IHG
HOTELS & RESORTS

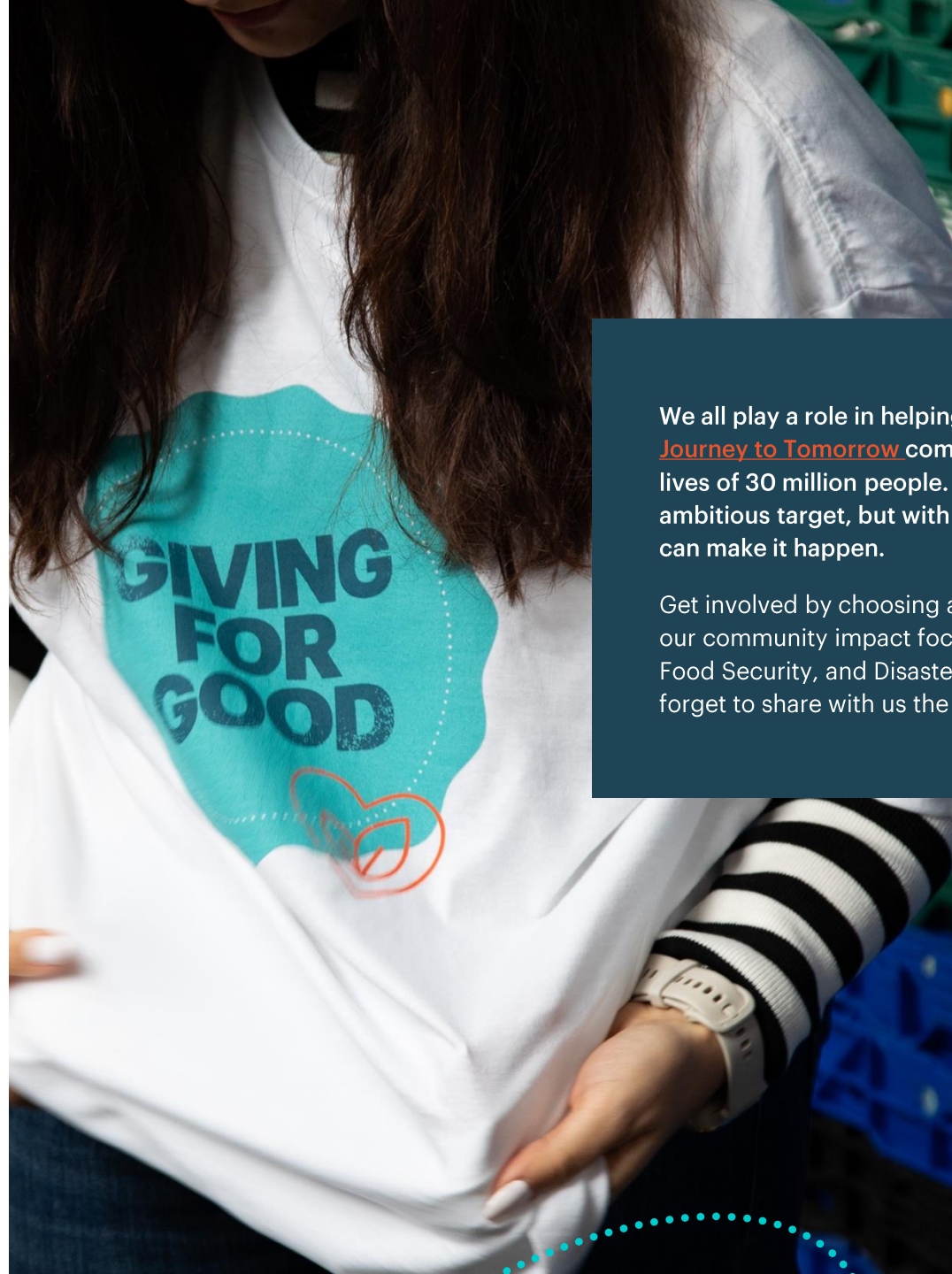# Giving for Good

2024 Toolkit

GIVING FOR GOOD

Giving for Good 2024

Get ready to unleash your inner generosity!

At IHG, we believe in the power of giving back. Community service is a continuous, year-round initiative for 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 Discover hospitality careers session, host a blood drive, or donate food – any community need that you're passionate about can benefit from your support.

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

1

Organise an activity in teams or individually.

2

Submit your activity in the Community Tracker.

See the following pages for more information about each step.

Step 1

Organise an activity that supports your local community.

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)
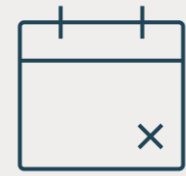
Resources and Reminders

- Visit the Giving for Good website for activity ideas and more information
- Use the photography tips from the below 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

* 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.

Volunteer as a team and 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.

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!

Photography Guide

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

Here are some tips to help you capture the best moments during your community activities.

You can attach up to five photos when submitting your activity on the Community Tracker. If you have additional photos and videos, please upload them in the Sharepoint folder, by creating a folder and rename it with your hotel name and holidex.

- Only take and send photos of people who have consented to being filmed / published

- Photography should focus on capturing smiling, happy people interacting with one another, including both our IHG colleagues and community partners.

- Candid (i.e. un-posed) photos which are focused on just one or two people are best.

- Please try to include clear imagery of IHG or other relevant branding where possible.

- Images need to be high resolution (i.e. 300 DPI) in order to be reproduced elsewhere and in print.

- Avoid submitting PowerPoints, collages, photo compilation videos, frames, and filters, as they reduce the file size and prevent them from use.

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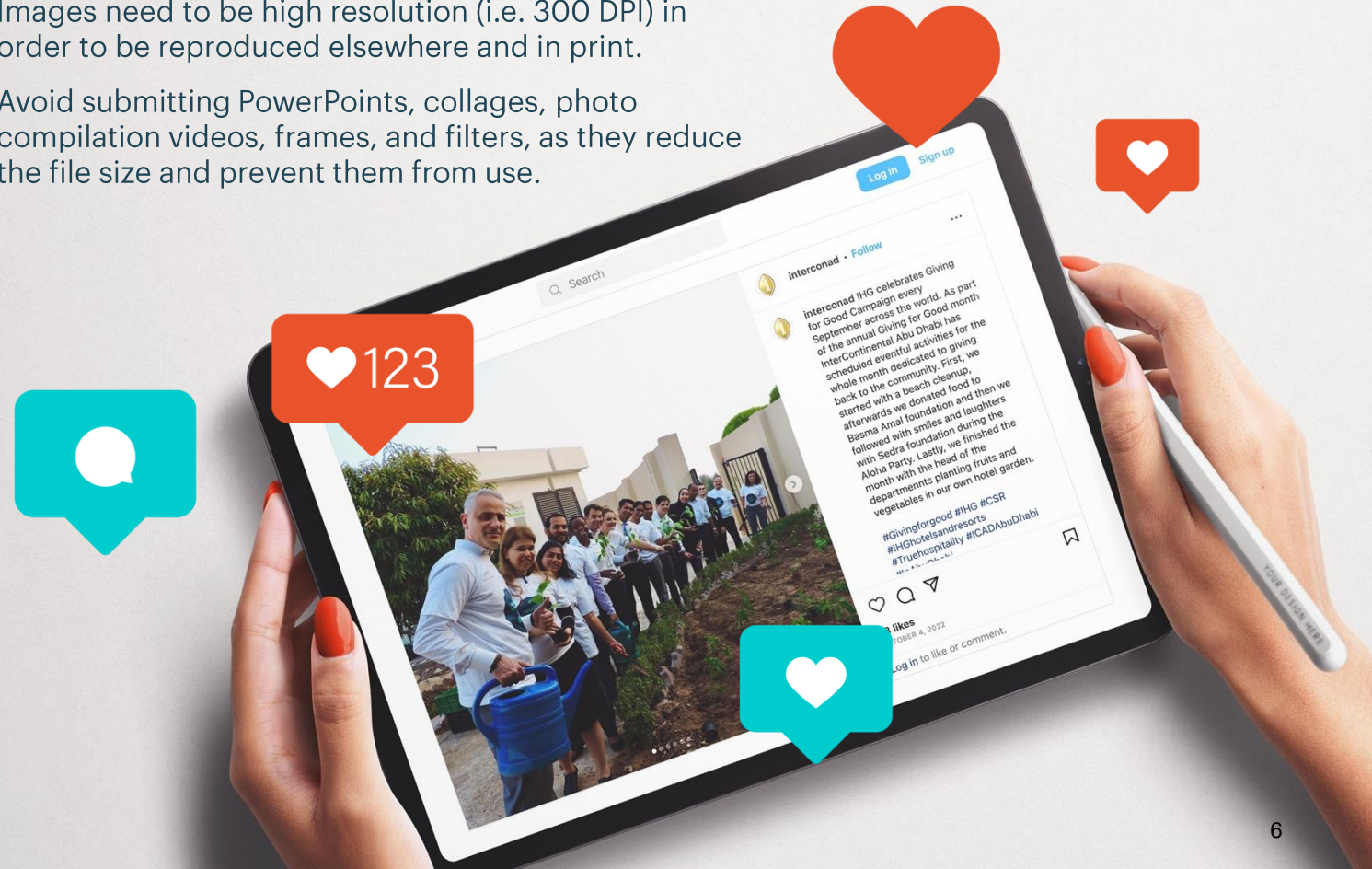
Assets

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

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

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.
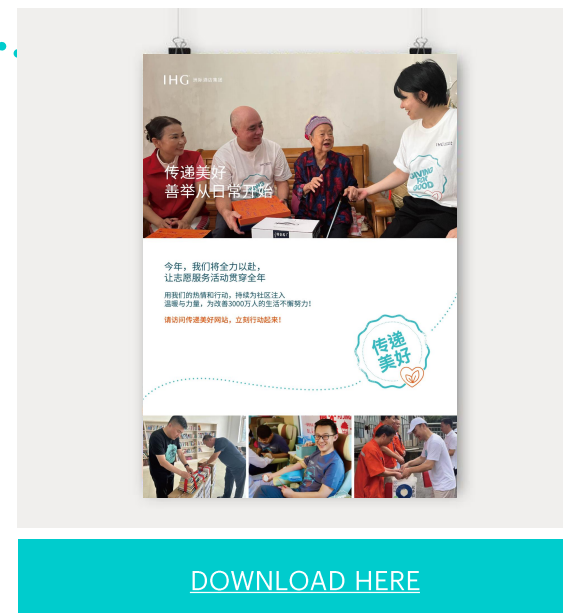
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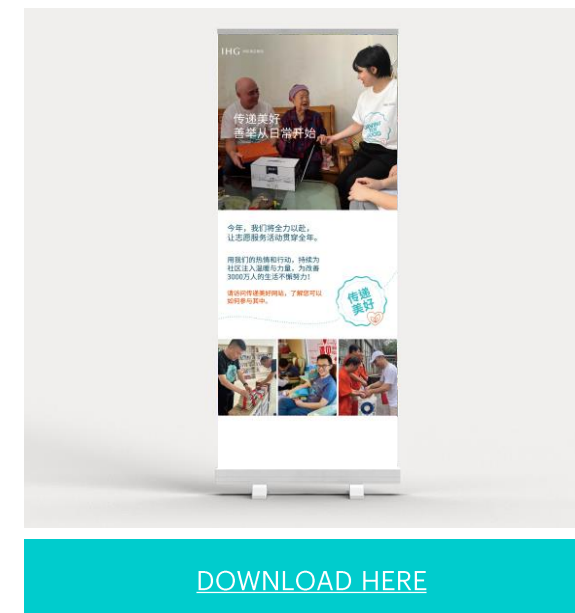
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Thank you!

Please direct any queries to:
community@ihg.com

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