

Building Communities that Thrive

Featuring Thought Leadership from Maritz, CSI DMC and Destination DC



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Edward Jones, Maritz



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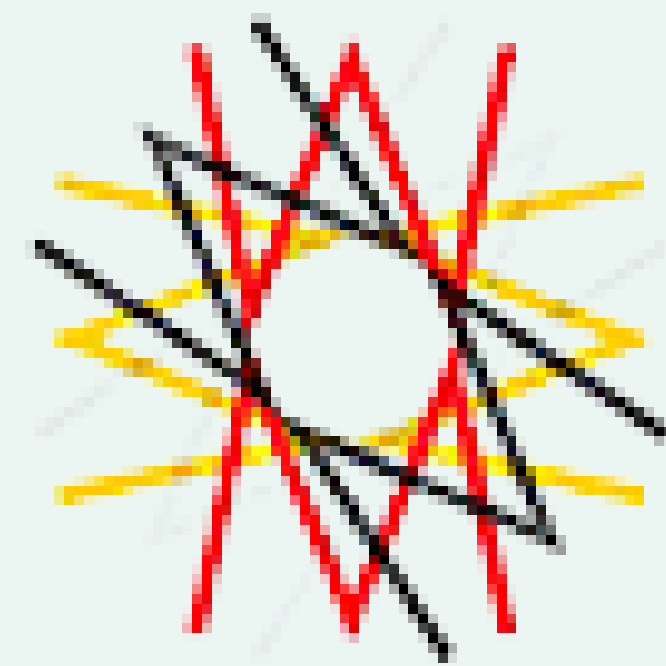
Jenna Wiese

National Account Director,
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Continued Opportunity for Giveback

University of Maryland Safe Center for Human Trafficking Survivors

Creating Art Kits with
Messages of Kindness



UNIVERSITY OF MARYLAND
SAFE CENTER
FOR HUMAN TRAFFICKING SURVIVORS
EMPOWERING THE STATE

SUPPORT, ADVOCACY, FREEDOM, AND EMPOWERMENT CENTER

How Does Givingback Impact Us?

Emotional and Psychological Impact

- Increased Happiness
- Sense of Purpose and Fulfillment
- Enhanced Mood

Physical Changes in the Body

- Neurochemical Responses
- Lower Blood Pressure
- Improved Heart Health
- Strengthened Immune System
- Reduced Cortisol Levels

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Edward Jones Culture 360

Immerse

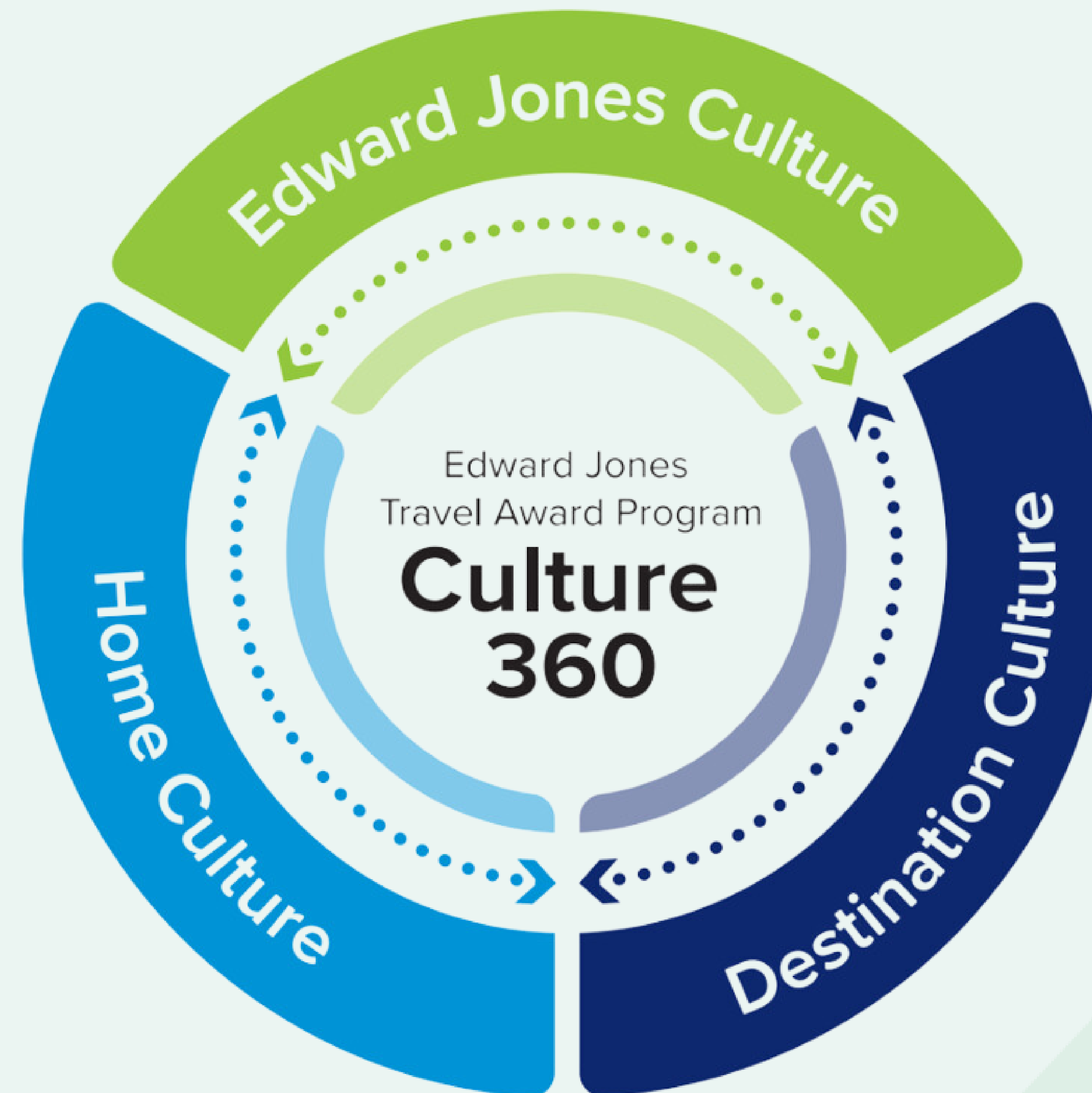
In the Edward Jones
Culture

Impact

The Trip Destination
Culture

Infuse

Your Home
Culture





Maui, Hawaii TAP 2023





How We Connect with Local Destinations

Partnerships with Local Businesses

- Exclusive agreements with top local venues that resonate with the spirit of the community.
- Strong, collaborative relationships with local vendors to create authentic experiences that support the local economy.

Industry Involvement

- Regular attendance and contribution to local business events and trade shows.
- Active participation in industry associations, expanding our local knowledge and relationships.

Charity Work

- Ongoing support and sponsorship of community initiatives and non-profits.
- Volunteer programs encouraging team members to give back through local projects.



Community Social Responsibility Efforts

Community Respect

We actively engage with and honor the culture and history of each destination, ensuring our events create a lasting, positive impact.

Sustainability

Our Sustainability Council, composed of dedicated employees, develops strategies to achieve our green goals. These team members are trained and certified as Sustainable Event Planners through the Events Industry Council (EIC).



Purposeful Partnerships

We partner with organizations that share our vision for a sustainable future.

—————→
A few of our favorites
to check out!





Charitable Giveback Initiatives in DC





Examples of Culture 360



London, England

Organization Name:
Charity Begins at Home



Culture 360 Activity Description

Packaging meals and distributing meals to people in London

Managing Give Back Expectations

Comprehensive Consultation:

- Conduct in-depth discussions with clients to understand their vision and goals for the give-back program.
- Align expectations by setting clear, realistic objectives that can be feasibly achieved within the event's scope.

Transparent Communication:

- Provide detailed information on the logistical requirements, potential challenges, and impact of the give-back program.
- Keep clients informed with regular updates and progress reports to ensure alignment throughout the planning process.

Customized Program Design:

- Tailor each give-back program to fit the specific needs and values of the client and their event.
- Incorporate local community insights and partnerships to maximize the impact and authenticity of the program.

Impact Measurement and Reporting:

- Develop metrics to evaluate the success and impact of the give-back program.
- Provide clients with comprehensive reports and feedback to highlight the positive outcomes and areas for future improvement.

Post-Event Follow-Up:

- Conduct post-event debriefs to gather client feedback and assess the overall success of the program.
- Offer suggestions for enhancing future give-back initiatives based on the insights gained.



MAUDE Framework for Sustainability Training

MEANINGFUL

- Is the project meaningful long term?
- Is there ongoing support needed for your project to have long-term significance for the community?
- Who will provide services, training or equipment?
- Convey the meaningfulness of the activity to recognize the value and importance of their service contribution

ALIGNED

- Align the service activity with your mission, vision and values
- Activity to resonate with guests on personal level
- Activity to related to topics the guests are learning and developing



MAUDE Framework for Sustainability Training

U NIQUE SKILLS

- Leverage unique skills and resources of volunteers to amplify the impact
- Deliver value to the community, your participants and organization

D ESTINATION

- Destination management companies are a great resource in developing community projects
- DMC provides continued support for initiatives and have valuable experiences to streamline planning process

E NGAGING

- Engaging for participants
- Activity moves at a pace that keeps attention and participation
- Avoid long waits between productive activity
- Ensure there's a role for all who show up to the activity, not just those with particular skills
- If down time, allow service organization expert or beneficiary to add an extra level of engagement

How to Keep Your Impact Going

What is one thing you will do differently in your programs to support CSR efforts?

How can we as a community make a positive impact on the places we visit and the people who live there?

THANK YOU!

