



a fund of the North Valley Community Foundation

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For Immediate Release

For more information, contact Laura Cootsona at 530.518.7751

When employees suffer tragedy, hardship, or are seeking other help, employers like Sheraton Real Estate Management & Sheraton Services, want to help. Through a new fund at the North Valley Community Foundation, Sheraton has built a tax-deductible, streamlined solution—An Employee Care Fund.

A key core value for Sheraton Real Estate Management and Sheraton Services since its inception in 1985 is *LOVE AND RESPECT FOR THE INDIVIDUAL*. This is confirmed in the descriptive statement, “We believe in the worth, dignity and value of each person. We desire that all business decisions be made with the welfare of the individual in mind. Our people are the most important asset we possess.”

With this inspiration, The Hope Foundation was created in 2013 by co-founder, Diane Ruby, to honor relationships and the dignity of all people. The Hope Foundation offers assistance to employees of Sheraton Real Estate Management, Sheraton Services, community members and organizations. The Hope Foundation embodies these values and their desire is to provide a means to encourage every individual to take action towards a positive, productive and purposeful future. Their desire is that through various means of assistance and participation, individuals will discover the very reason for the creation and existence of the Foundation—Hope.

“Our Employee Care Fund is a measurable fulfillment of our hearts to minister to the needs of our staff. We are committed to being an integral part of helping them through all of their challenges.” Larry Ruby, CEO, Sheraton Real Estate Management Company.

Any company —for profit or nonprofit—can establish an Employee Care Fund through NVCF, for more information, contact Laura Cootsona, Director of Strategic Philanthropy at lcootsona@nvcf.org. For more information about The Hope Foundation, contact Diane Ruby at diane@sheratonrem.com.

North Valley Community Foundation (NVCF) is a nonprofit public charity that promotes and supports philanthropy. Since 2005, the Foundation has raised more than \$34 million for public good. NVCF grants more than \$4.5 million a year to hundreds of local charities and charitable causes.

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Foundation for Change