

Room to Reward

HOTEL BREAKS FOR HIDDEN HEROES



SUMMER 2017 / ISSUE 03

£70,000 MILESTONE

Room to Reward has doubled the amount of hotel stays donated since the Spring with a staggering **£56,000** worth of stays already having being donated and a further **£14,000** pledged for this year.

64 charity partners now participate in the scheme.

We aim to break the 150 hotel partners and 200 charity partners target, by end of 2017 which will equate to **£75,000** worth of stays.



Supporting Room to Reward, Cotswold House General Manager welcomes Brain Injury Charity's hero Claire Jones.

ROOM TO REWARD AND NIVEN

Niven is a super pup, a working hearing dog, a very special volunteer and ambassador for Hearing Dogs for Deaf People.

A 6-year-old Cocker Spaniel Cross Poodle (Cockerpoo). Niven works tirelessly and because of his outstanding contribution to the deaf community, Niven received a hidden hero accolade from Room to Reward and benefitted (along with his owner Pauline) from a luxury break at 4*Deer Park Country House Hotel in Devon, who have recently won the accolade 'Most dog friendly hotel in the South West'.



WELCOMING A WEALTH OF HOTELS

Growing from strength to strength Room to Reward now partners with 94 hotels, all of whom are donating their anticipated unsold rooms to the scheme. A host of wonderful hidden heroes from all charity sectors have been rewarded with a stay. Our heroes have stayed in Berlin, Paris to the top of Scotland to Falmouth in Cornwall.

Since the Spring, we have been delighted to welcome the following hotels to the scheme.

FJB Hotels (4 hotels)

Urban Beach Hotel

Georgian House Hotel

Legacy Hotels (5 hotels)

Southern Breeze Lodge & Ladram Bay Lodge

Mercure Exeter Southgate Hotel

Mercure Exeter Rougemont Hotel

Arundell Arms Hotel

Danesfield House Hotel

Master Builders House Hotel

Radisson Blu Edinburgh

Hotel Collingwood

Illington Country House Hotel

Arundell Arms



#SHARETHERWARDS
JOIN OUR TWITTER CAMPAIGN TO
SPREAD THE WORD ABOUT OUR ROOM
TO REWARD SCHEME
@ROOMTOREWARD

Community charity, YouthFed, have recognised their fantastic staff member Kate through the Room to Reward scheme.

"Kate's belief in the cause means she will always strive to continue the work she does." Christopher Hindley, CEO of Youth Fed



CHARITY FILM LAUNCHED

Working with charity specialists



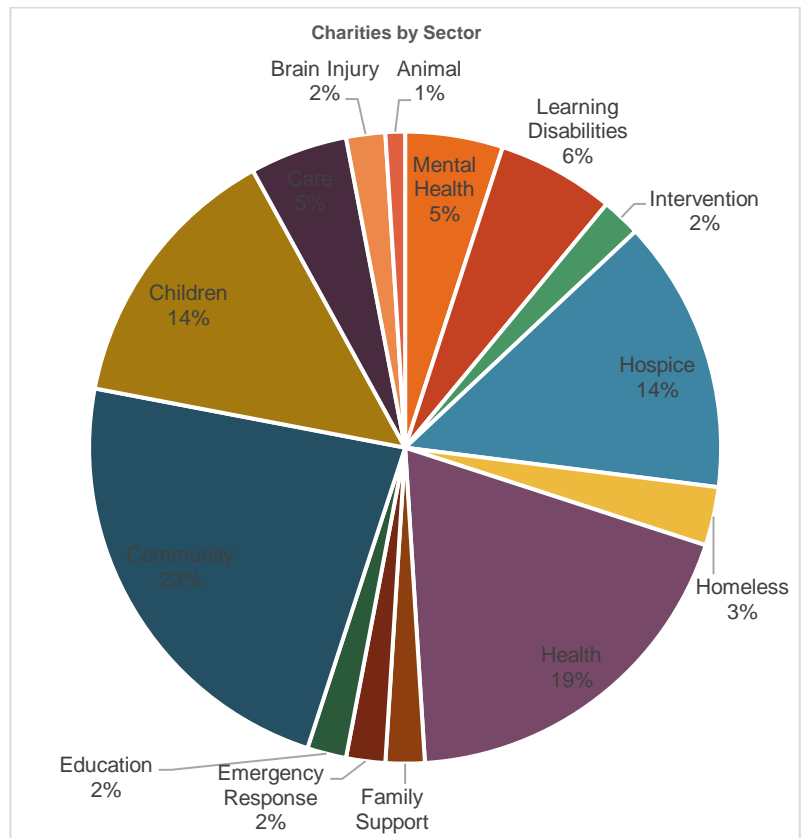
Nicest Productions we have produced a short film following

the journey of one of our hidden heroes. The film will be used to promote our scheme to both hotels and charities. We will launch our first Crowd Funding project, to reach 100 Mandys very soon.



REACHING CHARITIES OF ALL SHAPES & SIZES

Room to Reward is now reaching so many wonderful organisations across the length and breadth of the UK. **47%** of our charity partners are National, whilst the remaining **53%** have a regional focus to their work. The breadth of sectors benefitting from our scheme is illustrated below.



FUNDRAISING

We successfully raised funds towards the costs of producing our charity film using online charity auction Givergy.

The New Forest Hotels group generously donated a two-night family break, along with a day pass to Beaulieu Car Museum allowing us to auction the prize and raise a fantastic £450.



Children's' Charity Over the Wall rewarded two of their dedicated volunteers



How else do you spread the word about your charity than playing a game of Bean Boozled with the team at Nicest Jobs! Have a giggle and watch just how dedicated we are to our charity at <https://www.youtube.com/watch?v=Od0k1wmtOCO>

TAKING ON THE SPINNAKER TOWER

Room to Reward, Charity Director Adam and Marketing & Fundraising Manager Rosie will be abseiling down the Spinnaker Tower this August to raise funds for Room to Reward! You can sponsor this crazy pair at <https://mydonate.bt.com/events/spinnakerchallenge>



We love hearing from the charities we work with as to the impact Room to Reward stay has had upon their organisation. We recently conducted a survey amongst the charities we support which showed that 100% of the charities we work with thought Room to Reward brought their organisation value.

"It is a really lovely way to be able to thank a couple of those extra special volunteers. On a tight budget, we would never be able to afford to do something like this! It is a really special way we can say thank you."