



easy to encourage employees to donate a portion of their pay-check to charity.

**4 Encourage direct peer-to-peer influence.** The people we work with can influence our philanthropic choices. When millennials were asked to donate by their peers, roughly 46 per cent of millennial employees complied. But when supervisors and CEOs asked their young employees to donate, less than 30 per cent gave back, suggesting that millennials are more likely to comply with a request from co-workers than a higher-ranking executive.

**5 Make a day of it.** Even though giving campaigns are most popular form of charity, respondents say that they'd prefer to work on volunteer projects, specifically company-wide volunteer days. Most, around 78%, would much prefer doing cause work in groups, and some 92% of millennial employees said that they enjoy these experiences.



At **TOWNEPLACE SUITES** by Marriott in London, our core values make us who we are. As we change and grow, the beliefs that are most important to us stay the same – putting people first, pursuing excellence, embracing change, acting with integrity and serving our world. Being part of TownePlace Suites London means supporting the communities where we live and work.

This year TownePlace Suites London partnered with Coin Your Logo for Cancer and The London Health Sciences Foundation in support of The London Regional Cancer Program.

Every year tens of thousands of Ontarians are diagnosed with cancer and it affects us all.

It is through fundraising efforts like the Coin Your Logo for Cancer event that the LRCP remains on the leading edge of medical advances. On June 15th 2017, Coin Your Logo converted our TownePlace Suites parking lot into a blank canvas. Local businesses were invited to create their company logo in vacant parking spaces using only sidewalk chalk and their cash donation... in coins! The initiative was a creative way to raise funds for cancer while giving companies an opportunity to team build and network with other businesses in our community. Serenated by

several local artists, teams completed their chalky masterpieces separately. However, together we raised over \$11,000 for the LRCP. It goes to show that we are all stronger together and we encourage YOU to join us next year June and #BeTheChange you want to see.

TownePlace Suites London has inherited Marriott International's core value, a "Spirit to Serve", however it is thanks to the sacrificial and giving nature of each staff member that this comes to life at our hotel. Our goal is to create memorable experiences for each guest. Whether you are in London for business, leisure, or just passing through we would love the opportunity to host your next stay and make you feel right at Home. Visit us at TownePlace Suites - where we believe in living a life of service to others.



#TPSLONDON



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