



# AHLA FOUNDATION

# Our Mission

The AHLA Foundation's mission is to help people build careers, improve their lives, and strengthen the lodging industry. By giving them necessary tools, resources, and education, we can launch and sustain careers in our thriving industry.

Here are a few ways we are supporting recruitment and retention as well as equipping the industry to respond to critical and emergent issues that impact them.

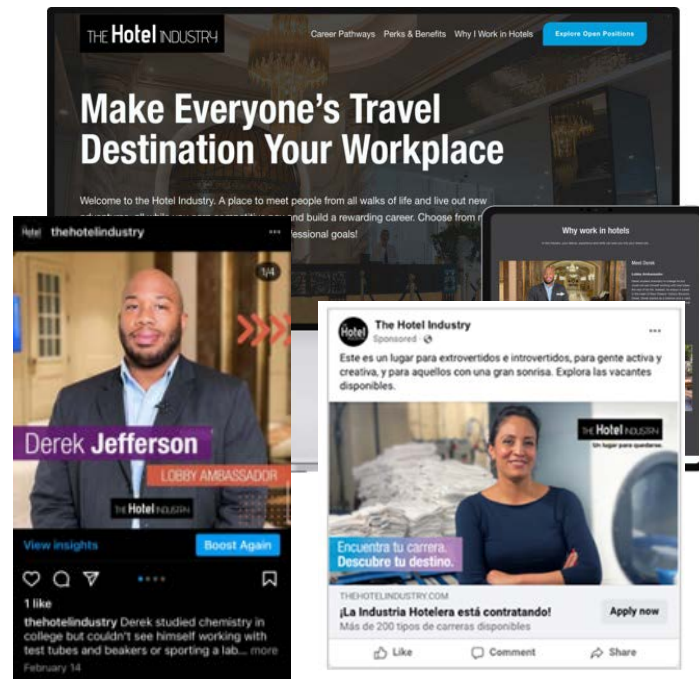


# Paving the Path Through a Diversity, Equity And Inclusion (DE&I) Lens

## RECRUITMENT

### Highlighting Career Pathways, Drawing in New Talent

'A Place to Stay' is a new, **national ad campaign** to fill hundreds of thousands of open hotel industry jobs. The multi-year effort helps diverse job seekers discover the 200+ career pathways and many perks that the industry offers, including competitive wages, benefits, flexible schedules, and travel opportunities. Want to share your hospitality story? Please email [hotelcareerstory@ahla.com](mailto:hotelcareerstory@ahla.com) for a chance to highlight your journey. Also visit [TheHotelIndustry.com](http://TheHotelIndustry.com) to see and hear the voices of real employees, a staple of the campaign.



### Diversifying the Talent Pipeline, Helping Opportunity Youth

The **Empowering Youth Program** aims to prepare youth for long-term careers in hospitality through partnerships with community-based organizations (CBOs). After awarding \$175,000 to local CBOs this year in Los Angeles, New Orleans, Orlando and Washington, D.C., more than 50 individuals from traditionally underserved populations have graduated from the program and are securing jobs in the hotel industry. Contact Kelly Vazquez ([kvazquez@ahla.com](mailto:kvazquez@ahla.com)) to learn more about joining the employer network and our plans to expand the program nationally.



### Educating Our Future Leaders

The AHLA Foundation disburses more than \$1 million in **academic scholarships** to two-and-four-year hospitality students at our 75 affiliated schools and other hospitality schools around the country. For the 2022-23 school year, AHLAF will be doubling our commitment to community colleges with \$200k in scholarships and giving away a total of \$1.1 million in academic scholarships.

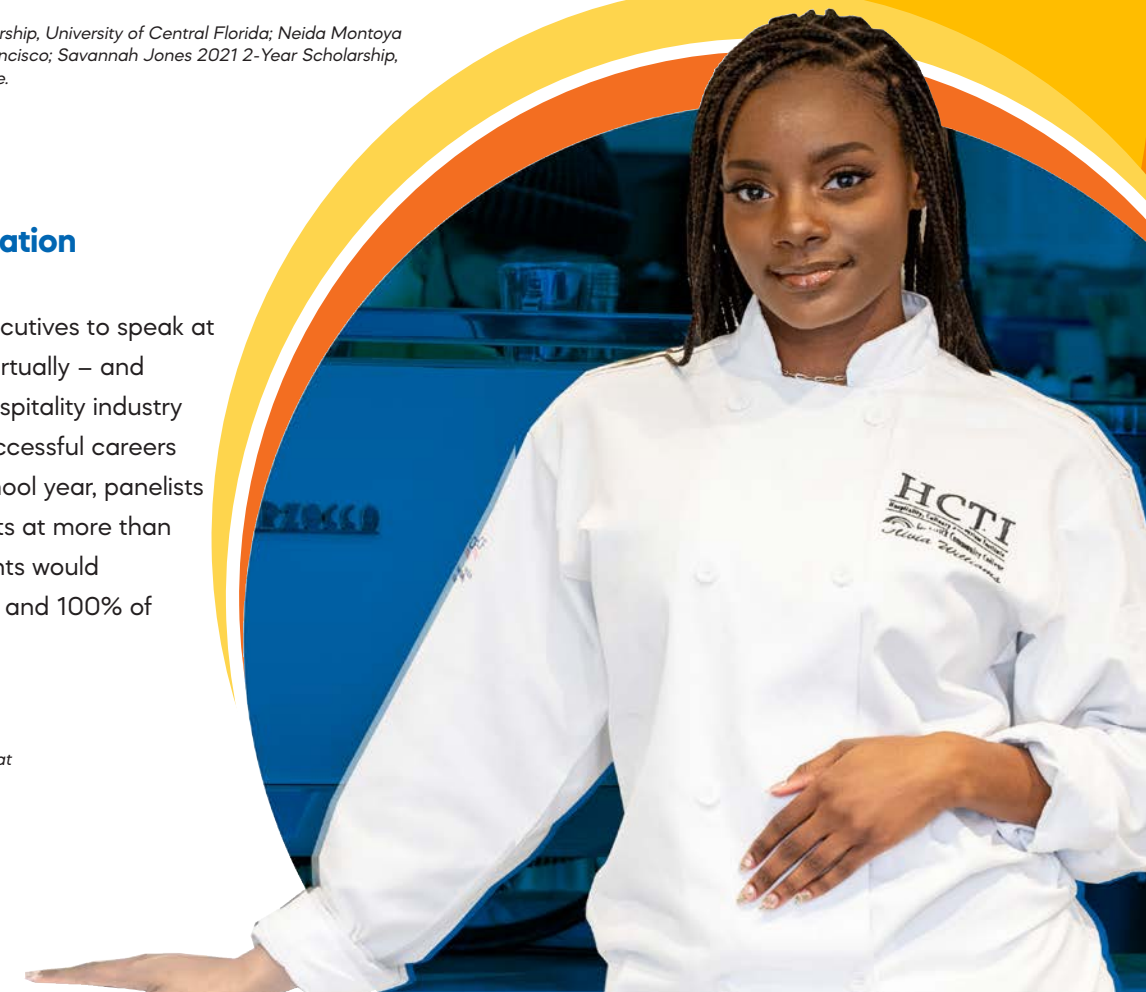


Left to right: Moises Lobaton 2021 Ecolab Scholarship, University of Central Florida; Neida Montoya 2021 2-Year Scholarship, City College of San Francisco; Savannah Jones 2021 2-Year Scholarship, University of Arkansas – Pulaski Technical College.

### Engaging the Next Generation of Hospitality Leaders

**Castell@College** brings female executives to speak at hospitality schools – in person or virtually – and encourages students to join the hospitality industry through speakers' stories about successful careers and fulfilling lives. Over the last school year, panelists have engaged with 1,900+ students at more than 60 events. Over 90% of the students would recommend the events to a friend, and 100% of panelists want to join more panels.

Olivia Williams, Two-Year Scholarship Recipient at Frederick Community College



## RETENTION

### Advancing Careers

Through our **Apprenticeship Program**, we have trained more than 1,200 apprentices to help advance their careers in hospitality and get them to that next promotion – all while enjoying a 90% retention rate. Currently, we have lodging manager and hotel cook apprenticeships, with additional tracks in development. Contact Carrie Alexander ([calexander@ahla.com](mailto:calexander@ahla.com)) to sign up for this free program today.

### Mentoring the Next Generation

The AHLA Foundation just launched its first-ever, six-month **mentorship pilot program**. With 30+ topics to choose from and intercompany matching available, the program allows participants to strengthen desired skills, network with high caliber mentors across hospitality, and pay it forward to the next generation of hoteliers.



*Maria Anzola, Apprentice and Newly Promoted General Manager, Homewood Suites by Hilton Houston/Katy Mills Mall*

### Helping Employees Upskill and Grow Their Careers

We provide **professional development scholarships** exclusively to individuals currently working at a member hotel who want to advance their careers with courses and credentials through AHLEI. These scholarships enable hospitality employees to grow their industry knowledge and enhance their professional skills. The scholarship covers the cost of the program fee, study materials, and exam fee associated with the professional development certification. Contact Kelly Vazquez ([kvazquez@ahla.com](mailto:kvazquez@ahla.com)) for more information.



*Zachary Martin, Assistant General Manager, Royal Sonesta New Orleans*



*Divna Mirolovic, Barista, Westin Kierland Resort and Spa*



*Left: Gus Marshall, Oyster Shucker, Royal Sonesta New Orleans  
Right: Karinna Nieves, Colleague Experience Manager, Andaz Napa*



# Member Education & Training

## Guiding and Accelerating DE&I Journeys Across Hospitality

As part of our industry's five-year, \$5 million commitment to DE&I, the inaugural **Best Practices Guide** helps you start or accelerate your company's DE&I journey. This version – containing key resources for brands, management companies and owners – provides robust tips and guidelines, from setting metrics to inclusive hiring practices. Sign up for our remaining informational webinars and 'Ask an Expert' Office Hours to help navigate this wealth of information.



Use the QR code to learn more about the Best Practices Guide.

## Advancing DE&I through Executive Training Opportunities

One of the foundational programs under the industry's DE&I commitment, the **Leadership Academy** is a six-month facilitated learning experience focused on inclusive leadership and courageous conversations for C-suite executives in the industry. The experience begins with an immersive, in-person kickoff session and then continues with three sustainment sessions conducted virtually.

## Strengthening Female Leadership in Hospitality

AHLA Foundation's merger with the Castell Project strengthens and accelerates the industry's commitment to elevate women in hospitality and brings **BUILD and ELEVATE** – Castell's signature leadership development programs – under the Foundation's umbrella.

BUILD cultivates a strong leadership identity for women who are currently mid-to-senior level, propelling them to the next level in their careers as strong, confident leaders. ELEVATE focuses

on women who have successfully navigated their careers and are already strong and established leaders but are looking to perfect their skill set to enter the top levels of leadership.

Please contact Deb Cox ([dcox@ahla.com](mailto:dcox@ahla.com)) to learn more about how you can participate in these year-long programs.



## Combating Human Trafficking Together

The hotel and lodging industry has a longstanding commitment to ending human trafficking. **No Room for Trafficking**, the AHLA Foundation's national awareness program, unites the industry around one comprehensive approach centered on elevating issue awareness; providing best practice guidance on policies, procedures and technologies; educating and training employees; and supporting partnership with law enforcement agencies and leading national anti-human trafficking organizations to establish industry standards and support survivors. Since 2020, more than 700,000 employees have received free training through the NRFT program to identify and report human trafficking. Find more information, including free materials, events and resources customized for the hospitality industry, here: <https://www.ahlafoundation.org/human-trafficking>.

# Resources for the Industry

## Propelling the Industry Through Research

Since 1995, the Foundation has distributed over \$4 million in research grants to drive the industry forward on relevant and pressing matters. This includes supporting researchers who explore issues that are critical to our industry and generate data and insights we use to tell the hotel industry's story.

We accept unsolicited applications from individuals or organizations wishing to conduct research in the lodging industry. Applications may be submitted three times a year. Please contact Amy Allen ([aallen@ahla.com](mailto:aallen@ahla.com)).



## Contribute

Your financial support enables us to do more  
and help more individuals.

Donate at [ahlafoundation.org/donate](https://ahlafoundation.org/donate).

## Engage

Learn more about how your company  
can participate in one of our programs.

Reach out to Joseph Lampone at [jlampone@ahla.com](mailto:jlampone@ahla.com).

## Follow

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