

hoteliers donate hope

Global Family Charity Resort – „The Travel Agency of Humanity“
Enable unburdened vacation for families whose lives are not going smoothly. Victims of violence, poverty and illness, experience a holiday for the first time in their life. And for terminally ill children it is probably the last holiday in the bosom of their family.

All these holidays and leisure time facilities are being contributed by our over 300 hotel partners – at no charge.

In the first 7 years since the formation of Global Family, we have organised unreachable holidays for more than 1200 kids and parents .

grace of charity

„It is not enough to survive. Humans have to experience something, to give their lives a meaning.

To gain courage, hope and visions. So that sustainable memories of lucky moments can remain.“

Global Family Charity Resort was founded on July 7, 2007 as a touristical human rights- and relief organisation by Karl G. Auer.

Already up to the seventh year of the foundation, more than 300 hoteliers and hotelgroups had invited over 1300 children and parents to spend a couple of days away from dreariness, poverty, violence, fear and sorrow.

The families are selected by strong criterias. Over 50 Children- and Family- Organisations, as well as charity organisations such as Caritas, Caritas Socialis, Frauenhäuser, Integrationshaus, Make a Wish, Momo Kinderhospiz, Ettet das Kind, Volkshilfe, Lions Club, Rotary Club, Bruderschaft St. Christoph... assist in this process.

social responsibility

It is a simple fact that social responsibility and the reputation of the hotelbusiness rise. Namely by comon family experiences of the aggrieved parties with guests, by media reports, by the presence on exhibitions and by our multiple charity events and presentations.

It is a sustainable, ethic, ecological and socially responsible investment of all the Global Family members, benefitting the whole tourism.
A tourism of sustainability.

image

A Global Family partnership increases the image of its partners and lifts the selfconfidence of the service team. Guests look up to the engagement of the hoteliers and their staff.

become a member and partnerhotel of global family

Become a member by contributing only € 240,--/a for the association and host min. 1 family in need per year.

Hoteliers provide the most important contribution, inviting kids and parents at no cost. Together with their staff they cordially care for their guests and provide holidays from dreariness, poverty, violence, fear and misery. They bolster up, give hope and unforgettable moments of happiness.

Being a member you get:

- Global Family doorplate qualifying you a member of the „Travel Agency of Humanity“
- a guaranteed media report
- your hotel linked with our homepage
- VIP invitations to charity events
- honorary membership in Toni Polster's FC GLOBAL KICKERS
- Membership of the „Connoisseur Circle“

Barbara wussow and the guest donation euro

A donation of only 1 Euro can help families, e.g. victims of violence in women's refuge – to reach their holiday resort safely.

Initiated by Klaudia Eder (Hotel Post Saalbach) some hotels already take part in the guest donation euro.

Global Family member hotels inform their guests on their homepage, advertisement and with the booking reservation that 1 donation euro is added to the bill. Upon arrival the guest receives the Barbara-Wussow „donation card“.

If you contribute in the donation euro, this is what you get:

- one year subscription of the highclass magazines „Connoisseur Circle“ or „Falstaff“.
- two press releases per annum
- one hotel report in a major European medium.
- the possibility to promote your hotel in combination with VIP's in favour of Global Family
- your name on the Global Family booth and on charity tombola booths in shopping malls.
- **the right to vote for the appropriate use of donations.**

Marketing modules

2for1 voucher-marketing.

create a 2for1 booking offer as a voucher

Global Family distributes vouchers on exhibitions, charity events, gala evenings, in shopping malls and via partners in all German speaking areas. In return Global Family receives donations and revenues from tombolas. And you get the guest.

Fair participation

In cooperation with media partners, Global Family has pro bono access to the major fairs. Wedding, travel-, trade- and public shows.

There we will be pleased to place your advertisements.

Marketing modules

Press relations

Global Family has got over 1200 updated press contacts all over Europe in it's disposal. PR- and Marketing agencies are members of the fundraising team and sponsors also promote the partners. Over 70 celebrities, artists, athletes, cabaret artists, pro bono put themselves into service of Global Family and its members.

Media 1

- Hotelreport with celebrities
- Edition over 400.000, respectively, audience rate min. 1 Mio
- Sponsoring € 1800,--
- Advertising value €15.000,--

Media 2

- Press-event with 3 celebrities and 4-8 journalists
- Sponsoring € 3000,--
- Advertising value 30.000,--

Media 3

- Charity-event with 6 testimonials incl. show program
- Tombola and auction with prizes sponsored by our 200 partner vinyards and sponsors.
- Invitation by journalists, press, tv, and internet media
- Sponsoring € 5000,--
- Advertising value 100.000,--

marketing modules

Bank Austria cash back: Reach 1,2 m customers!

Together with Global Family you can reach 1,2 mio customers of Bank Austria, Austria's second largest bank. As cash back you gain new guests and Bank Austria advertises your offer at no cost.

We connect you to this system. Take part in it and win new guests. We only ask for a 2% cash back for Global Family.

Events with Global Family

If you are interested in the following programs, we are pleased to send you an offer.

- **Laughter holiday** – 1 week/activ guest-laughter-program with cabaret artists.
- **Mental wellness** – artists paint, portray and give painting courses
- **Showprogram** with singers and musicians
- **Magic week** with magic and the worldchampion of magic „Christian“
- **Guest program for your sole** with Prof. Dr. Dieter Strecker theologian, therapist, psychologist, author and Global Family adviser

Book project / Lections

100 stories, written by life.

2015 the Global Family book will be published.

50 celebrities write their touchiest, saddest or funniest life story, as well as
50 exceptional families who had spent holidays in Global Family partner hotels.

Upon the date of publication, book presentations and lections with the famous authors can be booked.