

**FUNDRAISING AGREEMENT
BETWEEN
WORLD FOOD PROGRAMME
AND
HOLIDAY INN DUBAI – AL BARSHA HOTEL**

AMENDMENT No. 2

WHEREAS:

- A. The Parties have entered into the Fundraising Agreement between the World Food Programme and Holiday Inn Dubai – Al Barsha Hotel dated 11 December 2012 as amended from time to time (the "Agreement"), including the first Amendment to the Agreement dated 3 December 2013 (the "Amendment No. 1");
- B. The Parties have agreed to extend the duration of the Agreement and have therefore decided to enter into this extension and amendment (the "Amendment No. 2") to detail the particulars of such extension.

THEREFORE, the Parties hereby agree that:

- 1. This Amendment No. 2 shall become effective as of the date this Amendment No. 2 is signed by the Parties (the "Effective Date").
- 2. Unless otherwise expressly defined in this Amendment No. 2, all capitalized terms herein will have the meanings ascribed to them in the Agreement.
- 3. The Term of the Agreement is hereby extended until 1 January 2016 unless terminated earlier by either Party in accordance with Clause 5.3 of the Agreement.
- 4. With effect from the Effective Date, the Agreement shall be amended as follows:
 - (a) Section 7.2 of the Agreement shall be replaced in its entirety to read as follows:

"Payments hereunder shall be made as a contribution by cheque or wire transfer to the International Humanitarian City ("IHC"), a humanitarian hub established by the Government of Dubai by Law Number (6) of 2007 and supporting WFP's private sector fundraising activities in Dubai.

Checks to IHC should be sent to the following address:

International Humanitarian City
Attention: Ms. Shaima Al Zarooni
P.O. Box 506030, Dubai, UAE
Phone: +971 4 3680202

Wire transfers to IHC should be made to IHC's bank account at Dubai Islamic Bank, the details of which are as follows:



Account holder: International Humanitarian City
Bank name: Dubai Islamic Bank
Branch: Main Branch, Al Shola Building, PO Box 1080, Dubai, UAE
Account number: 001520032512303
IBAN: AE980240001520032512303
SWIFT code: DUIBAEADXXX

In the remarks, specify "Holiday Inn Dubai – Al Barsha Hotel" and inform WFP in writing once the payment has been made.

The Company shall also address an official letter to IHC specifying that the funds pertain to the approved fundraising Campaign "Holiday Inn Dubai Al Barsha Loves U Campaign" supporting WFP's emergency food assistance operations, wherever most needed around the world.

(b) Annex A of Amendment No. 1 ("Description of the New Fundraising Campaign") shall be replaced in its entirety with Annex A ("Revised Description of Fundraising Campaign"), attached hereto.

5. With regard to Clause 1.7 of the Agreement, the Parties agree that no additional minimum donation will be paid in respect of the extension of the Term of the Agreement contained in this Amendment No. 2.
6. Except as specifically modified and amended herein, all of the terms, provisions, requirements and specifications contained in the Agreement remain in full force and effect. If there is any conflict between this Amendment No. 2 and the Agreement, this Amendment No. 2 shall prevail.

IN WITNESS WHEREOF, this Amendment No. 2 is executed by duly authorized officers of the Parties, with effect as of the Effective Date:

For the WORLD FOOD PROGRAMME:

For HOLIDAY INN DUBAI – AL
BARSHA HOTEL:


Name: Jay Aldous

Title: Director, Private Sector Partnerships

Date:


Name: Roxann Jaffer
Title: CEO
Date:

ANNEX A
REVISED DESCRIPTION OF FUNDRAISING CAMPAIGN

Campaign summary:

Holiday Inn Dubai – Al Barsha (the “Company”) is a four star hotel located in Dubai, United Arab Emirates, and is part of the Holiday Inn international hotel chain. The Company plans to pursue its CSR programme entitled “the Holiday Inn Dubai – Al Barsha Loves You Campaign” throughout 2015. The Company will be raising funds in support of WFP’s global School Meals programme through a number of activities including voluntary check-out donations and miscellaneous events (the “Campaign”) for an entire year.

Fundraising activities:

- Voluntary check-out donations: Every guest staying at the Holiday Inn Dubai – Al Barsha will be invited to add AED 5 to their bill when checking out, to help feed a school child for a week wherever most needed in the world.
- Miscellaneous events: the Company may organize various events in the course of the year, such as iflars, a charity marathon and a jamboree bazaar, to raise more funds for the same cause after obtaining prior written approval from WFP.

Cause supported:

- The funds raised through this Campaign will help fund WFP’s School Meals programme wherever most needed around the world.

Location:

- All activities will be carried out within the hotel located in Al Barsha, Dubai, UAE.
- Events like marathons, if any, may take place in Dubai, UAE.

Timeline:

- The Campaign will be running for one year from January 1st, 2015, until January 1st, 2016 and extended if agreed by both Parties.

Messaging:

- Guests will be invited to add a donation of AED 5 to their bill to help feed a hungry school child for a week.
- The price points used for any other fundraising events carried by the Company will be as follows:
 - AED 1 = one school meal
 - AED 5 = one school child fed for a week

Communication activities planned by the Company to promote this initiative:

- POS materials (flyers, tent-cards, banners, letters, etc. placed in the hotel’s rooms and lobby)
- PR
- Social media activities
- E-mailers

All advertising materials and content featuring the WFP name and emblem, available on the Company’s website and social media platforms (Facebook, Twitter, etc.) or addressed to the media and external public by the Company to promote the Campaign and overall partnership with WFP shall be reviewed and approved in advance by WFP prior to publication and distribution.

