



Philanthropic Property Partners



Cancer has a significant impact on society in the United States and across the world. Everyone has been touched by cancer and that includes prospective customers on your site making the critical decision of where to stay and more importantly, who to rent from.

Breast Cancer Cause Home Program



91%

of consumers are **MORE LIKELY** to buy from a company that supports a **SOCIAL CAUSE**

71%

of Gen Z consumers said their impression of a brand is **POSITIVELY IMPACTED** by its association with a **SOCIAL CAUSE**.



Share your companies philanthropic focus



Create a new narrative to set your company apart in a competitive industry



Highlighting donor homes will increase revenue with a new generation of "cause consumers"



Integrate Cause Homes on Site

The screenshot shows a vacation rental website interface. At the top left is the logo for "NEW SMYRNA VACATION CONDOS". On the right, there are navigation links for "VACATION RENTALS" and "RENTAL Q & A". Below the logo is a search bar with filters for "Arrival" (Select Arrival Date), "Departure" (Select Departure Date), "Bedrooms" (Select Bedrooms), and "Location" (Select Location). A yellow "ADVANCED" button is also present. Below the search bar is a "Sort Results By:" dropdown menu. To the right of the sort menu is a red ribbon icon and the text "Breast Cancer Cause House" with a heart icon. Below this are three property listings, each with a photo, title, details, and a red ribbon icon. The first listing is "Win-San A-101 Ocean-Vi..." with 2 beds, 2 baths, 6 guests, and 42 reviews. The second is "166V Sea Woods Verand..." with 2 beds, 2 baths, 6 guests, and 3 reviews. The third is "Penthouse- 8B at Seafire ..." with 2 beds, 2 baths, 4 guests, and 2 reviews. Each listing has a "BOOK NOW" button and an "Enter Dates For Pricing" link.

NEW SMYRNA VACATION CONDOS

VACATION RENTALS ▾ RENTAL Q & A

Arrival Select Arrival Date

Departure Select Departure Date

Bedrooms Select Bedrooms ▾

Location Select Location ▾

ADVANCED

Sort Results By: ▾

Breast Cancer Cause House

Win-San

Win-San A-101 Ocean-Vi...

2 Beds 2 Baths 6 Guests

★★★★★(42)

BOOK NOW Enter Dates For Pricing

Sea Woods Veranda

166V Sea Woods Verand...

2 Beds 2 Baths 6 Guests

★★★★★(3)

BOOK NOW Enter Dates For Pricing

Sea Fire

Penthouse- 8B at Seafire ...

2 Beds 2 Baths 4 Guests

★★★★★(2)

BOOK NOW Enter Dates For Pricing



Ways to Integrate on site

- Place icon on landing picture with linked index on page
- Hover over technology that pops up property as a Cause Home
- Advanced Search or Filter with Cause Home designation
- Include a Link to Little Pink in Rental FAQ
- Include on About Us page
- Add standard program description in House Details

Great marketing opportunity for current and new clients

Opportunity for co-branding with real stories and photos from breast cancer families that have attended a Little Pink retreat and stayed in a Cause Home

Marketing opportunity with local TV and radio

Social media content to highlight culture of your company

You are already partnering to create amazing memories for breast cancer families. It is time to let the world know!

For additional information, rights of usage, marketing materials and language, please reach out directly to:

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