



SNAPSHOT SURVEY RESULTS REPORT

Philanthropy

FEBRUARY 2019





Philanthropy Survey Results

ISPA Snapshot Survey | February 2019

Monthly Snapshot Surveys provide ISPA members with a valuable look into the state of the spa industry, spa industry trends and help identify the needs of spa professionals. Snapshot Surveys are conducted on the third Friday of each month, with full results provided only to respondents two weeks from the release date of the survey. Knowledge is a valuable tool and these quick surveys provide a wealth of information shared by ISPA's members. The February Snapshot Survey provides a look at philanthropic initiatives in the spa industry.

When asked what type of non-profit organizations, if any, their company partners with, a majority of all members, 74 percent, partner with local non-profit organizations. There was a similar response across different segments of respondents, with 79 percent of all spa respondents, 82 percent of day spa respondents, 79 percent of resort/hotel spa respondents and 58 percent of resource partner respondents. A larger percentage of resource partner respondents, at 39 percent, partner with national non-profit organizations compared to spa respondents, at 23 percent.

A majority of respondents has a formal process in place to handle requests for donations from non-profit organizations within the community as well, at 76 percent. This percentage was higher for spa respondents, at 82 percent, compared to resource partner respondents at 54 percent.

Respondents were also asked a series of open-ended questions about their philanthropic initiatives and events, including the most effective initiative their company has taken part in, sharing advice about managing donation requests, as well as sharing ideas for their fellow ISPA members. There is a wealth of creative ideas shared by a very generous ISPA community within this report.

The results analysis includes answers from all respondents who took the Snapshot Survey in an eight-day period from Friday, February 15, 2019 to Friday, February 22, 2019. During this time, 210 ISPA members responded to the survey. The categories "all spas" and "ISPA Spa Members" referred to within this report include data from all spa respondents (day, resort/hotel, medical and destination spas).

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All Members

What type of non-profit organizations, if any, does your company partner with?

	ALL MEMBERS	ALL SPAS	DAY SPAS	RESORT/HOTEL SPAS	RESOURCE PARTNERS
Local non-profit organizations	74%	79%	82%	79%	58%
Local school or educational institution	27%	33%	43%	30%	8%
National non-profit organizations	27%	23%	29%	21%	39%
Other	5%	5%	7%	3%	6%
Do not partner with non-profit organizations	13%	11%	7%	10%	19%

Respondents were asked to share details relating to the most effective philanthropic promotional effort your company participated in during the past year. *A sampling of responses can be found below.*

- As a company, we've donated a percentage of sales to a philanthropic organization: SPCA Lancaster Center. We've also held a fundraiser/drive for non-profits including the SPCA Lancaster Center.
- As well as done a feature treatment experience, with a portion of proceeds donated.
- Did retail with give back, monthly fundraiser events, donated products, offered a give back from treatments.
- Donated 2 million dollars to Making Strides Company.
- Donated products for a raffle during fundraiser events.
- Donated products to a silent auction.
- Each employee is paid for 1 hour per year to contribute to a local cause - beach clean, local orchard, painting the village hall, cleaning the local church. Over 100 hours last year.
- Every holiday season, we host an event we call Spalidays. Portions of the ticket proceeds benefit Project Beauty Share, which collects, cleans and redistributes new and gently used cosmetics and new hygiene products to local shelters.



- Every year we purchase backpacks and ask clients to help us fill them with school supplies to benefit various local agencies.
- Financial support.
- For Breast Cancer Awareness Month we partnered with the Susan G Komen Foundation and was able to donate \$250 to their cause.
- Girlstart's Send a Girl to Camp Campaign by matching any donations made by our clients.
- In addition to donating 10% of proceeds from our Earth day revenue to WE Forest, we also hold two events to raise money for the Ceres Project and the Center for Climate Change.
- In the past two months we have been reopened, Mokara Spa at Omni Houston Hotel ticked many of the boxes above. Our biggest donation was our Toys for Tots drive. We accepted a toy that had a value of \$20-\$25, and then discounted any 50 minute or 80-minute service of the guest's choosing by \$50. Within the first two weeks, we filled a box that Gy Sgt Herman Crawford of the Marine Corps picked up on December 17th and distributed to children in the area for Christmas. We continued the special until Dec 30, 2018 and filled another box and a half. We will run the same special next year. Our retail shop features many companies who have philanthropy as a company core value. Eminence gives back by planting a tree for every product we sell. Conscious Coconut donates a meal to their community in Tampa for every product sold. Zents also gives back in more ways than I can type. We donated services to several local charities for fundraisers. Mokara is also in the stages of creating a service that gives back as well by working with MD Anderson for cancer patients both for body services and hair/wig services.
- It was the call out at ISPA for donations to scholarship fund.
- My business aligned with glassybaby's white light fund which helps people, animals and the environment to heal, I am also a proud supporter of a dear friend Christopher Gates who runs two campuses in Tanzania for girls at risk , abandoned by parents who have passes away from Aids etc.. I created a Wristlet specifically designed for the girls. With each purchase of a Wristlet, it will be donated to one of the girls as a gift from Michelle May, finally I am a proud supporter of One Love Foundation, to help end relationship violence on college campuses across the country... in honor of Yeardley Love.
- Of these, we offer retail products that give back; have donated products to fire victims: and have a team who have a monthly budget to donate gift certificates to non-profits.
- Our efforts were not to benefit us as a business but to benefit the community in general. Our company, St Joe Club and Resorts, has donated meals, clothing, and housing to victims of Hurricane Michael. Over the years we have partnered with Habitat for Humanity as well as organizations to lift up those in need.
- Our owners are greatly involved in fundraising for autism.
- Our partnership with WeForest in their reforestation project started on Earth Day 2018. In just nine months, we have supported the planting of 11,309 trees in the Khasi Hills of India. Each retail order on dazzledry.com qualified for the planting of one tree and an additional tree if one of the colors in our WeForest collection was part of the order. We promoted this partnership through social media.
- Our retail store offers several lines that give back to philanthropic organizations. We also donate services to multiples of local charities and schools. We have a community service program that

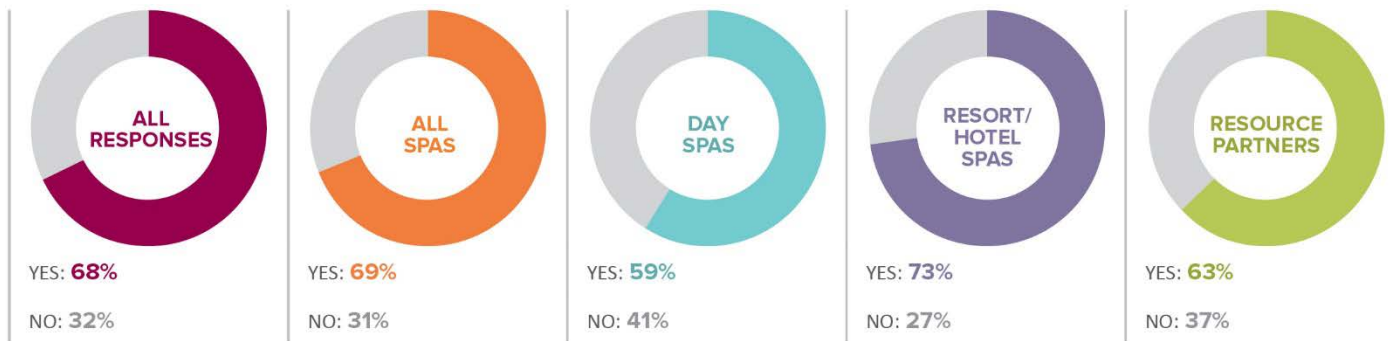
- Our Soldier Box Project is one of our largest events/efforts each year. The TallGrass Soldier Box Project represents the contributions of our management, our staff, our guests, and our community in a determined effort to let our troops know they are not forgotten. We send flat rate postal boxes bursting with personal care items, books, games, cooling neck wraps in the summer, pocket warmers in the winter and, most importantly, handwritten cards and letters. We do it twice a year – at holiday time and again at Mother’s Day/Father’s Day. The response we get rewards us -- with smiles and tears. We packed and shipped 257 boxes for the holiday 2019 shipment.
- Promoted partnership, donated services and donated product.
- provides treatments for those who have suffered tragic losses.
- Some of our massage therapists (and I) offer chair massage as volunteers through the American Massage Therapy Association Iowa Chapter to educate on the lobbying day at our Capitol. I volunteer services to a local group that helps families and kids at our children's hospital and another group that helps homeless veterans.
- Spa team offered a spa day including haircuts and blow-dry’s, manicures, massage and facials at a local women's shelter. We also brought slow-moving retail products, as well as nail polishes for the ladies to take and enjoy.
- Sponsor golf events that support local communities.
- St Julien Spa partners with the Prairie Dog Coalition and donates \$5 from the sale of every prairie dog stuffed animal.
- The concept of a Heart Gallery was first developed in New Mexico. Currently more than 120 Heart Galleries are placed in communities throughout the United States. A Heart Gallery heightens the visibility of children in foster care awaiting families—the ‘waiting children’—by featuring them in a traveling multi-media exhibit. The project harnesses the power of photography to capture each child’s unique spirit and story in a profile. The photo profiles are featured online and in exhibits in larger public forums like churches, airports and malls. With the aid and support of the media and the public, Heart Galleries all across America continue to assist child advocates with finding homes for hundreds of children in foster care each year. On November 3rd #LoveUp and The Children’s Heart Gallery are hosting a photoshoot. Each child who attends will leave with a backpack full of essentials.
- The resort will charge double for parking during Christmas/National Gingerbread Competition season and give half to six local charities.
- Volunteer with Green Spa Network and their philanthropic initiatives.
- We actually have two. We retail Beauty for Hope candles that I specifically carry because they donate proceeds to stop Human trafficking. We also donate all used linen and robes to our local Humane society.
- We always have a girl scout cookie display at our spa in February to support one of our employees who is a troop leader and we’re a major source of sales for her troop.
- We are also a GREEN spa with efforts to be aware of how much water we use, towels, using recycled material and we participate in our local highway and river clean up days.
- We assist Aboriginal communities by supplying staff and products as well as cash donations to disadvantaged aboriginal youth.

- We carry several lines that give back in some way.
- We did a run for the humane society and people were able to come run with the dogs that are up for adoption.
- We did both a thanksgiving promotion and a Christmas promotion.
- We donate services and retail products to charity events put on by local businesses, schools, and nonprofits. We also participate in Toys for Tots in the winter for some of our events and have donated percentages of services to a local cancer patient outreach organization.
- We donate to a variety of organizations throughout the year, but most notably, we are an annual sponsor of TEDx, donating spa packages to all of their volunteer speakers and staff.
- We donated a percentage of sales to a philanthropic organization through a promotion, held a fundraiser for a non-profit organization, donated products to a non-profit organization, promoted a partnership with a philanthropic organization, and donated services to a philanthropic organization.
- We give back to our veterans that suffer from PTSD, TBI and concussion.
- We have a type of "humane society" to aid in spaying and neutering animals as a donation we gave away jacuzzi access and massages.
- We have also donated products to a non-profit but the most effective way to raise money has been to donate either a percentage or all of the profits of products to a philanthropic organization.
- We have done multiple on this list. Donated a percentage, Promoted a partnership, donated services.
- We have done this monthly since the 2016 election. 1% of Spa revenue goes directly to a different local nonprofit each month.
- We have partnered with our local cancer center and once a quarter offer wellness retreats free to cancer patients that include a complimentary massage or facial, group meditation and lunch.
- We have several different ways of giving back to the community- we highlight one charity a month where we donate 1% of net sales to their organization. We also partner with Caregivers Guardian to offer caregivers discounted treatments. In addition, we're certified with Wellness for Cancer and offer discounted services to those affected by cancer.
- We held a "Brows for the Beacon" event where one of our estheticians dedicated her day doing walk-in brow waxing services all day with 100% of the cost going to the Beacon of Life Women's Shelter.
- We host an annual fundraiser for "Bailing out Benji" that raises over \$2000, this is our signature annual event and we do mini services for donations to the charity, a silent auction, and raffle.
- We offer 2 Hawaiian inspired treatments that help support the resort's KISCA (The Kahala Initiative for Sustainability, Culture and the Arts) program. The KISCA program supports the Hawaii Legacy Reforestation Initiative and gives free or discounted entry fees for Bishop Museum and Iolani Palace.
- We offer a discount to teachers and free yoga classes for a week each year. We donate a portion of each massage booked back to the local teacher charity.
- We offer several retail lines that give back to nonprofit organizations to support many things such as animal shelters, missions in Africa against trafficking of women and children, breast cancer research, planting trees and more. We also participate in a local school program to give experience for

children in a work program for special needs. We also volunteer our time with our hotel in local food banks and collection drives for our community.

- We partnered with a local Cancer Care Fund in our County and gave treatments for a day to all their patients. It was so rewarding for both the guests and our staff!
- We regularly send all of our slightly worn towels and blankets to the local animal shelters. And, when we "close out" any retail product line, we donate any products on hand to the Women's Lunch Place, an organization that provides food, clothing, counseling & personal toiletries to women in need.
- We sell products from Farmhouse Fresh that benefit animal rescue, and Thistle Farms, which supports women survivors of human trafficking, incarceration, and abuse. I create and sell jewelry from the spa that uses recycled components and the profits are all donated to an animal rescue. Our clients often donate some of the recycled components.
- We support the Susan G. Komen foundation in many ways - Race for the cure sponsorship (we donate spa gifts to their top fundraisers), donation to their annual gala, Bake Sale, Pink Tie Ball, etc. In return, we are given the opportunity to give discount cards to all 30,000 runners in the annual race. Great PR, Great Branding, and drives business.
- We work with Ironwood Cancer Center and offer discounts to oncology patients.
- We work with our local cancer hospital and patients are able to come and get 2 treatments when they are done with treatment.
- We work with Starting Hearts who provide AEDs all over our community.
- We've sold a specific product(s) with 100% donated to their cause (Pacific Autism Family Center).

Does your company partner with or promote philanthropic events or initiatives for your staff to participate in together as a team?



Respondents were asked to describe the philanthropic events/initiatives their employees participated in or plan to participate in this year. A sampling of responses can be found below.

- Adopted two families through Salvation Army for Christmas.
- Annual Race for the Cure - our staff mans the booth where we provide services and sell pink boutique items
- Annually, we throw a big signature fundraiser called "Spalloween" for Bailing out Benji, a group that educates about puppy mills. Our fundraiser earns over \$2000 for the charity through mini services, silent auctions, tips, raffles, and more.
- Breast Cancer Awareness - Resort wide program benefitting two local charities that provide not only treatment support but living expenses.
- Chair massage events.
- Children's Miracle Network fundraiser, Autism Society fundraiser, Local Food Bank volunteering, Green Team (street clean up), Casa De Los Niño's donations, Red Cross Blood Donation drives on property four times a year.
- Clothing drives for two shelters in Denver and we do personal care products and provide showers (2,000 showers a month) for Homeless people thru Father Woodys Shelter.
- Delos participates in New York Cares Seasonal Volunteer Events and supports volunteering at Bowery Mission. We also have matching for donations up to \$250 a year.
- Donations to a variety of charities and charity events sponsored by our customers.
- Each month our full-time employees volunteer within the community (as a group) between 2-4 hours per employee. We volunteer at the SPCA Lancaster Center, Occupational Development Center, Lancaster Downtowners, Water Street Mission, etc. Our employees are paid for their volunteer hours so that their community efforts do not negatively impact their paychecks. Also, on a monthly basis, we participate in the Adopt a Block program. We clean up our entire block, which includes picking up trash, weeding, etc.
- Earth Day clean up. Dress for Success.
- Every year at Holiday time, we collect toys, clothing, bedding, etc. to donate to the Massachusetts Home for Little Wanderers, a charity for which we frequently hold raffles offering various of our retail products as prizes throughout the year.
- Every year, our company matched donations made to different organization around Christmas time.
- Fostering humanity through education and healing experiences.
- Fundraising races or walks (Turkey trot for the food bank) Trees of hope, Ornaments with cause, colleagues' donations, etc.
- Get your farm on with Urban Roots! Urban Root's mission is to use food and farming to transform the lives of young people and inspire, engage, and nourish the community. The only farm-based youth leadership organization in Austin, Urban Roots has been empowering youth and nourishing community for more than 10 years. Our volunteer day with Urban Roots will kick off with an orientation circle followed by guided instructions on the day's farm tasks. No two volunteer shifts are alike; depending on the season, you may expect to harvest okra straight from the fields, transplant onions, or scuffle hoe around a bed of zucchini.
- Giving back to the community by having event that give back to our local shelters, service in food kitchens, women's advocate center, and collections.
- Golf tournaments, Fashion shows and luncheons.
- Greet the Day - a program wherein we close our spas 5 times per year to provide complimentary services to cancer patients.
- Greet the Day-, our cancer wellness program.
- Habitat for Humanity.

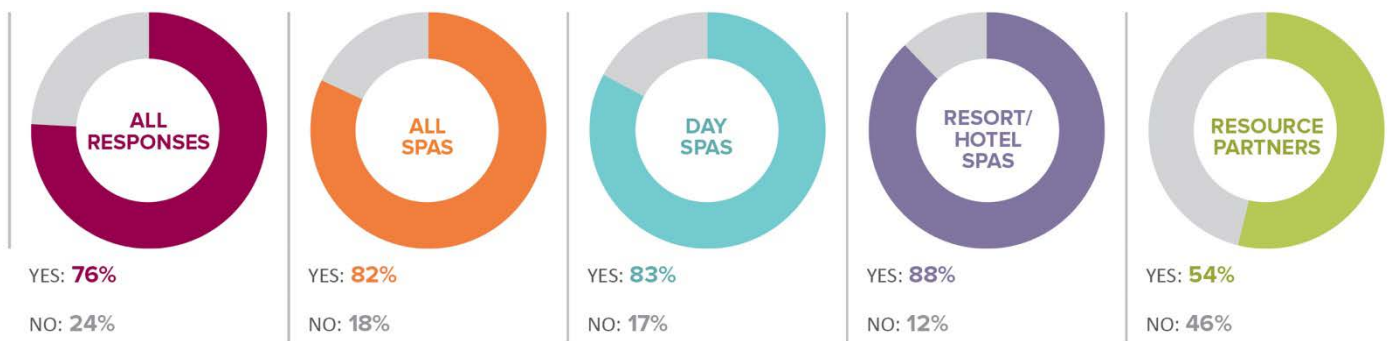
- Human Society
- I volunteer to do chair massage through an organization called Dream Catchers. This group coordinates salon and spa services for people with terminal illness, chronic illness, homelessness, etc. I've done chair massage for a homeless veteran's event and at a unit of a children's hospital, providing services to children undergoing infusion therapy and their families and caregivers. I plan to continue these events this year (and have already visited the hospital once).
- I'm an active member in my local rotary and do what I can to join our volunteer efforts with a local underserved school.
- It is more a company effort rather than a local effort. In Bora Bora, there are not many associations, but the company does a lot of philanthropic events.
- Jean's Day: Wear jeans for \$5 and help raise money for SickKids. Garage Sale events: revenue goes to Sickkids. Golf Tournaments: revenue goes to Sickkids.
- Keep Tahoe Blue beach cleanup. School supplies donations, Coats and Cans from the Heart to local Tahoe Family solutions.
- Let's move for a better world campaign that brings awareness to the need to bring physical activities and wellness to the lives of the world's population. Technogym Foundation.
- Let's Move for a Better World Campaign (by Technogym)
- Loaves and Fishes Soup Kitchen, Gulf Coast Women's Center, Pink Hearts Foundation, CASA for presents at Christmas time
- Local Baldwin House for Abused women shelter with children donate canned goods and food drive and also have clothes and Christmas drive with donations from all employees Also partake in Making Strides again Breast Cancer 2 million dollars Larry and team donated.
- Local Cancer Center
- Local Highway Clean Up
- Local River Clean Up
- Local women's shelter.
- Most of these philanthropic events that employees participate in have been spur of the moment.
- Operation backpack, Ronald McDonald House (Chair Massage), food and clothing drive for local community church families.
- Our head trainer is involved in teaching young, unmarried aboriginal women how to apply makeup. We are also assisting with providing training for disadvantage aboriginal women to have a career in the beauty industry.
- Our resort has a volunteer committee that helps connect our team members with local charities that need volunteers. It is everything from our local soup kitchen to larger nationally recognized charities, like Ronald McDonald House. We also have several employees that serve as board members or volunteers through various local charities
- Participate in Cancer Wellness Expo.
- Planned Parenthood
- Planning a pop-up spa surprise at local hospital for Nurses week, as well as local school for Teachers Week.
- Providing food in shelters, cleaning highly polluted areas.
- Quarterly we have staff involved in the Boulder Creek cleanup in order to ensure the pathway and creek area are well maintained for visitors and wildlife.
- Radio Lollipop Toy Drive with Miami Children's Hospital
- Relay for Life

- Ronald McDonald house cooking meals & soup kitchens.
- Say Goodnight to Hunger volunteering at local food pantry. Meals on Wheels.
- Services to support united way, Aids Walk, Breast Cancer Awareness, Wounded Warrior Foundation
- Several walks/marathon that build awareness for several health organizations, Walk For Hope high tea and sponsorship for Breast Cancer awareness, Photo fundraiser for Advocates for Animals for our local county, Community Table/Manna Food source events and marathons, Volunteered time at several art group events, Children's Hope Alliance (fostered, children without homes), Women's groups for battered and abused/rescues: sponsored several events fundraisers.
- Shining Star - Shining Stars Foundation gives strength, support, and hope to children living with pediatric cancer or another life-threatening illness and their families through outdoor, social, and recreational experiences.
- Starting Hearts Charity
- Support the local elementary, middle and high schools. Support of the local women's club and chamber of commerce. Donate to other local charities and athletic events. Donate time and means for other events in the community.
- Susan G Koman Breast Cancer Walk
- TallGrass partners with the Evergreen Animal Protective League (EAPL) for our Summer Dog Wash event called Wine, Washes and Wagging Tails. We come together with Creekside Cellars, a local winery, to offer doggie washes and a glass of wine for \$20 per pet; all proceeds go to the EAPL. We also have Soldier Box shipments at Mother's/Father's Day, and the holiday season. We will celebrate Earth Month with an Eminence wildflower seed planting initiative and Aveda Candle Sales for clean water. We will spearhead the Mountain Resource Center Kids Holiday party for families in need, where we donate gifts and stockings and volunteer as elves at the event. We also strive to carry products from vendors who vow to give back to the world the way that TallGrass intends!
- Team events and local charities
- The spa will be working with a period poverty campaign group in March (8th for International Woman's Day) donating £1 per treatment delivered across 2 spas and promoting the cause through our social media and guest communications. Hey Girls is the awesome charity - please check them out!
- This year we will be installing AEDs (defibrillators) in each of our salons in a partnership with the Gootter Foundation to prevent sudden cardiac death. We are really excited about this partnership, and the education we will bring to our team so that our salons will be knowledgeable about AEDs, be listed on the Pulse app for first responders, and our staff will be able to spread the message about the importance of having access to AEDs.
- This year, two of my massage therapists volunteered to help me at the AMTA-IA Lobbying Day event at the Capitol to provide free chair massage to the public and lawmakers to educate about the benefits of licensed, skilled, massage therapy.
- Tristan Reynolds, our Cultural Liaison in Residence conducts weekly Hawaii cultural seminars to help educate our staff and guests on a variety of Hawaiian topics. Tristan's programs help support our KISCA (The Kahala Initiative for Sustainability, Culture and the Arts) program which promotes the preservation of the islands and Hawaiian ideologies.
- Typically, packaged food drives in Nov/Dec.
- Vail Valley Breast Cancer Awareness Group
- Various members go into the community to support ACS by applying pink hair extensions at schools, hospitals etc.
- Virginia Piper Cancer Center event

- Volunteer at various events, donate services, etc.
- Walk in the Mighty Texas Dog Walk benefitting Service Dogs Inc! Don't miss The Doggiest Day in Austin! Service Dogs Inc works to bring greater independence to people living with disabilities through partnership with a working dog. They provide abandoned, unwanted dogs and career change dogs renewed lives of love and service.
- We call it a coffee cup fund where they donate whatever portion of their check to "Greet the Day" which is a 501c3 that I founded to support the cancer community on behalf of Spa Gregorie's.
- We closed the spa and hosted a local group (65 ladies) that are battling breast cancer or have recently beat breast cancer. We provide services, food and gifts through our retail partners.
- We create gift bags for Children's Lifesaving Foundation, do beach clean ups with Heal The Bay, attend Cancer Schmancer event and donate our product sales to them, support Mission Blue, donate product sales to Kiss The Ground, and raise money through product sales for Crohn's & Colitis Foundation, Unicef, Lymphoma Research Foundation and American Liver Foundation.
- We have a charity from our club that supports local organizations and each year, our employees participate in walks, golf events and various local fundraising to benefit this charity.
- We have a Nelson Foundation set up by our owners who build schools and offer many programs for our African counties we deal with. We are an African themed resort and we give back to the counties that we source from as well as the communities we have locations in.
- We have a strong community outreach. Reading to children, can drives, Jeans Friday for \$5 donated, and multiple events each year where Four Seasons team members volunteer in the community.
- We have a whole team of managers and colleagues dedicated to community involvement through volunteering with local organizations and we are also encouraging donations to provide funds for colleagues that may be in need.
- We have donated services to the Human Rights Campaign, Patty Brisben Foundation, Breast Cancer Research Foundation, Dress for Success, Greater Cincinnati Television Educational Foundation-CET. We also are donating 10% of the revenue from skin care services to Dress for Success in the month of February. We also as a Management team will help facilitate mock interviews with Dress for Success.
- We have most recently volunteered at distribution sites for Hurricane Michael Relief.
- We host a concert and a Poetry Event.
- We offer several retail lines that give back to nonprofit organizations to support many things such as animal shelters, missions in Africa against trafficking of women and children, breast cancer research, planting trees and more. We also participate in a local school program to give experience for children in a work program for special needs. We also volunteer our time with our hotel in local food banks and collection drives for our community.
- We participate in the ALS - Clubs for the Cure - Rock and Roll Marathon each year as a team. This year the race is in Nashville, TN.
- We partner with our local cancer center to provide treatments to patients at no cost to them, cut a thon in October for breast Cancer Awareness, we also support our local schools twice a year by donating a percentage of our proceeds on select days.
- We partnered with Susan G. Komen and gave massages at their race, and also donated a portion of our pink specials to them. We have also partnered with many charities through WTS.
- We raise money, coats, clothes, bathroom supplies for kids in our area that need support. We also volunteer at the local food pantry as a team.
- We sponsor a community day at a local non-profit diner and have the staff work and serve the guests throughout the day. We're also sponsoring one charity a month to donate 1% of net sales too.

- We took a poll at a staff meeting and it appeared that the most popular event was a beach cleanup this spring. Last winter we had a team competition for a warm coat drive, and we gave over 1,000 coats. Competition seemed to really be a motivator.
- World health day that we not only organize but mentor the state of Baja California to follow our lead.
- Yearly 3kings event for low-income kids in the community. All the lost and found articles left by hotel guest "if they have not been recorded within a certain time" they are given away to the poor communities.

Does your company have a formal process in place to handle requests for donations from non-profit organizations within the community (i.e. silent auctions, fundraisers, etc.)?



Please identify whether or not the following statements are part of your organization’s processes.

	ALL MEMBERS	ALL SPAS	DAY SPAS	RESORT/ HOTEL SPAS	RESOURCE PARTNERS
We have a budget for services and/or products that are donated to community organizations.	45%	44%	61%	36%	50%
We have a formal donation form for organizations requesting donations.	47%	55%	52%	55%	11%
We have an internal group/ committee that determines if a donation request is granted.	38%	42%	30%	44%	17%
We have a team member(s) assigned to managing the donation requests.	59%	60%	65%	58%	56%

Respondents were asked to share advice for their peers about managing donation requests based on their experiences. *A sampling of responses can be found below.*

- Be selective. The requests are endless, so pick and choose what means the most to you and your staff. (You will keep more involvement) Don't be hesitant to toot your own horn, share that you shared which also encourages others to give/donate/build awareness to the charities you support.
- Being clear about who and why means we have a streamlined decision system and are maximizing the effects.
- Choose only one or two types of initiatives that you will support each year. Example: We only donate to organizations/ events that support Breast Cancer.
- Donation requests is processed through our sales and marketing department.
- Each year, we order about 30 cute, branded coffee mugs and we stockpile items when there is a big sale (for example nail polish we carry) and pull some seasonal products that didn't sell. We have a stash of items to use to fill the mugs so we can make a pretty gift. To go with it, we have a postcard size donation service voucher that we typically use as "\$50 towards a regular priced service Monday-Friday" then put an expiration date of onr year. This is far easier for us than a gift card and allows us to put restrictions on it (excludes weekends, expires sooner than a gift card legally can).
- Focus on what charities/nonprofits/associations are most important to you and you'll be able to manage requests. If not, then it's hard to say no. When you say something like "this year we are supporting the hot

lunch program in our local schools" most everyone will understand that you have committed to something and therefore be able to accept a 'positive' no.

- Have a budget. Communicate with all who request donations, even if the answer is no. Ask for the opportunity to provide some sort of gift card for all attendees for max leverage. Make a thank you letter a requirement for future donations.
- Have a portal for requests such as online so it is easy to guide any requests in that direction otherwise the calls can be overwhelming.
- Having a Committee that handles most requests is advantageous as the company receives so many. We handle the smaller requests, such as gift baskets or individual treatment donations here at the spa.
- If a client asks for donations, make a minimum that that customer has to purchase from you in the past 12 months. This means they are truly a partner and therefore qualifies for a free door prize for their event. Otherwise, we have clients who have not purchased from us for over 8 months but want a door prize for their event.
- If possible, have one person or team manage all donation requests for the entire property. This prevents duplicate donations and streamlines the budget process too.
- It is always hard to say no to so many wonderful causes. Make a budget, make your decisions, keep it local and stick to your plan.
- Keep track of everything!
- Let your employees know that the company will support up to \$200 per employee of product for their kid's school fundraisers, church drives, or any other personal fundraisers.
- Our property sales director handles donation requests. We do not donate to schools or churches since there are so many. The donation is usually in the form of a certificate for a one-hour spa service of choice and restrictions (midweek, expiration dates, etc.) usually apply.
- We current only offer the donations when we have an event.
- We get so many requests that I suggest keeping it local to have more impact.
- We have a few types of charities we always will support (women's organizations, animal rescues, and charities near and dear to our good clients). The employee in charge of donations knows she can automatically give to those groups without permission. Outside of that, she knows to search to see if the person making the ask is a good client or not. If not, she is to ask me to ensure it isn't a group we need to support based on my community connections.
- We have an area of our website where all donation requests are to be submitted, that way all the information is available for review.
- We have needed to set limits and budgets as many of our clients come to us over the years with a request for their personally elected philanthropic cause. We share with each client that we have two organizations that we have selected to participate in and they are Breast Cancer with The Ellie Fund and our own Welcome Home Warriors Program. We designate any other donations based on our profits and give back to our community as our first priority. We have a letter formulated ready to go when we are asked to donate to an organization. The advice I would give would be clear with your priorities with how you designate your charitable contributions. If you are seeking a return on what you are donating by supporting a cause be mindful that outcome should not be your only focus. Many small businesses will share that support of bake sales, school fundraisers, local police and firefighters should be given without expectation. Expecting for people to come in from seeing your donation should not be your focus. There is a beautiful saying in Ayurveda, "Perform action, without regard to the fruit of action."
- We look at the event/organization and see if it fits the type of place/event our product is useful at.



- You should have a standard of how you want things to be done. For example, any requests should be submitted at least 60 days in advance in writing. We request that we get the information from the person that wins the bid on the auction item we donate. We also make sure we keep track so we can spread the love to different organizations from year to year.
- You will be bombarded with charitable requests from nearly every guest who comes through your door. You will need to carefully screen each request and decide which ones are most beneficial.

Respondents were asked to describe their company's most valuable philanthropic partnership and how their company has benefited from the partnership. A sampling of responses can be found below.

- A dedicated playroom at Tucson Medical Center for children, created with monies raised through fundraising. Sense of community.
- Again, we love working with the local Cancer Care Fund. It is so rewarding and emotional for our guests and staff.
- All donations support the community.
- American Cancer Society's Relay for Life. It is a 24-hour walk that is held at one location, usually a school with a track field. We go and participate as a team. Everyone brings their kids. Lots of activities and fun. It works not only as a fundraiser but as a team building.
- Becoming a B-Corporation.
- Ben's Bells and the Be Kind partnership, Boys and Girls Clubs of Tucson, Tu Nidito to support grieving children, Candlelighters to give terminally ill children their Prom night, Habitat for Humanity to build houses for women, Ronald McDonald House, the Gootter Foundation, and so many more.
- Connecting and collaboration with wellness and educational organizations continue to create awareness and credibility.
- Consistently donating raffle prizes to local schools and small businesses has increased our visibility in the community enormously.
- Creating Smiles. Renewing Spirits. Igniting Hope.
- Easter Seals & Bunny Ball. The hotel gets a ton of exposure, which the spa benefits from.
- Elevate your brand. Inspire your staff. Embrace your community. Provide retail support.
- For the spa we host a monthly full moon yoga practice where we partner with a local non-profit. It allows us to bring different segments of our community together for a beautiful, outdoor, oceanfront practice.
- Greenwood Wildlife Rescue is a partnership that is important to our owners and employees of the hotel. We have held various events to support the rescue and donate a percent of proceeds of our Monday night Vegan Dinners which occur in our onsite restaurant, Jill's. The dedicated Vegan nights are very popular and in turn provide a lot of support to the Greenwood Wildlife Rescue.
- I don't know that our company has benefited financially but it is a "feel good" exercise. We like to give back when we can.
- I'm really excited about partnering with Hey Girls, I hope we have a larger platform to help them expand into our area. We work with Surfers Against Sewage (SAS) and gather a guest contribution (voluntarily) expanding awareness as well as giving cash.
- It all depends on what you may consider "benefit". I give to be supportive to our community and to improve the lives of the people whom we touch. That is our benefit gratitude of having the honor of being able to assist or provide a solace for those who may be in need.

- Local charities partnership to stay connected for the brand.
- Local women's shelter.
- loveupfoundation.org and loveupfoundation.org/lovepup to help families and pets in need. Staff has the opportunity to directly impact the lives of children in foster care, and pets in need of adoption.
- Nelson Foundation raises millions of dollars every year for so many things. From Boys and Girls Clubs to building schools and giving back in the community.
- No formal partnership in place yet but working with One Love to design a short necklace for their retail store, with each purchase a portion of the proceeds will go back to the organization. Also trying to forge the same type of relationship with JBFC, the home and school in Tanzania.
- Omni Hotels and Resorts "Say Goodbye to Hunger" program.
- One of our very best partnerships is with the local Women's Services Center and the YMCA. They work in tandem for families. We held a swim-a-thon started by a group of elder swimmers who wanted to share their success in swim class. We raised over \$15,000 with all families participating. It was incredible exposure for us and has gone a long way in the community. We have gained members through this cause and have a plaque in the Y identifying our participation.
- Our intention is not to benefit from a partnership rather, it is to ensure that causes we are passionate about or that have affected someone's life, get some help.
- Our partnership with B Lab has been our most valuable philanthropic partnership. Going through the B Corp certification process has really opened our eyes to so many ways that we can use our business as a force for good and to positively impact our employees lives, the environment and our community.
- Our partnership with Bailing out Benji: Our annual Spalloween event raises over \$2000 for this organization. We've also participated in their other fundraising initiatives.
- Our partnership with WeForest has been by far the most valuable because it helps not only the women living in the Khasi Hills but as an effort to stop global warming to benefit all humanity. This initiative is personally and brand-wise rewarding as our fans view it as an example of how Dazzle Dry cares for their personal wellness and the health of the environment.
- Pacific Autism Family Center. Provides our team with meaning and purpose which aids in overall team morale.
- Partnering with the local cancer center and being able to help local patients relax and unwind for a spa day to forget about their cancer for a couple of hours.
- Probably Habitat for Humanity.
- Race for a Cure has been an event that we have physically supported for the past 20 years. It really shows the community about our long-term commitment to give back which in turn creates loyalty back to our brand.
- Radio Lollipop Toy Drive over the holidays through Miami Children's Hospital. The hotel puts on beautiful holiday events for the employees (a formal evening holiday party for the employee plus one as well as a Breakfast with Santa and all sorts of activities for the employee and their children/grandchildren). In return the employee needs to bring an unwrapped toy. Everyone loves the holiday events and it's a small price to pay for such extravagant celebrations. In return the drive is successful and gives to Miami Children's initiative (and they are our neighbors), so it's a feel-good opportunity all around!
- Realm of Caring: Almost like a certification in the CBD world.
- Red shoe day is our most philanthropic.
- Right now, we have a partnership with the Food Bank for the Rockies to help replenish the food bank after the partial government shutdown. For each \$150 gift card that a guest purchases, we donate \$10 to the food bank. It has helped bring awareness to our guests about the food shortage and encourages them to support a local charity.

- Since we have done this monthly to a new organization it is impossible to choose a "most valuable."
- Successful hands grant program provides school funding support and product grants to 8 winning schools each year.
- Supporting local non-profit organizations is huge for us. Being one of the largest employers of North Lake Tahoe it's important for us to give back to the community.
- Supporting Sickkids hospital.
- Susan G. Komen. Excellent demographics - almost entirely women in our target age bracket. Great to work with.
- The 78-year-old resort has been at the forefront of the community and state donation leading the way.
- The benefits come in the form of bonding with our team, sharing this common goal, and bonding with the community as a whole.
- The Shining Stars Foundation gives strength, support, and hope to children living with pediatric cancer or another life-threatening illness and their families through outdoor, social, and recreational experiences.
- The Wellness Foundation is a non-profit organization founded to assist schools, universities, institutes, research centers and any public or private entities that are committed to improving people's quality of life. The organization is primarily involved in promoting wellness by educating people about disease prevention and the importance of healthy activity.
- There isn't one single "most valuable partnership," nor do we benefit from a partnership. Donations are given on a case-by-case basis to multiple local charitable, historical, chamber-based businesses or organizations. There is often a connection between someone in the Resort and the requester.
- Trees for the Future & International Harvest are the two institutions we work with, to help offset our carbon footprint.
- Ulman Cancer Fund for Young Adults - the benefit is about giving back and supporting a local organization.
- United Way
- United Way is our main partner, we benefit from impacting people's lives in the local community in a positive way.
- Walk for Hope. A local parade event in October that brings awareness to Breast cancer, brings out survivors, caretakers, etc. Event has grown each year, and helps encourage those with cancer, survivors, and provides mammograms and preventative care for those less fortunate. All philanthropic events we participate in brings in new clients, encourages existing clients, and builds community spirit.
- We are a day spa with a major hospital network. We work with several departments within the network to provide either gift cards or services to these departments. These gift cards or services are either for staff or fund raising.
- We are a large golf organization and partner with the hospital.
- We are helping to plant 200,000 endemic Hawaiian Milo trees. In the process, our guests and staff are experiencing a personal and rewarding cultural exchange.
- We are often asked to donate towards a variety of causes. We do but have to be selective but that's as far as it goes.
- We create experiences and support to inspire a community or cause.
- We donate 1% of monthly spa revenue. A charity is chosen by employee and social media feedback. The amount and charity is broadcast through social media and our internal customer list via e-mail blast.
- We donate to spas for philanthropic purposes based on percentage of sales they do with us and send products accordingly.



- We have a partnership with TEDx wherein we donate spa packages to all their speakers and volunteer staff. This not only gives to a local chapter of a great organization, but we get to have great new clients in the spa who are in need of some rest and relaxation.
- We have held fundraisers for the local MSPCA, allowing attendees to bring their pets and we have benefited because most all of our clients are animal lovers and love that we are, too! We also periodically hold fundraisers for The Home For Little Wanderers and if you substitute "children" for "pets" in the preceding sentence, you get the benefit. Also, our owner is the President of The Newbury Street League, the neighborhood business association, and we participate by donating dollars and time to promote the member businesses and to help beautify the street. We have also partnered with local hospitals to make appointments for their patients undergoing cancer treatments for free services.
- We have partnered with New York Cares for nearly 5 years now.
- We partner with a local non-profit that provides jobs for adults with disabilities. We have been able to employ some great workers through this program.
- We partner with Auction Napa Valley. Auction Napa Valley has raised over \$100M for local charities, hospitals, etc. It is a wonderful relationship for us to be able to give back and expose the generous donors to our property.
- We really love partnering with the Loggerhead Turtle community in Palm Beach and have enjoyed giving to their fundraisers.
- We support the Pendleton Foundation, a local nonprofit which provides non-medical related support for families going through cancer. i.e. gas cards, mortgage payments, utility bills, grocery cards, etc. Many of our associates whose families are going through cancer have been supported in this time as often they have reduced income due to medical appointments and necessary home care.
- Work with the local schools and women's club on scholarships and other things to benefit the students.
- Year-round the whole company is involved in local charity projects.

Respondents were asked to share a creative idea relating to how spas and resource partner members can help others if they had one. A sampling of responses can be found below.

- Become a certified B Corp!
- For ISPA members who would like to contribute to this reforestation program and other sustainability initiatives should join the Green Spa Network.
- Get involved in your community.
- In today's market, any vendor that is able to support their business partner with marketing, gifting or dollars toward philanthropic efforts is appreciated. Including the business in their marketing as a partner in their cause is helpful or offering products that may have a larger profit margin to allow us to promote them within our brick and mortar to benefit a cause of our choice.
- Inspire, educate, empower, celebrate are the ingredients to establish a partnership and conversation.
- Instead of doing a meeting, gather your team for the spa day at a local shelter.
- It would be great if all of the spas could donate their hotel soaps, shampoos, conditioners, sample bottles and packets, etc. to the homeless. They could really use them at local showers.
- It would be great to get a national initiative going to support teens (who don't have the means) during prom. Participating spas around the country could offer facials, hair, makeup etc. at either a very low rate or complimentary. ISPA could invite member spas to participate and perhaps help distribute the communication. It would be nice to feel part of a movement that is taking place across the country at the same time.
- Just encourage your employees to participate by giving them the example!
- The Sales Director and Spa Director personally present the check each month and learn a bit about the organization. It has been truly inspiring, and we post photos on social media to raise awareness and promote our property. Win-win.
- We live in a resort area and therefore business levels rise and fall with the seasons. Years ago, we contacted the local hospital and were put in touch with the head of a cancer support group. In the winter months we have many days with open treatment rooms, so we had designated some days to donate services to cancer patients. I had contacted other spas in the area so that we had increased involvement over the course of a week. The outreach by local massage therapists and estheticians was amazing. When others heard about what we were doing we had several professionals from outside our spa contact us and offer to participate.
- We love partnering with the Melanoma Foundation which is applicable to everyone bringing awareness on skin cancer. Spas have an incredible opportunity to identify this very issue for their guests in massages, facials, hair and nail services. Often times the guest might not even know they have something that should be checked. From adults to children this awareness is so important and the Melanoma Foundation is partnering with many cities to provide sunblock stations in parks and recreation areas.
- We love partnering with vendors that give back.
- We plan to have a 'Friday night Thai' event twice a month - 25-minute service is free - donations go to the local animal shelter. The shelter is planning on bringing in adoptable pets during the event.
- We're so appreciative that our resource partners have donated silent auction items for us to use for our Spalloween fundraiser (Thanks Farmhouse Fresh, Zoya, and Rhonda Allison!) Having little items like travel sized cleansers we can purchase in a bulk discount from Rhonda Allison, gifting jars from the partner program with Farmhouse Fresh, and opportunities around the holidays to bulk purchase nail polish colors and things like this to fill our donation baskets and mugs for auction requests throughout the year is helpful too.