

## **Educational Foundation**

### **BACKGROUND AND PURPOSE**

#### **Background**

The Educational Foundation was created to identify and respond to the growing needs of the hospitality industry. Enhancing the capabilities of hospitality professionals elevates the industry to a recognized and valued profession. The Foundation encourages organizations and individuals to use ongoing education to achieve strategic business and personal objectives.

#### **What is the Educational Foundation's purpose?**

- To better prepare hospitality employees for the workforce and respond to changes in the industry.
- To boost the stature of the hospitality professional, the Foundation, Visit Charlotte and the Charlotte Regional Visitors Authority (CRVA).
- To provide future direction and definition to the industry by serving as a resource and clearinghouse for educational enhancement opportunities supporting the objectives of the CRVA's strategic plan.
- To enhance the bottom line, and to improve the communication process and organizational productivity of hospitality organizations, whose success will benefit all stakeholders.

Operating completely on voluntary contributions, the Foundation awards scholarships to local hospitality industry employees and to students planning to enter the hospitality industry. It supports programs designed to prepare hospitality professionals for the rapidly changing business environment.

Operated by the CRVA professional staff and supported by an Application Review Board made up of hospitality professionals and two CRVA executives, the Educational Foundation holds fund-raising events, conducts special campaigns, and seeks annual contributions from individuals, corporations, and other foundations to support its important work on behalf of the hospitality industry.

#### **CRVA Educational Foundation**

**Attn: Karen Brand**

501 S. College Street

Charlotte, NC 28202

[Educational.foundation@crva.com](mailto:Educational.foundation@crva.com)

704-414-4172