

## 2013 ISHAE AWARDS OF EXCELLENCE APPLICATION

Entries must be for projects completed by **January 1, 2012 through September 30, 2013.**

Name **Amy Grace Dunsire** Title **Director of Finance & Administration**

Association **Tennessee Hospitality Association** Email **amy@tnhospitality.net**

City **Nashville** State **Tennessee** Zip **37204**

Phone **(615) 385-9970** Fax **(615) 385-9957**

Association Staff Size **5 Employees**

Associations's Annual Budget (not including AH&LA dues):  Over \$500,000  Under \$500,000

Entry Category:  Education and Workforce Development  Events and Fundraising

Government Affairs  Membership  Member Programs

Public Relations  Communications

Please respond to the following questions on a separate piece of paper.

1. Goals & Objectives of Program
2. Target Audience
3. Results of Program
4. Evaluation Measures
5. How was the program presented to the Target audience?
6. Addition information

**ENTRIES MUST BE RECEIVED NO LATER THAN OCTOBER 18, 2013**

## **Outreach campaign to aid in relief efforts in the wake of the 2013 Tornado Outbreak in Oklahoma**

1. The goal of this program was to give back to our fellow Americans and show a true act of hospitality to the Oklahoma Hotel & Lodging Association.
2. The target audience were the victims of the May 20<sup>th</sup>, 2013 Tornado that hit Oklahoma –specifically, Moore, Oklahoma.
3. Through the monetary donations from our members, we were able to send 3 of our staff, plus the Chairman of our board, Martha Axford, to volunteer with relief efforts in Moore, Oklahoma. Many of the volunteer groups and agencies in Oklahoma were in desperate need of hammers, slug hammers, and crowbars, and thanks to the generous donations of our members, we provided them with several boxes of these items.  
With the remaining contributions given to us, we also donated \$4,296.45 to the Regional Food Bank of Oklahoma.
4. Patti Colley with the Oklahoma Hotel and Lodging Association was extremely grateful for our team coming join them in the relief effort, and through this experience, we forged a great relationship between the Tennessee and Oklahoma hospitality associations.
5. It was a remarkable opportunity to give back to our fellow Americans, and we were able to help countless people who had been affected by the horrific tornadoes.  
Some of the specific work we did included:
  - a. Volunteering at the Regional Food Bank of Oklahoma at the Moor Distribution Center - we helped hundreds of tornado victims sort and stock food so they had meals to eat in the aftermath of the storm. These folks really needed our help.
  - b. Volunteering at "Serve Moore" a collaborative effort of multiple churches working together to help clean up debris. We got very dirty that day, literally helping to pick up the wreckage of the storm.
  - c. Volunteering at "ARC" which is a demolition effort to tear down the remnants of houses that had been destroyed. This was another dirty day, but an absolutely crucial part of Oklahoma's rebuilding.
6. According to the Regional Food Bank of Oklahoma, a gift of \$1,000 provides 5,000 meals to families. So with our donation, we were provided over 20,000 meals to those in need Oklahoma who were devastated by the Tornado on May 20<sup>th</sup>, 2013. By making this gift to the Regional Food Bank, we supported Oklahoma's largest private hunger-relief charity in the state and we provided hope, in the form of food, to thousands of Oklahoma families.