



Festiva employees have always had a knack for giving back to the communities where we live and work, and we've already participated in several fundraisers throughout 2010. In the last issue of Journeys, we highlighted several resorts' participation in Alex's Lemonade Stand. We would like to share some of the charitable causes our employees have helped with as we start to look towards our next fundraising event, the Festiva Holiday Auction, which will be held in early December and will benefit the Asheville-Buncombe Community Christian Ministries.

Teacher's Pet Project

On Thursday, August 5, Festiva's corporate headquarters raised \$600 for the Teacher's Pet Project, a volunteer project initiated by Hands On Asheville-Buncombe, the volunteer program of United Way. This new project helps support elementary students in the Asheville City Schools by engaging volunteers to create supplemental materials that will be used in and out of the classroom to help children improve their reading skills (ex. flashcards, games and other activities). This will be a fun and easy project that will involve volunteers of all ages throughout the community.

Day of Caring

On Thursday, September 2, 19 employees from Festiva Hospitality Group's corporate office in Asheville, N.C., dedicated their day to [Hands On Asheville-Buncombe's Day of Caring](#). Hands On is a part of [United Way of Asheville and Buncombe County](#) that provides a link for individuals, families, corporate, and civic or faith-based groups to volunteer in support of nonprofits in Asheville and Buncombe County.

This was the third year in a row that Festiva has participated in Day of Caring, which allows businesses, individuals and organizations to go out into the community and help local nonprofit organizations with specific projects. There were so many volunteers this year that we sent a morning group and an afternoon group with a total of 18 employees to Ira B. Jones Elementary School in North Asheville to take on several projects for improving the school and its grounds for the students.

For more information on Festiva's participation in 2010 Day of Caring, visit the Festiva Blog.

Festiva Charitable Fund Golf Tournament

Festiva has made a commitment to not only give back, but to create a lasting change in these communities by donating funds to local organizations that directly supply various help for all individuals. To this end, Festiva held its 2010 Festiva Charitable Fund Golf Tournament on Tuesday, September 21.

The tournament was held at the Wachesaw East golf course in Murrells Inlet, S.C., also the home of Festiva's Ellington at Wachesaw East resort. The event turned out to be a huge success with nearly \$40,000 raised through sponsorships, player registrations, raffle ticket sales and other donations.

With a 10 a.m. shotgun start, 20 teams of four (78 players total) set out for a day full of competition, fun and charitable giving. The players, whose registration fees accounted for \$8,000 of the total amount raised, included Festiva employees from various departments at the corporate office and several resorts, as well as individuals from sponsors and affiliate companies, both local to Myrtle Beach and from across the nation.

Volunteers from Festiva's corporate headquarters assisted with registration starting early in the morning and then made rounds during the tournament selling raffle tickets, taking photos and supplying players with beverages. Volunteers helped raise \$2,000 through raffle ticket and Mulligan sales.

For more information and photos, please visit the Festiva Blog.