



Dollars for Deeds

Business Processes – Operations



DOLLARS FOR DEEDS

CSR Program 'Dollars for Deeds'

All Anantara properties immerse themselves in local initiatives that give back to the community and environment, thereby enhancing the social and environmental surroundings of each destination.

The 'Dollars for Deeds' programme , launched in Thailand in 2015, gives guests the option to donate one dollar per night of their stay, with Anantara matching each guest's contribution.



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Programme details

Key principles / background

Sustainability has long been a **key pillar of Minor Hotels’** operating philosophy, but it is increasingly also not only a global need but a **requirement from both our investors and our customers for their business.**

We realize that **in order to grow our business together with our stakeholders**, we need to foster the socially responsible mindsets for our people, as well as to engrain Sustainability into our day-to-day business operations, processes and culture, with clear strategic direction. The intention is not to look at sustainability as a separate topic, but **to have sustainability being integrated into our growth strategies going forward.**

MINOR has made a commitment to Sustainability in multiple methods, one being our “Dollars for Deeds” program.

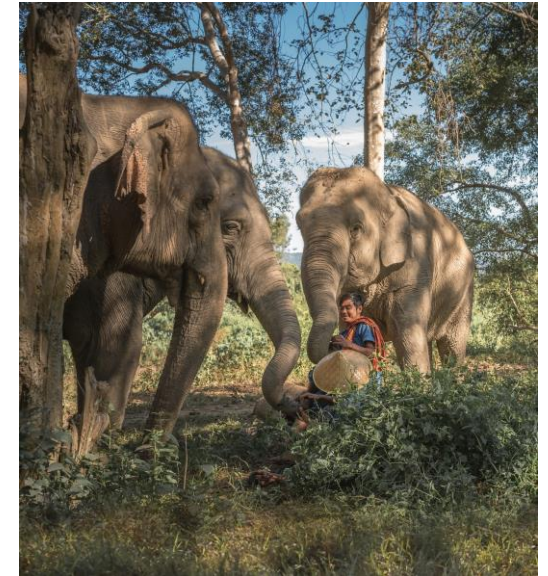
The “Dollars for Deeds” program gives our guests the opportunity to contribute financially to a hand-picked selection of initiatives that impact the environment, sustainability and the community.

We will ask our guests to donate the equivalent of 1 € each night of their stay, which is then applied to the program we have chosen as our Sustainability initiatives. **This commitment will be matched by the Anantara Hotel Dollar for Dollar**, (additional donations above the 1€ per night may be sought but may not be matched).

The cause that the hotel wishes to support must be approved by the VP Sustainable Business and the SVP Luxury Hotels.

This is an OPT-OUT program: all guests must be introduced to the program on Check-In and given the chance to opt out on Check-Out. As this will be charge as a Stay option in the direct payment folio , It is essential that every guest is informed during their stay.

This document details the expectation that the company has regarding the process for **calculating and posting CSR donation contributions to the guest bill.**



Financial standards expected

The guest will be introduced to the “Dollars for Deeds” on check in, during their stay and on departure. This program asks the guests for their agreement to participate and donate.

Additionally, a paragraph will be included in the **GM’s in-room letter** explaining the program, the cause supported, that the donation will be matched and offering the guest the chance to opt out.

Suggested wording:

“At Anantara we pride ourselves on giving back to the communities and environment in which we operate, We have taken the liberty of adding 1 € per night of your stay to your bill to support xxx as our local sustainability cause. Anantara will match this Euro for Euro, please do let us know, at any time, if you’d pre-fer not to donate. If you have any questions about any of the projects or would like to get further involved, please do feel free to ask me or any of our associates.”

The daily charge is to be paid by the customer on departure.

For bookings with billing/routing instructions, **please ensure that the donation is paid by the customer directly.**

Only direct payment will be accepted, and we can not include this type of donations in a credit Folio.

Causes supported across the Brand are set out below:

- Thailand: Golden Triangle Elephant Foundation, Maikao Marine Turtle Foundation & Princess Sirindhorn Craniofacial Center, Chulalongkorn Hospital
- Maldives: Holistic Approach to Reef Protection
- Cambodia: Wildlife Alliance’s Wildlife Rapid Rescue Team and Wildlife Reintroduction
- programs for Angkor forest.
- Sri Lanka Tangalle: IUCN Turtle Beach Protection Program.
- Sri Lanka Kalutara: Elephant Transit Home, Udawalawe
- Vietnam: Kianh Foundation
- Oman Al Jabal Al Akhdar: Environment Society of Oman
- Zambia: Supporting community food production & marketing.

Current social contribution projects focused on in Europe include:

- Infant disease
- Feeding vulnerable families
- Education and development of vulnerable young people
- Plastic and waste associations
- Local biodiversity conservation
- Water conservation
- One posting should appear for each night of the stay.

Team Members Training

Key to the success of the project is the knowledge base of team members.

It is expected that **all Front-Line team Members** are aware of the **Dollars for Deeds** program and have the ability to:

- **Name & briefly explain the projects supported.**
- **Direct guests towards web and other resources where the guests can find more detailed information.**

It is expected that all **Front Office Team members** also have the ability to:

- Describe the projects in detail.
- Outline Anantara's involvement in their inception.
- Reassure guests that Minor matches and, where necessary, more than matches all funds donated through this scheme.

The HR team is responsible for and capable of ensuring the teaching of the materials for the CSR program.

The HR Team is able to provide clear orientation programs and objectives to support the entire hotel's understanding of the reason for our "dollars for Deeds", ensuring that everyone is able to articulate the pro-gram and its purpose at a basic level.

The **HR Team is able to facilitate** the continuous capability of the Designated Trainers of key areas of operational execution of the program, with specific emphasis on the following departments having in depth understanding to project manage the cycle of the guest experience:

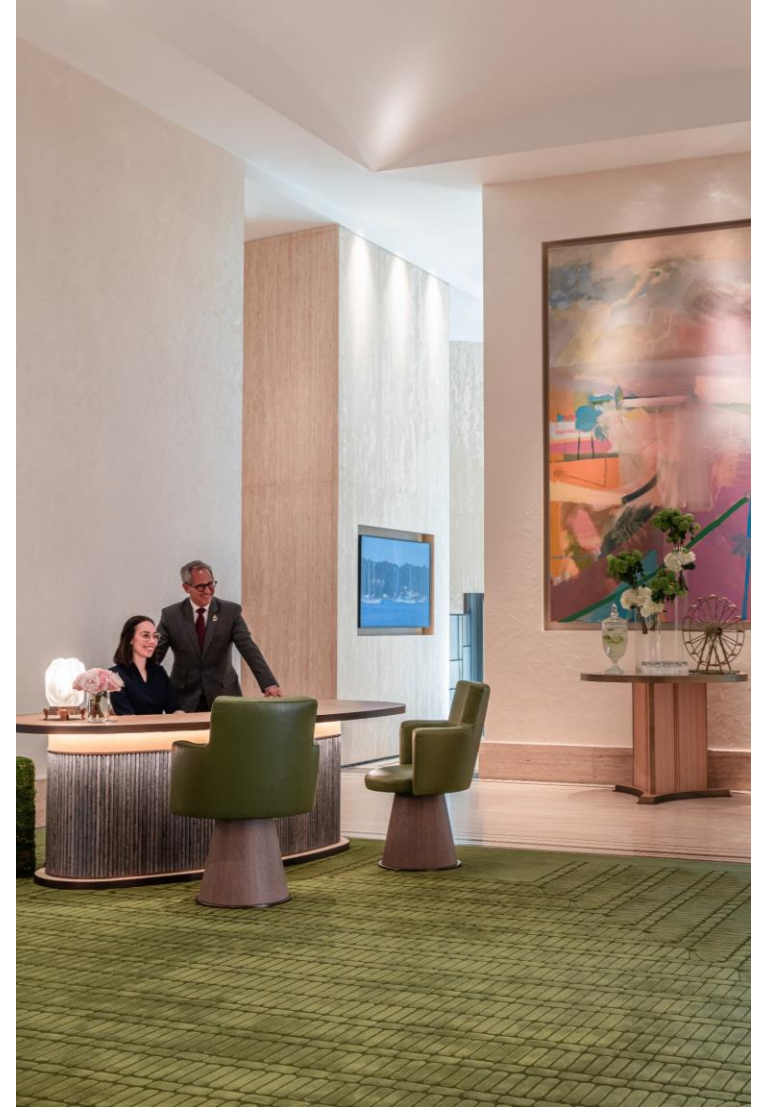
*** Finance * Concierge * Front office * Housekeeping * Telephone/Service Centre**

The HR Team Manager is capable of tracking all participants' orientation of the "dollars for DEEDs" program

The Education associates are able to determine and advise NHHG corporate office Sustainability committee when the currency of content or process needs enhancing or updating.

Handy Hints:

1. HR have a responsibility to be the CSR central advocates
2. In the absence of an HR Team the responsibility falls to the Hotel Manager to take the lead for this critical program.



Procedures

- The **major responsibility and knowledge of the “Dollars for Deeds” program will be held by Front Office, Guest relations and Concierge.** These team members must have detailed knowledge with every associate fully familiar with the details of the programs that support.
- **Guest relations or Concierge** (to be selected per hotel) **has been nominated in the collateral as the point of reference** for obtaining further information. MH Corporate regard the term Guest relations / Concierge as covering: ; Front Office, Guest Services and Butlers as all perform the services of providing information to guests.
- **Every hotel is issued a series of collateral for promotion and explanation of the program.**
- This collateral is exemplified in the re-launch information pack. All hotels are expected to have it and be familiarized with its content.

Pre-Stay:

- Prearrival email for direct bookings
- The Anantara brand website will repost dedicated Dollars for Deeds pages included in the sustainability tab.

Reception:

- Displayed in the mobile guest app, the hotel newsletter, and the tablets in reception

In-room:

- TV Video/Brand Flash on TV
- Associates who are considered to be ‘sources of information’, e.g., at Business Centre, Concierge or Lobby Desks and telephone operators must be able to explain this program when asked about it.

Procedures

Handy Hints:

1. **It is important to be sure of the “Dollars for Deeds” program details.** Guests expect you to know why you are asking them to contribute money. They expect you to be fully committed to the program and able to explain where the money is donated to.
2. **Asking for a donation requires us to establish a sense of trust in us by the guest.** Be worthy as they will judge us as a company by how we handle this process.
3. **Knowledge is key.** Everyone should see and understand the programs we support and understand the importance of having a CSR program.
4. **Orientation on the program is critical.** It cannot be excluded.
5. It is important to **stress the factors that differentiate our project from others** that guests may encounter:
 - i. **Dollars for Deeds deliberately supports small projects** which fill the niche between Govt Departments & large international NGOs.
 - ii. As such Dollars for Deeds personnel are on the ground, either controlling or constantly monitoring our projects.
 - iii. Anantara support all the admin so unlike larger charities **ALL THE MONEY goes direct to the projects in question and local support staff.**
 - iv. We consult & work with publishing scientists and peer reviewed journals wherever possible to ensure our work is viable & sustainable.



Collaterals implementation

Collaterals implementation

The 'Dollars for Deeds' programme communication should be implemented across the channels and materials listed below:

- **Website (*mandatory*)** – detailed information of the 'Dollars for Deeds' programme, its mechanics and the local initiatives each specific hotel is supporting have to be featured on the specific section within Sustainability landing page of each property' website.
- **In-room TV video (*mandatory*)** – a dedicated Europe & Americas video version of 'Dollars for Deeds' is available on MHZone. It is mandatory to present this video on the in-room TV's, together with the other brand and corporate videos (can also be used in other screens if necessary and/or needed). Ensure video is correctly uploaded before programme is launched, aligning with the respective IT Department the necessary technical procedures;
- **MGS (*mandatory*)** – dedicated section on Mobile Guest Services where a brief explanation about the concept of the programme and the institutions/projects we are supporting is featured. Should be live before the launch of the programme in each property;
- **Paperless Check-in Tablets (*mandatory*)** – a dedicated screensaver will be uploaded centrally to each property 'Paperless Check-in' Tablet. This screensaver features a QR code linked to the specific section of 'Dollars for Deeds' on the Mobile Guest Services.
- **Digital Screens (*optional*)** – dedicated digital screen image that can be used for desktop backgrounds (business centre) or to include in any screens available in public areas.
- **Printed Brochure (*optional*)** – dedicated printed brochure with the same information featured on Mobile Guest Services, to have as a fallback option in case a guest needs printed information. Print reduced quantities and only if needed. This printed brochure has also a 'page by page' PDF version that can be used by Reservations teams to send via email to the guests, in case is needed. Check with BU Brand Manager for the correct version to be printed for your specific property;
- **Printed Poster (*optional*)** – dedicated poster with an overview of the programme in case is needed, to be framed and presented in different areas of the hotel. Check with BU Brand Manager for the correct version to be printed for your specific property;

For further information or inquiries, be so kind as to contact the BU Brand Manager of your respective region.

The correct implementation of the programme in the selected hotels is a responsibility of the MarComm Manager of each hotel.



Application in the system

Stay option in TMS



ESMA.VILPA. Individual Res. - GÓMEZ FERNÁNDEZ, Maria Trinidad

1

Arrival: 01.06.2023 Thursday
Nights: 3
Depart.: 04.06.2023 Sunday

RoomType:
Guests:
Room:

General Data *Billing Information *Additional data

Contact person:
Phone:
E-Mail: accounting@expedia.com
Voucher:
Reservation type:
Registrat. date: 01.06.2023 Language: E
CUT-OFF date:

Guests

O..	Code	Guest Name
1	4984270	GÓMEZ FERNÁNDEZ, Maria Trinidad
2		

Stay Options

Arrival 01.06.2023 Depart 04.06.2023 Room Type DLUDBL AD 2 JU 0 CH 0 BB 0 Board BB EUR

Contractable stay options

R..	Stay option	Description	Stock	Price type	Price	T. Amount	Cur.	Tax L.	Data	Travel reason	Source	Mand	Applied
1	DOL4DEEDS	Dollars for Deeds	0	Per room	1,00	3,00	EUR	✓	CC		Hotel		✓
1	CATS	Cats	0	Per room	25,00	0,00	EUR	✓			Hotel		✓
1	CAT_EXTRA	Cat Extra	1	Per room	0,00	0,00	EUR	✓			Hotel		✓
1	DOGS	Dogs	0	Per room	25,00	0,00	EUR	✓			Hotel		✓
1	DOG_EXTRA	Dog Extra	0	Per room	0,00	0,00	EUR	✓			Hotel		✓
1	EARL_CHECK	EARLY CHECK-IN	0	Per room	50,00	0,00	EUR	✓			Hotel		✓
1	EXT_LATOUT	Extensión LCO	0	Per room	30,00	0,00	EUR	✓			Hotel		✓
1	GREENSTAY	Greenstay	0	Per room	0,00	0,00	EUR	✓			Hotel		✓
1	LC 14H	Late Check Out 14h	0	Per room	30,00	0,00	EUR	✓			Hotel		✓
1	LC 16H	Late Check Out 16h	0	Per room	100,00	0,00	EUR	✓			Hotel		✓
1	NEW_YEAR	New Year	0	Per Pax	0,00	0,00	EUR	✓			Hotel		✓
1	NEW_YEAR_S	New Year's Eve Sushi	0	Per Pax	0,00	0,00	EUR	✓			Hotel		✓
1	NY_BRUNCH	New Year Day Brunch	0	Per Pax	0,00	0,00	EUR	✓			Hotel		✓
1	UP3_4	Upg.Superior_Deluxe Room	0	Pe							Hotel		
1	UP3_4T	Upg.Superior_Deluxe with te.	0	Pe							Hotel		
1	UP3_4V	Upg.Superior_Deluxe Lake Vi.	0	Pe							Hotel		
1	UP3_7	Upg.Superior_Junior Suite Ro.	0	Pe							Hotel		
1	UP3_7EX	Upg.Superior_Suite Executive	0	Pe							Hotel		

2

Employee

Please, introduce an employee password

3

4

Legend: Contracted Mandatory Required Optional Not contractib

Stay option price 3,00 Reserv.price 36,94

Contract the stay option at reservation moment, check in or during the stay.

It will appear as an extra in Folio 1.

This concept, DONATE, is exempt, 0% VAT.



Close an invoice by Credit with the concept DONATE is blocked.

Reservation 109282226 Status Check in Arrival 01.06.2023 Departur 04.06.2023

Main Client DISCOVERY, NH Voucher

Main guest GÓMEZ FERNÁNDEZ, Maria Trinidad Type DLUDBL Deluxe Room

FOLIOS: F1 3,00 EUR GÓMEZ FERNÁNDEZ, Maria Trinidad-0004... F2 1.637,02 EUR VIAJES E
(tax ind.) F3 0,00 EUR GÓMEZ FERNÁNDEZ, Maria Trinidad-0004... F4 0,00 EUR GÓMEZ I

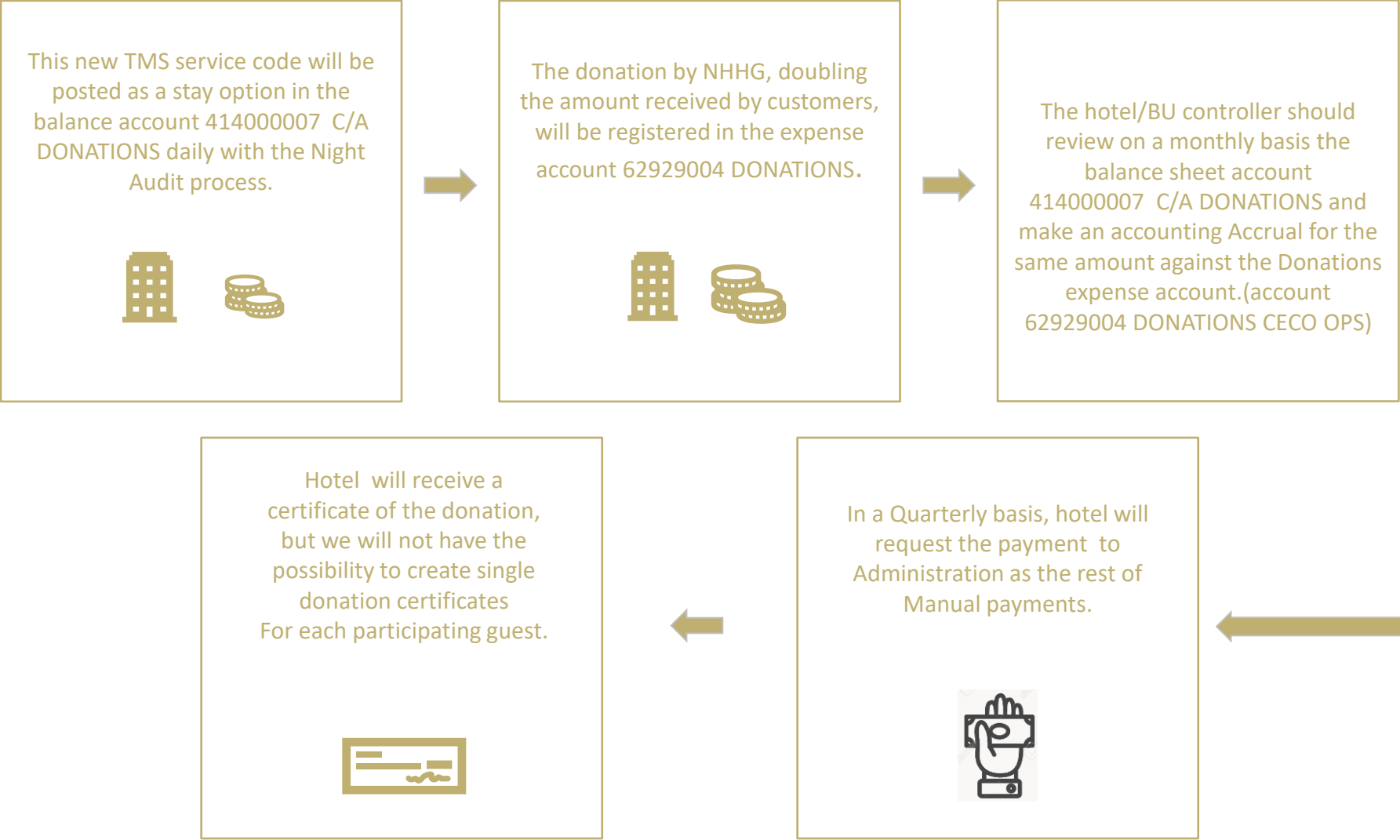
Arrangement code

Status	Revenue date	Folio	Concept identifier	Description	Quantity	Price	Disc. (net)	Amount	Tax ind.	Service date	Source	Guest Name
✓	01.06.2023	1	DONATE	Dollars for deeds	1	1,00	0,00	1,00		01.06.2023	102	GÓMEZ FERNÁNDEZ, Maria T
✓	01.06.2023	1	DONATE	Dollars for deeds	1	1,00	0,00	1,00		02.06.2023	102	GÓMEZ FERNÁNDEZ, Maria T
✓	01.06.2023	1	DONATE	Dollars for deeds	1	1,00	0,00	1,00		03.06.2023	102	GÓMEZ FERNÁNDEZ, Maria T
		3				3,00		3,00				



Financial control

Back office details



MINOR

HOTELS

