GLOBAL IMPACT

EMPLOYEE ASSISTANCE PROGRAMS

March 25, 2020
OUR TEAM

Kathleen Lowenthal
Vice President

Catherine Linskey
Senior Manager
AGENDA

- Global Impact Overview
- Our Approach
- Timeline
- Pricing
- COVID-19 Case Study
- Questions
GLOBAL IMPACT AT A GLANCE

- Nearly $2B raised
- 60+ years
- 110+ countries
- 110+ staff
- $127M in 2019
- 200+ partners
AREAS OF EXPERTISE

Mobilizing the nexus of the private and nonprofit sectors, we equip nonprofits and corporations with solutions and capacity to advance critical missions and social responsibility objectives across the following areas:

- Fundraising & Partnerships
- Employee Engagement & Corporate Social Responsibility
- Finance & Business Services
CSR & EMPLOYEE ENGAGEMENT

Corporate Philanthropy Strategy
Employee Giving & Engagement
Disaster Response
Program Management
GLOBAL IMPACT’S APPROACH TO EMPLOYEE ASSISTANCE PROGRAMS
OUR APPROACH

Program Assessment and Establish Fund

Launch Donation Platform

Process Donations

Launch Online Portal

Program Administration

Disburse Grants
PROGRAM ASSESSMENT & ESTABLISH FUND

- Implement fiscal sponsorship agreement
- Assess individual needs – inform program design
  - Staff location
  - Funding eligibility
  - Grant amounts
  - Contribution source
LAUNCH ONLINE DONATION PLATFORM

Serving those who serve us every day
HELP SUPPORT OUR COLUMBIA HOSPITALITY FAMILY

About the Columbia Cares Foundation
At Columbia Hospitality our success is built on our values (Sincerity, Enthusiasm, Accountability, Respect, Creativity, and Honest), driving the way we care for our team members and guests.
The mission of the Columbia Cares Foundation is to lend a helping hand to our team members facing hardships in their personal or professional lives. We offer timely resources to those who may find themselves in need of financial assistance for things such as housing, medical assistance, or even a meal that makes it easier on those who are not in their job. We see hardships when it

The Hilton Team Member Assistance Fund supports Team Members impacted by disaster and hardship, including COVID-19, which has affected communities around the world. Hilton is currently activating its Assistance Fund for Team Members who have been impacted by the virus, or have an immediate family member impacted. If you would like to contribute to support our Team Member Assistance Fund, please donate below.

charity.org
LAUNCH ONLINE EMPLOYEE ASSISTANCE PLATFORM
PROGRAM ADMINISTRATION

Applicant Requests ➔ Global Impact initial eligibility determination ➔ Determination of grant amounts (based on amount available) ➔ Grant disbursements
GRANT DISBURSEMENT

Via Payroll

- Vet distribution agent
- Collect corporate payroll bank account information
- Disburse funds to corporate with distribution information
- Funds disbursed via payroll (tax free)

Direct to Individuals

- Vet individual recipients
- Collect individual bank account information
- Disburse funds to individuals directly (tax free)
TIMELINE
<table>
<thead>
<tr>
<th>Project</th>
<th>Week 1</th>
<th>Week 2</th>
<th>Final Weeks of Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establish Employee Assistance Fund</td>
<td>1</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Conduct Program Assessment</td>
<td></td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Create Donation Platform</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Launch Campaign</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Process Donations</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Launch Online Employee Assistance Portal</td>
<td>1</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Receive Requests for Assistance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Administration</td>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Disburse Grants</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
PRICING STRUCTURE
PRICING STRUCTURE

- **$5,000**
  - Program Hosting set-up
  - Online Donation Page
  - Employee Assistance Portal

- **5% of all revenue**
  - Monthly reporting
  - Match confirmations
  - Grant disbursement

- **$500 per 25 applications**
  - Program administration
  - Qualify assistance requests
  - Determine appropriate grant amounts

- **$100/vetting**
  - Vetting of distribution agent OR individual recipients
CASE STUDY
COVID-19 CASE STUDY

Company Profile: Hospitality company with 3,000+ employees, operating in 8 states and in 45+ locations

Monday, March 16
• Initial inquiry

Tuesday, March 17
• Sign fiscal sponsorship agreement
• Establish Employee Assistance Fund

Friday, March 20
• Launch two donation pages (English and Spanish)
• Campaign goes live

Monday, March 23
• Launch Employee Assistance Portal
• Partner with company to finalize application
QUESTIONS?
THANK YOU!

CONTACT US: disasterrelief@charity.org