



Community Foundation of the Florida Keys

Business Partner in Paradise Voluntary Donation Program

Overview: Being a **Business Partner in Paradise** demonstrates to your customers and public that your business is a good corporate citizen, an attribute that attracts more and more consumers who seek companies that exhibit a social purpose when purchasing products and services. This low-maintenance program is very attractive to visitors and tourists and reaps great rewards for our community.

Description: **Business Partners in Paradise** is a partnership program between the Community Foundation of the Florida Keys (CFFK) and local hotels, guesthouses and other business establishments where guests and visitors are given the opportunity to make a voluntary donation (typically \$1.00 per stay/visit). Donations are collected by the business establishment and donated on behalf of the consumers to CFFK which are used to preserve the natural environment and cultural history and heritage that keeps tourists and visitors returning to the Florida Keys year after year.

How Are Donations Used? The money is put into a grant pool that CFFK uses to make grants to nonprofit organizations and programs in the Keys that excel in protecting our natural environment, preserving our cultural heritage and history, and much more.

How Does It Work? Guests/patrons are given a self-explanatory card about the program in their check-in packet or hotel room (*see sample card*). The \$1.00 donation is automatically charged on the guest portfolio. Guests have the opportunity to 'opt out' of the program by signing the card indicating they do not want to participate and leaving it at the front desk. The hotel/guesthouse keeps an accounting of the money collected and writes a donation check to CFFK on a quarterly basis. There is little or no burden to front desk staff and the process of accounting for collecting and disbursing the funds is minimal.

How Much Does It Cost? There is no cost associated with participating. CFFK provides the donation cards with the business establishment's logo, along with promotional items indicating the business is a "Partner in Paradise." Printing expenses and other direct costs associated with the program are deducted from the donations received by CFFK.