



HOTEL PARTNERSHIP

“Sometimes in life you don’t realise what you’ve achieved until somebody else says: ‘Hey, look what you’ve done!’

That’s what the nomination to Room to Reward gave me. It made me think:

‘Wow, I really have done something here that made a difference.’ ”

Mandy – Soul Midwife (Holistic End of Life Carer) and Hidden Hero





Thank you for joining Room to Reward. Your support will enable us to give something back to inspirational charity staff and volunteers who do so much for others.

The R2R Partnership: What is Offered to a Hidden Hero?

A Hidden Hero can enjoy a 1-2 night bed and breakfast stay, provided on a complimentary basis by the hotel. The standard stay is for 1-2 people staying in a double or twin room. Children and additional loved ones may also be included if budget and availability allow.

Any form of upgrade or additional extras such as dinner, spa treatments or treats left in the room are entirely at the discretion of the hotel.



Regarding what the nomination has meant to us, it is one of the kindest gestures of thanks we have ever received. I can't honestly remember the last time we had a relaxing break away and with finances being tight it was looking very unlikely for this year too. I cannot express enough how grateful we are for your kindness and support.

Thank you.

Hidden Hero – Dorset Mind

We ask charities to nominate volunteers and staff who consistently go above and beyond in their dedication, commitment and impact



Denise has spent 40+ years working in the hospitality industry and is now an invaluable help to Hospitality Action. She visits grant applicants who need support with their application, hosts lunches & teas for Golden Friends (retired industry members who are often isolated or lonely) and is a volunteer visitor. On top of this, she writes around 2,000 birthday cards and Christmas cards to our Golden Friends, which sadly is sometimes the only one they receive. She also helps with the posting of almost 1500 Golden Friend's newsletters every two months. She really is a hero and has made such a huge impact on so many people's lives over the years.

Alan and Beryl run a charity in Uganda for children who are orphaned, aids-affected or living in poverty who would otherwise be unable to go to school. They have built several schools and now help more than 400 children, as well as a home for teenagers who are parentless. They sadly cannot spend as much time in Uganda as they used to, but they have built a great team to continue their amazing work.



This couple are truly nation builders and changers



Lisa's been a valued member of the Scope Whitby Shop team for well over a decade, carrying out a wide variety of tasks. She's a fountain of knowledge and her passion really shines through. She's gone above and beyond in her volunteer role, taking on new responsibilities to become a fantastic "buddy" to new volunteers starting in the shop. She happily shares her knowledge in an incredibly kind and easily understood way. She helps to make volunteering with SCOPE more accessible to everyone so that our charity can embrace diversity and include more disabled people as volunteers.

Some of our Charity Partners

The R2R Partnership: How to close out busy periods



Room to Reward is dependent on – and extremely grateful for - the generosity of our hotel partners. We have created a scheme that is flexible and tailored to suit business needs.

- ❑ Hotel partners have the option to submit ‘black out’ periods, for which the hotel will not receive any booking requests.
- ❑ Black out periods can take the form of days of the week (e.g. all Saturdays throughout the year, Sundays in August etc.) months of the year or holiday periods (e.g. bank holidays, summer holidays etc.)
- ❑ Hotel partners can also select to pledge a certain number of breaks per year. Once this number has been reached, the hotel will be removed as an option until the following year.

My partner and I had a wonderful stay. It felt really special to be recognised like this. We had a great break and felt really looked after!

Hidden Hero – Mosaic, Supporting Bereaved Children

The R2R Partnership: Handling Booking Requests

- ❑ The Hidden Hero submits 3 possible dates to their chosen hotel.
- ❑ The hotel then chooses the best date to suit their availability.
- ❑ If none of the dates are suitable, the hotel can respond directly to the Hidden Hero with an alternative selection of dates.
- ❑ We ask hotels respond to a booking enquiry within 3 working days.
- ❑ When a final date has been decided, the hotel notifies Room to Reward so the stay can be added to our calendar and support shared on our marketing channels.

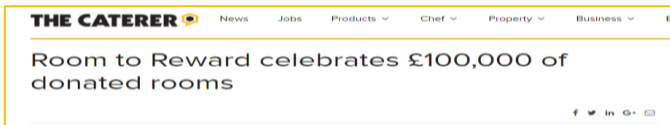
The R2R Partnership: Room to Reward Champion



To ensure the needs of both the hotel and the Hidden Hero are met, we ask our hotel partners to appoint a Room to Reward Champion. This person will be the main point of contact who arranges bookings and liaises with the Room to Reward team should you need anything at all.

The R2R Partnership: Benefits

- ❑ Make use of unsold rooms
- ❑ Fulfil CSR at minimal cost
- ❑ All breaks are subject to availability
- ❑ Able to restrict availability to suit business needs
- ❑ Hotel featured on Room to Reward website
- ❑ PR & Marketing promotion
- ❑ Hotel Partner display trophy
- ❑ Nominate 2 local charities for R2R to approach
- ❑ Make a difference



The R2R Partnership: Impact



A massive heartfelt "thank you" for my stay at The Sidmouth Harbour Hotel earlier this month, it was absolutely amazing. I took my daughter and we both enjoyed the total luxury from beginning to end everything was perfect!! I came away feeling very relaxed and recharged.



Many generously donate their time to important charitable causes. Collectively we can make a real difference to the lives of those who deserve our thanks and applause

Robin Sheppard FIH MI
Chairman of the Institute of Hospitality and Room to Reward Ambassador



The R2R Partnership: Stay in touch



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