

Giving for Good Month

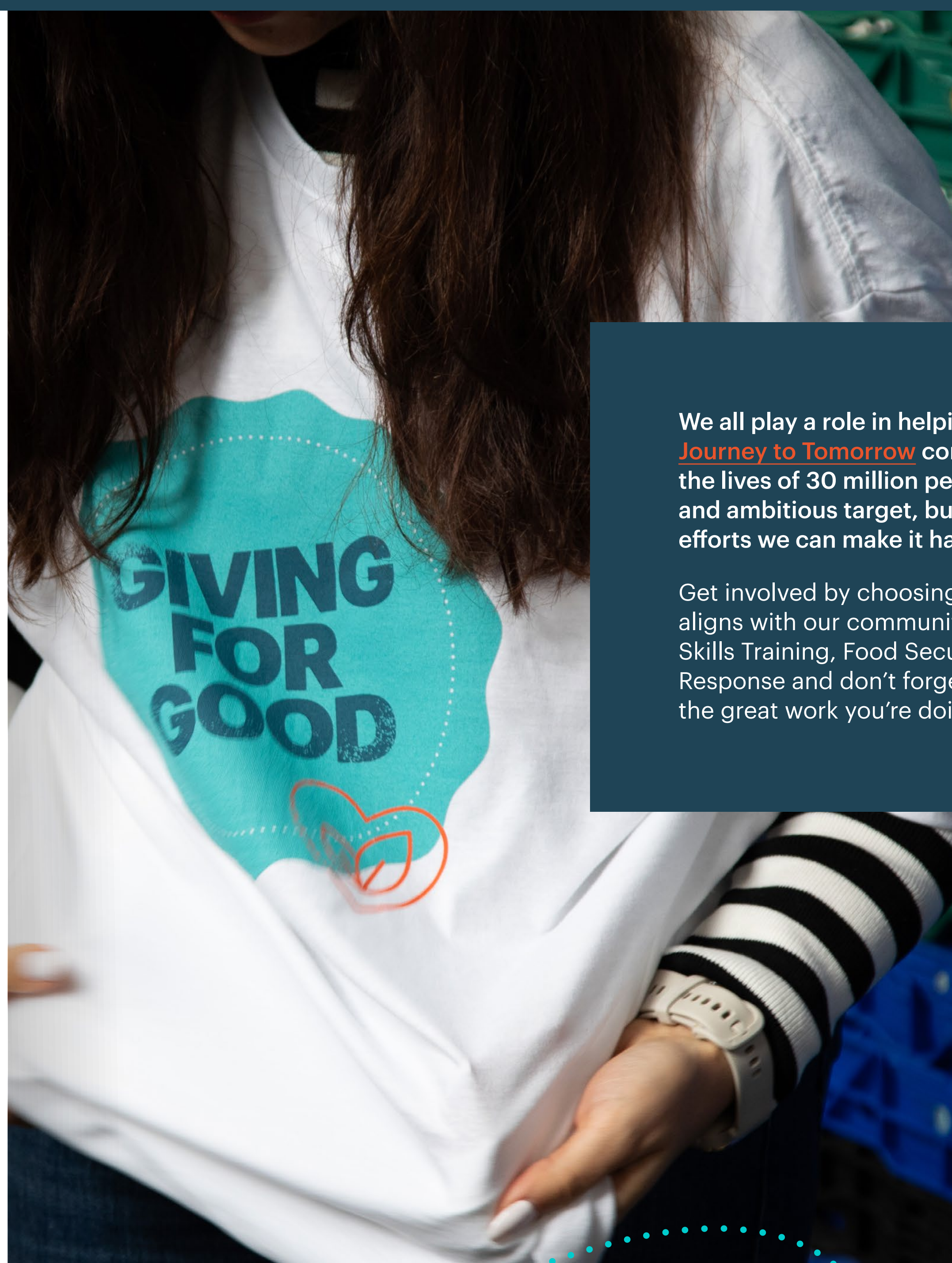
Colleague Toolkit 2023



Giving for Good Month 2023

Get ready to unleash your inner generosity because this September is Giving for Good month – a celebration of kindness, compassion and giving back to the community.

It's a time when IHG colleagues from around the world join forces to give back and create meaningful change for thousands of people around the world.



We all play a role in helping accomplish our **Journey to Tomorrow** commitment to improve the lives of 30 million people. This is a significant and ambitious target, but with our collective efforts we can make it happen.

Get involved by choosing an activity that aligns with our community impact focus areas: Skills Training, Food Security, and Disaster Response and don't forget to share with us the great work you're doing.

How to Give for Good

Volunteering is a great way to give back, whether you distribute meals to the homeless, teach a First Look hospitality careers session, host a blood drive, or donate canned food – any community need that you're passionate about can benefit from your support.



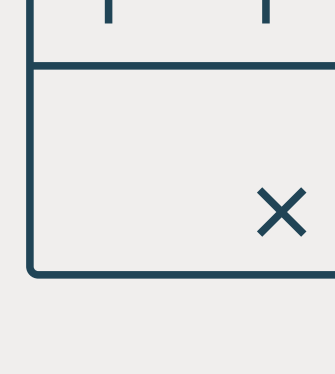
Join us in celebrating Giving for Good month and share with us what you're doing to give back by following these three steps:

- 1 Organise an activity in teams or individually during September.
- 2 Submit your activity in the [Community Tracker](#).
- 3 Post on Social Media (optional).

See the following pages for more information about each step.

Step 1

Organise an activity that supports your local community during the month of September.



Are you volunteering as a group? If so, choose an Event Captain!

Giving for Good Event Captain Responsibilities:

- Coordinate with the non-profit or school
- Invite colleagues and leaders to join the event
- Order T-Shirts and any other project needs
- Select a colleague photographer
- Submit the activity in the [Community Tracker](#) on behalf of the group



Qualifying Activities

Giving for Good includes:

- Volunteer activities with a charitable organisation, school, or social enterprise
- In-kind donations of food, linens, event space, rooms, etc.
- Fundraising efforts* and cash donations

Giving for Good does NOT include:

- Colleague-focused activities without wider community impact (e.g. yoga for colleagues, job-related assistance)
- Colleagues engaging in personal well-being activities (e.g. taking stairs, staying hydrated, biking to work)
- Sponsorship of events with solely commercial objectives (e.g. hotel PR)

Resources and Reminders

- Visit the [Giving for Good website](#) for activity ideas and more information
- Use the photography tips from the [Community Communications Guide](#) to capture video and images of your event
- Eligible IHG corporate colleagues can utilise their two days of leave, as outlined in [IHG's Volunteering Guidelines](#) to participate in Giving for Good month

* If you choose to fundraise, check with your chosen charity to ensure compliance with local laws and regulations for collecting and donating funds.

Step 2

Submit your activity in the [Community Tracker](#).

We want to hear from you and learn about the amazing ways you're making a difference.



If you've volunteered as a team, only the **Event Captain** should log the activity on behalf of the group.

Remember to include (a few of) your best photos of colleagues volunteering!

For more guidance on submitting your activity, please see the [Community Tracker Toolkit](#).

All submissions will be entered into our **Giving for Good Awards** competition, with winners receiving up to 100,000 IHG One Rewards Points. Winning submissions will be chosen based on their impact, creativity, and overall contribution during the month.

These awards are a way to celebrate your incredible efforts as you go above and beyond to make a positive impact to our communities. So get involved, be creative and help make a difference!

Step 3

Post on Social Media (optional).

We want the world to see how you bring True Hospitality for Good to life!



@ihghotels

@ihghotels

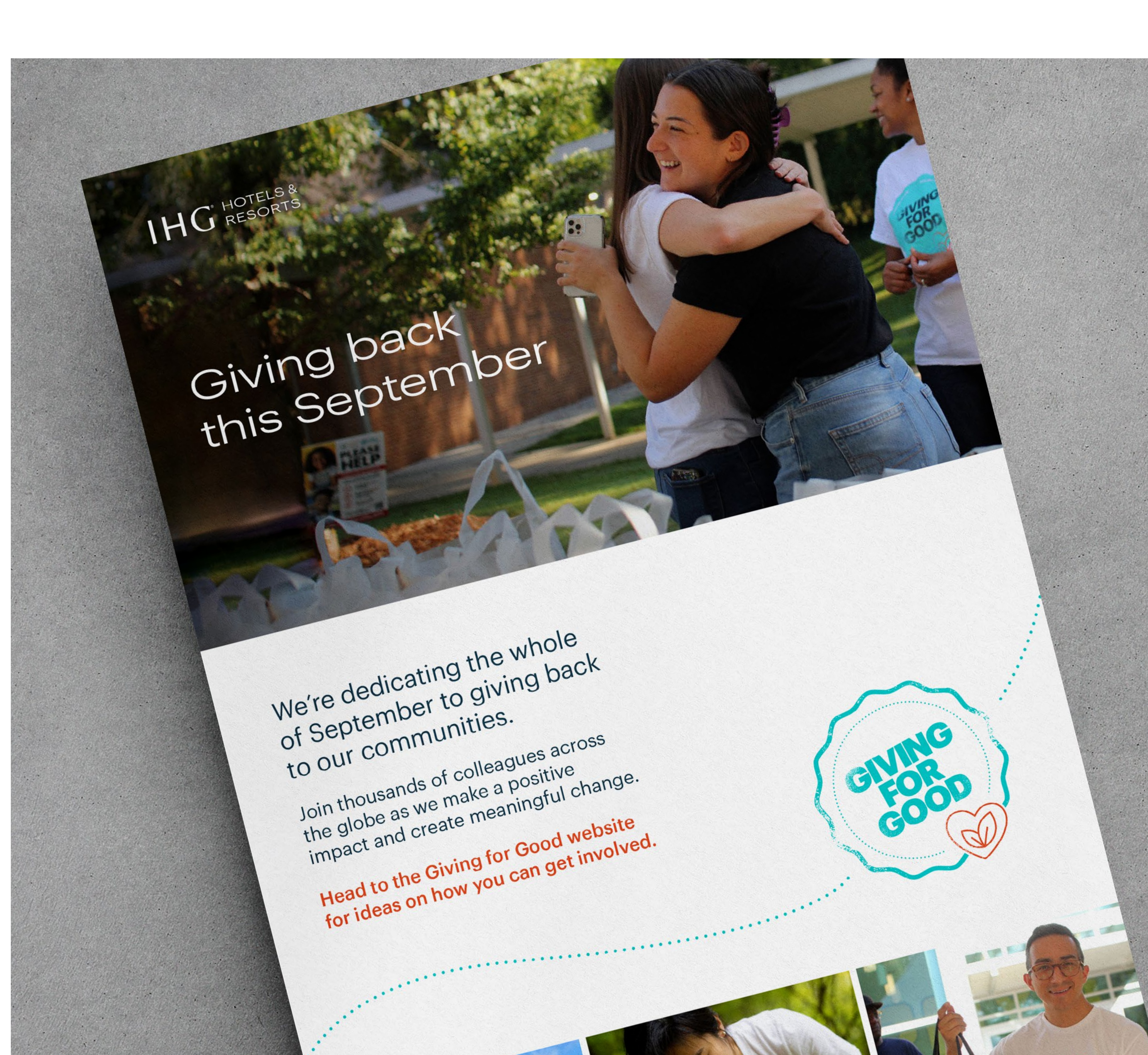
@IHG Hotels & Resorts

- Share your best photos and stories on your social channels
- Tag your posts with #IHGGivingForGood to spread the word and get featured on our social wall
- Tag our IHG Hotels & Resorts social media handles
- Celebrate your colleagues' achievements by liking and sharing their posts



Assets

We've created a suite of assets to help you get started. We encourage you to keep sustainability at the forefront of your mind when choosing materials and suppliers for t-shirts or any other assets.



Poster

The poster has been created at two sizes, A3 (297x420mm) and A2 (420x594mm). Choose the size that's appropriate for your workspace and simply send the high-resolution print PDF file to your local printer.

The posters are available in hotel-ready languages.

Digital posters

Files of the posters are also available in digital format, including a widescreen version, for electronic display screens. You will find both JPG and PDF versions available.

Pull-up banner

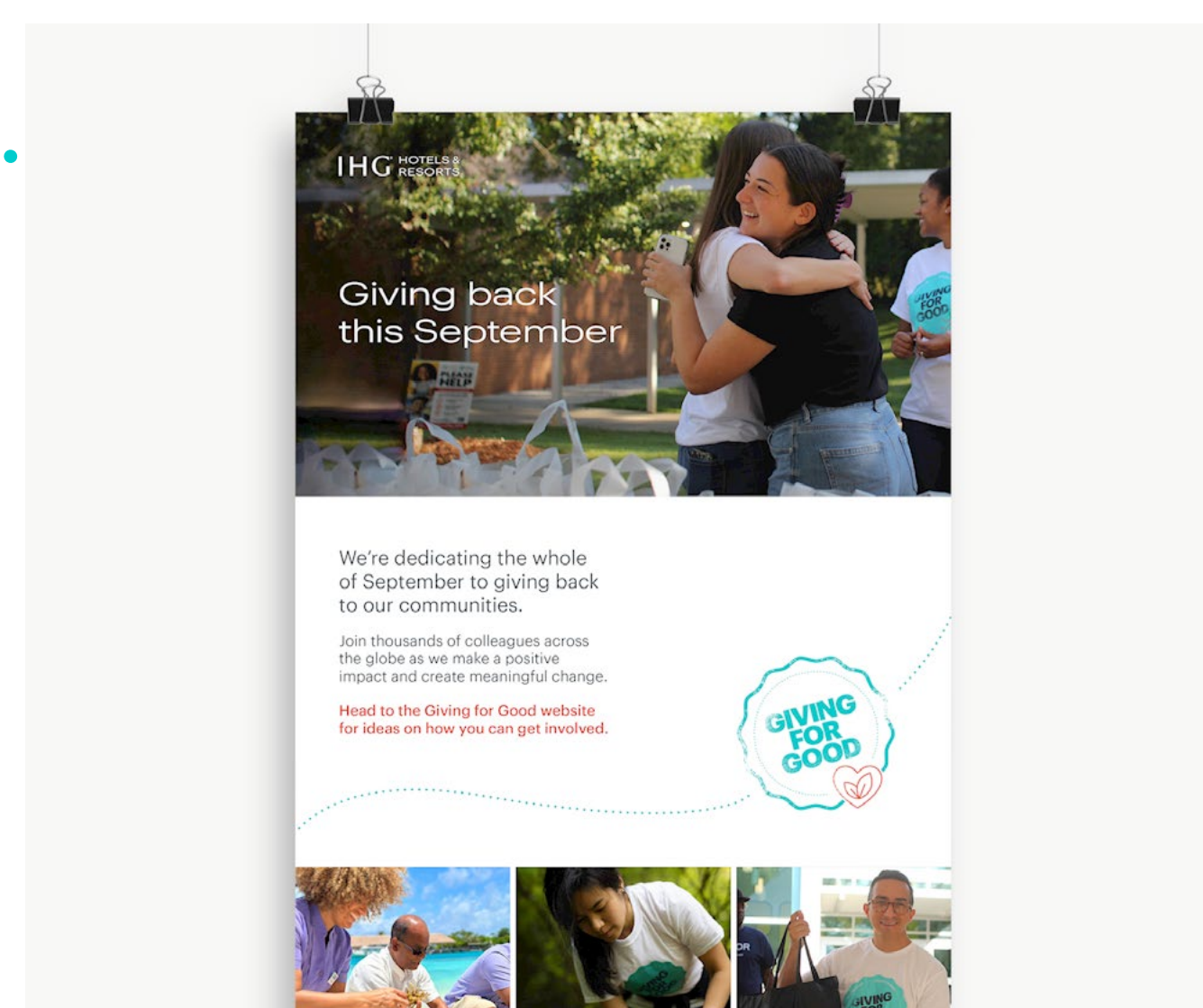
The pull-up banner has been created at a standard size of 800x2000mm. Both a print-ready PDF and open artwork files have been supplied, in case your suppliers need to adjust the artwork size.

T-shirt

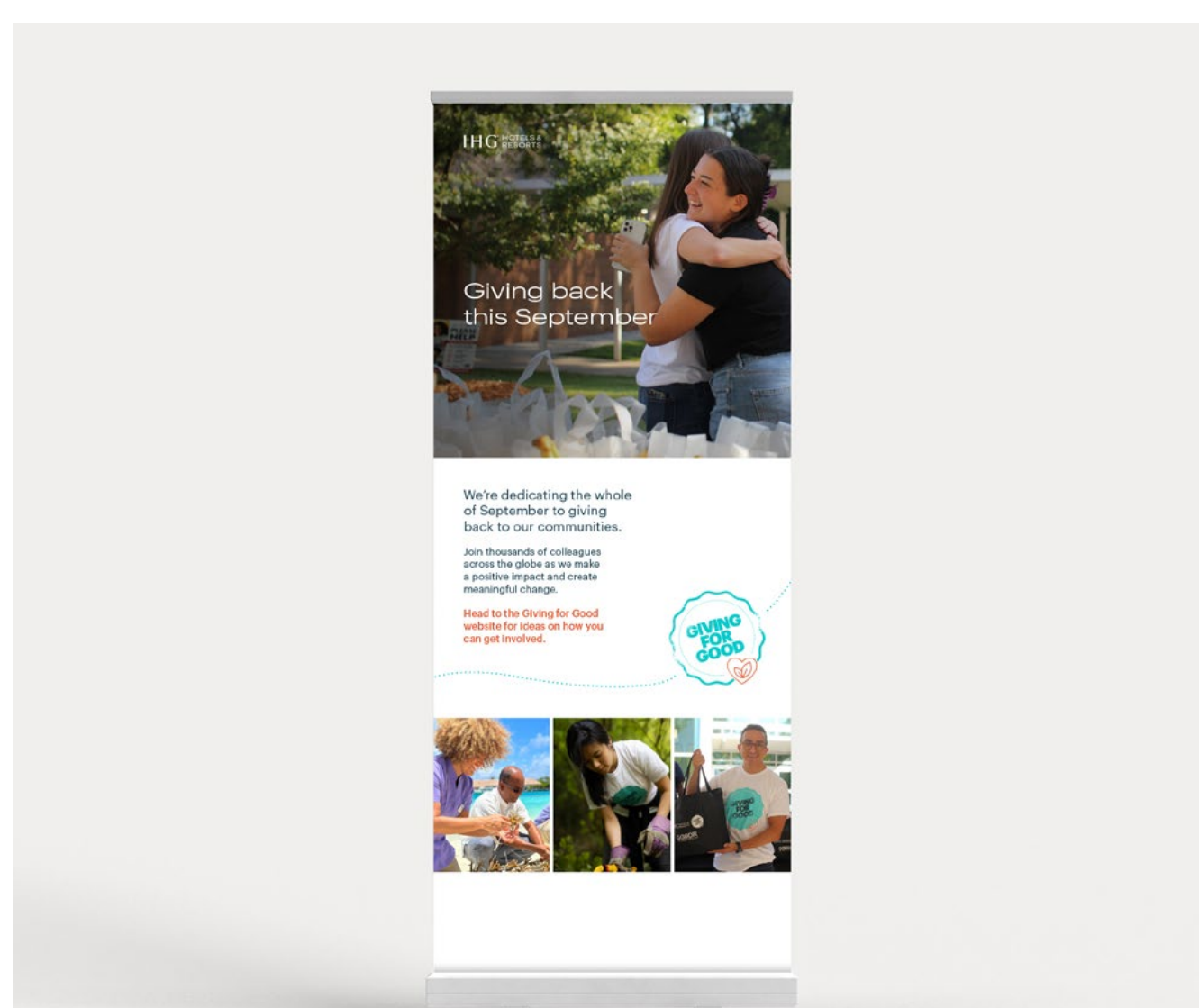
This year, Giving for Good t-shirts are available on the IHG Print & Marketing eStore for colleagues and hotels to order directly. These shirts are printed on fabric made from recycled and post-consumer materials.

To order, access the [IHG Print & Marketing eStore](#) through Merlin and click on the Giving for Good folder. Shirts must be ordered by August 15th.

Alternatively, hotels and colleagues are able to have t-shirts and other items printed locally. Please provide your supplier with the T-shirt Artwork File which contains all three logos, as well as a print guide for their reference.



DOWNLOAD HERE



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Thank you!

Please direct any queries to: community@ihg.com

