



# Room to Reward

## NEWSLETTER

## December 2022

### Inspirational couple treated to hotel break



@roomtoreward

[www.roomtoreward.org](http://www.roomtoreward.org)

# R

***Greetings and welcome to the final newsletter of 2022 from Room to Reward.***

*As we come to the end of the year, I am thrilled to say that 2022 has seen more hotels, more charities, more nominations and more breaks than ever before. 200 inspirational Hidden Heroes have taken a short break in recognition of their extraordinary volunteering efforts – you can read about some of them over the following pages.*

*Of course, these breaks wouldn't be possible without the wonderful support of our hotel partners. I'm delighted to say we now work with almost 800 hotels across the U.K. who, through the simple donation of a couple of unsold rooms, are making a real impact. The more hotels we have, the more we can do. Our aim is to reach 1000 partners as soon as possible so if you know of any industry colleagues who would be interested in joining our journey, please introduce us!*

*We also now partner with nearly 800 charities, community groups and voluntary organisations of all shapes and sizes. Over 500 nominations have been made this year - each one an inspiring story of people giving up their time to help people and places in need.*

*Finally, a special thank you must also go to our sponsors and supporters. **Their fantastic generosity enables us to make a real difference to charities, communities and the Hidden Heroes who do so much for them.***

*I wish you all a very Merry Christmas, a Happy New Year and look forward to achieving more together in 2023.*

*Thanks as always,*

**Adam Terpening**  
Charity Director



**750+**  
**Hotel**  
**Partners**

**750+**  
**Charities &**  
**Community Groups**

**1500+**  
**Hidden Heroes**  
**Nominated**

**£850k+**  
**Breaks**  
**Donated**

## Meet The Hidden Heroes

Families  
Out  
Loud

### Hidden Hero – Barbara – Families Out Loud

Barbara decided to raise money for our cause in 2020 by sewing face masks. Her masks proved to be so popular that we sold over £1000 worth. In January 2021 she became even more determined to help us raise funds and started spending about three days a week making other high quality items like women's bags, accessories, kitchen items and much more. Her hard work and sheer tenacity prompted the trustees to book several pitches at a number of local craft markets. Barbara's endeavours have allowed the trustees to develop a self funding initiative which will support the sustainability and future growth of our charity. None of this would have happened without Barbara. Not only has she helped us to raise hundreds of pounds for our cause, but she is a truly inspirational lady whose skill and dedication has astounded us all.



### The Break – Harbour Beach Club – May 2022

"From the moment we were greeted by staff in the car park and shared the reason for my visit we felt privileged to have been given this award. Everyone - reception, the restaurant team, girls in the spa - made our stay so memorable. The experience will stay with me forever and every time I make another bag for Families Out Loud, a lasting memory of my time at Harbour Beach Club will be sewn in the seams."

HARBOUR

Beach Club  
HOTEL & SPA



### Hidden Hero – Joyce – Beatson Cancer Charity

Joyce is such a huge supporter of Beatson Cancer Charity and a much loved member of our Caf team. We love having Joyce on the Caf team and feel really honoured that the joy of her volunteering overrides the distance she travels. Recently we launched a new Telephone Befriending Service which allows Joyce to use all of her skills knowledge and experience to support patients. The feedback we have received has been heart warming. Joyce's client absolutely loves her weekly calls and really looks forward to them. Joyce is a compassionate sensitive caring individual and we are really honoured to have her on Team Beatson.



### The Break – The Bonham – November 2022

"A huge thank-you to Room to Reward for giving my daughter and myself a fabulous break in Edinburgh. Our two-night stay in the Bonham Hotel went far beyond our expectations. A special mention goes to Douglas Campbell and his team, who made us feel very special. My story goes back six years when I lost my husband, Tony, to cancer. He was very special and we were blessed to have 50 wonderful, adventurous years together. We couldn't have coped without help from cancer charities, and this allowed Tony to be nursed at home. I contacted the Beatson Charity early in 2017 and I can honestly say, it's one of the most rewarding decisions I have made. I love being a volunteer and have made lifelong friends through this connection. This charity means so much to so many people. It's a honour to be associated with them and the award at The Bonham really made me feel very special."





2022 was the year R2R expanded beyond hotels! We were absolutely thrilled to welcome **Hoburne Holidays as our first ever Holiday Park partner**. All eight parks in the Hoburne group have signed up, giving Hidden Heroes a fantastic choice for family breaks – thank you!

We were privileged to be invited to **10 Downing Street** in August to a reception for recipients of **the Points of Light Award**. We work closely with the P.O.L team as there is often crossover between the Hidden Heroes nominated to, and the groups that join, R2R and the people this award – given by the Prime Minister's Office – was set up to recognise. Find out more - [www.pointsoflight.gov.uk](http://www.pointsoflight.gov.uk)



Adam was delighted to be invited to the stunning new **Hotel Brooklyn Leicester** to present at the GM's Conference for top, long-time supporters of R2R, **BeSpoke Hotels**. These events are a great opportunity for us to share what the support of your teams enables us to achieve. We look forward to doing the same with **Jurys Inn** early next year and, if you'd like to hear from R2R at your conference, [let us know!](#)



**CHARITABLE  
TRAVEL**

We are thrilled to have partnered with Charitable Travel – *for charity, not for profit* a not-for-profit agency that helps you raise money for good causes while booking your holidays! Simply book through [charitable.travel](http://charitable.travel), select Room to Reward as your chosen charity and the commission will be donated to us.

We received over **150 nominations for our Pandemic Volunteering Campaign**. From Hidden Heroes delivering hot meals, providing telephone companionship, helping with vaccine delivery and much, much more. Find out more here - [www.roomtoreward.org/pandemic-heroes](http://www.roomtoreward.org/pandemic-heroes)

# R

## Hotels & Hospitality



As Adam said, we are thrilled to be closing in on 800 hotel partners. The fantastic support of the hotels who have joined our journey is the foundation the rest of R2R is built on. In the last few months, we have been thrilled to welcome *Macdonald Hotels and Resorts, St Austell Brewery, Ribbon Hotels* and many more. We hope to reach 1000 partners in the first quarter of 2023. Thank you! See all of our wonderful partners here- [roomtoreward.org/room-to-reward-hotel-partners](https://roomtoreward.org/room-to-reward-hotel-partners).

We are delighted to be the official charity partner of the **Global Revenue Forum on 31/01/23 at Hilton London Bankside**. An event that brings commercial leaders and revenue management specialists together for a day of transformational thought leadership, unparalleled networking and a look at revenue management across the new customer journey. [Book your tickets here and get 30% off with the code RTR30](#). See you there!



# ScotHot



We are also pleased to once again be exhibiting at the [Master Innholders Leadership Conference 23-24/01/23 at Grosvenor House Hotel](#). And as if that wasn't enough, we will also be making our debut at the brilliant [ScotHot in Glasgow – 8-9/03/23](#). As always, we are hugely appreciative to the organisers of these events for their amazing support.



This year, we had the pleasure of exhibiting and presenting at the [Independent Hotel Show](#), the [Hotel & Resort Innovation Expo](#), the [AA Hospitality Awards](#), [HOSPACE](#) and various [Institute of Hospitality](#) events. These are great opportunities to spread the word about R2R and generate more interest and engagement in what we do. Thank you to everyone who makes it possible.



# 2022 Fundraising

[www.roomtoreward.org/get-involved](http://www.roomtoreward.org/get-involved)



A huge, huge thank you to the wonderful **Harbour Hotels. Bromley Court Hotel, Moonfleet Manor** and **New Park Manor** who have raised over £11,000 for R2R this year through dish donations – an innovative initiative where, for every portion of a restaurant dish sold, a donation comes through to R2R. (e.g. 50p from every portion of fish & chips.) It's a simple way of generating significant funds for our small charity, as well as sharing your amazing support with guests. Could you set up some dish donations for R2R? [Let us know!](#)



We were thrilled to hold the first ever **Relax to Reward** – a day of yoga, Pilates and wellbeing on the beach – on Avon Beach back in July. This **fab event raised over £1600** for R2R and is coming back in 2023!

Huge congratulations to PBS Electrical, who took home the coveted trophy on our second **R2R Golf Day**. Whilst it was a bit wetter than 2021, it was another great day which raised an incredible **£10,800!**



We were delighted to once again be a charity partner of the AA Hospitality Awards along with our great friends at Hospitality Action. Over £9000 was raised for the two charities on a night that celebrated the best of the industry.

## FUNDRAISING 2023 - DATES FOR THE DIARY – More info coming soon!

- 9<sup>th</sup> Jan – Fit to Reward @ Harbour Hotels
- 23 Feb – BAHA Dinner
- 8<sup>th</sup> April – Mudeford Barn Dance
- 15<sup>th</sup> May – Relax to Reward: Farncombe Estate
- 19<sup>th</sup> – Sail to Reward Regatta
- 1<sup>st</sup> July – Relax to Reward: Mudeford
- 13<sup>th</sup> Sept – Golf to Reward
- 21<sup>st</sup> Sept – Fit 4 Hospitality

# Get Involved

[www.roomtoreward.org/get-involved](http://www.roomtoreward.org/get-involved)

From spreading the word and getting fellow hoteliers and voluntary organisations involved in R2R to raising vital funds through events, challenges and initiatives, there are all sorts of ways you can get involved and help support the Room to Reward mission.

## Events & Challenges

Could you and your team take on a run, a swim, a cycle – or even all three at once! – an abseil, a trek, a skydive or anything else to raise money for R2R? As a small charity, all donations make a real difference to what we are able to achieve and offer the Hidden Heroes.. Need some inspiration? Check out <https://www.thegivingmachine.co.uk/fundraising-ideas/>



## Initiatives & Campaigns



Could you implement a **dish donation campaign** in your menus? Harbour Hotels, Bromley Court Hotel, Rothay Garden and Celtic Royal have raised significant funds for R2R through this simple, eye-catching initiative. **The more we raise, the more Hidden Heroes we can reach and say 'thank you' to.** We also have collection tins, or, alternatively, **QR code displays for simple, impactful donations** that raise awareness of our work as well as generate vital funds.

## Fundraising Resources

You can find more fundraising ideas, examples of previous campaigns and various supporting materials on our website – [www.roomtoreward.org/get-involved](http://www.roomtoreward.org/get-involved). Whatever you're able to do, **we are always hugely grateful of your wonderful support** and will do everything we can to help. For more information, contact Joe on [joe@roomtoreward.org](mailto:joe@roomtoreward.org).



## Meet The Hidden Heroes



### Hidden Hero – Nigel – East Anglian Air Ambulance

*“Through his various volunteering activities, Nigel has proved an invaluable asset to the Facilities team at EAAA. Nigel has diligently assisted our team with landscaping duties, internal improvements and most notably in helping us smoothly establish ourselves at a new office site. He came tools in hand and spent several days helping us take apart and then reassemble all our notice boards, key safes and reception area. Nigel is reliable, polite, has excellent attention to detail and is a pleasure to be around as he engages so well with other volunteers and the wider EAAA team. He is always a welcome addition to the office. I can’t thank Nigel enough for the time and skill he lends to EAAA - always with a smile on his face.”*



### The Break – Wivenhoe House Hotel – July 2022

*“Just returned from my Room to Reward stay at the Wivenhoe House Hotel, and I would like to thank you so much. This is a lovely Hotel and I think its biggest asset is its staff who were friendly and attentive throughout. Thank you again & keep up the good work.”*



### Hidden Hero – Ruth – STARS Dorset

*Ruth is an important part of the team and has contributed to its growth in a number of ways - through fundraising efforts at the local supermarket to her continued help within the office. During the initial lockdown, when most charities were forced to close we opted to try and keep our doors open to clients as we understood how important it was for them to seek support during the pandemic. Ruth selflessly continued her volunteering with us during all of the lockdowns we have endured and has been integral in keeping the charity running and the clients able to continue using our much needed services.*



### The Break – The Savoy – Jan 2022

*“I could never imagine staying at such an iconic hotel in normal circumstances. From the moment we arrived, we were treated to a personal level of service that we’ve never experienced before. What a treat. To have had such a special experience will stay with me for ever and I can’t thank you enough.”*

# SAVOY

Thanks for reading. Have a very Merry Christmas and a Happy New Year!



# Corporate Sponsors

[www.roomtoreward.org/corporate-sponsors](http://www.roomtoreward.org/corporate-sponsors)



*Enotria&Coe is the UK's leading wine and spirits distributor.* We pride ourselves on delivering exhilarating drinks experiences through an industry-leading supply chain and a highly trained network of dedicated account managers. **E&C is the UK's only distributor to service all channels of the drinks industry.** Our expertise spans both national and regional on-trade (our traditional heartland), off-trade and direct-to-consumer channels (through specialised e-commerce retailers The Great Wine Co. and Spirits Kiosk). **Our direct-to-consumer offer aligns a physical store presence, online editorial content and curated events.** Our portfolio boasts some of the leading lights of the winemaking world, including icons like Maison Trimbach, d'Arenberg, Fontanafredda and Sierra Cantabria. Our portfolio is sourced with vitality and verve, embracing provenance, history, sustainability and innovation to offer our customers the most memorable drinks experiences. **Enotria&Coe offers a comprehensive package, delivering unrivalled consumer and customer data which enables us to forecast superior trend information.** [www.enotriacoe.com](http://www.enotriacoe.com)



*Splendid Hospitality is a family-owned business that has been operating over the last 20 years.* They have built, designed, and now operate an impressive portfolio of 21 hotels across the UK, including York, Edinburgh, and London. Their ever-growing portfolio combines both independent and globally respected brands comprising Accor, Hilton, and IHG, from budget to luxurious hotels offering something for everyone. **Creating extraordinary experiences that lead to long-lasting memories is at the heart of what Splendid Hospitality do.** This is due to the people throughout the hospitality group who are committed to The Splendid Hospitality Way providing a genuine service to every one of their guests. **Splendid Hospitality is delighted to support Room to Reward in celebrating Hidden Heroes with one of their renowned extraordinary experiences.** [www.splendidhospitality.co.uk](http://www.splendidhospitality.co.uk)



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*4Couture is a creative, boutique agency with over 18 years experience* in supplying stylish corporate clothing, workwear and branded promotional merchandise. We're **passionate about how your brand looks, how it looks and feels to your staff and most importantly, how it's perceived by your guests and clients.** With our forward thinking, in house design & production teams we're responsible for supplying some of the largest household brands in the UK and EMEA. **Off the peg promotional clothing, field team uniforms, hospitality and retail wardrobe right through to fully bespoke designs.** Management, warehousing and the running of client inventories are all part of our service. **Good with the smallest details, great with the big ideas and always fun to work with!** [www.4couture.com](http://www.4couture.com)

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*Starboard Hotels is an award-winning owner and operator of franchised and independent hotels.* Starboard manages properties under various global hospitality brands including **Accor, Best Western, IHG and Wyndham**. Starboard recently expanded the range of brands represented in their portfolio through the opening of the Hampton by Hilton London Park Royal in October 2020. Starboard's vision, mission and values place a particular emphasis on **investing in the personal and professional development of the hotel teams at the heart of its delivery of exceptional customer service and guest experience.** [www.starboardhotels.com](http://www.starboardhotels.com)



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*The financial support of our wonderful sponsors enables Room to Reward to continue to grow and deliver well-deserved breaks to the Hidden Heroes. For more information on our corporate sponsorship partnerships and opportunities, [contact us.](#)*

# Supporters

[www.roomtoreward.org/supporters/](http://www.roomtoreward.org/supporters/)



The Temple Spa story began almost two decades ago. After many years of creating businesses and products for others, we really wanted to have our own brand and infuse it with joy, passion and excellence. 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. Life can be stressful and we truly want Temple Spa to be a positive metaphor, whether you browse and use our products, enjoy a spa treatment, host a class or even work with us!



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. We've been successfully helping businesses and individuals make the most of their finances for over 60 years. We believe in the importance of meeting you personally and offering a level of service that goes beyond ordinary.0



Gallagher is one of the world's largest insurance brokerage, risk management and consulting firms, working with companies of all sizes across a wide range of industry sectors including hospitality and leisure. We sit right at the heart of our local communities with our dedicated teams offering expertise, advice and support to our clients at a personal level. For more information, contact our team by emailing [nina\\_bourner@ajg.com](mailto:nina_bourner@ajg.com).

# Supporters

[www.roomtoreward.org/supporters/](http://www.roomtoreward.org/supporters/)



The Institute of Hospitality is the professional body for managers and aspiring managers working and studying in the hospitality, leisure and tourism industry. We have members working in every sector of the industry and in over 100 countries around the world. Our primary purpose is to promote professionalism through lifelong learning. This is achieved through engagement with hospitality educators around the world, our knowledge library resources and through a programme of professional development events.



We've been inspecting and recommending hotels for over a century. When you join a scheme, we'll work with you to provide the support you need to make your establishment reach its full potential, including a great range of membership benefits. We are the only organisation that works across the UK and Northern Ireland with hotels, guest accommodation, self-catering, serviced accommodation, restaurants, caravan and camping sites and catering colleges.



HOSPA – The Hospitality Professionals Association – is the association helping hospitality's Finance, Revenue Management, IT, Marketing and Asset Management professionals develop their careers and network, as well as keep up-to-date with industry trends and developments. We offer a wide and growing range of opportunities for members, from meetings addressing specific topics to webinars; from extensive professional resources to the latest industry data through HOSPA's monthly magazine 'The Overview'.



The Master Innholders is a well-respected, prestigious force within the hotel industry – an elite corps which is publicly recognised as a standard bearer for the industry. It aims to influence standards and extend professionalism within the industry; to promote consideration, study, discussion and research in the areas affecting hotel management including management development, training, education and recruitment.



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[www.charityexcellence.co.uk](http://www.charityexcellence.co.uk)



CharitySaver was born in the midst of the Covid pandemic when charities were suffering as never before. Faced with Covid restraints and national lockdowns, many charities turned to online fundraising platforms, paying high card processing fees, platform fees and membership fees to the organisations that run these platforms. The result is CharitySaver. For the first time charities can fundraise online, getting over 99% of each donation, and access a growing range of services, both free and discounted, letting charities reduce costs, have real support, increase their income, grow their number of supporters and attract volunteers. CharitySaver is one stop shop for charities – the engine room that every charity needs. [www.charity saver.org](http://www.charity saver.org)

Thanks for reading! Our aims 2023 are all about the number 1000:

- 1000 Hotel Partners
- 1000 Charities/Community Groups
- 1000+ Breaks

Keep up to date with our journey at [www.roomtoreward.org](http://www.roomtoreward.org) or follow [@roomtoreward](https://twitter.com/roomtoreward)