

# Hello there...

**We are so grateful for a few minutes of your precious time...**

What follows is a brief look at a plan that will empower a small indigenous community to fulfill their dreams of owning and operating their own businesses, rather than settle for exploitation by current mass tourism practices – starting in Fiji. This particular Fijian community is very dear to our family, and we've worked closely with them for over 2 years now to create a solid and well-developed plan for Bridge the Gap Villages.

**Now, we are finally ready to share it with the world in the hopes that it will resonate with others who want to help us take it to the next level.**

For more information, please contact us at [info@btgvillages.com](mailto:info@btgvillages.com). Thank you for your time, and please share this with anyone in your life whom you believe would appreciate hearing about what we are doing.

**Sincerely**



**The Cahill Family**

*Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.*

*--Margaret Mead  
cultural anthropologist*

# What is Bridge the Gap Villages?

Bridge the Gap Villages empowers motivated and under-developed indigenous communities to utilize the tourism industry in sustainable and positive ways by:

- **Partnering** to establish a small-scale, community-based cultural tourism destination that they learn to build and operate for themselves, benefitting both the village and the travelers who uniquely experience island hospitality.
- **Connecting** them with business education and mentorship opportunities to support future business development endeavors in their communities and beyond.



Our first partner community is the Mali Tribe of Vorovoro Island, Fiji. We have been closely connected to this community for several years, and over time have developed our ideas and goals around the specific desires and needs of this unique group of people.

# Who is Bridge the Gap Villages?

Bridge the Gap is brilliant global collaborative of people united over a shared connection to the remarkable island of Vorovoro, and desire to support the goals of the hardworking Fijian people in this community.



**Jimmy & Jenny Cahill**  
***BTG Villages Founders and Directors***

We lived and worked with the Vorovoro community for over a year and know first hand what they are capable of, if given the chance. Our personal strengths and professional experience lie in managing what it takes to run the on-island operation smoothly and effectively.



**Kaz Brecher**  
***Senior Advisor and Social Innovation Specialist***

Initially, I visited Vorovoro to test hands-on ideas about sustainable living. I have returned again and again because of the natural beauty, the vibrant community, and the chance to share lessons across our global village using my expertise in social and digital media and emerging platforms.



**Jim Kerridge**  
***Creative Director***

I spent 2 years living on the Vorovoro and managed the project prior to the Cahills. During that time I reached a peak state of happiness and I'm honored to use my professional creative energies to help other people reach a similar experience – the Fijian culture has so much to offer the world.



**Madeleine Matanawa**  
***Web Content Writer and Guest Support Specialist***

I am a traveller, a teacher and a writer of books. Vorovoro was meant to be one of many stops I'd make while traveling and writing in the Pacific. Instead it became the one stop that not only defined my travels but changed my life. Now married into the the Fijian chiefly family, I care deeply about the future of the island and can't wait to help other travelers to find their way there.

\* While we didn't have room to include them here, we also have a fantastic and diverse Board of Advisors whom we turn to when we don't know the answers. You can read all about them in our full information/investment deck.

# Where exactly is Vorovoro Island?

When people think of Fiji, what often comes to mind are the luxury resorts associated with the mass tourism hub of Viti Levu.

Vorovoro is located far away from that in the largely undeveloped rural Northern Region. This region is rich with lush tropical beauty and native culture and tradition and is ideal for community based ecotourism development.

The Fijian government is actively pursuing efforts to expand tourism to the “Friendly North” and are supportive of development models that embrace sustainable community development and environmental conservation. We have already submitted the necessary applications and fees and have met with the appropriate Fijian governing agencies, and have the enthusiastic support of all whom we have met.



Vorovoro Island is located in the “Friendly North” and is a beautiful 35 minute boat ride from the region’s largest island of Vanua Levu on the world’s third largest reef.





# Why are we doing this?

Because we were asked to help and we know it will work...

The people of Vorovoro want the financial boost to their community that tourism can bring, but they don't want to surrender the integrity of their culture, land, or way of life in order to have it. Instead they have their own vision:

**They want to celebrate their island and way of life while sharing it authentically with global travelers whom they welcome to their island like family.**

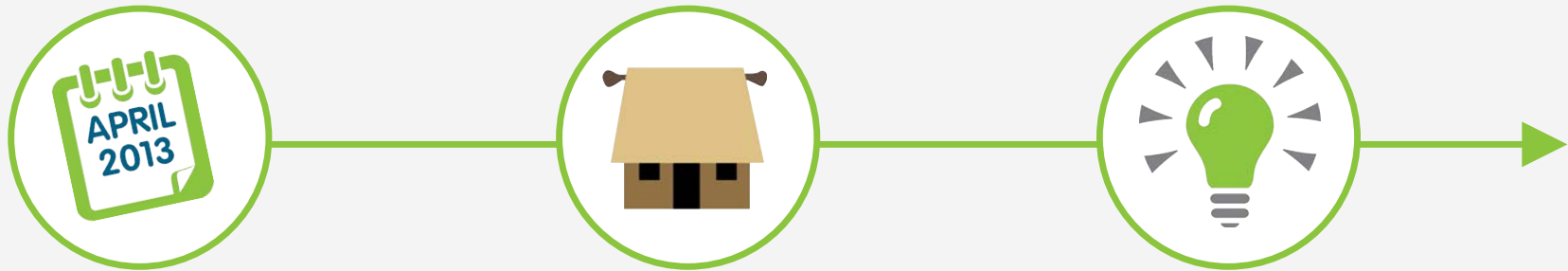
During our time living and working on Vorovoro for another company, we saw for ourselves that this type of visitor experience was incredibly popular. With the aid of a well-developed and executed business model and marketing plan, the potential for Vorovoro's success is huge.



According to the United Nations World Tourism Organization, tourism has continued to be among **the largest and fastest growing** industries despite global economic challenges



# When will this all happen?



We intend to begin welcoming old and new visitors back to Vorovoro Island beginning in **April 2013**.

## Season 1

This first season will be considered a “soft launch” period, dedicated to rebuilding and refurbishing the existing island structures and establishing roles and duties.

## Season 2

In the second season of operation, business training and mentorship programming will begin to be implemented, and construction on long term community development goals will get underway.

# How do we know we will succeed?

## Hands on experience

Based on our previous experience, we have a solid understanding of the nuances of Fijian culture and this community in particular.

## Careful planning

Our plans are well-developed, realistic, and based around the actual needs & desires of the Vorovoro community.

## Perfect timing

Our target markets are stable and expanding quickly alongside responsible travel trends.

## Engaged support

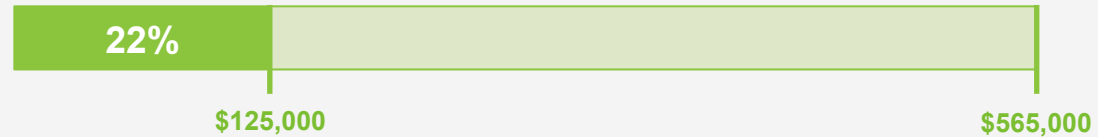
Our plans have the full support of the Fijian government, and our partner community is highly-motivated and capable.

## Guidance

We have in place a diverse Advisory Board on whom we can rely for ongoing guidance and support.

## Open minds

We realize that the best ideas are often brought to fruition through a willingness to consider other points of view.



We have made a personal investment of \$65,000, and have received donations of 400 work hours equaling \$60,000, bringing our total investment to date to \$125,000. But it takes a village to build a village!

## Will you help us?

There are a number of ways you can help:



### Invest

We have several investment options for social impact investors. And we will be launching a crowd funding campaign soon.



### Visit

Plan to join us on Vorovoro. We have several pre-sale options available for purchasing your all inclusive Vorovoro experience at significant discount pricing.



### Share

Spread the word by passing this information on to your friends and family, and join us on Facebook and Twitter for updates.



### Connect

Introduce us to someone who can support a vision like ours.



# We thank you for your time and support!

Please contact us for more information: [info@btgvillages.com](mailto:info@btgvillages.com)

To see more amazing photos of the Vorovoro experience  
please visit <http://www.btgvillages.com/>