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Backgrounder

The Good Night Foundation

The Good Night Foundation is a 501(c)(3) non-profit organization that supports organizations focused on health, education, environment and poverty relief, with funding provided via small donations by guests at participating hotels. This rapidly expanding nonprofit association of participating hotels, resorts, inns and other lodging properties around the world is making a difference by providing a way for guests to “give back” to local communities and global causes. The multiplier effect of modest but numerous donations renders powerful and surprisingly fast returns.

Hotel properties incur no cost to join The Good Night Foundation. The program is designed with hospitality management in mind and is streamlined to have minimal if any impact on daily operations. A \$2 to \$4 (USD) charitable donation is added to guests’ nightly rate. Each hotel selects a local organization or organizations to receive 50 percent of their proceeds. Participating hotels also receive valuable marketing benefit from The Good Night Foundation’s national PR and marketing program.

Guests are advised of a hotel’s participation in The Good Night Foundation and the \$4 addition to the nightly rate at check-in. They may read the materials provided to learn about the global and local organizations benefiting from their donations. Guests may opt out of The Good Night Foundation participation at any time during their stay. Their contribution is tax-deductible.

The Good Night Foundation provides materials to member hotels outlining the program, which are distributed to guests at check-in or turn-down. It also collects and distributes the funds. The foundation selects the worldwide programs to receive the other 50 percent of proceeds.

The Good Night Foundation’s initial global grantees are the [Arlington Academy of Hope](#), the [Clinton HIV/AIDS Initiative](#), the [Alliance for a Healthier Generation](#), [Oceana](#), and [Endeavor](#). These were selected by The Good Night Foundation’s board of directors based on their work in four focus areas of global improvement: health, education, poverty alleviation and the environment. All grants will be made annually, based on review and approval by The Good Night Foundation’s board.

Inspired by the Clinton Global Initiative, The Good Night Foundation was co-founded by Mike Freed, managing partner of [Passport Resorts LLC](#) and creator of [Post Ranch Inn](#) in Big Sur, California, and Jack Theimer, president of The Theimer Group, chief executive officer of the private equity fund [HPJ Media Ventures](#) and Clinton Global Initiative member.

As leaders in their respective fields of acclaimed resorts and lifestyle media, they believe the hospitality environment offers a unique nexus for travelers to become engaged in “microphilanthropy,” which will multiply and blossom to effect positive change. Travelers already play a key role in microphilanthropy with their support of local artisans, musicians, and others through purchases in the

communities they visit. In the microphilanthropy model of The Good Night Foundation, a multitude of modest donations can aggregate – quickly – into a formidable sum.

Participating hotels select the local organizations they wish to receive donation proceeds. For example, one founding member, the Jean-Michel Cousteau Fiji Islands Resort, selected the Savusavu Community Foundation, which is dedicated to the local Fijian community around Savusavu and focused on health, culture and the environment. Another founding member, California's Post Ranch Inn, allocated its portion to support local causes such as the Big Sur Health Center. To qualify, local donation recipients must be involved in one or more of The Good Night Foundation's four focus areas.

The Good Night Foundation's founding hotels are:

- Post Ranch Inn, Big Sur, California
- Hotel Hāna-Maui and Honua Spa, Hāna Maui, Hawaii
- Jean-Michel Cousteau Fiji Islands Resort, Savusavu, Vanua Levu, Fiji Islands
- Sea Ranch Lodge, The Sea Ranch, California
- Dolphin Bay Resort & Spa, Pismo Beach, California
- Cavallo Point—the Lodge at the Golden Gate, Fort Baker, Sausalito, California

The Board of Directors of The Good Night Foundation includes Executive Director, Maureen Raynaud, co-founders Mike Freed and Jack Theimer, Bruce Lindsey, CEO of the William J. Clinton Foundation and its auxiliary Clinton Global Initiative, Peter Heinemann, co-founder of Passport Resorts and Brooke Ueberroth, Vice President of Communication for Preferred Hotel Group.

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