

# Our Approach

## TO COMMUNITY SUPPORT



**The purpose of our community support is to harness our passion and expertise as hospitality leaders to address the social, economic and environmental issues that impact our business and are important to the communities where we live, work and travel.**

### OUR PRIORITIES

Hilton supports programs and partners that align with our Travel with Purpose areas of focus that provide value for both our business and our local communities.

- **Creating Opportunities:** includes programs that foster youth opportunity; career and workforce development in hospitality with a focus on underserved populations; promotion of diversity and inclusion in our workplace, marketplace and communities.
- **Strengthening Communities:** includes projects that support sustainable economic growth by increasing opportunities for emerging local businesses to succeed in the global value chain; disaster support; critical services including housing and hunger/food insecurity; human rights and prevention of trafficking and support services for survivors.
- **Preserving Environments:** includes projects that assist in the protection, conservation and restoration of the natural resources and habitats needed to sustain our business; projects that educate and inform our team members and franchisee employees, guests and communities about sustainability; waste and recycling initiatives, support for sustainable sourcing and purchasing, especially in the food and beverage category.

### HILTON SUPPORTS ORGANIZATIONS THAT:

- Focus primarily on the company's corporate responsibility focus areas: Creating Opportunities, Strengthening Communities and Preserving Environments.
- 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 and track and report one or more program outcomes and specific results that demonstrate measurable societal impact. Outcomes and results must be reported by the grantee on a biannual basis for the period of the grant.

## HILTON DOES NOT SUPPORT:

- 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
- Political causes, candidates, organizations or campaigns
- 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
- Promotional merchandise
- Performing arts tours, except on a case-by-case basis
- Association memberships
- Courtesy advertising (including yearbooks and school programs)
- Requests for branded items (such as towels, water bottles, etc.)

In compliance with the U.S. Patriot Act as well as international anti-terrorism rules, Hilton 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 Donation Requests:** Stay certificates (Be My Guest certificates), Hilton Honors Points, conference rooms and meeting space may be available on a limited basis and only to those organizations that Hilton and its portfolio of brands have an established relationship with. Hilton 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.



## SPECIAL FUNDING FOR DISASTER SUPPORT:

Each year, approximately 275 million people worldwide are affected by natural and man-made disasters. Team Members and franchise employees have consistently displayed a passion for supporting the communities where disaster strikes. The Hilton Responds Fund was developed to act as a vehicle for Hilton Team Members and franchise employees to donate voluntary funds to support short-term relief and long-term rebuilding efforts following a disaster.

At designated times throughout the year, the company will activate matching campaigns for the Fund to create readily accessible resources to distribute to affected Team Members in times of disaster as well as for building local capacity.

Only campaigns that are pre-determined and/or meet the guidelines for a matching donation campaign will be matched with company dollars.

## MILITARY SUPPORT:

In the U.S., Hilton has a strong commitment to helping those who have served in the U.S. armed forces.

**Creating Opportunities:** Through Operation: Opportunity, Hilton made a commitment in 2013 to hire 10,000 veterans over five years. We are proud that we have accomplished that goal in only three years and have now committed to hire an additional 20,000 veterans and their family members. In conjunction with partners like the US Chamber of Commerce-Hiring our Heroes and several veterans programs, Hilton provides opportunities for military veterans and their spouses to become a part of the Hilton family through employment at our properties and corporate offices across the United States. For more information on Operation: Opportunity, please visit [jobs.hilton.com/military](https://jobs.hilton.com/military) or contact [military@hilton.com](mailto:military@hilton.com).

**Hilton Honors Points and Stay Certificates:** Through Operation: Opportunity, millions of Hilton Honors points have been donated for free hotel stays to help veterans and their spouses find employment. Through a public/private initiative with NASWA, the organization distributes Hilton Honors points to state agencies that administer employment services and job training programs at

over 2,500 American Job Centers (AJCs). Veterans and spouses are able to use these Honors points to travel for job interviews, training, certification or job relocation at any company.

## ON-PROPERTY MILITARY DISCOUNT:

Hilton offers a discount up to 10 percent that is valid at hundreds of participating hotels across the country for active and retired U.S. military who book with a special rate code and present a valid military I.D. at check-in.

## UNSOLICITED REQUESTS FOR FUNDING:

The majority of Hilton's community support is given to organizations and strategic partners that are drive value for both the business and local communities. In general, we do not accept funding requests.

## TEAM MEMBER REQUESTS:

Hilton values the recommendations of our Team Members and are happy to review any suggestions for global or regional organizations that meet the established community support as outlined above. Recommendations should be sent to [corporateresponsibility@hilton.com](mailto:corporateresponsibility@hilton.com) with "Community Support Organization Recommendation" in the subject line. Hilton does not currently offer matching gifts programs (outside of specific Hilton Responds disaster relief initiatives), dollars for doers or time off for volunteer service, and is unable to honor individual Team Members requests for funding, sponsorship or in-kind donations.

## HILTON HONORS MEMBERS AND SHAREHOLDERS:

Hilton values our most loyal guests, Honors Members and shareholders. Though the majority of Hilton grants are made in conjunction with ongoing strategic partnerships, we are happy to accept recommendations for global or regional organizations that meet the established Community Support Guidelines outlined above. If you feel your organization meets these Guidelines, please submit your request through [Versaic](https://www.hilton.com/versaic) and it will be reviewed.

