

Fundraising Pack

Hospitality
Action



Monday 23 June

You guessed it! Our annual **Cycle Challenge** is on tour.

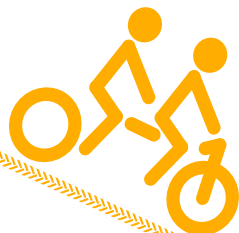
From the Cotswolds to Hampshire. We present to you the **Summer Cycle Challenge, Hampshire 2025**. Kindly hosted by Lainston House, part of the Exclusive Collection.

By registering to take part and committing to raise a minimum of £200, you are one of our 150 like-minded cycling enthusiasts about to embark on a tour of the picturesque Hampshire countryside. **Thank you for making a difference.**

All cyclists will explore the unspoiled Hampshire countryside for either **20, 40, 60 or 100 miles**.

Participants can expect luxurious feeding stations to be announced soon. Rest assured, they will all be offering five-star sustenance to hungry participants. To round off the day there will be a congratulatory BBQ at the Lainston House finish line and a toast to your success with a chilled glass of Taittinger, kindly donated by Hatch Mansfield.

Show your support for Hospitality Action by working up a sweat!



Why your fundraising is so important.

The Summer Cycle Challenge is a tried, tested, easy to participate in, and inclusive activity that serves to increase employee morale. By taking part you'll improve upon existing workplace relationships and enhance bonding outside of the workplace, strengthening communication channels and productivity. And most importantly, you'll be making a noticeable positive difference to your industry, supporting people in crisis. People like:

Ms A : “I’m absolutely delighted, I can’t even begin to tell you how much of a difference you have made! I’ve been so stressed about the situation it’s given me sleepless nights, so honestly thank you from the bottom of my heart, and thank you for everything the charity does to help people like myself: hard working people who have got themselves into a pickle through no fault of their own! It’s very much appreciated. My local council refused to offer any financial help on more than one occasion, you were my last resort.”

Ms B: “Thank you ever so much. You brought tears to my eyes. Your help gives me a clean slate and I feel a weight has been lifted now. I am ever so grateful, you have no idea how much this help has meant to me, I have been in tears of joy since. Literally haven’t felt this good in a very long time, it’s very hard being incapable of work and yet such big debt hanging over you. I am lost for words, it really is life changing, it’s greatly appreciated.”

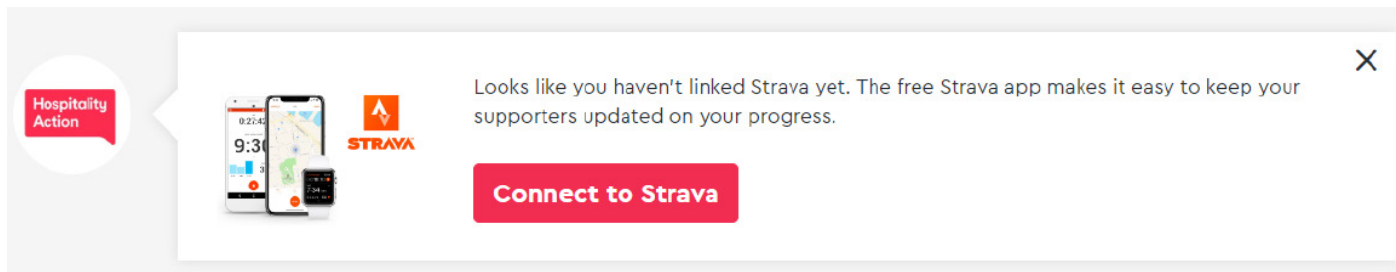


Setting up your fundraising page.

Your fundraising page is really important as it will help you tell the world about what you're undertaking. **We ask that all on and offline sponsorship money is raised by Monday 14 July.**

Once you've registered, your fundraising page will be automatically created for you. You'll be able to edit your profile and add a photo, your sponsorship target of a minimum of £200 and a few lines about why you're taking part. **Research has found that fundraisers with pictures on their page raise 13% more.** A perfect excuse for a #selfie!

You can connect your Strava fitness app to your fundraising profile ahead of 23 June to monitor your miles. Strava is free and very easy to use and there is a big button on your fundraising page encouraging you to connect. Please note, connecting to Strava is optional.



The screenshot shows a notification banner with a 'Hospitality Action' logo on the left. The main text reads: 'Looks like you haven't linked Strava yet. The free Strava app makes it easy to keep your supporters updated on your progress.' To the left of the text are images of a smartphone displaying a map and the Strava logo. A red button with the text 'Connect to Strava' is positioned below the text. A close button (X) is in the top right corner.

Teams.

We actively encourage supporters to join or create their own fundraising team.

If you join a team your sponsorship money will be added to the overall team totals and you'll be able to compare your team to the others on the leader board.



Our top 5 fundraising tips.

To help reach your £200 fundraising target we encourage you to start your fundraising as soon as you've signed up!

1 Fundraisers who donate to their own page raise over 120% more on average.

Donating to your own page shows everyone just how committed you are to supporting Hospitality Action.

2 Give yourself a fundraising target -

By registering to take part you have kindly committed to raising a minimum of £200. Add your target to your fundraising page, research has found that pages with a target raise 17% more.



4 Update your page -

let your donors know how you're doing by updating your page often, share news of any training your undertaking so they can see all the hard work you're putting in. They'll enjoy following your progress and want to spur you on for every mile you endure.

5 Don't forget to say thank you -

20% of donations come in after your event has ended, so make sure you follow up to thank your supporters.



Remember to post snaps from the day and your donation link across social media using **@hospaction** (X) and **@hospitalityaction** (Instagram) and **#HASummerCycle** tagging your friends at the same time.



3 Share your fundraising page with friends, family and colleagues -

You can use your own personal URL and share over Whatsapp, over email or in your e-signature. Or simply click the social media icons under "share this page" to add your fundraising link to your Twitter and Facebook profiles.

How to fundraise at work.

We actively encourage workplace fundraising! To raise extra funds you could:

- Add our award-winning Invisible Chips to the menu
- Add an optional £1 to the bill
- Donate 50p from a well loved dish or cocktail
- Ask your employer if they offer 'Matched Giving' which will boost your fundraising as your place of work matches the money you've raised! Some companies offer this on a pound-for-pound basis, while others specify the amount they're prepared to give. Speak to your Finance or Senior Management Team to see if this is something your workplace can do!

We're happy to chat through any of these suggestions and make sure you have everything to hand to make your fundraising as successful as possible.

**...you can tally these funds by highlighting them as offline donations on your fundraising page...
Every penny counts!**



Thank you for your support.

Sponsors:

LAINSTON HOUSE



EXCLUSIVE
COLLECTION



With thanks to:

Andy Cook Cycling

Supported by:

HATCH MANSFIELD 



www.hospitalityaction.org.uk/events
[E: fundraising@hospitalityaction.org.uk](mailto:fundraising@hospitalityaction.org.uk)

Registered Charity 1101083

