



Giving for Good Month



Colleague Toolkit



Giving for Good Month 2022

We're dedicating the whole of September to **giving back**. Join thousands of colleagues across the globe doing good through gestures big or small, as teams or making a difference closer to home.

This September, we're encouraging all IHG colleagues to get involved with their local communities, where it is safe to do so, and also nominate teams and individuals for our annual Giving for Good awards, with the regional winners being announced in October.

Since its launch in 2018, Giving for Good month has seen IHG colleagues provide nearly 350,000 acts of kindness in our communities around the world and it remains an important platform as we work towards the commitments we've made to our people, communities and planet as part of our Journey to Tomorrow plan.

Recognising that different markets are in varying stages of recovery, it's important to note that participation in Giving for Good month is optional or can be adapted to suit the needs of colleagues.



Log your activity and enter our awards

Working all together, we will have a huge impact around the world. Each IHG colleague can play an important role in helping us accomplish our global Journey to Tomorrow ambition to improve the lives of 30 million people in our communities.

Make sure you share with us what you've been up to! To take part, all you need to do is follow these three simple steps...



How does it work?

Well, it's as easy as 1, 2, 3...

1. Organise an activity in teams or on your own during September
2. Register your activity at givingforgoodihg.com
3. You will automatically be entered into the Giving for Good Awards

Campaign toolkit

We've created a suite of assets to help you get started. Refer to this toolkit as a one-stop-shop to access all of the assets and guidance on how to best use them in your workspaces and with your teams.

Poster

Looking for a way to rally enthusiasm for this year's Giving for Good Month? Our printed poster should do the trick, hang them in and around your workspace to raise engagement.

Pull-up banner

Our Pull-up Banner is a great way showcase this year's Giving for Good month and offers a flexible solution that's easily stored and perfect for smaller workspaces.



Poster

The poster has been created at two sizes, A3 (420x297mm) and A2 (594x420mm). Choose the size that's appropriate for your workspace and simply send the high-res print PDF file to your local printer.

[Download here](#)



Pull-up banner

The banner has been created at a universal size of 2000x850mm. The hi-res print PDF file has been supplied at 25%, 300DPI scale which your printer will scale up to ensure pixel-perfect product.

[Download here](#)

T-shirt

Wear this t-shirt with pride when giving back during this Giving for Good month. If you already have t-shirts printed from last year then please do your bit for the planet and wear them again.

Water bottle

These sleek custom water bottles are a great keepsake for colleagues and a sustainable way to remind them again and again of the good they are doing this month.

We encourage you to keep sustainability at the forefront of your mind when choosing materials and suppliers for t-shirts and water bottle, or any other assets, that are created for Giving for Good month.



T-shirt

Our Giving for Good t-shirt has been designed to be printed on white, simply provide your chosen supplier with the artwork file which contains both logos as well as a print guide for their reference.

[Download here](#)



Water bottle

Our Giving for Good logo is printed on one side and the IHG Hotels & Resorts printed on the reverse. We recommend a sleek matte black design that can be used again and again. Provide your chosen supplier with the artwork, containing both logos, for them to print.

[Download here](#)

Handy tips

Volunteering

Spend time giving back to your community

Volunteering is a great way to give back during Giving for Good month. Through supporting charitable organisations across the world, you're directly creating positive change in your community.

Perhaps there's a community project that you're passionate about and which could do with your support? Whether it's helping out at a homeless shelter, spending some time with the elderly or mentoring young people. Don't be shy. Why not get in touch and let them know you're interested?

If you're an eligible IHG corporate employee, you can use your two days of leave as set out in IHG's **Volunteering Guidelines** to support causes that you are passionate about during the month.

Social media

Shout about your activity on social media

Make sure you use the hashtag **#IHGGivingForGood** on social media and help your team go viral by sharing their posts too.

You can watch all that is happening across the globe in real time via our social wall. Capture all your Giving for Good moments with the hashtags to get featured on the social wall.

Fundraising

If you want to undertake fundraising as part of your activity, you can do this and log it as a volunteering activity. Using your time to help raise money for a charity you support is a great way to volunteer.

If you do choose to fundraise make sure you work with your chosen charity to ensure you collect the funds and donate to them in line with local laws and regulations.

If you have any further questions, please contact: crteam@ihg.com

Thank you!

Please direct any queries to:
crteam@ihg.com

