itineraries incorporating hiking, cycling and kayaking on Lake Malawi, as well as rural communities rich in cultural heritage offering a real glimpse of behind the scenes Africa. Malawi is the home of RSC – all our guides are Malawians and they will be with your group every step of the way.

Population:  
16,700,000 (UN 2014)

Size:  
118,480 km

Average Annual Income  
(per capita):  
\$314.5 per annum (UN 2013)

Life Expectancy:  
61 years (World Bank 2013)

Religion:  
Christian 82%,  
Muslim 13.9%,  
Other 1.9%, None 2.5%

Rated Africa's  
happiest country!

# Your Charity Challenge — tailor making your experience



## Aim

To create an itinerary that supports your chosen charity, and suits your interests, budget and timeframe.

## What types of challenges can we get involved in?

- ▶ The Malawi Triathlon: Cycling in the Tea Fields, Hiking Mount Mulanje, Kayaking Lake Malawi. A 9 day challenge taking on the best of Malawi. (See sample itinerary below).
- ▶ Community Cycle Challenge: 3-5 day rural cycling expedition.
- ▶ Mount Mulanje Hike: 2-7 day hiking on Mount Mulanje.
- ▶ Community Development: 7-14 day community immersion. Homestay and village development challenge.
- ▶ Malawi Marathon: 3-7 Day Running/Walking Marathon
- ▶ Lake Malawi Kayak or Sailing Expedition.

## How many people do we need in our group?

- ▶ We generally work on a minimum group size of 10 pax per challenge, however we can operate with smaller group sizes on application.

## Case Study

### Dunoon Grammar School links with rural community on Lake Malawi

Based in Scotland 24 students from Dunoon Grammar School spent 18 months fundraising for their trip to Malawi. Managing to raise over \$9,000 they chose to work alongside Lakeside Youth Group CISER. CISER is run by inspirational Malawian Joseph Makwakwa. Impressed with Joseph's determination and passion for sustainable tourism RSC linked Dunoon with CISER to support the work they are doing in the lakeside villages close to Mangochi Town.

## Case Study

### Centrica sponsors Malawi Challenge for The Microloan Foundation.

World leading energy company Centrica sponsored the costs of the trip for its Women's Leadership network. 20 intrepid adventurers from Centrica took on Mulanje Massif and raised funds for MicroLoan Foundation- to help them empower women across Africa to work their way out of poverty. In the run up to the trek, the Centrica team prepared by training together as well as spending time exploring how the challenge will stretch their horizons and capabilities, personally and professionally.



# Sample Itinerary — The Malawi Triathlon



## Day 1

Departure from home country. Air Travel to Malawi.

## Day 2

Arrive into Blantyre and meet your RSC Guide. Spend the afternoon acclimatising and preparing for your challenge. Enjoy a welcome meal at your lodge. (DBB)

## Day 3

Rise early for a road transfer into the tea estates of Southern Malawi. Start your cycle challenge from Satemwa Estate, biking through the tea fields and rural villages. End at Mulanje Mountain in time for a well earned sundowner and to meet your mountain guide. (FB)

## Day 4

Meet up with your mountain guide and porters and start your Mulanje Mountain Hike. Day 1 will be between 5-7 hr hiking, stopping for a picnic lunch. Optional afternoon peak climb. (FB)



## Day 5

Rise early to magnificent views of Mulanje Mountain. Traverse the plateau and head down the mountain with a picnic and swim stop at the natural waterfalls. (FB)

## Day 6

Road Transfer to YODEP community at the foothills of Zomba Plateau. Meet your village family and enjoy an afternoon of village activities before preparing the evening meal and spending the night with your Malawian hosts (FB)

## Day 7

Rise early to the buzz of village life. Transfer to Lake Malawi and a 3-4 hr kayak expedition around Domwe Island before reaching camp. Enjoy the total peace of this Robinson Crusoe island! Cook a fish supper under the stars and sleep under canvas. (FB)

## Day 8

Wake up to the sounds of Lake Malawi lapping on the shores of Domwe Island. Spend the day relaxing on the island, hiking, snorkelling or scuba diving (additional cost). The night is spent around the campfire with the sand between your toes. (FB)

## Day 9

Take the boat back to the mainland and transfer by road to Blantyre for your international flight.

# Costs and Booking



## Cost per person

From: £995.00 pp

\*Based on 10 pax

## Includes

All Accommodation, All Transport (inc. fuel & driver), RSC Guide, All Challenge set up and support, All Activities (where applicable), Air Evacuation cover, All local Taxes and Bank Fees.

## Excludes

Return International Flights, Meals not included, Activities not included, Personal Travel Insurance, Visas, Bar Drinks, Tips & Items of a personal nature

\*The Responsible Safari Company is committed to ensuring the benefits of tourism reach local communities and therefore has set up a Payment for Eco-System Services Scheme which contributes 1.5% of all bookings to a community environmental project in Malawi.

## Scheduled Departures

RSC runs scheduled departures for independent travellers wishing to join a group. Please email us to find out more.



## Hiking Mount Mulanje

- 1-7 day hike on Central Africa's highest free standing mountain rising at over 2,000 m.
- Reach one of Mulanje's 21 peaks. Ideal for your fundraising challenge!
- Overnight in one of the mountain huts cooking around the open fire and chatting with your mountain guide and porters.

## Lake Malawi

- Kayak to one of Lake Malawi's islands for 1-3 nights Robinson Crusoe style!
- Cook locally caught fish, learn how to canoe Malawi style, scuba dive with hundreds of species of Cyclid Fish.
- Rest and relax- soak up the stunning views, chat with the fishermen and watch lakeside life drift by.

## Safari Time

- Take a boat safari on The Shire River. Watch herds of elephants come to the banks to drink.
- Head out on a night safari spotting the park's nocturnal wildlife!
- Spend 1-3 nights under canvas listening to the sounds of the wildlife around you.
- Rise early for a morning walk tracking rhinos.

## Crossing Borders

- South Luangwa National Park, Zambia
- Victoria Falls, Zambia
- Indian Ocean, Mozambique
- Zanzibar, Tanzania
- Hwange National Park, Zimbabwe

"Now that I'm back in the UK I just wanted to drop you a quick line to say thank you for a fantastic trip to Malawi. The whole trip went really smoothly and all the participants thoroughly enjoyed themselves. Our guide was absolutely brilliant, as were all the porters, etc in Mulanje. We've already started receiving enquiries regarding next year's trip which is great news."

- Microloan Foundation.

# Supporting your charity



**Aim:** We aim to tailor make your itinerary including a visit to your charity/project. We are committed to supporting groups in sustainably linking with their chosen organisation in Malawi.

## Can I visit my linked organisation during my time in Malawi?

- Each RSC Challenge includes a visit to your linked organisation. This can vary from a day visit to an overnight homestay experience.

## How can my linked organisation get involved in the challenge

- Members of your linked organisation can join the challenge, either as single participants or as a team.
- RSC can facilitate video messaging with your project prior to your challenge to assist with fundraising.

## What should I bring for my linked organisation?

- Fundraising: Speak to your linked organisation or RSC about a Needs Assessment so you can ensure your fundraising total is properly monitored. To avoid any miscommunication we suggest any monetary donations are handled via RSC's project coordinator and are done hand in hand with a Needs and Impact Assessment.
- Donations: RSC is happy to provide you with a list of suitable donations to bring out to Malawi. To support the local economy we would suggest buying as much locally as possible (eg stationery, food etc). RSC is happy to purchase items on your behalf so they are ready for your arrival into Malawi.

Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has.  
-Margaret Mead.

# Linking with an RSC Community Project



## Aim

RSC aims to work with rural communities in Malawi by supporting locally run Community Based Organisations (CBO's) and establish business to business links, supporting entrepreneurship rather than charity.

## Summary

- RSC has linked with 3 CBO's across Southern Malawi. Each CBO was an established Malawian organisation prior to RSC's link relationship.
- RSC works with each CBO in a number of ways:
  - Homestay/Ecotourism Programmes
  - Student Development Workshops
  - Support of Environmental Initiatives
  - Implementing links with international groups/organisations.

## YODEP. Zomba Plateau

- Summary: YODEP believes in self sustenance and currently has no external funding. They grow and sell maize to support their programmes as well as running eco-tourism/homestay and development workshops through The Responsible Safari Company.
- YODEP Activities: Village Banking, Elderly Care, IT Skills Centre, Healthcare Education.
- Ecotourism Activities: Join the village banking group, learn how to dance Yao Style, Village Homestay.

## CISER. Lake Malawi

- Summary: CISER is a youth group team who go out into the communities and educate the local villagers on key issues such as HIV awareness and teenage pregnancies. Headed by Joseph, CISER are incredibly passionate and determined to develop their area of Lake Malawi.
- CISER Activities: Environmental Awareness, Healthcare, Education, Village Library.
- Ecotourism Activities: Learn to cook a Malawian meal, support the CISER youth helping with homework at the library, visit a local fishermen and his family.

## NAYO. BLANTYRE

- Summary: A recognised Non-Governmental Organisation, NAYO has grown into an inspirational group which offers support to disadvantaged members of the Nancholi Community.
- NAYO Activities: HIV/AIDS Home Based Care, Tailoring Programme, Education.
- Ecotourism Activities: Visit the village tailoring shop, join the home based care team on their village rounds.

'Two of my daughters and I recently visited Malawi. RSC helped us plan our trip and introduced us to Joseph Makwakwa and his organisation CISER at Makokola Lake Malawi. It was a wonderful experience all round. RSC organised all our accommodation including our safari plus all our transport. No hiccups at all. An incredible experience, we will be back!'

- The Burret Family. Returning Malawi  
2016

# Useful Information

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## The #BePartOfSomething Campaign

- › Upload your videos and pics to RSC Social Media.
- › Tweet and Instagram your experiences and share the #bepartofsomething message.
- › Get your whole school involved- live Skype calls from Malawi!



## Responsible Voice Campaign

Interested in getting a group together? We are always looking for Brand Ambassadors who can spread the RSC word and gain a free place on a group trip. Please visit [www.responsiblesafaricompany.com/be-part-of-something](http://www.responsiblesafaricompany.com/be-part-of-something) to find out how you can apply.

## Keeping in touch with Malawi

We will help you stay in contact with your guide and the community you have worked with.

“We have the ability to achieve, if we master the necessary goodwill, a common global society blessed with a shared culture of peace that is nourished by the ethnic, national and local diversities that enrich our lives.”

Mahnaz Afkhami  
(Iranian-American Human rights activist; b. 1941)



# Get In Touch



**THE GLOBAL GOALS**  
For Sustainable Development



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Come and

# #bepartofsomething

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