

# Our Approach TO COMMUNITY INVESTMENT



The Hilton Effect Foundation honors the legacy of Hilton's founder, who started the world's first hospitality company 100 years ago to spread international peace through travel.

## OUR PRIORITIES

The Hilton Effect Foundation will support grants that have a positive impact on travel destinations around the world, to ensure they remain vibrant and resilient for generations to come. Foundation grants are awarded throughout the year based on our [Travel with Purpose 2030 Goals](#) - in accordance with tax and legal requirements. There are two primary areas of focus:

- **Social Impact:** includes programs that support sustainable economic growth by creating opportunities for all, helping diverse and local businesses to succeed in the global value chain; disaster support; critical services including housing and hunger/food insecurity; human rights and prevention of child trafficking and support services for survivors.
- **Environmental Impact:** includes programs that assist in the protection, conservation and restoration of the natural resources and habitats needed to sustain our communities; projects that educate and inform our guests and communities about sustainability; waste and recycling initiatives, support for sustainable sourcing and purchasing, especially in the food and beverage category.

Please keep in mind that although your grant/project may appear to fall under the guidelines of what we fund, the area of funding might not accept unsolicited proposals.

## THE HILTON EFFECT FOUNDATION INVESTS IN ORGANIZATIONS THAT:

- Focus primarily on Hilton's [Travel with Purpose 2030 goals](#) to double our social impact investment and cut our environmental footprint in half.
- Serve the community without discrimination on the basis of age, gender, ethnicity, citizenship, disability, race, religion, marital status, sexual orientation, military service or status.
- Hold charitable status in their country of origin and provide official documentation establishing their legal and tax status, including a copy of the legislative act or statute, or the sections thereof, granting exemption to this type of organization.
- Make records available for regular independent external audit and make the results available to all potential contributors.
- Comply with applicable laws regarding registration and reporting.
- Observe the highest standards of business conduct in their relationships with the public.
- Have a method by which to measure, track and report on program outcomes and specific results that demonstrate measurable societal and environmental impact. Outcomes and results must be reported by the grantee on a biannual basis for the period of the grant.

## THE FOUNDATION DOES NOT SUPPORT:

- Unsolicited grants to individuals, including scholarships
- Private organizations or foundations not aligned with our areas of community support as outlined above
- Organizations that discriminate on the basis of age, gender, ethnicity, citizenship, disability, race, religion, marital status, sexual orientation, military service or status
- Religious organizations, unless the particular program will benefit a large portion of a community without regard to religious affiliation and does not duplicate the work of other agencies in the community
- Endowments or capital campaigns
- Research studies or video projects, including student films and documentaries, unless related to initiative Hilton is already supporting
- Local, regional or national sports teams or activities
- Event sponsorship (including walk-a-thons), unless related to initiatives Hilton is already supporting
- Medical research and disease-specific initiatives
- Medical procedures for individuals or animals
- Tickets for contests, raffles or other activities with prizes
- Political campaigns and legislative lobbying efforts
- Performing arts tours, except on a case-by-case basis
- Association memberships
- Courtesy advertising (including yearbooks and school programs)
- Requests for branded items or promotional items (such as towels, water bottles, etc.)
- Organizations that offer and promote orphanage visits and volunteering

In compliance with the U.S. Patriot Act as well as international anti-terrorism rules, The Hilton Effect Foundation does not support organizations that engage in terrorist activities or are involved in any acts dangerous to human life that are in violation of the criminal laws of any country where we operate.

**In-Kind Donations Policy:** The Hilton Effect Foundation only provides in-kind stay certificates (Be My Guest certificates), Hilton Honors Points, conference rooms and meeting space on a limited basis and only to those organizations that Hilton and its portfolio of brands have an established relationship with. The Hilton Effect Foundation is not able to negotiate discounts for rooms, meeting space, food & beverage or amenities at the corporate level on behalf of our hotels for individuals or organizations. Please contact the specific hotel where you would like to hold your event and work with the sales department to negotiate the best available rate for your stay, event or meeting. These established partnerships ensure that the Hilton Effect Foundation can make a critical difference in communities where we operate.

