

Fundraising Pack

Hospitality
Action



Friday 7th June – Monday 17th June

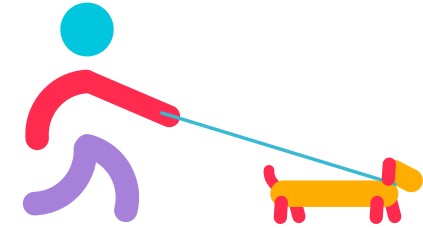
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Rise to the Challenge.

Summer 2024 boasts the Euros, Wimbledon, and the Olympics which makes it the perfect moment for the hospitality industry to settle its sporting scores and crown its athletic champions!

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.



Every penny raised, and every mile travelled will help us support an industry in crisis.

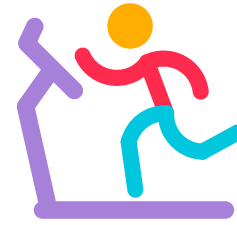
We know times are hard, but we also know hospitality people are resilient, compassionate, generous and just a touch on the competitive side!

Don't be a spectator; go the distance in aid of Hospitality Action!

Why your fundraising is so important.

Every penny you raise and mile you travel by taking part in the Summer Challenge will help hospitality people in crisis. People like:

Ms A : “Having to deal with a diagnosis of aggressive cancer, then major surgery, and now chemo, have been hard enough, but the added fear of rent arrears and electricity bills has made things much harder. I can now pay off my arrears, keep up with my bills and put the focus on healing. Your work is invaluable, and it has made a huge difference to me! I really cannot say thank you enough.”



Ms B: “I have struggled financially and emotionally for 3 years living alone - and prior 5 of living in an abusive relationship. I was beginning to feel that after this year life has become increasingly pointless. This is a massive help and has positively impacted on my despair at waking every morning. Many thanks for all you have done.”

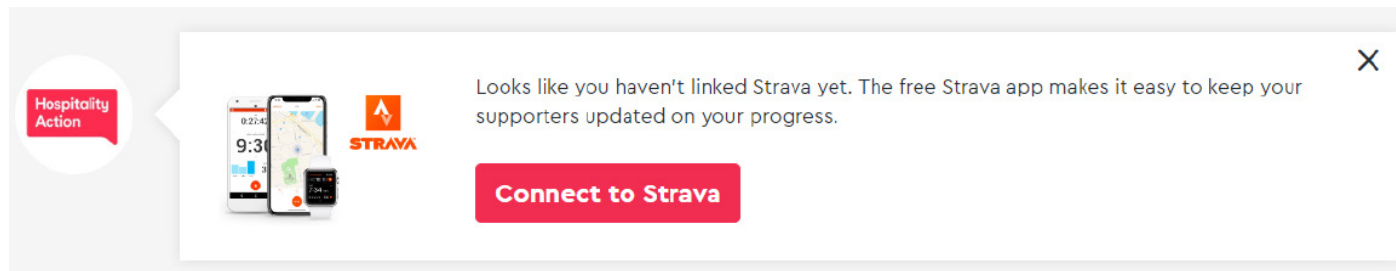
Setting up your fundraising page.

Your fundraising page is really important as it will help you tell the world about what you're undertaking.

Once you've registered you'll be able to edit your profile and add a photo, a sponsorship target and a few lines about why you're taking part. **Research has found that fundraisers with pictures on their page raise 13% more.**

A perfect excuse for a #selfie!

You must connect your Strava fitness app to your fundraising profile ahead of June 7th for your miles to count. Strava is free and very easy to use and there is a big button on your fundraising page encouraging you to connect.



When connected you have from the morning of June 7th until 4pm on June 17th to record your activity and miles within the Strava fitness app.

Don't start any earlier as your miles won't be counted!



Teams.

We actively encourage supporters to join or create their own fundraising team. In 2023 60 teams competed and we'd love even more this year.

If you join a team your mileage and sponsorship money will be added to the overall challenge totals and you'll be able to compare your team to the others on the leader board.

What you can do.

We have an ambitious collective target of 40,000 miles to smash this summer! Luckily the Summer Challenge is an uplifting opportunity to motivate, bond and engage in healthy inclusive competition while pulling together for a common cause. **Thank you for taking part.**

Whether you walk, run, cycle, wheel or swim, now is the time to settle those inter-team scores. You could...

- **Resolve** the age-old question of whether front of house or back of house have the greatest stamina.
- **Prove** that housekeeping can achieve more steps in a day than the restaurant floor team.
- **Show** that baristas can pump more iron than bartenders.
- **Stage** a company-wide 24-hour relay race on a static bike or rowing machine to crown your sporting superstars.
- You could even **challenge** another outlet within your business or even a competitor to log more distance or raise more funds. Or throw a good old sports day for your local community and charge an entry fee donated to Hospitality Action.



For those who don't fancy the cut and thrust of competition, you could....

- **Embark** on an epic dog walk.
- **Tackle** your first ever 5k run.
- **Play** a friendly game of tennis, squash or badminton with a friend.
- **Swim** 10 lengths of the pool.
- **Sign up** to a Colour Run, Tough Mudder or even a Sky Dive and nominate Hospitality Action as your chosen charity.
- **Cycle** between sister properties, collecting sponsorship money along the way.

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 workplace, strengthening communication channels and productivity. And most importantly, you'll be making a noticeable positive difference to your industry.

Remember to post snaps of your endeavours and your donation link across social media using [@hospaction](#) (Twitter) and [@hospitalityaction](#) (Instagram) and [#SummerChallenge](#), tagging your friends at the same time.



Our top 5 fundraising tips.

You don't have to wait until the challenge begins, you can start your fundraising as soon as you sign up!

We ask that all on and offline sponsorship money is raised by **noon on Monday 8th July.**

1 Fundraisers who donate to their own page raise over 120% more on average.

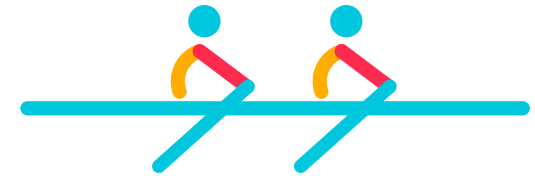
Donating to your own page shows everyone just how committed you are to supporting Hospitality Action.

2 Give yourself a fundraising target - research has found that pages with a target raise 17% more. Aim high!

3 Share your fundraising page with friends, family and colleagues - You can use your own personal URL and share over Whatsapp, over email or in your e-signature. Or simply click the social media icons under "share this page" to add your fundraising link to your Twitter and Facebook profiles.

4 Update your page - let supporters know how you're doing by updating your page often, they'll enjoy following your progress and want to spur you on for every mile you endure.

5 Don't forget to say thank you - 20% of donations come in after your event has ended, so make sure you follow up to thank your supporters.



Win!

There are so many reasons to take part in the Summer Challenge. Not only will your efforts help to care for those less fortunate, you'll also boost employee morale, be able to use the challenge as a team building exercise and encourage a more active lifestyle, increasing positive wellbeing across your team. Taking part in the challenge is also great PR, helping to enhance your brand and reputation across the industry.

As an added incentive the most innovative fundraising team will **win a jam-packed hamper crammed full of delicious treats!**



2023's most innovative team was The Aviator Hotel in Hampshire. Not only did they walk, run and cycle a whopping 5,000 miles they also got up to the following:

- **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!

Fundraising will close at noon on Monday 8th July and the winner contacted on Wednesday 10th July.



What will your team do to bag the prize in 2024?

How to fundraise at work.

We actively encourage workplace fundraising! To raise extra funds you could:

- Add our award-winning Invisible Chips to the menu
- Add an optional £1 to the bill
- Donate 50p from a well loved dish or cocktail
- Ask your employer if they offer 'Matched Giving' which will boost your fundraising as your place of work matches the money you've raised! Some companies offer this on a pound-for-pound basis, while others specify the amount they're prepared to give. Speak to your Finance or Senior Management Team to see if this is something your workplace can do!

We're happy to chat through any of these suggestions and make sure you have everything to hand to make your fundraising as successful as possible.

**...you can tally these funds by highlighting them as offline donations on your fundraising page...
Every penny counts!**

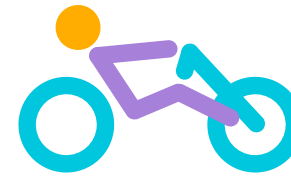
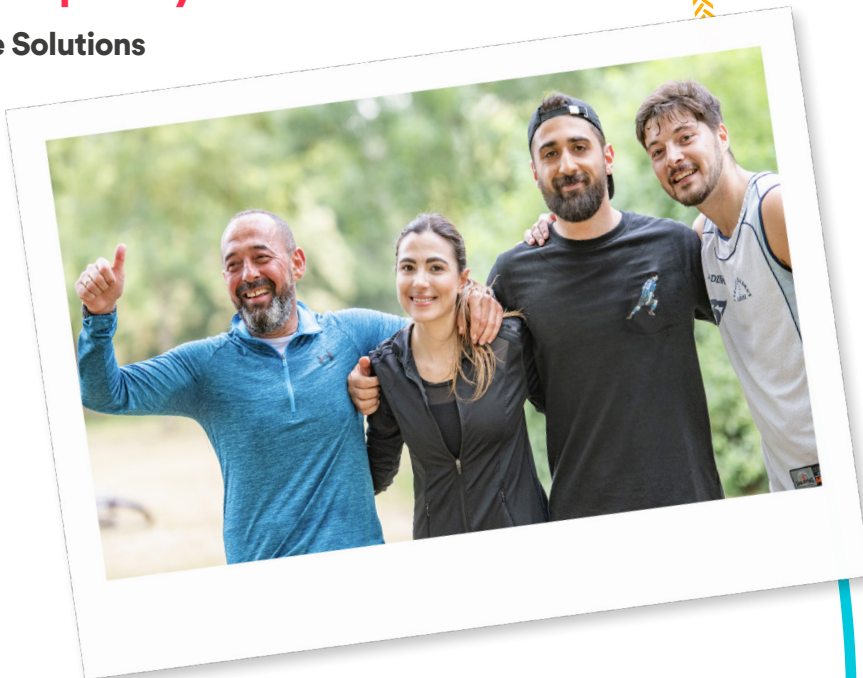


Testimonials.

Here's what just some of our previous participants have to say:

“Jellybean is proud to have been supporting Hospitality Action’s challenge events for four consecutive years. Hospitality is at the core of everything we do, and despite the challenges that the sector has faced and continues to face, we are determined to go the extra mile to show support and raise funds for the hard working people in the hospitality sector.”

Jellybean Creative Solutions



“ Being part of Hospitality Action’s 2023 Summer Challenge was an extraordinary experience for Team Aviator. Our collective efforts, spanning 5000 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 energized everyone involved. We are proud to be a part of such a meaningful cause.”

The Aviator Hotel

Testimonials.

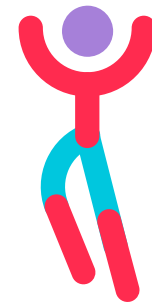
“In the past our team has taken part in bike rides, beach and park cleans (combining our sustainability activities) and teams in central locations organised after work walks where colleagues met up and got the miles in together. **Whether people are jumping on their bike, walking with colleagues, helping to clear rubbish along miles of beaches and river sides, it’s all about having fun, getting active and supporting a great cause. These challenges are always really enjoyable as it brings people together from across the business for a bit of light-hearted fun for a great cause.**”

CH&CO





Thank you for your support.



www.hospitalityaction.org.uk/summerchallenge

E: fundraising@hospitalityaction.org.uk