

Will Medina Spirit Awards Nomination Form : Entry # 14866**Your name (as the person submitting the nomination)**

Jane Borman

Your email addressjane.borman@traveldesign.studio**Your phone number**

6024007677

The nominee's name

Angie Rice

The nominee's business or organization

Boutique Travel Advisors

The nominee's email addressangie@travelbta.com**The nominee's phone number**

602-481-1004

For which award are you nominating this person?

- The Charity/Philanthropy Award

Please explain why this person should be recognized for this honor. Share specific examples of the nominee's work and the impact on fellow advisors and the travel industry and the public at large. The more information you can share, the clearer picture the judges will have of your nominee's qualifications to be selected!

Why Boutique Travel Advisors, Angie Rice, and Janet Semenova Deserve the Charity/Philanthropy Award

Angie Rice and Janet Semenova, co-founders of Boutique Travel Advisors (BTA), have redefined what it means to run a socially responsible business. Together, they have cultivated a culture of philanthropy, sustainability, and community impact that permeates every aspect of their agency. Their leadership has inspired their team and clients to use travel as a force for good, making BTA a model for businesses striving to make a difference.

This recognition is not just for Angie and Janet but for the entire BTA team, whose dedication and collaboration drive the agency's mission of creating meaningful change.

Transformative Impact on the Travel Industry and Community

BTA's annual Navigating for a Cause event, held most recently on November 15, 2024, demonstrates the agency's commitment to philanthropy. In its first year, the event raised over \$34,000 to benefit PTSD NOW!, a nonprofit supporting veterans' mental health. More than a fundraiser, Navigating for a Cause unites the community to spotlight critical issues like military suicides while creating opportunities for ongoing support.

Looking ahead, BTA is excited to announce that it will begin accepting applications for its 2025 beneficiary. This ensures that the initiative will continue to amplify awareness and raise critical funds for nonprofits across diverse causes.

Innovating for Year-Round Giving

BTA's Luxury Travel Club is a groundbreaking example of how luxury travel and philanthropy can be seamlessly intertwined. This membership-based hotel booking engine donates a portion of proceeds to nonprofits, including PTSD NOW!, Make-A-Wish

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Arizona, and Amanda Hope Rainbow Angels. As the platform expands, it continues to support nonprofits across the country, setting a new standard for integrating giving into the travel industry.

At BTA, we collectively embrace the spirit of giving by volunteering our time, supporting meaningful causes through in-kind and monetary contributions, and engaging in community service. Together, we donate silent auction packages to local initiatives, serve on nonprofit event committees, and collaborate with charities to create meaningful and lasting impact.

Attracting Advisors and Clients Who Value Philanthropy

BTA attracts both employed and affiliate travel advisors who are passionate about volunteerism, sustainability, and community service. Advisors are drawn to the agency's core commitment to giving back, while philanthropic clients are inspired by BTA's innovative initiatives. Through programs like Pack for a Purpose, Not Just Tourists, and opportunities to bring gifts to host countries, BTA empowers clients to make a positive impact wherever they travel.

Dedication to Sustainability and Community-Building

The Pillars of Community—joy, wellbeing, connection, sustainability, and gratitude—are embedded in BTA's DNA. Angie, Janet, and their team champion environmental stewardship, cultural preservation, and responsible tourism practices. These values ensure that every trip supports local economies and ethical travel while fostering meaningful connections between travelers and the communities they visit.

A Model of Leadership and Team-Driven Generosity

BTA's collective efforts have created a profound ripple effect:

- Local Impact: Supporting Arizona-based nonprofits such as PTSD NOW! and Make-A-Wish Arizona.
- National Reach: Expanding philanthropic initiatives to communities in California, Texas, and Nevada.
- Global Awareness: Raising funds and awareness for international causes and encouraging clients to contribute to their host communities.
- Industry Leadership: Setting a benchmark for travel agencies by prioritizing philanthropy, sustainability, and community in daily operations.

Conclusion

The Charity/Philanthropy Award would honor Angie Rice, Janet Semenova, and the entire Boutique Travel Advisors team for their unwavering dedication to creating a better world through travel. The success of Navigating for a Cause and the ongoing expansion of initiatives like the Luxury Travel Club showcase the agency's ability to transform travel into a powerful tool for giving back.

This recognition would celebrate BTA's extraordinary accomplishments and encourage others in the travel industry to prioritize philanthropy and community care. By empowering their advisors, inspiring their clients, and fostering a culture of giving, BTA continues to demonstrate the lasting impact of combining luxury travel with purposeful philanthropy.

For more information on BTA's Pillars of Community, please visit:

<https://travelbta.com/philanthropic-initiatives/>

For more information on BTA's Navigating for a Cause, please visit:

<https://travelbta.com/navigatingforacause/>

Notes



Admin Notification (ID: 66fabfb0db24f)

added November 27, 2024 at 00:33

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