

Giving for Good Month

Colleague Toolkit 2026



Giving for Good Month 2026

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 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 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

Organising an activity

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

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



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

Giving for Good Event Captain Responsibilities:

- Select a charity, community group, NGO (Non-government organisation 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

Use our checklist [here](#) to ensure you have covered all the essentials when organising your events!

For a summary on how to utilise your volunteering leave (for corporate colleagues), check out our one pager [here!](#)



Qualifying Activities

Giving for Good includes:

- Volunteer activities with a charitable organisation, school, or social enterprise
- In-kind donations contributions (non-cash company resources: products, services, or property use), such as food, linens, event space, rooms, etc
- Fundraising efforts* and cash donations
- Where the primary motivation is to support a local charity, NGO or community

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 OR projects with mostly a commercial interest (e.g. hotel PR, planting flowers in property, etc)
- Where the primary motivation is to support the business



Other Key Resources

- Use the photography tips from the [Community Communications Guide](#) to capture video and images of your event
- All these resources and more for Giving for Good can be found on the [Giving for Good Merlin Page](#)



Activity inspiration!

Check out these articles for award winning activities from IHG Hotels across the globe!

- [2025 Giving for Good Award Winners](#)
- [H2 2025 Community Spotlight Winners](#)
- [Q1 2026 Community Spotlight Winners](#)

All of these activities were added to the Community Tracker and were selected for a Giving for Good or Community Spotlight Award!

Check out our updated Action Against Hunger toolkit [here](#)

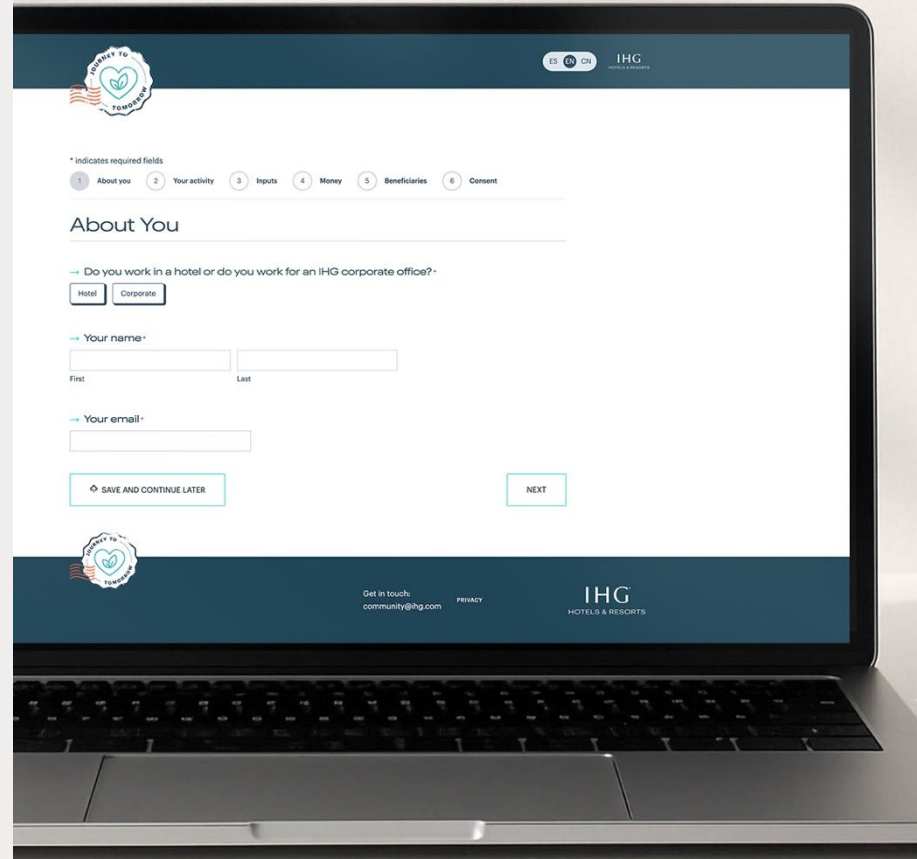


Step 2

Submit your activity via the Community Tracker

The Community Tracker follows a global standard for collecting community information called B4SI. The B4SI Framework allows companies to measure, strategically analyse and enhance the impact and business benefits of community activities.

[Click to visit the website](#)



The screenshot shows the 'About You' section of the IHG Community Tracker. At the top, there's a progress bar with six steps: 1. About you (active), 2. Your activity, 3. Inputs, 4. Money, 5. Beneficiaries, and 6. Consent. Below the progress bar, the title 'About You' is followed by a question: 'Do you work in a hotel or do you work for an IHG corporate office?'. There are two buttons: 'Hotel' and 'Corporate'. Below this, there's a section for 'Your name' with two input fields labeled 'First' and 'Last'. Then, there's a section for 'Your email' with a single input field. At the bottom of the form, there are two buttons: 'SAVE AND CONTINUE LATER' and 'NEXT'. The IHG logo and 'HOTELS & RESORTS' text are visible in the bottom right corner of the screen. The laptop is a dark grey or black model.

What should be recorded in the Community Tracker:

- Volunteering activities (during paid time).
- Monetary donations and charitable giving.
- In-kind support given to charities and non-profits.
- Community partnerships.
- Other activities IHG hotels and colleagues are doing to support the communities in which we operate.

Please ensure that you enter the activity information by October 2nd so we can include it in our Giving for Good round up. If you complete any activities after October 2nd, please still input those into the tracker as they will be counted towards our end of year results!

For more guidance on the Community Tracker, check out to toolkit [here](#).

What could you win?

Giving for Good Awards

The Giving for Good Awards provide a special opportunity to celebrate the colleagues and teams who go above and beyond to make a genuine difference in the communities around us. They are our way of saying thank you for embodying our purpose of True Hospitality for Good and setting a shining example. Activities are selected from the Community Tracker.

For colleagues in AMER and GC, winners can receive up to 150,000 IHG One Rewards Points! In EMEAA, winners could receive up to 75,000 IHG One Rewards Points plus a USD \$1,000 donation to the organisation supported! Winning submissions will be chosen based on their impact, alignment to the Journey to Tomorrow focus areas, creativity, and overall contribution during the month.

Giving for Good Awards are only selected in September.



Community Spotlight

Community Spotlight shines a light on the standout project recorded in our Community Tracker, recognising the exceptional commitment and creativity of our teams. Each month, one winning project is selected from each region, with the organisations involved each receiving a USD \$1,000 donation.

Community Spotlights are selected outside of September.



Step 3

Post on social media (optional)

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

Use the photography tips from the [Community Communications Guide](#) to capture video and images of your event.



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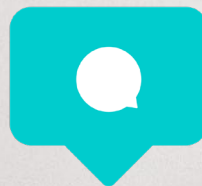


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- Share your best photos and stories on your social channels
- Tag your posts with #IHGGivingForGood to spread the word and get featured on our social wall
- Tag our IHG Hotels & Resorts social media handles
- Celebrate your colleagues' achievements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



Assets

We've created a suite of assets to help you get started including t-shirt guides, posters and the logo suites.

We encourage you to keep sustainability at the forefront of your mind when choosing materials and suppliers for t-shirts or any other assets.

These assets can be accessed on the [Giving for Good Merlin Page](#)



Thank you!

Please direct any queries to:
community@ihg.com

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