



Inspirational couple treated to hotel break



500+
HOTEL
PARTNERS

1000+
HIDDEN
HEROES

£500k
DONATED
BREAKS

500+
VOLUNTARY
GROUPS

Welcome to the final newsletter for 2019 from Room to Reward – and what an amazing year it's been. **More hotels, more voluntary groups and more Hidden Heroes** have become part of our initiative than ever before.

When I think back to the start of our journey in 2015, it's hard to believe we now have over **500 hotels donating their unsold rooms**. Collectively, they have given over **£500,000 worth of breaks** to more than **1000 inspiring Hidden Heroes**. Our hotel partners are the foundation on which R2R is built and we are hugely grateful for the wonderful support of each one.

We are also fortunate to enjoy the backing of numerous hospitality industry bodies like **The AA, the Institute of Hospitality, the Master Innholders, UKHospitality, HOSPA and the Independent Hotel Show**. You can read more about the events and organisations who have helped our mission to give some time back to the Hidden Heroes in this newsletter.

In May, we expanded our initiative to take **in nominations for volunteers outside of registered charities**. As always, it is our pleasure and privilege to help make a small difference to those who make such big, important differences where it's needed most. From supporting vulnerable people, helping animals and delivering compassionate care to campaigning for change and conquering arduous admin – and everything in between – **the nominations we receive are inspiring, compelling and moving**. We look forward to many, many more in 2020.

We have also seen some changes to the R2R team over the course of the year. We were delighted to welcome Andrew in October in the new position of Hotel Partnerships Officer to help handle bookings and ensure each nominated Hidden Hero makes the most of their opportunity to enjoy a well-earned break. I'm also very pleased to announce that Joe has moved up to become Operations and Marketing Director for the charity.

Of course, none of what we've achieved would be possible without the **invaluable support and guidance of our Trustees – Nicolas Roach, David Guile and Bob Lowndes**.

And so, we look ahead to next year. Our mission is simple. **More hotels, more Hidden Heroes, more breaks**. By the end of 2020, we hope to have **donated £1million worth of breaks to thousands of incredible volunteers**.

Have a very Merry Christmas and a wonderful New Year.

Adam Terpening
Charity Director





Room to Reward

2019 – HOTELS & HOSPITALITY

The support of some fantastic organisations enabled us to spread the word and raise awareness of R2R at more events and exhibitions than ever before.

We exhibited at:

- Master Innholders
- Boutique Hotel & Lifestyle Summit
- UKHospitality Summer Conference
- Hotel360
- Independent Hotel Show
- HOSPA



Hotel360



Master Innholders



Independent Hotel Show



UKHospitality Summer Conference



HOSPA Conference



Boutique Hotel & Lifestyle Summit

R2R IN THE NEWS

[Turning Unsold Rooms into Good Deeds – Booking.com](#)

[Member Spotlight – Institute of Hospitality](#)

[International Day of Charity with Room to Reward – Considerate Group](#)

[It Works for Hotels of all Shapes and Sizes – Boutique Hotel News](#)

We have also had the pleasure of being the charity partner at a number of awards and industry events. This wonderful support not only encourages participation in R2R, it also raises vital funds for our charity.

We partnered with:

- Institute of Hospitality Awards
- AA Awards
- Boutique Hotelier Personal Service Star Awards
- Splendid Hospitality Group Awards
- Maxima Training: Transformational Leadership Conference



Splendid Hospitality Group Awards



Bouique Hotelier Personal Service Star Awards



Transformational Leadership Conference



AA Hospitality Awards

GET IN TOUCH!

If you're interested in featuring R2R at your event, staff awards, GM's conference or other occasion, let us know! It's a fantastic opportunity to celebrate the wonderful work you're doing by supporting charities and communities across the U.K. and the Hidden Heroes who do so much for them.

Hotel Partner Updates

Approximately **275 new hotel partners** joined our journey this year. Their wonderful support gives the Hidden Heroes a fantastic choice of properties in which to enjoy their break. The more hotels we have, the more options there are to choose from and the easier the demand is on everyone. Every single one of our fantastic partners are truly helping us make a difference.

We have also welcomed a number of groups into the scheme this year, including: **Jurys Inn, Iconic Luxury Hotels, Nine Group Hotels, The Coaching Inn Group, De Vere, Z Hotels, Park Plaza Hotels, DOMINVS Group, Fairview Hotels, Eclipse Hotels Group, Luxury Family Hotels, Cairn Group, Hyatt Hotels and RBH Hotels**, taking the number of hotel groups in our scheme to an amazing 27. [Take a look at them here.](#)

We are delighted to welcome **Lieutenant-General Sir Andrew Gregory, CEO of SSAFA, Vivek Chadha of Nine Group Hotels and Andrew Grahame of Farncombe Estate** as our latest ambassadors from the hospitality industry.



Coming Up – Hotel Leadership Conference – 13-14/01/2020

The Master Innholders is excited to announce the new brand for its annual conference in 2020 – the Hotel Leadership Conference. Formerly known as the ‘General Managers’ Conference’, the new name marks the start of a new era for the leading industry event for senior hotel managers.

The two-day event, taking place 13-14 January 2020 at Hilton London Bankside, will be themed ‘Challenge Your Perspective’ and will tackle the opportunities, threats and innovations that will shape the hospitality industry over the next 20 years.

No longer aimed at just general managers, the stellar line-up of world-leading experts, both from within and outside the industry, will provide content to inspire leaders from all departments.

So, whether you’re a personnel and development manager or managing director, head housekeeper or head chef, you’ll leave with new ideas and forward-thinking, implementable actions to take back to your business.

Click here to view the 2020 programme and timings.

[To book your place, click here.](#)



Room to Reward

2019 – CHARITIES & VOLUNTARY GROUPS

Wow! What an inspiring year! We have welcomed over 300 new Charity and Community Group Partners and received more nominations (600+!) than ever, smashing our target of rewarding over 1000 volunteers with a well-earned break!

It has been an absolute privilege to read about every single Hidden Hero. From charity shop workers to admin officers, family befrienders to volunteer gardeners. The work your volunteers are doing is simply amazing and we can't wait to arrange even more well-earned breaks in 2020!

*If your New Year's resolution is to develop your reward and recognition even further, why not **get in touch**? More than 50 of our Partners utilised their nominations to enhance their own **Annual Volunteer Thank You Events** and we have many examples of how you can do the same.*

Room to Reward is all about celebrating those who go the extra mile. With that in mind, we want to give a shout out to the amazing [Pia for providing a braille R2R certificate](#) for one of our Hidden Heroes.

Please keep sending your lovely photos, feedback and videos of you surprising your volunteers with their certificates. They are the highlight of our working week here at R2R and fantastic reminders of why our charity was created.

Have a wonderful Christmas and New Year and we look forward to recognising more of your Hidden Heroes in 2020!

Katy Hamer
Charity Outreach and Development Officer
Room to Reward



Room to Reward

2019 – CHARITIES & VOLUNTARY GROUPS

We've had the privilege of supporting over 50 Volunteer Recognition Awards this year and the absolute pleasure of attending over 20. A lot of your Hidden Heroes attain celebrity status in the R2R office thanks to your nominations so it's amazing to meet them face to face.



St, John Ambulance: Everyday Heroes



Action for Children: Stephenson Awards



SSAFA – The Armed Forces Charity: Sir James Gildea Awards



Forest Holme Hospice



British Liver Trust



Havant Volunteer Awards

We've also worked closely with a number of organisations and bodies from the Voluntary Sector to help spread the word and get more charities and community groups involved. We would particularly like to thank:

- NCVO
- AVM
- Small Charities Coalition
- Charity Excellence Framework



We were absolutely thrilled to be named 'Most Popular' Volunteer Recognition Service in the Charity Retail Association Workforce Survey!



Room to Reward

UPDATES FROM R2R

2019

- 325+ New Charity and Community Group Partners
- 275+ New Hotel Partners
- 600+ Nominations
- £100k+ Breaks Booked

FUNDRAISING

Our amazing 'Run to Reward' team took on the epic 170+-mile **Ragnar White Cliffs Relay**, raising over £2800 for R2R! [Read more from an unforgettable weekend here.](#)

We'd also like to say a huge thank you to: **Splendid Hospitality Group, Harbour House Chef Academy, Christchurch Waitrose, Southampton Ocean Village Residents Association and Maxima Training** and their **Transformational Leadership Conference**, all of whom have helped raise vital funds for R2R this year. Thank you!



R2R IN THE NEWS

- [Free Hotel Breaks for Hidden Heroes – Volunteers Week](#)
- [The Good Cause of the Month – Captain Bobcat](#)
- [Volunteer Rewards Programme - Zelos](#)

Room to Reward

A WORD FROM THE HIDDEN HEROES



"Excellent hotel - the staff were all so friendly and helpful. I had a wonderful time and visited many interesting places which I hadn't seen before. It was a truly wonderful experience. Thank you all very much."

**Rosemary – Citizen's Advice Bournemouth
Amba Hotel Charing Cross**



"I was ready for this break but didn't realise just how much until I got there and felt myself relax. It was great to just not plan anything at all."

**Sarah – Northorpe Hall Child and Family Trust
Holiday Inn Derby Riverlights**



"I had the most amazing break. I would never have experienced a place like Dormy House. It was made more special by the fact I had my Mum, who has cared for me for 17 years since my cancer and is my best friend and my hero, with me. I can't thank you all enough."

**Coleen – Kidscan: Children's Cancer Research
Dormy House**



SUPPORTERS

Room to Reward is extremely fortunate to enjoy – and hugely grateful for – the support of a number of businesses and organisations. Their expertise and generosity makes it possible for us to keep saying ‘thank you’ to society’s Hidden Heroes.



TEMPLE SPA

We’re a British brand with a Mediterranean soul. Our luxurious results-driven skincare and spa experiences are a tool in the hand to “spa wherever you are” and most importantly to live, breathe and love who you are.



Filer Knapper LLP. is an accountancy firm based in Christchurch, Dorset. Whether you are in business, a private individual or run a large company, at Filer Knapper we understand that it is all about you.



IOH is the professional body for managers and aspiring managers working and studying in the hospitality, leisure and tourism industry. We have members in every sector and in over 100 countries around the world.



In 2018, the AA celebrated 110 years in the hospitality industry. We believe those working in the industry should always strive for high standards so we’ve developed a schemes and services to support your business.



Hotel360 is the UK’s leading hospitality event dedicated to increasing hotel profitability! Featuring 500 world-class suppliers, 320 inspirational seminars, exclusive offers and much more.



The Independent Hotel Show is the only industry event dedicated entirely to the need of luxury and boutique hoteliers. They strive to deliver a guest experience above and beyond that of the typical trade show.



The free Charity Excellence Framework online toolkit enables you to increase impact, financial resources and overall performance. Users rate the impact using it is having as 8/10 and its ease of use and low workload both 9/10. With key funder data for your bids, 4000+ resource links and quality mark; all completely free. Look out for a familiar name under the Volunteer Recognition section!



Room to Reward

**THANK YOU FOR YOUR SUPPORT
IN 2019**

**MERRY CHRISTMAS
&
HAPPY NEW YEAR!**

R2R

**2020 TARGET: £1,000,000
Donated Breaks**

#makeadifference

