Our Annual Programs Provide

- Free field trips to the nation's capital for low-income students from DC and across the country
- Internships and educational opportunities to connect students with hospitality industry professionals
- Scholarships to qualified students and alumni from DC’s four high school Academies of Hospitality & Tourism

DC Academies of Hospitality & Tourism

Woodrow Wilson High School
Bell Multicultural High School at Columbia Heights Educational Campus
Maya Angelou Public Charter High School
Frank W. Ballou High School

The American Experience Foundation (AEF) enriches the lives of students through inspirational travel experiences and educational opportunities to cultivate the next generation of hospitality industry professionals. AEF invests in young people in our community, supporting their college and career readiness.

AEF is the 501 (c)(3) charity affiliated with Destination DC, the official destination marketing organization for the nation’s capital. Through our affiliation with Destination DC and its 1,000+ member businesses, AEF is uniquely positioned to open doors for students, filling a need for career exposure and paths to success with inspirational travel opportunities and real life educational experiences.

This work is made possible through the generosity of over 130 local hospitality, meetings, and tourism businesses and organizations who choose to partner with AEF and invest in the future of Washington, DC.
"The American Experience Foundation has definitely left its impact on me forever! As their Career Ready Intern, I’ve never been so happy learning new techniques, skills and tools that will take me far in life. The foundation has truly made me excited about my future and given me hope that I will have the chance to leave my mark on this world. So I want to say thank you Destination DC and the American Experience Foundation for taking a chance on me!"

MAKAYLA CRUZ
Columbia Heights Educational Campus

2019 BY THE NUMBERS

- 620 Total student engagements
- 234 Participants in learning programs
- 184 Participants at AEF or Destination DC special events
- 127 Students on field trips to Washington, DC
- 75 Students in Career Ready Internships
- 131 Corporate and non-profit partners
- 9 Scholarships awarded

SINCE 2015

- 650 Students in workforce learning programs
- 350 Students in career ready internships
- 500 Students on field trips
- $63,500 In scholarships
“The field trip really opened me up to new experiences and opportunities. No one wants to stay in the same spot for the rest of their life. It really takes you somewhere and evolves your mind; shows you different things you wouldn’t get to see otherwise.”

ROBERT PRICE
Maya Angelou Public Charter High School

JANUARY

S M T W T F S

1 New Year’s Day
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13 AEF Spring Internship Begins
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20 Martin Luther King, Jr. Day
21 In-Classroom Project Judging
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23 Washington Auto Show Media Day
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25 Lunar New Year
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DISCOVERING DC

AEF’s Backyard Bound program helps deserving local students deepen their knowledge of American history, democracy and culture.

In 2019, 40 students from DC’s four Academies of Hospitality and Tourism were treated to two days of experiences, including a stay at the Washington Hilton, walking tour of historic U Street and a Washington Capitals game.
At the First Impressions Matter event, students learned how to craft their social media presence and look professional at internships, even on a student budget. Students “shopped” through 1,500 pieces of work-appropriate clothing donated by Destination DC members.

Thank you to the Beacon Hotel for hosting the event and experts from LINK Strategic Partners, Paul Stuart and Policy & Fashion for sharing their knowledge.

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**HOW CAN YOU HELP?**

- Share your day with a student on National Job Shadow Day.
- Give your gently used work attire to young interns during the AEF Professional Dress Drive.
“I learned a lot from all the museums and sites that we visited. It was really cool to be able to sit and bond with other kids who I wasn’t as familiar with, but we shared the same experiences. As a player myself, my favorite part of the trip was going the basketball game and then being able to talk to Pops, the general manager, and a couple of the players to learn their stories.”

SAVOY
8th grade Hamm Camp member

TRAVEL INSPIRES

AEF and the SYTA Youth Foundation welcomed 30 middle school students from the Hamm Camp in Harrisburg, Pennsylvania.

In addition to daily team building, students on this Rite of Passage trip experienced three days of DC’s history and culture, including a front row seat to the Capital City Go-Go and a visit from General Manager Pops Mensah-Bonsu.
**INDUSTRY CONNECTIONS**

AEF connects the hospitality, tourism and meetings industry with its future workers, managers, owners and entrepreneurs. Industry organizations have embraced AEF by donating time, expertise and money to its programs.

Thanks to our partners: Washington Area Concierge Association, Skål International Washington DC, Association of Meeting Professionals and Meeting Planners International Potomac Chapter

**HOW CAN YOU HELP?**

- Provide tickets to your attraction or a meal at your restaurant.
- Offer affordable hotel room rates for our overnight field trips.
"Because of the AEF scholarships, I was able to go to college without wondering how I was going to pay for books and other fees. I am now in my third year at the University of the District of Columbia, majoring in business and marketing. I still email some of the AEF staff to update them on my college life and they respond back with positive and uplifting feedback. This fall, I am starting another internship with Destination DC.”

DERANIQUE GRAYDON
University of the District of Columbia
CAREER READY

Last summer, 30 industry employers hosted 75 Academy student interns, including three at AEF and Destination DC:

- **Makayla Cruz**, Columbia Heights Educational Campus
- **Jashawn Evans**, Ballou High School
- **Nizar Ghoumari**, Wilson High School

The interns visited over a dozen partner businesses to learn the scope and depth of the industry and helped execute AEF’s summer events.

To learn more about the Career Ready Internship program, contact AEF.

HOW CAN YOU HELP?

- **Register to be a summer Career Ready Internship employer.**
- **Donate to the AEF Scholarship program.**
“Big Bus is thrilled to be one of the American Experience Foundation’s partners by sponsoring July 4th, a great event enjoyed by our family, staff and partners. The view and atmosphere are the best in town!”

BENOIT BARROUD
SVP & General Manager, Big Bus Tours DC

JULY

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CELEBRATE WITH US!

Join AEF on July 4th for the best view of the fireworks from a rooftop on the National Mall. You’ll have front row seats to the celebrations while enjoying great food, company, air conditioning and family-friendly entertainment.

Proceeds go toward AEF programs and scholarship awards.
“The American Experience Foundation and its dedication to the enrichment of educational programs and work opportunities for D.C. youth is impactful and has been a driving factor in my pursuit of a career in the hospitality industry. The foundation’s support throughout my high school education and into higher education has been essential in my continued drive and personal dedication to service. I am currently working within a full-service hotel property on Capitol Hill and pursuing a degree in tourism management. With AEF’s support, as well as the support of my colleagues and peers, I have maintained a position on the Dean’s List and have been promoted in my workplace.”

ZOE ROBERTS
George Mason University, Wilson High School

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<td>Bring your family, host your VIP guests, or sponsor the signature July 4th VIP Celebration.</td>
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<td>Become a founding partner of AEF’s new Academy Alumni Support Program.</td>
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AmericanExperienceFoundation.org | 10
“AEF has worked tirelessly to expose students to the hospitality and tourism industry. The foundation has been involved in every part of work-based learning activities including judging projects in schools, providing career-focused field trips and recruiting host employers for Career Ready Internships.”

**SIMONE GARCÍA**
Director of Career Education Development, Office of the State Superintendent of Education (OSSE)

### SEPTEMBER

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### WORKPLACE LEARNING

AEF brings the classroom alive, helping young people build the skills and knowledge to enter college and the workplace, ready to succeed.

Experiential learning helps students better understand the world around them and see first-hand how to build a career.

Opportunities in 2019 included Destination DC’s Annual Marketing Outlook Meeting, the Washington Auto Show’s press day and a production of The Fall at Studio Theatre.
EXPANDING HORIZONS

AEF welcomed members of its Culture Crew program from the Boys & Girls Club of Greater Washington to the Michelin-starred Blue Duck Tavern for a very special meal with Executive Chef Adam Howard. During the meal, Chef Howard talked about how his career developed and what it’s like running your own restaurant.

HOW CAN YOU HELP?

Share your expertise at an academy by serving as a presentation judge or practicing interview skills.

Give an academy class a behind-the-scenes look at your business.
AEF is dedicated to making sure students thrive at school, work and in their community.

No student should have to leave the house in the winter without warm clothes. In 2019, AEF provided 50 coats, 20 pairs of gloves, 60 scarves and 45 hats, donated by colleagues and industry partners, to local Academy students and their classmates.
DECEMBER

S M T W T F S

1  2  3  4  AEF Winter Clothing & Coat Drive Ends  5
6  7  8  9  10 Hanukkah Begins  11  12
13 14 15 16 17 18 19
20 21 22 23 24 25 Christmas Day  26 Kwanzaa Begins
27 28 29 30 31

THANK YOU

Your investment has a direct impact on the lives of young students in Washington, DC. With your support, AEF is helping to build our future colleagues, entrepreneurs, managers, owners and innovators.

Please consider AEF in your year-end charitable giving and donate today at:

AmericanExperienceFoundation.org/Donate

HOW CAN YOU HELP?

Your gift of $25 will provide meals for a student on a Washington, DC field trip.

Your gift of $2,500 will fund an AEF scholarship, supporting a student’s dream.
HYATT COMMUNITY GRANTS

The Hyatt Community Grants program celebrates the hotel’s partnership with local organizations engaging in important work in their communities. In 2019, AEF was awarded a grant for its work with local students and partnership with Hyatt properties.

For the third year, the Hyatt Regency Washington on Capitol Hill hosted the Career Ready Internship Luncheon, a professional networking event for interns and host employers.

BIG BUS TOURS WASHINGTON, DC

Big Bus Tours Washington, DC has embraced AEF since the launch of experiential learning programs in 2015.

Always ready to offer a double-decker monument tour for students and Career Ready Interns, the Big Bus team is generous with time and expertise. They enthusiastically support AEF at the July 4 event and compete in the Destination DC member volleyball and trivia tournaments.

AMERICAN UNIVERSITY CONFERENCE AND GUEST SERVICES

In June 2019 American University Conference and Guest Services hosted students from Chicago on a Rite of Passage field trip.

In addition to welcoming these students to Washington, DC, the staff at AU provided a glimpse of college life: a tour of the Tenleytown campus, dorm housing, and breakfast at the Terrace Dining Room.
**LEADERSHIP COMMITTEE**

- **Michael Akin**, Co-Chair, President, LINK Strategic Partners
- **Greg Casten**, Co-Chair, President, Oceanpro Industries
- **Nizam Ali**, Co-Owner, Ben’s Chili Bowl
- **Benoit Barroud**, General Manager, Big Bus Tours
- **Washington, DC**
- **Michael Borris**, Regional Account Manager, PSAV
- **Elliot L. Ferguson, II**, President & CEO, Destination DC
- **Abby Himmelrich**, Teacher, McLean School
- **James MacGregor**, Vice President of Local Markets, American City Business Journals, Inc.
- **Gregory McCarthy**, Vice President of Community Engagement, Washington Nationals
- **Thomas Penny**, President, Donohoe Hospitality Services
- **Leticia Proctor**, Senior Vice President of Sales, Revenue Management and Digital Strategies, Donohoe Hospitality Services
- **Gauri Sarin**, Strategist of Eat+Drink, Streetsense
- **Stacy Smith**, General Manager, Hyatt Place National Mall
- **Gail Smith-Howard**, General Manager, Hyatt Regency Washington on Capitol Hill

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  Vice President of Partnerships & Alliances, Destination DC
  202-789-7048
  claire@americanexperiencefoundation.org

- **Lisa Waldschmitt**, Foundation Manager
  202-789-7065
  lisa@americanexperiencefoundation.org

- **Yaneidy Lora**, Spring/Summer Intern
  University of Maryland

**CAREER READY INTERNS**

- **From DC’s Academies of Hospitality & Tourism**
  - **Makayla Cruz**, Columbia Heights Educational Campus
  - **Jayshawn Evans**, Ballou High School
  - **Nizar Ghoumari**, Wilson High School

**AEF is supported by the team of Destination DC professionals.**

“Washington DC is unlike any other place in the world. I’m proud to leverage Destination DC’s prominence to help support students through the American Experience Foundation.

I remember what it felt like to be a teenager seeking opportunity and beginning to explore the world.

AEF helps inspire young people and find role models who will help them realize their dreams.”
THANK YOU, PARTNERS

JULY 4TH

Ampa Events
Bialek’s Music Ltd.
Capital Burger
Citi Open Tennis Tournament
City Winery
CityPASS
Cresa Washington DC
DC Brau
Hargrove
Herron Printing & Graphics
Ivy City Smokehouse
Jason Dixon Photography
Madame Tussauds
Occasions Caterers
Plants Alive!
PMI Parking
Republic Restoratives
Stella’s PopKern

FIELD TRIP

ARTECHOUSE
Ben’s Chili Bowl
Big Bus Tours
Capital City Go-Go
Carmine’s
Chicago Classic Company
Chris Ferenzi Photography
Clydes of Chinatown
Crowne Plaza Crystal City
DC by Foot
District Wharf
Entertainment and Sports Arena
Hemisphere Travel
Innovative Coach
International Spy Museum
Le Pain Quotidien
Madame Tussauds
National Museum of African American History and Culture
Newseum
Observation Deck at CEB Tower
Old Town Trolley
Omari Pearson / Passion to Purpose
Peak Performance Tours
Reston Limo
Shake Shack
Smithsonian Enterprises
Student Watchers
The Anthem / I.M.P.
The Etiquette Institute of Washington
U.S. Capitol Visitors Center
Washington Business Journal

EVENTS

3 Stars Brewing
Anthem / I.M.P.
Arena Stage
ARTECHOUSE
Beacon Hotel
Big Bus
Capital Burger
Comfort Inn Downtown
Courttyard Marriott Dupont Circle
DC Brau
DC Urban Adventures
District Chophouse
Downtown Holiday Market
Embark DC
Events DC
Founding Farmers
Hilton Garden Inn Georgetown
Hilton Hotels & Resorts
Homewood Suites Key Bridge
Jack Nadel
Leisure Pass Group
Maison Kayser
Mi Vida
National Cherry Blossom Festival
Omni Shoreham Hotel
Paul Stuart
Quality Inn Mount Vernon
Reston Limo
Sequoya
Simon Shopping Destinations
SOULEX float spa
St. Regis
Supra
Union Stage
Washington Marriott Wardman Park
Washington Redskins

ANNUAL

American Airlines
BIG BUS
CITI OPEN TENNIS TOURNAMENT
destinationDC

Hyatt Regency Washington on Capitol Hill
National Law Enforcement Museum
Skal Washington DC
Washington Area Concierge Association
Association of Meeting Professionals
Bike & Roll
Blue Duck Tavern
Citi Open Tennis Tournament
City Winery
Free Tours By Foot
Forever Media
Herron Printing & Graphics
LINK Strategic Partners
Miles Partnership
Observation Deck at CEB
Potbelly

OUTSTANDING INDUSTRY PARTNER

Academic Year 2019-2018
By DC Office of the State Superintendent of Education and DC Career Academy Network
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Andrea Van Wambke  C. Greg Staley  Stuart Levy
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Danielle Davis  Julia Tibor
Dianna Waldroup  Kirsten Olean

Partners and donors recognized contributed to the American Experience Foundation between October 1, 2018 and September 30, 2019.

If we missed you, or you would like to be recognized differently, please contact Lisa Waldschmidt at lisa@americanexperiencefoundation.org.

DONATE TO AEF
Please visit AmericanExperienceFoundation.org to make your contribution. The American Experience Foundation is a 501(c)3 charity, EIN 30-0019421. Your donation may qualify as a charitable deduction for income tax purposes.
The American Experience Foundation, EIN 30-0019421 is the 501(c)(3) charity affiliated with Destination DC, the official destination marketing organization for Washington, DC.

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