

Hotel Business

Coral Hospitality Tees Up for Community Causes

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NAPLES, FL—Golfers of any length of time know that the game has a way of bringing people together. Coral Hospitality, a full-service hospitality management and investment company specializing in resorts, hotels, residential communities and golf clubs, has launched its new philanthropic arm, CoralCares, to raise money and awareness for organizations that are aligned with its values.

With a sincere commitment to get involved and give back to the community, the company selected two organizations to lend their support to: Folds of Honor, which provides educational scholarships to children and spouses of fallen and disabled service members; and the Georgia Natural Resources Foundation (GNRF), a nonprofit that strives to conserve the state's natural, historic and cultural resources.



Coral Hospitality hosted marathon golf tournaments for Folds of Honor and Georgia Natural Resources Foundation

“In looking at our company's core values and looking forward, we thought creating a formalized program would embody our values and what our team members believe in, and we're proud they see it as a family but not only for each other but for where the properties exist,” said Christopher Schaeffer, president of Coral Hospitality, based here. “CoralCares can live and breathe on a continual basis. Being a vital part of Coral Hospitality and our culture, it's important to give back within the community who come to our properties and golf clubs and support worthy organizations, as well as others locally.”

Working with GNRF was a no-brainer for Coral Hospitality. The company has six properties in Georgia and many take advantage of the natural surroundings—mountains, lakes and trails—that beckon to visitors and locals alike.

“If you look at the sheer beauty of those natural resources and of Georgia, we saw it as our responsibility to support the Georgia Natural Resources Foundation in protecting those incredible surroundings for today's visitors and future generations as far as we can see in the future,” he said.

The Coral Hospitality team was drawn to its second main partner, Folds of Honor, because its properties are close to military bases and the partnership is one that team members and property owners could rally around to make a difference, noted Schaeffer.

“There is no bigger sacrifice. They make contributions to our country and it's important for us to support them whether it is a fallen or disabled hero. If you hear the stories of the recipients of the good work, it makes an impact. You have children who have lost their mom or dad and are trying to figure out how to get through the rest of their life. To hear something as simple as 'We are going to help you get an education and continue your life and make your parents proud,' well, we couldn't be more pleased to be involved with that incredible foundation that is at its core about family,” he said.

In January, corporate representatives, property owners and team members played in simultaneous golf marathons at three Coral Hospitality-managed courses to benefit Folds of Honor. These events, along with

other CoralCares initiatives, have raised more than \$37,000 for Folds of Honor since the program launched in late 2016.

CoralCares is more than a philanthropic program—there is a community service component as well. “We offer that to each one of our team members at properties and the corporate office. We allow employees to go into the community to volunteer for these organizations or whatever may interest them locally to give back at least one day per year,” he said. “I feel because of the support, we’ll achieve 100% participation this year.”

This year, the goal is set at \$250,000 for both organizations. By already securing a commitment exceeding \$150,000, CoralCares is well on its way to meeting that milestone.

—*Corris Little*