Dear Hospitality Industry Partner,

"Good actions are a guard against the blows of adversity." - Abu Bakr

Because the need to assist struggling hospitality students has never been greater, CLIA is intensifying our scholarship fundraising efforts. We recently concluded our First Ever Fall CLIA Dollars for Scholars online auction scholarship fundraiser on September 19, 2021. You can learn more about it by visiting www.biddingforgood.com/CLIAdollars.

This important event was sponsored by the California Lodging Industry Association (CLIA), a 501-C6 non-profit organization, EIN 244-47625, which has a long history of awarding scholarships to deserving California students enrolled in college level hospitality education programs. We know these are difficult times. Still, we are endeavoring to expand our scholarship program because there are so many students in need. We need your support.

The Scholarships funded in 2021 will be presented on February 7, 2022 at the Scholarship Award Ceremony at the California Lodging Expo® and Conference

Please help us raise money for our scholarship fund by donating cash or committing to donate hotel stays or other items to our spring online auction which launches on March 10, 2022.

Donating shows your generosity and commitment to helping others. It's also a great way to present your business to the more than 450,000 shoppers in the Bidding for Good community while assisting a worthy hospitality student fulfill their dreams of becoming a hotel professional.

Sponsorships are available for $100, $250, $500 and Named Scholarships for $1,500.

Donations of auctions items and sponsorships may be tax deductible. Please consult with your tax advisor. We greatly appreciate your generosity in these challenging times!

Sincerely,



David Bowman
Executive Vice President, NewGen Advisory – The Bowman Post Group,
CLIA Past President, Board Member and Scholarship Fund Committee Chairperson