



## GIVE BETTER TOGETHER

We protect the heart of travel.  
We unite the industry to:

1. **Help destinations** that are our lifeblood by focusing our volunteering, resources and influence
2. **Invest in our workforce**, offering scholarships and mentoring to the next generation of leaders
3. **Improve the value of corporate giving** through best practices, learning and promoting meaningful travel, and by **recognizing and celebrating** how the industry gives back.

### OUR VALUE PROPOSITION:

1. **Unique tourism-for-tourism inspiration and impact:** like a U.S. Travel for giving back, we unite our industry to tackle shared travel priorities, which is especially rewarding to your employees and clients.
2. **Business ROI:** our community also does good marketing and business together; for example, we use donated advertising to further our mission – and recognize you.
3. **Leveraging our industry's special powers:** beyond donations, travel's knowledge, media, skills and influence can deliver unique impact.

The top 5 ways  
membership  
helps your  
business, too.

1. **Members get first shot at limited space and sponsorships for volunteering**, giving you access to premium marketing and employee engagement opportunities.
2. **Your logo appears in B2B, B2C and digital ads** donated by Travel Weekly, Google and many others.
3. **We tell your stories to the industry and beyond** with social and earned media, as the champion for industry giving.
4. **Share your participation with clients, partners and employees:** every quarter we give you fun, vivid clips to share internally and externally, inspiring and impressing all.
5. **Improve your corporate social responsibility (CSR):** imagine your employees tasked with giving and volunteering as part of a peer learning group. And imagine some free consulting to review or tune up parts of your giving program.



JOIN THE TOURISM CARES COMMUNITY,  
FOR VALUE AND FOR IMPACT.



## The Tourism Cares community is:

- **160+ members**, large and small, from all industry segments – see the list online or in our 2015 annual report. Members include tour operator and travel agent buyers, suppliers in all sectors, destinations, trade media, and industry associations (e.g. USTOA, NTA, ASTA, IATAN, US Travel, etc.)
- We also offer global reach as an affiliate member of the **UN World Tourism Organization** and the **World Travel & Tourism Council**.

## If you already have a foundation or signature charity:

- **Wonderful: every company should have an effort aligned with their particular business** – we want to learn from your experience and share it with others.
- **Membership complements your other causes:** Tourism Cares adds a vital industry effort to your giving portfolio, as well as ways to support your staff and share your important programs.

## How do I start?

### It's easy to join our community:

The contribution is just \$1,500-\$10,000, depending on the size of your business.

Contact [John.Yonce@tourismcares.org](mailto:John.Yonce@tourismcares.org); 781-821-5990.

## JOIN US: THE FUTURE OF TRAVEL AND TOURISM NEEDS US TO WORK TOGETHER.

*By giving together we contribute to a very special "triple bottom line," helping:*



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## Our Combined Impact: this year the Tourism Cares community:

- **Marshaled 750+ volunteers**, as well as grants, ads and advocacy, with the **National Park Service** in honor of the NPS Centennial, from the Grand Canyon to Mt. Rainier and Ellis Island.
- **Joined 312 donor companies and individuals to invest \$100,000 in Nepal after the earthquake:** we supported tourism training for Langtang lodge owners; we trained blind massage therapists so they can get tourism jobs and dramatically change their lives and those of their families; we advocated for returning to Nepal soon for an especially meaningful trip.
- **Granted scholarships to 36 students studying travel, tourism and hospitality** – and most were paired with veteran industry mentors, leading to internships and jobs.
- **Gathered 162 staff for 5 CSR peer learning sessions**, sharing stories and best practices among the likes of Abercrombie & Kent Philanthropy, Disney Citizenship, the TreadRight Foundation, the Sandals Foundation, Tauck World of Giving and others.