

# INSPIREDGIVING

by INSPIRATO®



**MEDIA KIT**

# BACKGROUNDER

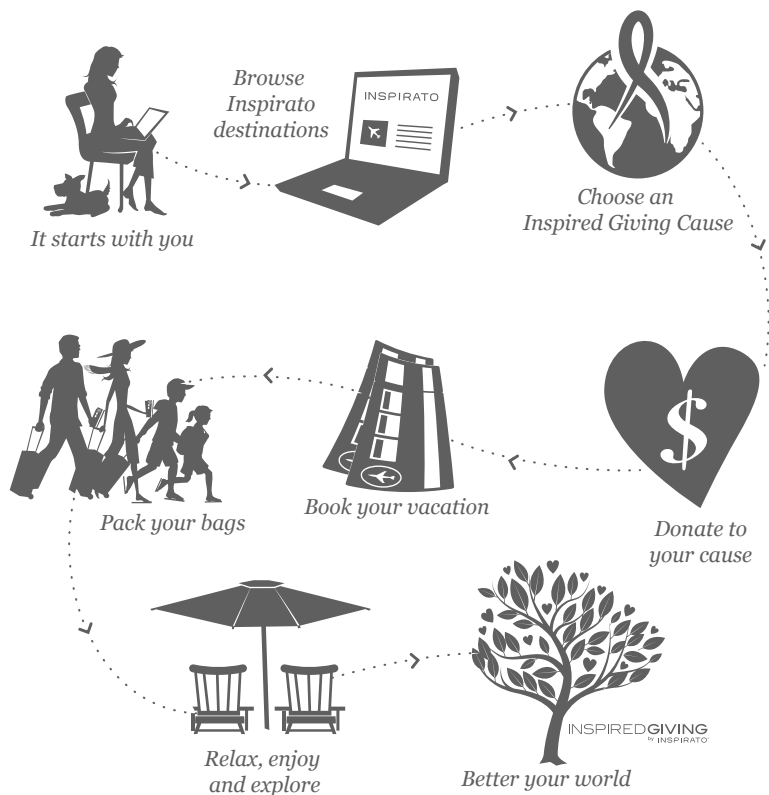
## Overview

*Inspired Giving* is a philanthropic partnership between Inspirato – a destination club for a new generation of luxury travelers – and charitable organizations around the world.

Launched in 2012, this initiative was created to pair exceptional travel experiences with innovative charitable giving.

## How it works:

- For every \$2,000 donated to a charitable cause through Inspirato's *Inspired Giving* website, the donor gains one-time access to an Inspirato luxury vacation – priced at up to 50 percent under market, and without having to pay the private club membership fee.
- Inspirato contributes one vacation to each *Inspired Giving* charitable organization for its own fundraising efforts. Of those contributed monies, 100 percent goes directly to the charitable cause.
- For every donor who becomes an Inspirato member through the *Inspired Giving* program, Inspirato will donate an additional \$2,000 to the donor's *Inspired Giving* partner of choice.



The *Inspired Giving* portfolio of Inspirato properties includes homes in the world's top vacation destinations, including California, Colorado, Hawaii, Italy and Mexico. Each residence is meticulously managed and maintained by Inspirato's experienced operations and on-site destination concierge teams, and feature luxurious in-home goods and amenities.

The inspiration for the program grew out of the success Inspirato had raising funds for various nonprofit organizations in its first year of business. Prior to the launch of *Inspired Giving*, Inspirato raised more than \$750,000 for local and global nonprofit organizations.

# FACT SHEET

**14** destinations

**50** residences

**2,500** sq ft average size of Inspired Giving residences

**1,000** 7-day vacations to choose from

**30** cause organizations – and growing

**2,000** U.S. dollar donation to an *Inspired Giving* cause = one-time access to an Inspirato vacation

**100** percent of the donation goes directly to the cause

**800,000** U.S. dollars raised for causes to date

*When you donate, you have the next 12 months to book your Inspirato vacation, and the next 2 years to travel.*

# DESTINATIONS

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Aspen, CO

Deer Valley, UT

Fort Lauderdale, FL

Kohala Coast, HI

Los Cabos, Mexico

Maui, HI

Naples, FL

Newport Coast, CA

Punta de Mita, Mexico

South Walton, FL

Steamboat Springs, CO

Tahoe, CA

Tuscany, Italy

Vail, CO



When you donate through *Inspired Giving*, you get to travel like a member. Every vacation includes:

- Personal vacation planning
- Dedicated concierge service
- Daily housekeeping

# PARTNER ORGANIZATIONS

Aidan's Red Envelope Foundation  
AMC Cancer Fund  
American Diabetes Association  
Andre Agassi Foundation for Education  
Byrne Urban Scholars  
Challenge Denver  
Chicago Children's Museum  
Children's Memorial Hospital  
Crohn's and Colitis Foundation of America  
Epilepsy Foundation of Colorado  
Generation Rescue  
Global Down Syndrome Foundation  
Harlem RBI  
HealthCorps

Infinite Family  
Invest in Kids  
KIPP Colorado  
Lance Armstrong Foundation  
The Luminaires, Juniors of the Doheny Eye Institute  
Malaria No More  
Melanoma Research Foundation  
Musicians On Call  
The National Children's Cancer Society  
Pencils of Promise  
Soles4Souls  
Step Up Women's Network  
The Bridge Project



# LEADERSHIP BIOS



## *Brent Handler*

*Founder and Chief Executive Officer, Inspirato*

Brent pioneered the destination club industry when he and his brother Brad founded Exclusive Resorts in 2002. Brent served as the company's president from 2002 to 2009 during a period of great innovation and growth. Exclusive Resorts amassed more than \$1 billion in real estate assets and delivered tens of thousands of vacations to members worldwide.

Brent created Inspirato to appeal to a new generation of savvy consumers and attracted over 1,000 members in the company's first year. The innovative business model inspired Forbes magazine to name Inspirato one of "America's Most Promising Companies" in 2011. The company attracted investments from top venture capital firms like Kleiner Perkins Caufield Byers and Institutional Venture Partners.



## *Jackie Benton*

*Executive Director, Inspired Giving*

Jackie is the Executive Director of Inspired Giving, Inspirato's philanthropic initiative to support charitable causes around the world. Jackie brings more than 20 years of leadership, strategic planning and business development experience to Inspirato. She began her career in Washington, D.C., at Hill+Knowlton, one of the largest worldwide public relations agencies. Jackie later helped cultivate two software and e-commerce start-up ventures before moving to Aspect Software, a half-billion-dollar global provider of customer contact solutions. During her 10-year tenure at Aspect, Jackie's sales leadership helped grow market share through clients such as AT&T, Western Union and McKesson. Jackie graduated from the University of Kansas with a bachelor's degree in communications.

# CONTACT INFORMATION

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## *Online*

[www.inspiredgiving.com](http://www.inspiredgiving.com)

## *Social*

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