

EHL Philanthropy & Fundraising Impact Report 2023



EHL HOSPITALITY BUSINESS SCHOOL

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Thank You, Merci, Danke, Grazie!

Our gratitude goes out to all of you who support EHL's fundraising and philanthropic activities. You are the true embodiment of our greater purpose:

**Empowering growth by nurturing
excellence in human experiences.**

This motto is always at the core of what we do, and we thank you for your support as we aim to prepare the next generation of leaders to drive positive change within our institution and beyond our walls.

We are pleased to share this report with you so you can see the positive impact your contribution is making and be updated on our current activities and upcoming actions.

Markus Venzin, PhD
CEO EHL Group

A Fresh Outlook on Philanthropy

Greetings from EHL,



I want to start by sharing a note of gratitude for those of you who contributed to our EHL philanthropic efforts in 2023. As a former scholarship student, I know firsthand the transformative impact of your generosity. Through your support, we can maintain our current trajectory of excellence started nearly 130 years ago. Your giving back is invaluable and greatly appreciated.

Our goal at EHL is not just to meet immediate needs, but to sustain our excellence for the next 130 years. We aim to shift the EHL fundraising culture from a transactional model to one of perpetual transformation through philanthropy. To this end, we've established an endowment fund to facilitate sustainable excellence with a stable and continuous funding source. Your contributions are not just for today but for the future of EHL and the students we serve.

When you donate funds and resources to the EHL Endowment, you are not just making a one-time contribution. You are creating a perpetual cycle of positive impacts. Your generosity is a beacon of hope, transforming the lives of students and professionals and making the world a better place. Your support brings solutions to the industry, invests in scholarship, research, and academic innovation, and paves the way for a brighter future.

Your continued engagement is a testament to the EHL spirit, and we are committed to multiplying the value of your generous donations. We want you to feel confident and assured that your contributions are being used effectively and efficiently. Thank you a thousand times over for your trust and support!

David Knuff, PhD
Chief Strategic Partnerships Officer

Our Fundraising Priorities

Taking EHL's philanthropic activities to a higher level with a greater reach, we aim to facilitate sustainable excellence through a stable and continuous funding source for these three areas:



Scholarship

—

We are dedicated to making hospitality education accessible to all, regardless of their financial circumstances.

Our scholarship and loan programs empower students who need financial aid, enabling them to pursue their dreams and achieve personal and professional success.

Funds for Scholarships
in 2023: CHF 1M



Research

—

We play a crucial role in shaping the future of the hospitality industry by facilitating funding for research institutes and academic faculty members.

Our support enables the creation of innovative projects that drive thought leadership and knowledge creation, making a significant impact on the industry's evolution.

Funds for Research
in 2023: CHF 2.24M

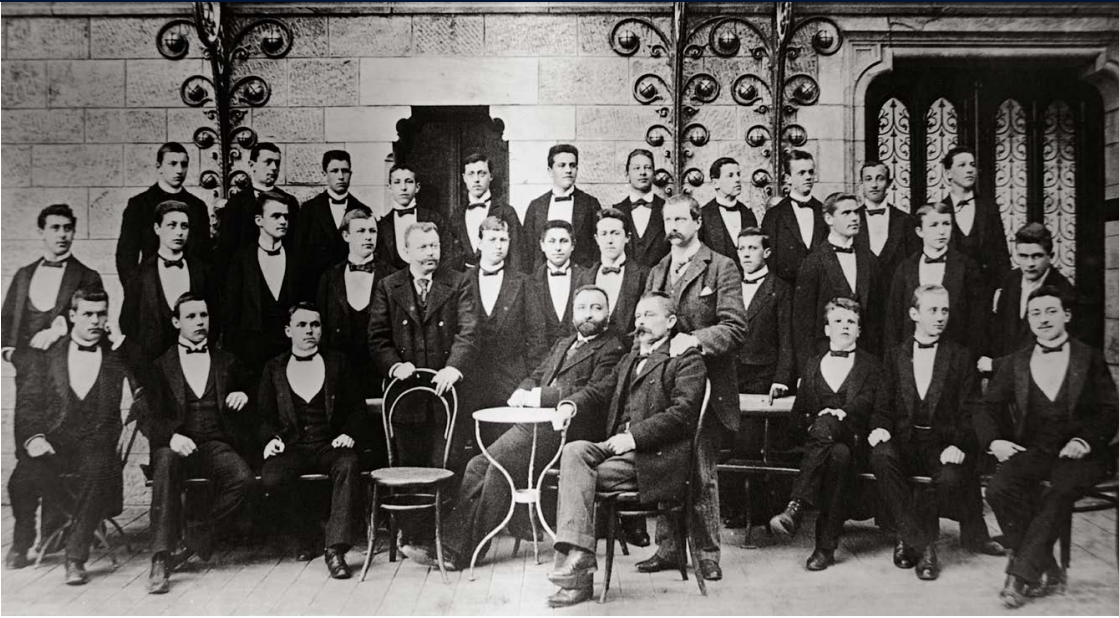


Academic Innovation

—

We create solutions and improvements for the future of hospitality education by developing, testing, and implementing student-centric learning tools and resources.

Our academic pioneering ensures that EHL programs satisfy student expectations and industry standards with exceptional, experiential learning opportunities.



The Spirit of Giving is alive & well at EHL

From humble beginnings, Jacques Tschumi founded EHL with a vision to provide exceptional hospitality education. Since its founding in 1893, the school's DNA has always been rooted in service to others.

Over the past 130 years, EHL has upheld a culture of giving back, with many examples of this ethos. Among these, the alumni association's contribution in the 1940s stands out. In 1942, after the Second World War, then-president Hermann Schmid worked with the alumni to donate the equivalent of 2.7 Million Swiss Francs* to help the school reopen its doors and continue providing world-class hospitality management training. This act of generosity saved the school and paved the way for its continued success. It exemplifies the determination and giving spirit of the EHL community, both past and present.

*Adjusted using the Swiss wage equivalent

EHL Foundation for Scholarships and Honorary Loans

As our most mature philanthropic infrastructure, The EHL Foundation for Scholarships and Honorary Loans* has served students with financial aid solutions since 2019. This foundation provides talented, passionate students with financial aid through scholarships and loans, allowing them to pursue their dreams of hospitality education in Switzerland and empowering them for future personal and professional success.

2023 Fundraising Results & Impacts

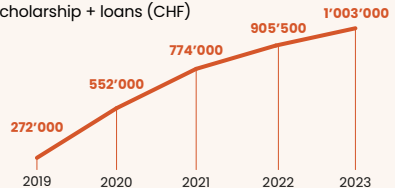


We have received scholarship funds from several sources in 2023:

- EHL Group **558'733 CHF**
- Foundations & Organizations **174'794 CHF**
- Boutique Contributions **140'991 CHF**
- Individual Donors - Foundation **81'961 CHF**
- Individual Donors - Students **77'233 CHF**

Evolution 2019-2023

Scholarship + loans (CHF)



Origins of the students



Fondation des bourses et prêts d'honneur EHL

*Name translated from the French name: Fondation des bourses et prêts d'honneur EHL

Breaking Barriers in Hospitality Education

“We dream of building a world where every passionate student, regardless of their financial background, can pursue their dream in hospitality. We imagine a future where every young person, armed with their passion and skills, contributes to a more equitable and flourishing world. Because education in hospitality is not just a path to a career; it is a journey toward personal fulfillment and a deep commitment to collective well-being.

On a larger scale, investing in hospitality education is a powerful lever for improving our society. Through hospitality management and tourism education, we can drive inclusive and sustainable economic growth, playing a crucial role in the prosperity of the 21st-century economy. With its versatile skills, this education has the power to touch and transform many industries.

By donating to us, you break down barriers and allow aspiring individuals to realize their potential, creating a ripple effect of benefits for their communities and beyond. Let's make that positive impact together and forge a future where hope and possibilities are within everyone's reach.”

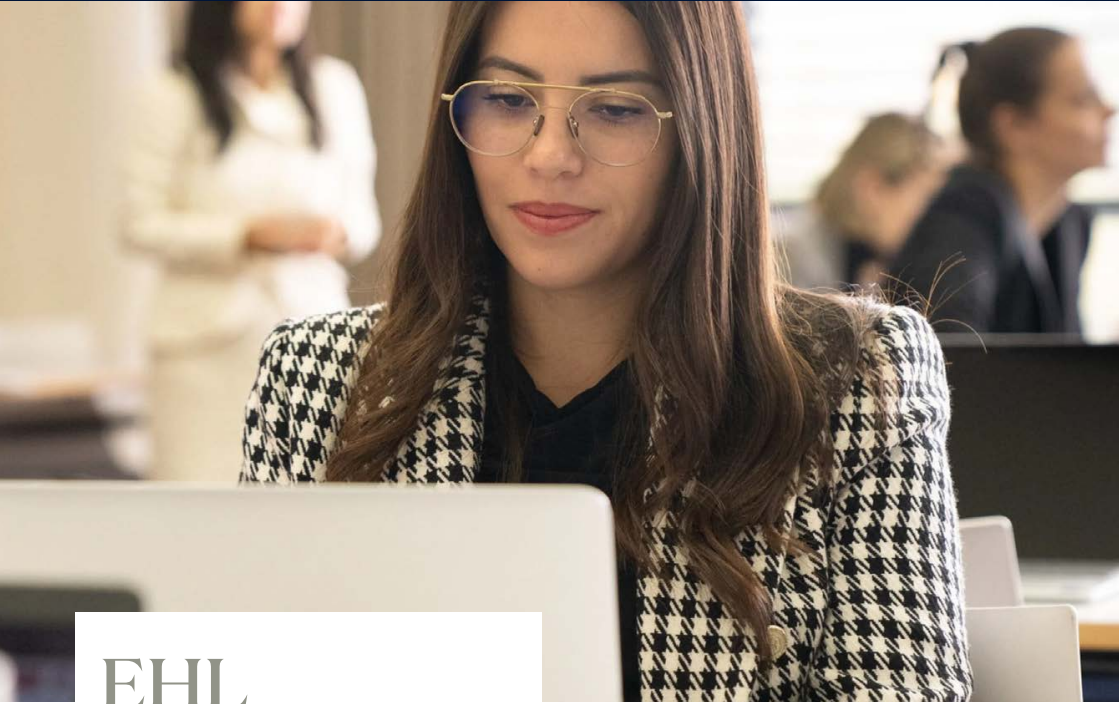
Odile Tornare

Director of the EHL Foundation for Scholarships and Honorary Loans



Fondation des bourses
et prêts d'honneur EHL

➔ [Visit the Foundation website](#)



EHL Students lead by Example

Through student committees and fundraising activities, EHL students find creative ways to help others and create positive change for the school's future, the industry, and other groups that need help.

Last year, for example, the EHL Rugby Committee members cooked and distributed food at La Soupe Populaire and donated over 10,000 Swiss Francs to charity. Student members of EHL Smile, an association supporting hospitality education in developing countries, volunteered to develop a mentorship program with École d'Hôtellerie et de Tourisme Paul Dubrulle in Cambodia. WeVolunteer, a freshly founded student-led association plans to proposed community-oriented activities to EHL students and encourage them to more actively contribute and give back to the local community.

These students' leadership inspires us, and we hope they will inspire you to help us raise funds for our scholarship endowment!



The Class Gift Challenge

The class of 2023 generously donated over **50,000 Swiss Francs** towards scholarships to provide access to life-changing education for future students. We are humbled by the servant leadership of these students and are committed to supporting their efforts to raise funds for our scholarship endowment. We have launched the “Class Gift Challenge” to support this engagement, inviting current students and alumni to join forces to build an endowed scholarship fund.

Donors' scholarship contributions are credited to their graduation year, and we publicly recognize the most generous class at the EHL graduation ceremony each year. The ultimate goal is to name an endowed scholarship, and the most generous class is also honored on our Wall of Honor at the EHL Campus.

If you would like to contribute, please contact us to discuss our endowment and investment strategy for future student leaders. Thank you for supporting excellence at EHL, and please know that your tax-deductible contribution will make a difference.

Nurturing the Spirit of Giving Back in our Alumni

"EHL Alumni continue to be our strongest fundraising supporters, so we want to start by saying a heartfelt thank you to our alum members worldwide! Thank you for making 2023 an inspirational year for our sponsored students and their families.

I'm pleased to share with you the exciting plans that EHL has for engaging our alumni community and supporting future generations of EHL students. We are rolling out some great new actions to help us work together towards a common philanthropy goal. The Alumni Office will donate all industry event fees to the EHL Foundation for Scholarships and Honorary Loans. Our graduating students can also donate their initial deposit to create a «class gift».

As the newly appointed Director of Alumni Philanthropy, my mission is to realize your philanthropic aspirations. I am eager to serve our community and

amplify our collective impact through service leadership. Your commitment and generosity have a profound effect on EHL and extend far beyond our campus. We look forward to celebrating your invaluable contributions together."

Grégoire Pavillon
Director of Alumni Philanthropy



Making a Difference through Scholarships & Education

Each year, EHL invites a deserving student from Ecole Hôtelière et de Tourisme Paul Dubrute (Cambodia) to visit our Swiss campuses and experience our university-level courses. In 2023, Erafasyra was selected for this program. During her visit to EHL Lausanne Campus, she was encouraged to join EHL. She saw this as the perfect opportunity to expand her horizons and jumped at the chance to study at EHL in Passugg. She received a financial support for her third semester and remains grateful for the opportunities EHL has provided.

"I'm thankful for the financial support that enabled me to pursue my passion. EHL is not only an educational institution; it's also a nurturing environment where I can flourish both personally and professionally. It has been immensely rewarding. I have gained invaluable insights into the hospitality industry and have formed lovely friendships."

Erafasyra, Cambodia





New Scholarship for Master's Students

A small group of talented students began their Master's in Hospitality Management (MiHM) in September 2023 after being awarded a new scholarship from EHL Foundations for Scholarships and Honorary Loans, which allows them to pursue the 18-month course without any tuition fees. The scholarship is valued at 39,500 Swiss Francs per student and will be offered annually to selected Swiss students and foreign applicants who meet specific criteria. The main aim of this scholarship is to support the development of young talents and promote access to academic programs in the hospitality industry.

"For the selected students, to pursue the MiHM program represents an invaluable opportunity: it grants them access to top-tier education and opens doors to limitless possibilities."

Juan-Francisco Perellon
Chief Academic Officer

-  Get the full story on these inspirational tales in **EHL's Contributing Beyond Education Report 2023**

Scholarship Stories

Each time a student receives the financial aid they need to pursue their studies, their gratitude and dedication touch the lives of many. This truth is confirmed through the story of Philippe Lixi Yang, an EHL Scholarship Recipient, who is extremely grateful to study at EHL and is taking action to improve the lives of other students:

“The scholarship helped me to pursue my dream at EHL and gave me a once-in-a-lifetime opportunity. Being a part of

the EHL Family is the most valuable thing. We share the same values and the same passion for the hospitality industry. I’m very proud to be a part of this family and I’m really grateful to be here at EHL, so I ran for student council and got elected, and now I’m working to improve the lives of my fellow students.”

Philippe Lixi Yang,
an EHL Scholarship Recipient



▶ **Watch the video**



Nominated for the Award for Professional Success at the Worldwide Hospitality Awards in 2023, Thomas Goval is an EHL Vaedictorian. He has been recently appointed Hotel Manager of the Raffles in Singapore.

He graduated in 2012 from the Ecole Hôtelière de Lausanne (EHL) as a scholarship student with a Bachelor of Science in International Hospitality Management. His peers also awarded him the EHL Spirit Award for devoting an exceptionally high proportion of his time and energy to the good of the school and its

students. From his current place of achievement, Thomas expressed his gratitude and shared a few words of advice:

“Without the scholarship support from EHL, I wouldn’t be where I currently am. Be yourself, be brave, be perseverant, and fight for what you dream of.”

Thomas Goval
EHL Vaedictorian of 2012,
Hotel Manager,
Raffles Singapore
(Katara Hospitality)

▶ **Watch the video**

Future Focus: 2025 and Beyond

What's the difference between what EHL has been doing for so many years (i.e. fundraising, scholarships, charitable donations, research, and assistance for the industry) and this new era?

In a nutshell, we're raising EHL to the levels of philanthropy exemplified by Ivy League universities in the USA and worldwide. These universities have shown that the best way to have a bigger and more sustainable impact is by establishing endowments to support a university's philanthropic activities for today and forevermore.

4 Key Features



Sustainable



Legacy



**Professionally
Managed**



Growth

How does endowment work?

An endowment fund is a professionally managed fund invested to generate income for a non-profit organization. It provides stable funding for non-profit organizations and supports their operations, programs, and initiatives.

This fund will allow people to have an enduring association and legacy with EHL for the next 130 years. Endowment funds are intended to last indefinitely, ensuring a steady source of funding for future generations and the organization's long-term sustainability.



A Plan for the Future

Stay tuned for the Campaign 5/50/5000

In 2025, we'll be kicking off a new campaign to raise funds for the endowment that will allow us to achieve a level of sustainable excellence on par with our target peers based on these key elements:

5
Year Timeline
 For activities and events to support the endowment fund.

50
Million Swiss Francs Endowment Goal
 To allow us to achieve transformational, long-term contributions and a consistent budget.

5'000
Honored Donors
 To create a sense of community and the assurance that every donation counts

Personalized Giving Opportunities

As a donor, you can choose where to direct your giving through our 3 priorities:

→ Scholarships

→ Research

→ Academic Innovation

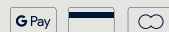
Giving Made Easy

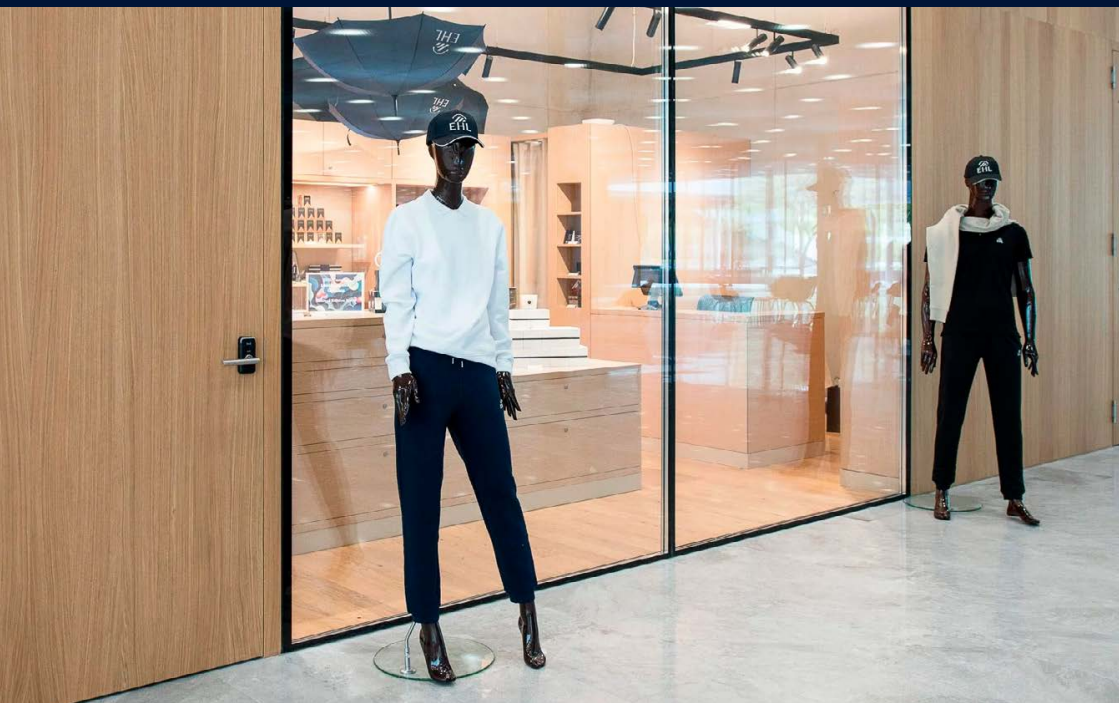


Donating to EHL has never been easier! Our new online donation platform allows you to make a difference in just a few minutes without setting up an account or logging in. Simply visit our website to get started on your philanthropic journey!

→ www.ehlgroup.com/en/give

We accept Google Pay, Credit /Debit Cards





Quality Goods for a good Cause

The EHL Lifestyle Boutique offers a selection of products made with care and respect for the environment. All profits go to the EHL Foundation for Scholarships and Honorary Loans, amounting to 140,000 Swiss Francs in 2023.

→ **Visit the boutique
on our Lausanne Campus**

→ **Visit our online shop**



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→ Donate

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