



# Hotels for Hope

## Executive Summary

Hotels for Hope is a social enterprise focused on providing access to hotel reservations, site selection, contract negotiations and integrated technology that reduces time and costs across multiple verticals. Each of Hotels for Hope's contracted hotels is asked to include a \$1 charitable contribution, which Hotels for Hope then matches, dollar for dollar. In short, each room night generates \$2 for the Hotels for Hope fund. Through every room night booked, we provide a positive impact on the life of a child.

Hotels for Hope believes in the culture and movement associated with corporate social responsibility. We launched Hotels for Hope in April of 2010 and by December of 2010 the organization raised \$16,000 for partner charities. As the company grows, so will our charitable contributions – here is a projection for the coming years:

Year	Charitable Donation
2010	\$16,000
2011	\$58,000
2012	\$108,000
2013	\$196,000
2014	\$356,000
2015	\$646,000

Amazingly, the simple act of booking a hotel room is now a driver for social change. Imagine taking the charitable give from 2,200 room nights and financing a fresh water well in Robit, Ethiopia...No need to imagine, this is just one of the many stories our company has told within our first year.

From the top down, everyone at Hotels for Hope is excited, and engaged, to find new opportunities to **Book Rooms. Change Lives.** As the stories grow, our charities see increased contributions and partnership from Hotels for Hope. We understand how to make significant impacts on our charities and are delighted to grow our charitable footprint.

We are building a partnership that starts with this document, grows through marketing campaigns, volunteerism, and relationship building and culminates with charitable give from room nights booked.

From the Crew at Hotels for Hope, we are grateful that your organization is interested in joining our portfolio and look forward to a mutually beneficial future.

Sincerely,

**BOOK ROOMS. CHANGE LIVES.**



## **Partnership Brief:**

Hotels for Hope understands we are entering a mutually beneficial partnership with your organization. It is our job to secure room nights, return a profit and provide a charitable outlet. Your organization is the beneficiary of this outlay, we therefore acknowledge that your assistance is advantageous for both parties.

### **What is a Social Enterprise?**

A social enterprise recognizes a social problem and uses entrepreneurial principles to organize, create and manage a venture to achieve social change (a social venture). Whereas a business entrepreneur typically measures performance in profit and return, a social entrepreneur focuses on creating social capital.

Under the Hotels for Hope name there are two separate entities:

**For Profit:** Goldman & Goldman Enterprises LLC dba Hotels for Hope

**Non Profit:** The Hotels for Hope Fund (administered by the Austin Community Foundation)

## **Expectations:**

### **What your Organization expects from Hotels for Hope**

- A partner that is excited about your mission
- A marketing arm for your charity
  - o We utilize social media, email campaigns, events and word of mouth to promote Hotels for Hope and our charities
- A significant charitable contribution
- An entrepreneurial spirit to grow and succeed
- Open communication and transparency with our business practices
- A group that is eager to volunteer and give back through other outlets other than financially
- A source for hotel reservations, site selection, technology and meeting management
- An annual recognition event recognizing our charities, clients and charitable give

### **What Hotels for Hope expects from your Organization**

- An ethical charity that upholds their mission
- A marketing arm for Hotels for Hope
  - o Joint marketing campaigns, word of mouth and introductions to proper groups within your organizational network
- Donations are used for enriching the lives of children through defined organizational programs
- Open communication and transparency with your business practices
- Opportunities to volunteer and give back outside of our room night contributions
- Utilization of our services for hotel bookings
- Attendance at our annual gala to receive charitable funds

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## **On Boarding Process:**

The following section provides a checklist for next steps. We anticipate a 60-90 day turnaround from today's date until we are fully launched with your organization as a charity in our portfolio.

### **1. Proper 501(c)(3) Documents**

Please provide all proper documents acknowledging your tax exempt status under section 501(c)(3) of the Internal Revenue Code (IRC).

*Acknowledgement (please initial upon completion):* \_\_\_\_\_

### **2. What child hood related program(s) will be impacted by our contributions?**

Please provide a list of program(s) that will receive a direct impact from our room nights. Tell us about these outlet(s), who they service, why they are in place, and how financial aid will make a difference in the lives of each child. You may utilize the space below or submit via a word document.

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*Acknowledgement (please initial upon completion):* \_\_\_\_\_

### **3. Who are our points of contact?**

Please provide the names and contact information for those individuals that we will utilize for communication purposes.

Development: \_\_\_\_\_  
Name Email Phone #

Marketing: \_\_\_\_\_  
Name Email Phone #

*Acknowledgement (please initial upon completion):* \_\_\_\_\_

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**4. What would you like our clients to know about your organization?**

Please provide a synopsis about your organization. This information will be highlighted on our website and marketing material and will aid in client's selecting your charity as their beneficiary. This section should be approximately 500 words in length.

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*Acknowledgement (please initial upon completion):* \_\_\_\_\_

**5. How can we use your logo?**

Please provide a high resolution version of your logo and any other pertinent marketing material. If your organization has requirements for logo usage, placement, etc... please let us know.

*Acknowledgement (please initial upon completion):* \_\_\_\_\_

**6. How can we use your pictures?**

Please provide a minimum of (5) high resolution pictures for usage on our website and other marketing avenues. These pictures should incorporate children and provide a sense of your organizations culture.

*Acknowledgement (please initial upon completion):* \_\_\_\_\_

**7. How will our charitable dollars impact your organization?**

Please provide a situational example of how charitable dollars will be used.

Example: 50 room nights = \$100.

\$100 purchases 25 school books for underprivileged youth

\$1 equates to: \_\_\_\_\_

\$10 equates to: \_\_\_\_\_

\$50 equates to: \_\_\_\_\_

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: 2. \_\_\_\_\_  
Event name                      Typical Date(s)                      Location(s)

\_\_\_\_\_

Total Room Nights                      Can we help with negotiation/contract?

3. \_\_\_\_\_  
Event name                      Typical Date(s)                      Location(s)

\_\_\_\_\_

Total Room Nights                      Can we help with negotiation/contract?

**Transient Reservations:** Do members of your organization (i.e. executives, development, etc...) travel? If so, how often are they on the road?

**Please circle groups that travel on a frequent basis:**

Executives / Development / Operations / Other: \_\_\_\_\_

# of nights per month spent in a hotel room: \_\_\_\_\_

How do people book their reservations: \_\_\_\_\_

Is the organization loyal to any brands: \_\_\_\_\_

*Acknowledgement (please initial upon completion):* \_\_\_\_\_

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## Marketing Brief:

Hotels for Hope understands that marketing is a key component to the success of our relationship. We utilize the following means of marketing communication:

**Website:** [www.hotelsforhope.org](http://www.hotelsforhope.org)

An updated H4H website is due to launch in May 2011

**Facebook:** [www.facebook.com/hotels4hope](http://www.facebook.com/hotels4hope)

**Twitter:** [www.twitter.com/hotels4hope](http://www.twitter.com/hotels4hope)

**Email Marketing:** See below for email marketing campaigns...

- After a client secures rooms they receive: A thank you email that talks about their selected charity(s) and how the money will be used, an email one week prior to check in and an email/survey one week after check out.
- Charities receive a quarterly email telling them how many room nights have been booked on their behalf, who are their top donors and any news/stories
- Hotels receive a quarterly email telling them how many room nights have been booked within H4H, who are the top hotels and any news/stories
- Clients receive a quarterly email telling them how many room nights have been booked within H4H, stories and/or case studies of charitable give and any other news
- Prospective clients receive quarterly emails (based on demographic) telling them about our services, charities, stories of charitable give and any other news

Emails are meant to be cross promotional and we ask our charities to include us in their marketing material as well. Our team can create customized email campaigns tailored to your “sphere of influence.”

## Final Notes/Expectations:

In the coming months, we will grow our relationship and you will get to know the Crew at Hotels for Hope.

Here are some key points...

- The first three months are meant for info gathering, game planning and relationship building
- Three – Six months from now both organizations will implement marketing initiatives
- Our staff is dedicated to serving as your representative for all upcoming hotel reservations, meetings and events – please let us start on the right foot as we **Book Rooms. Change Lives.**
- This is a long term relationship and we require a yearly meeting so both parties can analyze what is working well and what needs to be changed
- Expect a lot of smiles and excitement as our Crew enjoys our jobs and ability to make a social change

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We look forward to a future partnership between Hotels for Hope and your organization.

All information, presented within this document, is known to be accurate and truthful.

Organization

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Signature	Position	Date
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Hotels for Hope

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Signature	Position	Date
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