

UNICEF Check Out for Children Program

Phase 2 / Kick-off Webinar

United Kingdom

Germany

France

Spain

Italy



May 23rd, 2023

Today's Agenda

- ✓ UNICEF Check Out for Children Background
- ✓ Program Overview
- ✓ Land-It Steps for Deployment and Timeline
- ✓ Key Documents and Forms
- ✓ Supporting Materials and Collateral
- ✓ Next Steps & Q&A



Time spent setting up and supporting COFC can be reported as volunteer hours toward Marriott's Serve 360 goal to contribute 15 million hours of volunteerism by 2025. Enter your hours in [Just Report It](#).

Why Partner with UNICEF?

We're all in this together



Most widespread and recognizable social welfare



[UNICEF.org](https://www.unicef.org)



Created 75 years ago

They work in the world's toughest places to reach the most disadvantaged children and adolescents – and to protect the rights of every child, everywhere. Across more than 190 countries and territories, they do whatever it takes to help children survive, thrive and fulfill their potential, from early childhood through adolescence.

UNICEF is the world's largest provider of vaccines. Their other activities support:

- Child health and nutrition
- Safe water and sanitation
- Quality education and skill building
- HIV prevention and treatment for mothers and babies
- Protection of children and adolescents from violence and exploitation

Background: A 25+ Year Partnership with UNICEF

As of 1995 Check Out for Children program launched and raised nearly \$50M, benefitting over 4.5 million children

2018 MI removed the brand standard, retired the program in Europe, and planned to update from \$1 per stay to \$1 per night

2021 Secured executive support of Craig S. Smith, Group President & Managing Director, International Division and Apoorva Gandhi, Senior Vice President, Multicultural Affairs, Social Impact and Business Councils to expand throughout the International Division

System changes and new laws and regulations led to need for more infrastructure and adherence to the legal/finance/tax/consumer protection complexities that vary by jurisdiction

2022 Developed infrastructure, and gained cross-discipline leadership alignment at HQ and in-Continent to deploy the program across 3 regions in phases + signed Legal agreement with UNICEF

2023 COFC Phase 1 re-launched on **27 February 2023** in twelve countries, including South Africa, with future launches planned throughout 2023. Erika Alexander, Chief Global Officer, Global Operations and Tricia Primrose, Executive Vice President and Chief Global Communications and Public Affairs Officer became program's Executive Sponsors **in April 2023**.



COFC Program Overview



How It Works:

- **Opt-In Approach:** Guests are invited to participate in COFC with 1€ or 1£ per night added to the guest folio; guests have the option to remove or modify the charge at the front desk during their stay



How COFC is Deployed:

- Countries selected after in-Continent Legal / Finance market analysis and signoff from CLS Leaders.
 - *Your country is approved to participate – all legal, financial and tax regulations have been met*
 - *There are no tax obligations placed on participating hotels or owners*
- 6-week deployment using Land-It.



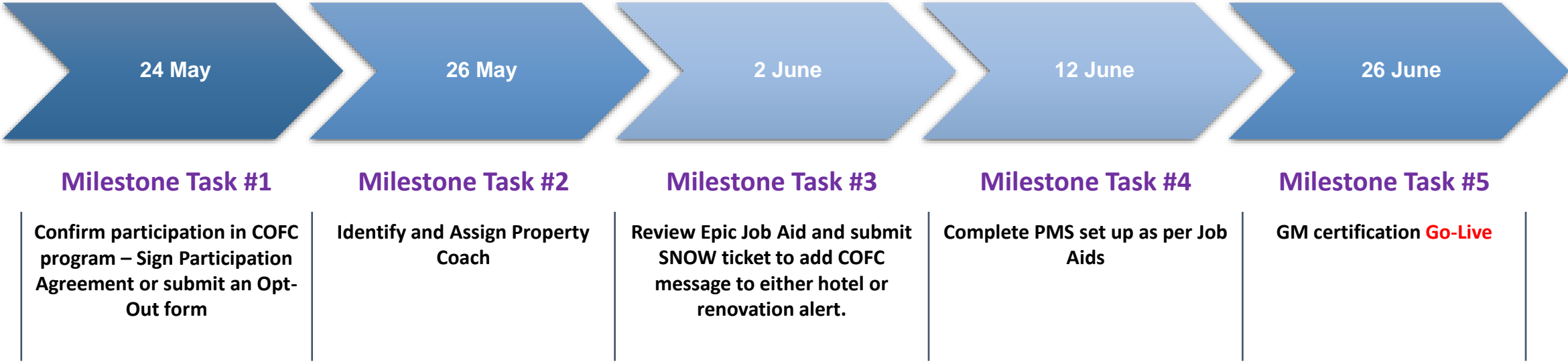
Hotel Impact:

- Initial setup/training (GM, Ops, Finance)
- Enquiring Guest Consent upon check-in time (Ops)
- Quarterly remittances (Finance)



Phase 2 / Deployment Timeline

Due Date



Escalation Plan will be in effect 1, 10 and 15 days after missing a milestone

Land-It is live since May 17

Follow now ...



10 steps to launch



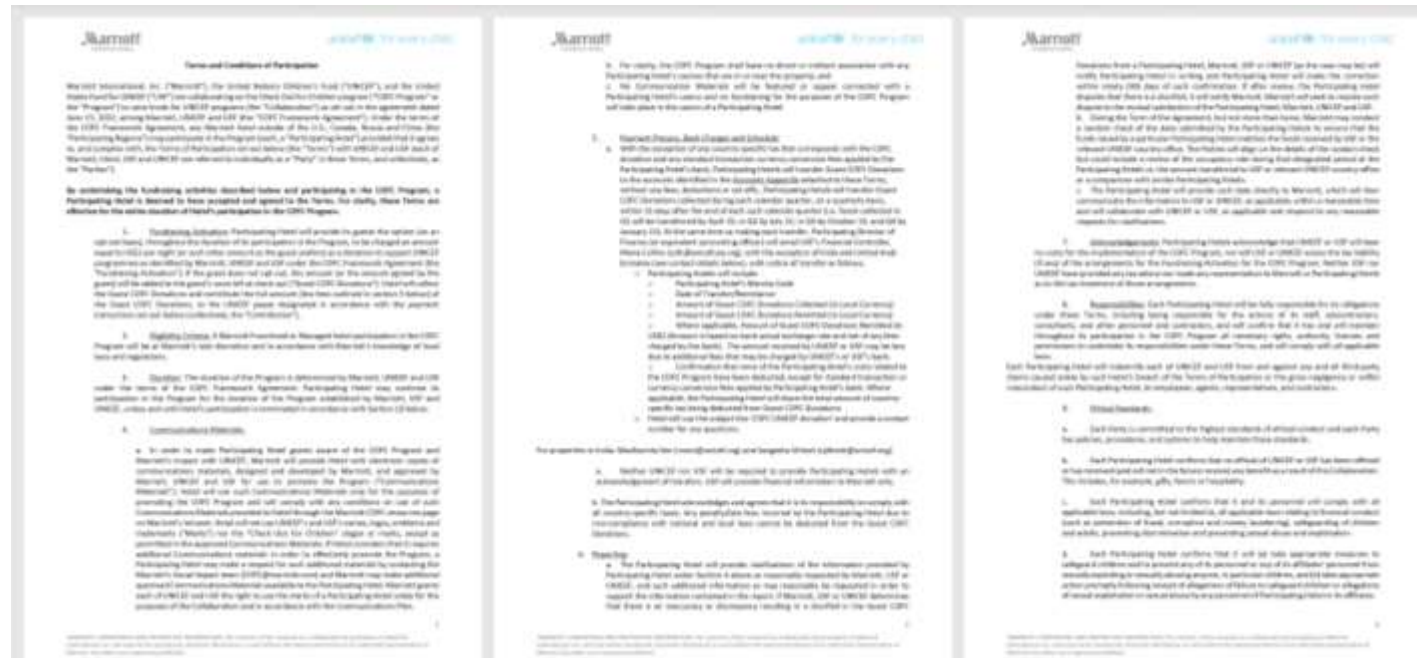
One step 30 days afterward to collect your feedback



COFC Participation Agreement

It is a legal agreement required by the UNICEF and Marriott attorneys that ensures the hotel understands the Terms & Conditions of the program and the requirements for remittance.

Partnership Agreement must be signed and returned by 24 May.



Before participating in COFC, the General Manager must [download](#) the legal document titled Participation Agreement, review and sign, then [upload](#). The links provided for each action are also in the Land-It task list.

For Franchise and Leased Hotels, please send a signed Partnership Agreement to cofc@marriott.com

COFC Opt-Out Form

If a property is unable to participate, the GM must complete the COFC Opt-Out Form. The link provided for filling out the form is on MGS [here](#) and, in the Land-It task list.

Check Out for Children Opt-Out Form

This form must be filled out and submitted if the property is unable to participate in the COFC program

1. Hotel Name

2. Hotel MARSHA Code

3. General Manager Name

4. Have you discussed opting-out of the COFC program with your Area Leader(s)?

- Yes
- No

5. Tell us why the Hotel is opting-out of the COFC program - select one option only

- Owner Concern
- Property is Manual / Q50 hotel
- Other Operational Concern
- Other

6. Please provide more detail on your answer above (e.g., explain why there is owner/operational concern, etc.). If your property is Manual/Q50, please enter N/A.

Hotel Feedback Survey – due 30-60 days after launch

Check Out for Children Program Feedback

Please complete this quick survey to let us know how the COFC program is going at your property.

Find it [Here](#)

1. How would you rate the guests' reaction to the program? (1 star is the most negative and 5 stars is the most positive)

(One to Five stars)

2. What are some of the comments / feedback you have received from guests regarding COFC?

(Open comments)

3. For the guests who participate in COFC, how often do they increase the donation amount?

- They rarely or never ask for amount to be increased
- They sometimes ask for amount to be increased
- They often ask for the amount to be increased

4. How would you rate your and your associates' experience setting up and running the COFC program at your hotel? (1 star is the most negative and 5 stars is the most positive)

(One to Five stars)

5. Please explain your rating above and include any suggestions you may have to improve the COFC program in the future.

(Open comments)

6. Please indicate your guest room entertainment format for showing the guest-facing UNICEF video.

- Digital
- DVD
- No ability to show videos in guest rooms

Supporting Materials

The following materials are available via [MGS](#) and via links on the Land-It Task List:

- [Participation Agreement](#) or [Opt-Out Form](#) (for hotels to review and sign)
- [Hotel Feedback Survey](#)
- [Guest-facing on-property signage and collateral](#) – General and Luxury (print + digital – several languages available)
- [Guest-facing video](#) distributed via Bonvoy TV or download via MGS (June/July)
- [Back-of-house poster](#), [associate-facing video](#) and [UNICEF Thank You video](#)
- [Finance SOP](#) for managed; [Resource Guide for participating Franchise partners](#)
- [Job Aids](#): Opera, Rev Mgmt., EPIC, Group Room Block
- [Brand Standard](#)
- [Talking points / FAQs / scripting](#)
- [About UNICEF](#) page highlighting key activities pertaining to your country, and worldwide
- [Marriott.com](#) and [UNICEF.org](#) microsites



Marriott International
SUPPORTS
unicef
for every child

Check Out for Children

Marriott's Check Out for Children (COFC) program supports UNICEF's relentless pursuit to make a better world for every child in over 100 countries and territories around the world. The donations we collect go toward their efforts to bring clean water, food, medicine, safety and more to millions of disadvantaged children across the globe.

To support UNICEF's life-saving work, Marriott International is relaunching COFC, making property participation available across the Marriott International portfolio to all eligible properties in the International Division (Caribbean, Latin America, Europe, Middle East, Africa, and Asia Pacific).

COFC originated with legacy Sherwood brands in 1995. Since then, Marriott has helped UNICEF respond to some of the world's most severe challenges, such as the COVID-19 pandemic, the war in Ukraine, the earthquakes in Türkiye and Syria, as well as ongoing care for the world's most precious resource: children.

Since 1995, Marriott's support for UNICEF has raised over \$50 million to improve the lives of children. In 2022, more than \$1.15 million was contributed to UNICEF's work by Marriott associates, guests, loyalty members, and the Marriott Disaster Relief Fund.

The refreshed COFC program invites guests to add \$1 USD per night (or local currency equivalent) to their folio at check-in, with the option to remove or modify the donation at the front desk.

Below is guidance on what properties must do to participate in the life-saving program, as well as the tools and resources needed to ensure proper implementation at the hotel level.

Watch a message from UNICEF on the importance of our partnership. *Internal Audiences Only.*

[MGS](#) Page with all relevant job aids and on-property support materials

Collateral

Guest Facing

Available collateral in English and Local Language.
Download files via [MGS](#).

DIGITAL SCREENS

Marriott — **unicef** | for every child

Your Donation Helps UNICEF Reach Children Worldwide

An additional \$1 per night has been included in the price of your stay to support the Check Out for Children program, our partnership with UNICEF.

Your donation contributes to UNICEF's humanitarian work around the world, helping children reach their full potential in over 190 countries and territories.

[Learn more](#)

FRONT DESK CARDS

Marriott — **unicef** | for every child

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[Learn more](#)

Marriott — **unicef** | for every child

Transformational Change for Children

Every day, UNICEF works in some of the world's toughest places to protect children's rights, including food, shelter, health and education.

Your donation helps UNICEF drive transformational change for children by delivering lifesaving services where they are needed most in communities around the world.

[Learn more](#)

- \$2** can cover the costs of fully vaccinating one person against COVID-19
- \$5** can help provide a child against cholera
- \$10** can provide water filters for two children for a year
- \$20** can provide cost-effective malaria nets to 200 children suffering from malaria
- \$50** can provide a solar water pump to deliver clean water to people in need
- \$100** can provide a year of free essential supplies for a family during times of an emergency
- \$200** can provide school equipment for 40 children to continue with their education during a humanitarian emergency in remote locations

LANDING PAGE

Marriott — **unicef** | for every child

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Donate More to Opt Out

Guests who opt to increase their donation to support the program may also opt to donate an additional \$1 per night of their stay to support the Check Out for Children program.

Terms & Conditions

Check for the details on a complete donation program in which guests opt-in to their donation to support the UNICEF program. The amount of the donation will be added to the total bill at the end of the stay. The amount of the donation will be added to the total bill at the end of the stay. The amount of the donation will be added to the total bill at the end of the stay.

SALES FLYERS

Marriott — **unicef** | for every child

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Associate Facing

BACK OF HOUSE POSTERS

Marriott — **unicef** | for every child

Guest Donations Help UNICEF Reach Children Worldwide

With an automatic donation of \$1 per night, guests at participating Marriott International hotels support the Check Out for Children program, our partnership with UNICEF.

Check for the details on a complete donation program in which guests opt-in to their donation to support the UNICEF program. The amount of the donation will be added to the total bill at the end of the stay. The amount of the donation will be added to the total bill at the end of the stay. The amount of the donation will be added to the total bill at the end of the stay.

[Learn more](#)



[UNICEF on YouTube](#)

Collateral - Luxury

FRONT DESK SIGN: OPTION 1



OPTION 2



OPTION 3



Available collateral in English and Local Language. Download files via [MGS](#).

See customized signage for EU and UK, indicating local currency.

DIGITAL SCREENS: OPTION 1



OPTION 2



OPTION 3



SCREEN TWO



Next Steps: What You Need to Do



Review the Check Out for Children page on [MGS](#)



Begin socializing the program with your Ops and Finance teams



Prepare for deployment after this webinar

- Review the [Participation Agreement](#) and prepare for signature – this can be done beginning today – please don't delay
- Determine who will be the property Project Coach (recommended – Rooms Leader)
- Encourage Rooms Leader to review [RM](#) and [PMS](#) job aids for Managed, Franchise, Opera / Lightspeed
- Encourage Finance Leader to become familiar with the [Finance SOP](#) (Managed), and [Finance Resource Guide for Franchise Properties](#) (Franchise)

For any questions, please reach out to EMEA.Ask.Ops@marriott.com

Thank you for your support!

A few of the UNICEF Goodwill Ambassadors



Serena Williams



David Beckham



Jackie Chan



Leo Messi

As prominent personalities from the worlds of art, music, film, sport and more, UNICEF Goodwill Ambassadors play a critical role in shining a light on the challenges children face around the globe. Goodwill Ambassadors volunteer their time to raise awareness and mobilize support, helping UNICEF to reach the most disadvantaged children and adolescents with lifesaving help and hope. For full list of Goodwill Ambassadors, click [here](#).

Q & A



Appendix

INTLDIVISION

ASIA PACIFIC EXCLUDING CHINA / CARIBBEAN AND LATIN AMERICA
EUROPE, MIDDLE EAST AND AFRICA / GREATER CHINA



COFC Helps UNICEF Innovate for Children

*From frugal innovations to high-tech improvements,
UNICEF is turning ideas into scalable solutions*



Improving Service Delivery and Skills with Drones

Drones help reduce carbon emissions and cut transport times from 1.5 hours driving to 25 minutes flying. Leveraging this technology, UNICEF works with drones to deliver crucial medical supplies to the hardest-to-reach areas.

Connecting Every Young Person to the Internet

UNICEF and its partners have joined forces to connect every community to the Internet by 2030. This will bring the power of meaningful connectivity to fast-track young people's access to educational resources and opportunities — and will make sure every child is equipped with the digital public goods they need, and empowered to shape the future they want.

The UK Supports UNICEF

Just in the last year, UNICEF UK petitions helped influence the UK government to commit to ending preventable child deaths around the world by 2030, as well as pledge continued funding for vaccines through the Global Vaccine Summit.



EARLY MOMENTS MATTER CAMPAIGN

Sign the petition for a Baby and Toddler Guarantee >

[Early Moments Matter](#)



PROTECT CHILDREN'S FUTURES

Read more >

[Protect Children's Futures](#)



CLIMATE CHANGE

THE CLIMATE CRISIS IS A CHILD RIGHTS CRISIS

Read more >

[Climate Risk](#)



The UK Committee for [UNICEF \(UNICEF UK\)](#) raises funds for UNICEF's emergency and development work for children. We also promote and protect children's rights in the UK and internationally. We are a UK charity, entirely funded by supporters.

The EU Supports UNICEF Efforts in Ukraine

[KYIV, 27 April 2023](#) — Some 5,000 tablets for primary school-age children and 5,000 laptops for secondary school-age children financed by the European Union and the Republic of Korea and delivered by UNICEF will be distributed through educational facilities across Ukraine.

The delivery comes as part of a 10-million-euro funding by the European Union aimed at ensuring access to education for children amid the full-scale Russian invasion of Ukraine. Its objective is to support around 680,000 children and 22,000 teachers with safe and accessible learning spaces — offline, where possible, and online.

“The European Union is proud to support this initiative to ensure the continuity of teaching and learning. Even amidst the full-scale Russian war of aggression, children must have access to quality education wherever they are.” “By providing this equipment, we help to ensure the continuity of education and children’s development for a prosperous future of Ukraine.”

- Remi Duflot, Deputy Head of the EU Delegation to Ukraine



UNICEF Videos

Follow the UNICEF channel on YouTube for a large selection of short videos. These can be used during stand-ups to help build commitment among Associates.



[UNICEF on YouTube](#)



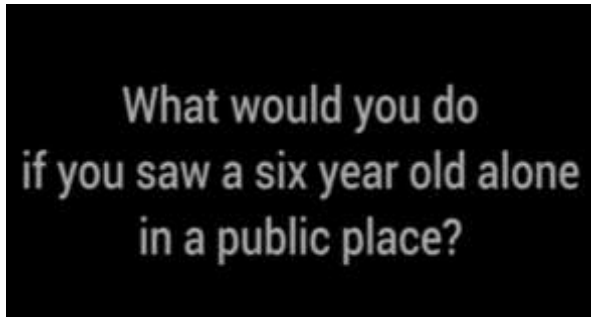
[Children's Rights](#)



[We Won't Stop](#)



[A world where every child can learn](#)



[Child Neglect](#)