

Volunteerism and Engagement

Companies that support and invest in their local communities create value for both their business and society by contributing to stable local economies, developing local talent and fostering local relationships that help ensure success.

Goal

To continue expanding our global portfolio while engaging and improving each unique community where we become a member.

Introduction

Community service is a tradition embedded in Hilton for nearly 100 years. Our hotels are permanent fixtures in their neighborhoods, and every day around the world Hilton Team Members* and franchise employees** dedicate their time, talents and hospitality to help them thrive.

Every property becomes a permanent fixture in the community – crossing cultures, industries and generations. The communities we serve play a critical role in our long-term success as a business. For the hospitality industry, issues such as natural disasters and human trafficking make our role in ensuring the safety and success of our communities increasingly important. If these communities are not places where guests feel safe, welcome, and eager to visit, our business and destinations won't continue to thrive.

Impact Highlights



4,100+

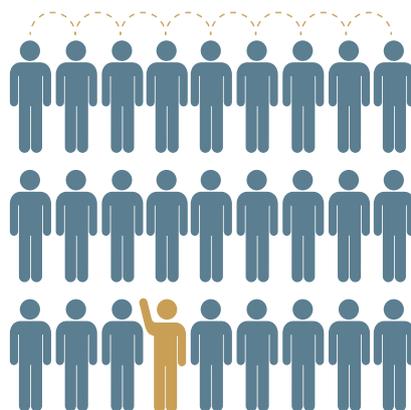
Projects

Projects organized in 92 countries resulting in over 213,000 volunteer hours during our Global Month of Service.

92

Countries

During our Global Month of Service in 2015, we had hotels in 92 countries participate in community volunteer projects.



600

Organizations

Nearly 600 organizations have accessed our Hospitality+Service Training.

Our Approach

Our community strategy focuses on identifying projects that leverage the talent and expertise of Hilton Team Members and franchise employees to benefit the communities where we live, work and travel. We focus primarily on community service, which not only leverages the service-oriented culture of our unique brands, but also supports us in building local relationships, increasing morale, promoting teamwork and fostering skills development. We create programs and resources that enable all hotels and offices to volunteer throughout the year and also activate our hotels to support in times of disaster. We encourage all of our hotels to join our community initiatives and provide them with the flexibility to address global issues in local and personalized ways.

Action

Community Engagement

In addition to being a critical component of our success in a local community, we also see service as a tool that can aid in recruitment, professional development and strengthening relationships with our guests and partners. A focus on community service is included in orientations for new Hilton and franchise employee General Managers and Directors of Sales. Additionally, our Brand Performance Support teams are close partners in embedding community engagement in our hotel operations and brand trainings throughout the year. In select hotels across North America we engage our guests in on-site community projects as part of meetings and events offerings. We have also hosted similar events with some of our largest clients and work with meeting planners to integrate a service element into conferences or events held at our properties.

Global Team Member Volunteer Program

Volunteerism is an enduring part of Hilton's legacy and culture. Hilton and franchise teams around the world consistently lead and inspire with their passion and commitment to support and make a difference in their local communities.

Our Global Team Member Volunteer Program provides numerous ways for Hilton Team Members and franchise employees to engage, whether as individuals or as department or hotel teams. A dedicated Hilton corporate team works with thousands of hotels to organize and manage opportunities. They also design and implement signature projects during our annual Global Month of Service in October, arrange teambuilding events at internal meetings and provide an enterprise wide online tracking and reporting tool that captures volunteer hours and impact.

We have Community and Sustainability Champions at more than 1,100 properties at our full-service and luxury brand hotels to help make this happen. Additionally, a network of Community Committees in each of our 18 corporate offices, provides tools and resources to support volunteer and community efforts.

Hilton Worldwide Responds Fund: Hurricane Odile

On September 14, 2014, Hurricane Odile made landfall in Los Cabos, Mexico, as a category three storm. More than 200 Hilton Team Members from Hilton Los Cabos Resort lost everything, including their homes. Thanks to the overwhelming generosity of our Hilton Team Members, franchise employees, guests and suppliers, we supported our Los Cabos team with basic needs and helped them rebuild their homes and communities through the Hilton Responds Fund. Together, we provided over \$500,000 in financial support as well as in-kind donations of supplies and hundreds of volunteer hours to rebuild 26 homes and assist 474 impacted Hilton Team Members and their families.



Volunteer projects address a range of issues from youth development to food security to environmental conservation. In 2014, Hilton Team Members and franchise employees contributed nearly 200,000 volunteer hours around the world, valued at over US \$4.6 million.¹

Our **Global Month of Service** is an annual celebration in which our hotels around the world host or participate in hands-on volunteer projects. In 2015, hotels from 92 countries participated in more than 4,100 community projects resulting in over 213,000 volunteer hours.

In 2013, we launched **Travel with Purpose Action Grants**, a program designed to invest in our hotels' ideas to address local issues that impact their communities. Since 2013, nearly 200 grants have been awarded, providing over \$500,000 to local organizations in our communities around the world. In 2015, we received over 420 applications to support creative and local approaches to address social and environmental challenges.

We developed the **Hilton Worldwide Responds Fund** to enable Hilton Team Members and franchise employees contribute to funds that support communities following a disaster and provide for long-term rebuilding efforts. Current Fund recipients include **Counterpoint International, Mercy Corps, Oxfam** and **Save the Children**. The Fund provides assistance to those who are impacted by disaster and acts as a vehicle for Hilton to match the generosity of our Hilton Team Members and franchise employees' voluntary contributions. Since launching the Fund in 2013, we have matched donations for four disasters, raising more than \$1.5 million dollars.

Partnerships | Associations Awards | Certifications



We partner with **Points of Light** to develop community engagement opportunities around the world. Through our relationship with Points of Light, we connect with organizations and measure the impact of our community service work in key markets. Points of Light also helps us execute our Global Month of Service around the world.



In 2014, we collaborated with **Points of Light** and the **Taproot Foundation** to create **Hospitality+Service**, an online curriculum designed to help nonprofit staff and volunteers enhance guest and client experiences by building enduring cultures of hospitality. To date, nearly 600 organizations have downloaded the curriculum ranging from large nonprofits and government agencies to smaller local organizations.

¹ Hilton Team Members include employees of Hilton Worldwide at corporate offices, owned, managed, leased and timeshare properties.

² Franchise employees include employees at independently owned and operated franchised properties. While franchisees and their employees are not employed by us, they are a large part of our brands and our culture of hospitality. In addition to our corporate responsibility initiatives, we offer franchisees training and recognition programs and provide them with other resources that are relevant to them and their businesses.