



WorldStrides®
Educational Travel & Experiences

2024 *Responsible* Business Report





A note from our CEO, *David Kirchhoff*

2024 was a year of exciting change and growth, culminating in our B Corp Certification in December. This certification is an acknowledgement of our ongoing commitment to use business as a force for good—a value and a driving purpose I see in our team members every day.

Thank you for your continued support in our journey of helping students discover the world and themselves. I believe in the power of experiential learning to create life-changing moments, and I look forward to working together to continue making a difference for students and our global community.

In 2024, the WorldStrides Corporate Social Responsibility team worked collaboratively with stakeholders and Team Members across the enterprise to advance our mission. Together, we enhanced the resources, trainings, and partnerships that provide the necessary tools to integrate social and environmental justice into our Team Members' work to enhance our participants' experience.



Adrienne Howard

Chief Transformation Officer

Adrienne leads the strategic change initiatives and Corporate Social Responsibility across the organization.



Yolanda Golden

Vice-President of

Corporate Social Responsibility

Yolanda leads the strategic planning and implementation of WorldStrides' diversity, equity, inclusion, and philanthropy initiatives and manages our Employee Resource Groups and CSR strategy.



Paris Woods

Sustainability Lead

Paris Woods spearheads strategic initiatives in Sustainability as part of the CSR Team and advances our talent recruitment and inclusion efforts by overseeing the Summer Professional Internship Program.

Our approach to *Corporate Social Responsibility*

In 2023, we focused on setting the groundwork for B Corp certification, establishing new Employee Resource Groups (ERGs), and collecting data for Net Zero Cloud. As we continue to invest time and attention to Corporate Social Responsibility initiatives, we shifted our focus in 2024 to accessibility training and policies to remain aligned with best practices for social justice. In addition, we built new partnerships with groups like The GenderCool Project and Cultivate Charlottesville to increase our impact on the people and communities we work with.

But among our most notable 2024 achievements: WorldStrides has officially become a Certified B Corporation. This certification reaffirms our commitment as a company to meet high standards of social and environmental performance, transparency, and accountability

WorldStrides is officially *B Corp Certified*

We are proud to announce that we successfully obtained B Corp Certification in December 2024!

As a B Corporation, we believe in using our business as a force for good. We provide life-changing moments through educational travel and experiences, and we do this because we believe in the transformative growth that happens when you take learning outside the classroom.

With an unparalleled attention to the detail—from crafting incredible immersive learning experiences to protecting the health and safety of every participant—we prove our commitment to our team, our travelers and the world around us every day.

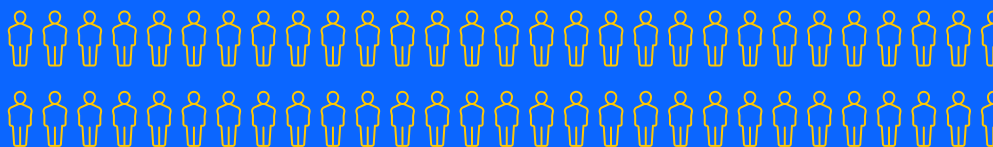
B Corporations have all signed a commitment not just to do less harm, but to do more good, and to accelerate their positive impact by working and learning together. At WorldStrides, we do this in part by providing transformative educational experiences, such as:

- Leadership & Community Engagement programs where participants go beyond the classroom to participate in structured volunteer group projects supporting the work of local NGOs, schools, clinics, and businesses. These programs address the needs of the community and organizations abroad while encouraging personal and professional growth, developing language proficiency and facilitating meaningful community.
- K12 Group programs centered around our proprietary LEAP® philosophy, which inspired 470,230 participants in more than 1000 programs to learn through exploration and active participation, engaging with the people, cultures, and destinations in 70 countries around the world.
- K12 Individual created life-long memories for more than 17,803 scholars enrolled in their 27 program offerings. These programs range from career exploration and leadership development to STEM programming and are hosted at sites from Barcelona to New York.





10,521,211
lives transformed



Education in *Everything that We Do*

WorldStrides has had the privilege of creating Life-Changing Moments for 57 years, and in 2024, we hosted 504,192 participants in more than 10,000 programs across the world. Education is in everything we do, and our philosophy of Learning through Exploration and Active Participation (LEAP®) keeps our participants engaged as they take part in our career readiness and academic programs.

Micro-credentials

Our refreshed Choose Earth Micro-credential teaches our higher education, gap year, and adult learners how to incorporate sustainable practices into their lives while abroad. This year, we saw a 25% increase in registrations and completions for the Choose Earth Micro-credential.

Additionally, our Corporate Social Responsibility Pillars were integrated into the Wayfinder Micro-credential. The Wayfinder is earned by Higher Education abroad program participants that have demonstrated they are adventurous, curious and highly engaged with the Discovery Model co-curriculum of their host site. Participants gain skills in cultural competence and global fluency, demonstrate knowledge of the environment and local sociopolitical context of the host country, and leave with a deeper appreciation of their host country.

2024 *Recognitions*

GOABROAD INNOVATION AWARDS

GoAbroad presents awards annually for innovation in international education, acknowledging the institutions, organizations, and individuals moving the field forward, and commend leaders in the community for their efforts to go beyond the conventional.

WON

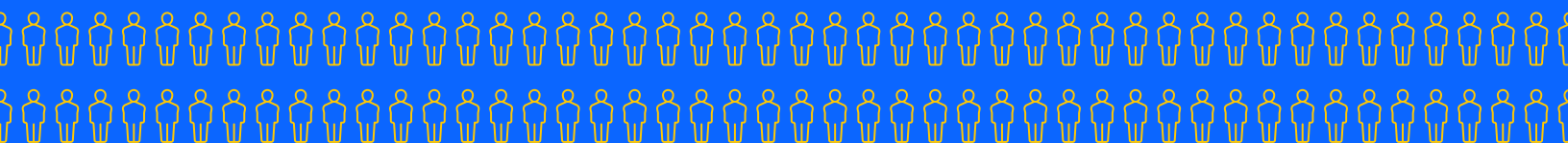
INNOVATION IN DIVERSITY

Higher Education's Custom Program for D-CAP Students at West Chester University. This program was designed to assist West Chester University students with autism successfully travel abroad with services adapted to foster safety, security, and learning on a WorldStrides trip.

FINALIST

INNOVATION IN ALUMNI ENGAGEMENT

WorldStrides Higher Education's Alumni Engagement team was selected as finalist for their Alumni Adventures programs.



Community *Impact*

While education and experiential learning are central to our core mission, we believe in creating a culture that empowers our team members, supports our participants, and has a positive economic impact in our communities.

Our Employee Resource Groups (ERGs) allow our Team Members to build internal and external community that is purpose-driven, affords opportunities to engage in discourse and learning around topics relevant to their passions, job functions, and community, and participate in philanthropic work with agencies that align with our mission and values.

➤ The **PRIDE ERG** recognizes the positive impact that allyship and inclusive communication have in promoting a feeling of belonging and safety. In collaboration with Point of Pride, a non-profit organization that assists the transgender community access health and wellness services, the PRIDE ERG led a volunteer time off (VTO) opportunity for Team Members around the word. In this event, team members contributed 160 volunteer hours writing positive letters of affirmation to members of the trans community, reminding them that they are seen, heard and valued. These handwritten cards are included in the hundreds of support packages Point of Pride sends each month, and 88% of the community they support are under the age of 24—which aligns with a large age demographic of our travelers.

➤ ISA students abroad participate in **Community Service Days** to give back to local communities in Bilbao, Prague, Athens, Seville, and Cusco. From beach clean-ups and office and classroom painting to designing a community scavenger hunt for school age children in Černošice, participants work hard to ensure that they are leaving a positive environmental and social impact on their host communities.





Members of the **Caminamos Juntos ERG** and **Merida Team Members** worked in partnership with the City Hall of Merida to promote sustainable development and citizen participation, with a focus on sustainable planning, environmental education, and environmental preservation and conservation. 2024 was the WorldStrides Merida office's third year of participating in Cruzada Forestal, a community-driven initiative that allows volunteers from all over the city to plant trees that beautify the environment and will soon produce numerous environmental benefits. Team Members were able to utilize their VTO to participate in this event, demonstrating how living a more sustainable life is possible when we work together.



Students returned to Toñito Silva to complete the build on a sensory room for children with physical and intellectual disabilities. This project had begun in 2023 with a **\$400 grant awarded to Jessika Foland** of North Carolina State University through our Pay it Forward grant program.



Participants in our Community Engagement programs accumulated **9,038.73 community service hours** volunteering at NGOs, local businesses and clinics, and schools in their host countries, gaining valuable leadership experience and providing needed resources for these local groups.



BOLD ERG partnered with K12 Individual to facilitate experiential learning activities for Elementary aged participants at Horton's Kids in Washington D.C. Participants received 75 new mBots donated by K12 Individual, while BOLD ERG members taught them Pathways to STEM lessons on programming and coding. Three participants from the program were selected to receive K12 Individual summer program scholarships that valued \$10,435.



WorldStrides promotion of **Earth Day** led to participants in our community engagement programs and onsite Team Members to take care of their host communities.

Team Member Highlight:

B Lavornia

The United States Tour Operators Association (USTOA) awarded B Lavornia with the **2024 Future Lights of the Industry** honor, recognizing them as a champion of diversity, equity, inclusion efforts within the organization—and now, among all members of USTOA and the greater tour and travel industry.

B was also selected as a panelist for their “Responsible Travel for Tour Operators—Voices of the SIR (Sustainability is Responsibility) Community” session during the Tourism Cares 2024 North American Meaningful Travel Summit.

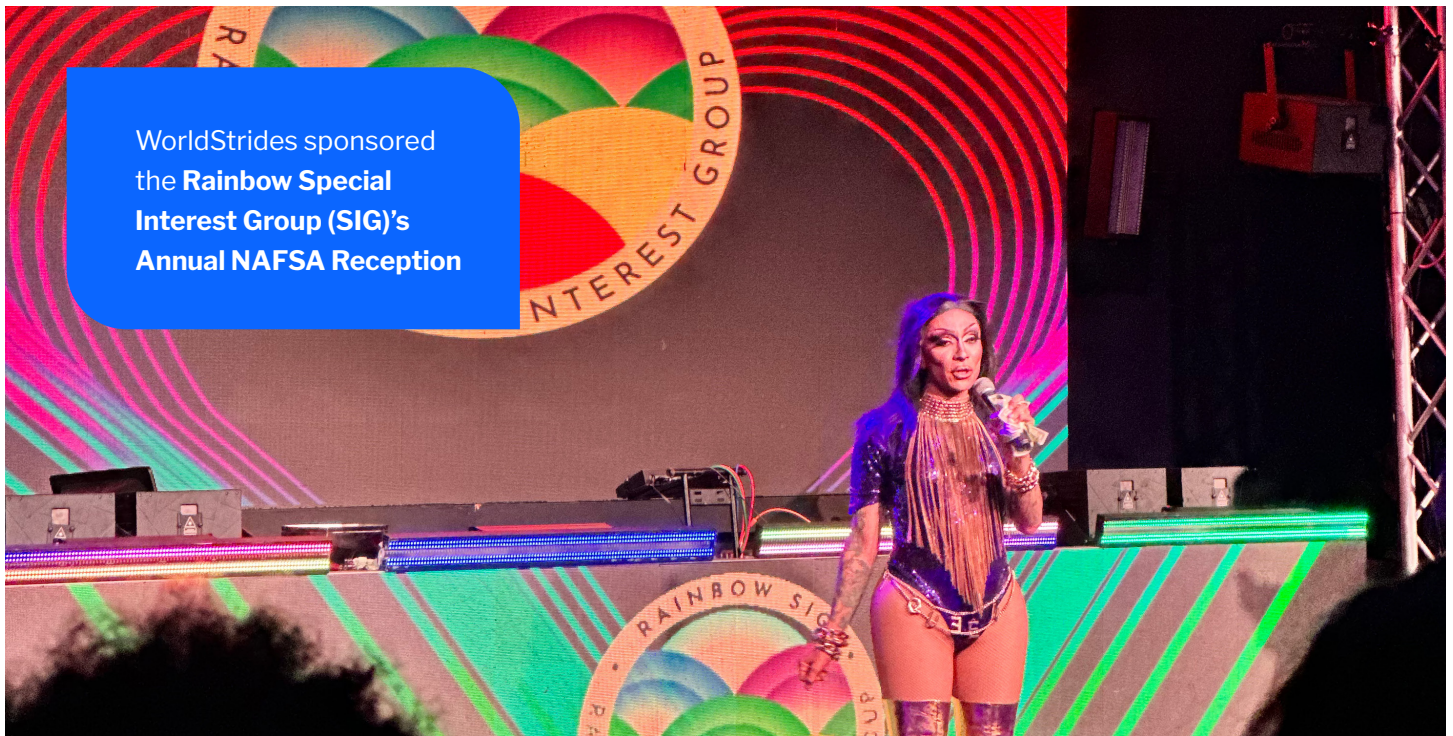


“

“I enjoy working for WorldStrides because it is important to me to be part of a company that shares my values and commitment to doing what is right by their people and making a positive impact on their lives.”

B Lavornia, Senior Region and Account Manager and Co-Chair of WorldStrides Higher Education Community Impact Committee





WorldStrides sponsored
the **Rainbow Special
Interest Group (SIG)'s
Annual NAFA Reception**



Our PRIDE ERG partnered with The GenderCool Project to offer a full scholarship for one of their Champion scholars to attend K12 Individual's Veterinary Academy program in Thailand, where participants learn from veterinarians and seasoned animal care and conservation professionals as they witness firsthand the behind-the-scenes moments in a working veterinarian's life. Another Gender Cool Project Champion attended the Medicine Program at UCLA.

THE SCHOLARSHIPS TOTALED

\$10,444

Commitment to *Learning & Development*

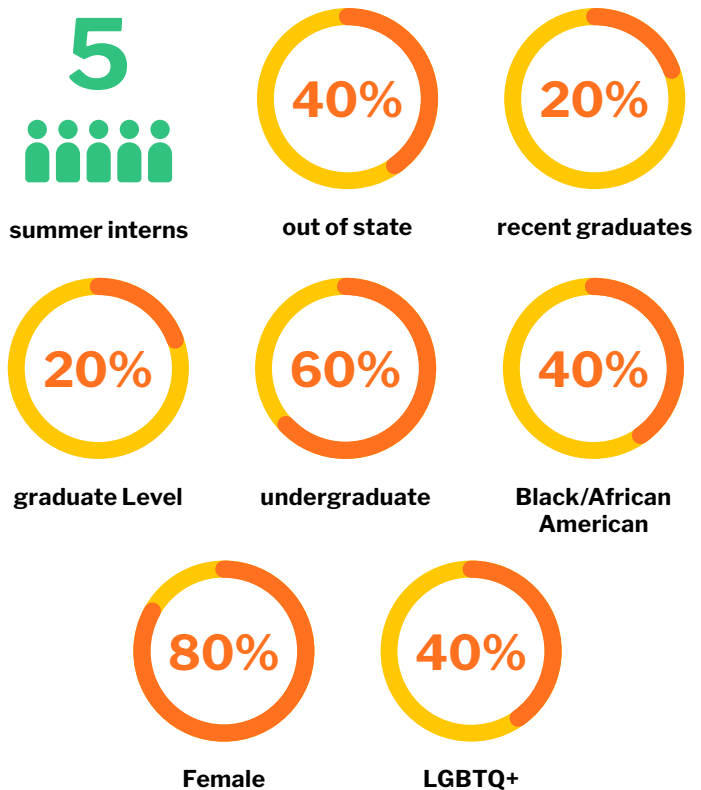
Internship Program

2024 heralded the 3rd year of WorldStrides Internship Program. This year the program was moved to our Charlottesville, VA office where interns had direct access to members of our executive and senior leadership teams.

Intern Projects

In addition to their departmental experiences, interns learned how to integrate design thinking into their work, developed project management skills, earned a Choose Earth certificate, and completed a team project. As part of their projects, they developed go-to market strategies, researched and generated consumer profiles, and designed culturally relevant tours.

Upon completion of the internship program, 1 Intern returned to their University as a WorldStrides Ambassador, sharing about their time with us and encouraging other students to learn about our travel and experiential learning programs.



“

“My biggest takeaway from volunteering is the impact community gardens can have on people. Thinking about how expensive fresh fruits and vegetables can be, it is hard for those with lower incomes to access these foods that are good for you and keep you healthy. By having just one garden in the community that is open and free to all, you really make a difference on the health and well-being of so many people. Realizing this made me so grateful that I had the opportunity to contribute to making healthy food accessible. It also helped me appreciate that I have access to healthy foods. I was truly able to learn about why food justice is important and how to contribute to it.”

Kylynn Diggs, 2024 intern after volunteering at Cultivate Charlottesville for her Choose Earth Certificate

Team Member Learning *Highlights*



78.5%

of Higher Education Team Members participated in Engagement and Support Training; 23 team members earned a Global Impact & Support Micro-credential.

240

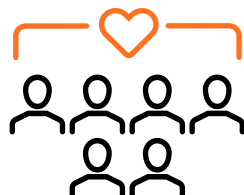
Team Members used their volunteer time off benefit in 2024 to contribute 1664 hours of community service hours toward a variety of programs and causes, including animal and housing shelters, after school programs, equestrian training for children with disabilities, and food pantries.



991

full-time Team Members spent a total of 495.5 training hours focused on building communication and service delivery for team members and participants with accessibility needs.

650



seasonal K12 Individual Team Members received a combination of eLearning, virtual, and in-person training to prepare for their summer 2024 roles. Program Leads each received 60 hours of training while Advisors, Scholar Support, Office Assistants, and Operation Team Members received 38 hours of training. Training focused on conflict resolution, effective communication and engagement for participants and Team Members, managing mental health and well-being, and bridging differences.



284

Course Leaders and Tour Directors spent a total of 175 hours in engagement and support training.

Team Member Sarah Warren led a fireside chat, “Parting ways with perfection: A discussion on the intersections of work, wellbeing, and burnout” at Diversity Abroad’s 2024 Conference.

The ERGs worked with Human Resources to provide 16 hours of optional Mental Health Recognition and Response training for managers in collaboration with our health care benefits provider for 36 managers. In addition, more than 300 Team Members participated in open trainings designed to assist in fostering a healthy working environment in both virtual and in-person settings. Topics included: stress management, strengthening work/life balance, mindfulness, understanding anxiety, and effective communication strategies.

As part of WorldStrides Higher Education Undergraduate Summit, Team Members Kelly Lampe and Sarah Warren led a presentation titled “Accessibility Abroad: Putting Pen to Paper.” At the same summit, Dr. Elizabeth Erbezniuk led “Aligning United Nation SDGs with Program and University Goals” to 84 attendees comprised of university partners, faculty, advisors, and student service staff.

WorldStrides Higher Education’s “Changing Lives Through Education Abroad” podcast hosted 8 episodes covering diversity, equity, and inclusion.

Yolanda Golden & B Lavernia facilitated the USTOA-SIR Education Series—Navigating DEI through Global Spaces training to industry leaders.

Transforming into a Nature Positive Organization

Responsible travel can be a powerful force for good globally. It fosters international connections, brings economic benefits to rural areas, enhances cultural understanding, and revitalizes delicate ecosystems, engages and supports local communities and economies, and educates both travelers and hosts.

WorldStrides cultivates a nature positive approach by providing opportunities for participants to engage in eco-challenges. An eco-challenge is an experiential learning activity that produces a positive environmental impact as participants learn about their host communities and apply that learning during their travels.

WorldStrides integrates eco-challenges into our Choose Earth Micro-Credential so that participants can actualize what they are learning throughout the course. Participants are encouraged to complete a suggested eco-challenge or come up with one of their own for one week, then complete a written reflection of their experience.



Participants completed the in-person eco-challenge with activities ranging from:

- Reducing the amount of single use materials purchased in one week
- Using sustainable methods of transportation like walking or public transportation
- Eating only from local restaurants for the week to support local vendors
- Recycling and purchasing groceries from local markets instead of large grocery stores



Sustainability *Partnerships*

New Sustainability Partner

We remain committed to our dedication to developing a sustainable future by introducing a new sustainability partner in the Charlottesville, Virginia, area: **Cultivate Charlottesville**.

In 2024, our WorldStrides Internship cohort were engaged hands-on with Cultivate Charlottesville—weeding, cultivating, garlic harvesting and storing produce for future use. They toured the grounds, received a deep introduction to the mission of the organization, and stretched their creativity by designing a new welcome sign for visitors.

An organization that engages over 4,000 students each year, Cultivate

Charlottesville builds community gardens in city and surrounding areas for individuals, families, and communities to learn how to grow and sustain their own food sources.

[Learn more on their website](#)

As we build our sustainability initiatives, we look to align each of them with the appropriate UN Sustainable Development Goals. This specific outreach focuses on 4 Sustainable Development Goals that our 2024 Summer Interns incorporated into their learning journey to receive their Choose Earth Certificates:

- **Zero Hunger**
- **Reduced Inequalities**
- **Sustainable Cities and Communities**
- **Life on Land**



Additional Corporate Partnerships



Fill it Forward

A partner since 2021, we reintroduced Fill it Forward into our programs in 2024. The organization's primary mission is to inspire the world to reuse and does so through innovative reusable products and fun educational technology.

- Three K12 Group programs will automatically receive Fill it Forward Stickers with their 2025 program at no additional cost
- Our Camps International Program will have Fill it Forward Stickers shipped with their other WorldStrides materials regardless of the program's destination at no additional cost.
- Additionally, all 600 Course Leaders and Field Specialist received Fill it Forward stickers to utilize while giving tours to students around the world

January—December 2024

- 1,334 Reuses
- 39.99 lbs Waste Diverted
- 754.479 kwh Power Saved
- 1,293.01 lb Emissions Saved
- 7.998 lb Ocean Pollution Prevented

Since 2021

- 12,237 Reuses
- 367.08 lb Waste Diverted
- 6,925.5765 kwh Power Saved
- 11,868.92 lb Emissions Saved
- 73.416 lb Ocean Pollution Prevented

Canada Carbon Offsetting Program

WorldStrides Canada's Choose Earth program enables travelers to offset the amount of greenhouse gas emissions generated by their travel by partnering with Carbonzero, a Canadian supplier of greenhouse gas measurement and carbon offsetting solutions.

In 2023, we met the carbon offset capacity in support of the San Antonio El Sitio Wind Power Project. Shortly thereafter, WorldStrides Canada selected the Malawi Safe Water Supply Project as the destination for our travelers' carbon offsets. This project targets communities in Malawi that rely on boiling water as their primary source of purification, a practice that contributes to greenhouse gas emissions and deforestation due to the need to collect and burn large amounts of firewood. **This project contributes to a reduction of 245,000 tons of carbon annually through the repair and creation of clean water boreholes.**

5,185.26
tons CO₂e

As of August 2024, WorldStrides Canada has offset the equivalent of **5,185.26** tons of CO₂ greenhouse gas emissions.

119.5K
travelers

As of December 2024, **119,563** travelers have made their trip carbon neutral.

Office *Reporting*

Office sustainability *highlights*

We continue to see immense growth in our Merida office as the Choose Earth Employee Resource group goes above and beyond the call to recycle based on the specific needs of the communities. The four-floor office in 2024 recycled:



44 KG

Batteries



46 KG

Plastic



252 KG

Cardboard





AUSTIN OFFICE

Total Emissions: 82.1450 tCO₂e

Total Energy Consumption: 221,608.89 kWh

Total Renewable Energy: 56,953.48 kWh

Total Renewable Energy (excluding hydro): 56,510.27 kWh



NEW YORK OFFICE

Total Emissions: 21.7413 tCO₂e

Total Energy Consumption: 58,603.12 kWh

Total Renewable Energy: 234.41 kWh

Total Renewable Energy (excluding hydro): 234.41 kWh



CHARLOTTESVILLE OFFICE

Total Emissions: 291.5172 tCO₂e

Total Energy Consumption: 610,628 kWh

Total Renewable Energy: 43,354.58 kWh

Total Renewable Energy (excluding hydro): 36,637.68 kWh



VIENNA OFFICE

Total Emissions: 94.5418 tCO₂e

Total Energy Consumption: 324,201.79 kWh

Total Renewable Energy: 30,150.77 kWh

Total Renewable Energy (excluding hydro): 23,990.93 kWh



MÉRIDA OFFICE

Total Emissions: 97.2978 tCO₂e

Total Energy Consumption: 168,393 kWh

Total Renewable Energy: 0 kWh

Total Renewable Energy (excluding hydro): 0 kWh



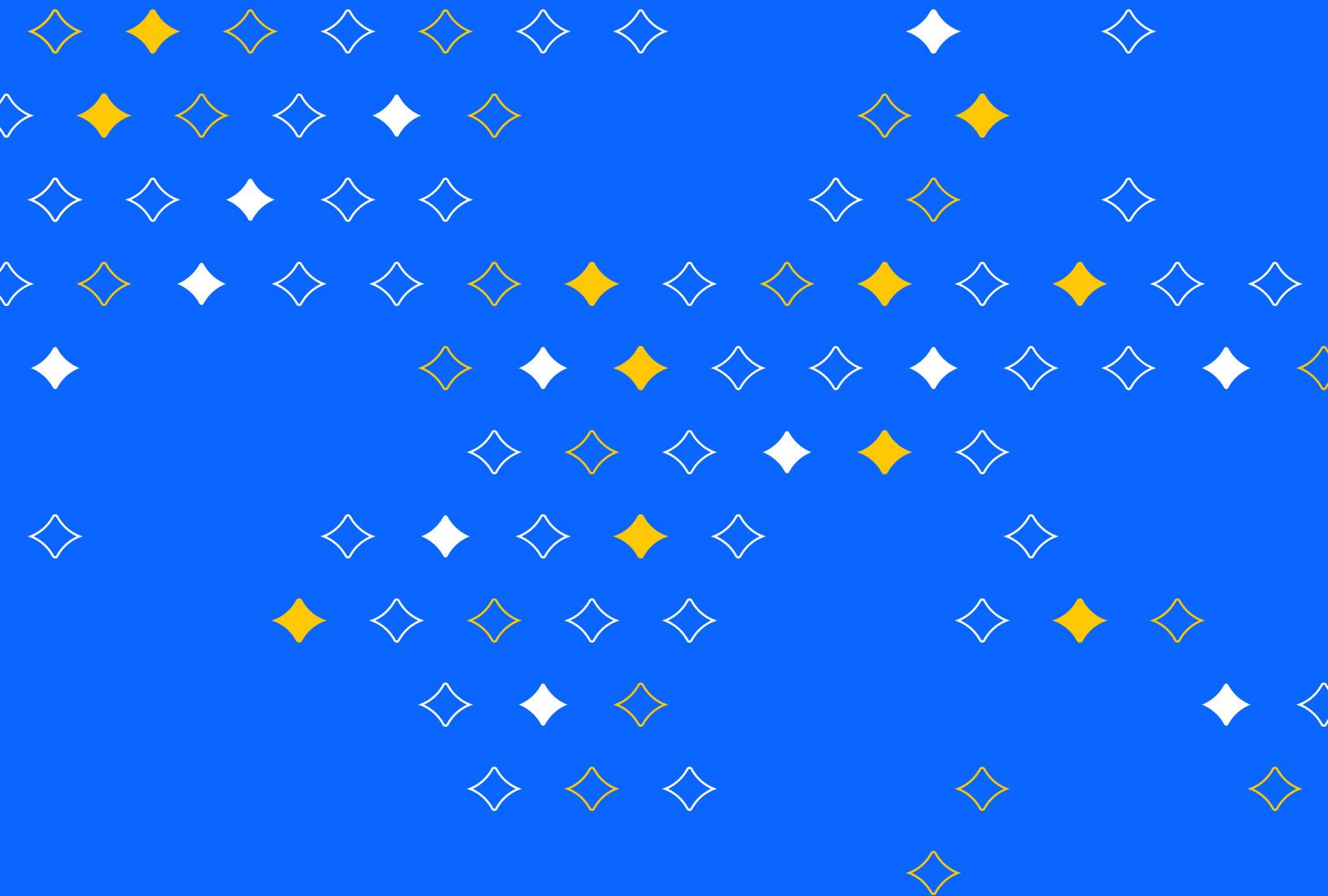
SAN DIEGO OFFICE

Total Emissions: 20.4398 tCO₂e

Total Energy Consumption: 84,449.135 kWh

Total Renewable Energy: 33,526.31 kWh

Total Renewable Energy (excluding hydro): 27,952.66 kWh



WorldStrides has over 55 years of experience as the global leader in educational travel, both in the U.S. and abroad. Accredited by regional and national educational certifying bodies since 1996, our portfolio of transformative programs offers life-changing moments for everyone—students, parents, and educators alike.

Web: worldstrides.com

Email: customerservice@worldstrides.com

Phone: 800-999-7676

701 E. Water Street, Suite 200
Charlottesville, VA 22902