

Success Stories

Hospitality
Action



Friday 7th June – Monday 17th June

We want to make this summer one to remember by challenging colleagues and teams from across the industry to collectively travel 40,000 miles and raise as much money as possible for Hospitality Action.

The Summer Challenge is a tried, tested, easy to participate in, and inclusive activity that serves to increase employee morale. By taking part you'll improve upon existing workplace relationships and enhance bonding outside of the 9 to 5, strengthening communication channels and productivity. And most importantly, you'll be making a noticeable positive difference to your industry.

Feel inspired. Read on to learn how some teams successfully took part in 2023.

Previous Success Story.

Summer
Challenge
2023

Iconic Luxury Hotels

£7,265 raised

2,167 miles travelled

Team Iconic Luxury Hotels came top of the fundraising leaderboard in 2023!

Kerry Hudson, Spa Director, says of her team's achievement:

“Firstly, we decided to have some healthy internal competition and split the Iconic Luxury Hotel group into six teams - five property teams (at the time) and the Iconic Head Office team. The target milage was set to match the Iconic road trip, which was 360 miles per team, per day!

As each property has its own unique location, each wanted to choose their own challenge which would include as many of the hotel team/staff as possible. We chose a different hotel each day to ensure maximum social media coverage.

We decided to allocate the fundraising pots by property, rather than by individuals. This maximised the number of people participating as they didn't feel the financial (fundraising target) and physical pressure, yet wanted to be part of the event.

Lastly, we completed an online raffle that included an overnight stay, dinner, and breakfast amongst other goodies gifted by our suppliers. The raffle again drew interest across all our social media channels and increased the fundraising pot, raising £3,260!”



Previous Success Story.

Summer
Challenge
2023

The Aviator

£6,571 raised

4,976.9 miles travelled

Team Aviator came second on the fundraising leaderboard in 2023 and won the 'Most Innovative Fundraising Team' award.

Adam Skrzypczak, General Manager, says of his team's achievement:

"Being part of Hospitality Action's Summer Challenge was an extraordinary experience for Team Aviator. Our collective efforts, spanning 5,000 miles of walking, cycling, and running, showcased our commitment to supporting the hospitality community.

The camaraderie was infectious, and the diverse activities, from bake sales to water balloon antics, brought laughter and joy to our team and donors alike. It was a rewarding week that not only surpassed our fundraising goal but also energised everyone involved. We were proud to be a part of such a meaningful cause."

Here are just some of the things Team Aviator did to smash their £1,500 fundraising target:

- Bake sale
- Car wash
- Car boot sale
- Coffee and doughnut morning
- 'Get your own back' on the managers... involving a lot of water balloons!
- Le Mans 24-hour bike ride
- Xbox tournament
- Scratch card raffle with thanks to their local BMW dealer to win a Mini for the weekend!



Thanks to their original and creative fundraising ideas, we crowned Team Aviator our **most innovative fundraising team**. They won a hamper crammed full of treats and Champagne to share. The competition will take place again this year, **what will you do to win?!**



Previous Success Story.



Mentzendorff

£5,060 raised

1,623.8 miles travelled

Team Mentzendorff came third on the fundraising leaderboard in 2023.

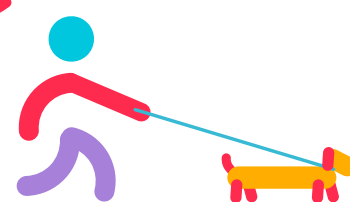
Bryn Fowler, Accounts Manager, says of his team's achievement:

“The Mentzendorff team took part in Hospitality Action’s Summer Challenge with a goal in mind: to cover a distance of over 1,500 miles and to ‘virtually’ visit each of our Groupe Bollinger French Houses, including Champagne Bollinger, Champagne Ayala, Domaine Chanson, Langlois-Chateau and Delamain Cognac, before returning back to our home turf on Bermondsey Street, London Bridge.

As a company, we agreed that if the team succeeded in reaching our target distance of 1,500 miles, a donation of £5,000 would be made to Hospitality Action. This distance and fundraising target seemed achievable, but a full team effort would be necessary to make it possible.

To encourage team participation, our weekly internal newsletter kept us up to date with how we were doing. Photos were also shared along with some creative running routes.

We are already looking forward to taking part in the Hospitality Action Summer Challenge in 2024. A new route will keep the challenge interesting and new targets will push the team even further!”



Previous Success Story.

Summer
Challenge
2023

Aramark UK

£1,971 raised

3,038.2 miles travelled

Aramark UK was our highest-placed Contract Caterer team in 2023.

Ben Postlethwaite, Finance Director, says of his team's achievement:

“As Team Captain I am incredibly proud of what we collectively achieved over the 11 days of last year's challenge. The commitment and passion in which the team performed, embodied our culture of making a real difference each and every day.

The team set an ambitious target to cycle, run, and walk 1,300 miles over the 11 days, the equivalent of a grand tour of our UK offices. We aimed to raise £1,300 and were thrilled to exceed these ambitious targets, covering 3,038 miles, and raising £1,971 in the process!

There was a fantastic sense of team spirit and camaraderie across the team during the event. Miles were covered from Aberdeenshire, all the way down to Devon, with one participant even doing a tour of the Las Vegas strip whilst on holiday!

We would like to thank all participants for their hard work in building up the miles, along with everyone who donated to our collective fundraising.”



Previous Success Story.

**Summer
Challenge
2023**

Sopwell House

£640 raised

416.2 miles travelled

Team Sopwell House pulled out all the stops to make their Summer Challenge one to remember!

David Petitt, Director of Marketing, says of his team's achievement:

“We challenged the team to cover the distance from our hotel in St. Albans to Land's End in Cornwall, which is 291 miles away. This meant the team needed to virtually cover one marathon each day for the duration of the 11 day challenge. I'm pleased to say we finished well over our target mileage at 416.2 miles and raised £640!

The Summer Challenge is a great event for teams to take part in, it builds community and it's a talking point throughout the hotel during the challenge itself.

This year we will encourage different departments to unite and cover certain routes together.”



Why not follow in our 2023 team's footsteps and go the distance in aid of Hospitality Action in 2024?

Sign-up to our Summer Challenge here:



www.hospitalityaction.org.uk/summerchallenge
E: fundraising@hospitalityaction.org.uk

