

REPORT: Special Event supporting Embrace Ramadan : Jun 2017

Holiday Inn Dubai - Al Barsha (HIAB), Citi and Emirates Red Crescent partnered together to bring joy to the privileged

'Embracing Ramadan' is an annual feature of HIAB bringing together the different strata's of the society together for a common and noble cause.

This year HIAB along with the Citi and Emirates Red Crescent came together to support 100 less fortunate children and dignitaries from the society to celebrate 'Iftaar' on the 12th June 2017. The event marked 'Year of Giving' along with the 12th year of Citi's Global Community Day.

Welcome greetings were offered by the two CEO's: Ms. Roxana Jaffer, HIAB and Ms. Elissar Farah Antonios, Citi U.A.E., followed by a magic show organized for the children. Before breaking fast, verses from the Holy Qur'an were recited by a HIAB colleague. After Iftar, the hotel team and dignitaries shared the message of love, care and support with the children.

HIAB's CSR Sustainability strategies define the bottom line and encourage all employees top down to look at ways in how they can make a positive impact on the environment and people including all stakeholders - consumers, employees, investors, communities, and others.

As a part of its CSR, HIAB pledges funds to feed 4 hungry children through UNWFP, upholding 'Zero Hunger' SDG 2 by committing to raise funds by the HILUC committee.

Objectives of Embracing Ramadan:

- to spread the message of share and care
- to make the specially-able children feel a part of the society
- to make the community aware of the initiative
- to raise funds towards contributing to Zero Hunger

Process: HIAB plans the initiative in advance by tying up with an organization for the initiative and sending invitations to a selected few of the dignitaries. 200 invites were hosted by Citi.

HIAB, under the banner of UN World Food Program, have been able to feed over 370, 000 children hungry children in the world. Goal for 2017 is to provide food in parts of the world of strife and emergency.

Tangible Impact: Revenue from 200 attendees at the event (AED 19,000), HIAB donated to UNWFP funds to feed 800 children upholding their pledge to feed 4 hungry children per each booking.

Secondly, walk-in paying guests not only contributed towards the pledge, but eventually became regular guests to the hotel. They felt proud to be able to contribute to the society by their small gesture of donation during their visit to the hotel.

The initiative thus impacts the organization is generating revenue and positively impacts the bottom line. During the entire month of Ramadan, the hotel served 494 covers in the restaurants.

	Target Guests	Actual Hotel Guests	Pledge to feed Hungry in the world	Actual Hungry in the world
Event with Citi	200	200	800	800
Rest of Ramadan @ Gem Garden for Iftar	400	494	1600	1976
Total	600	694	2400	2776

Intangible impact:

One of the main reasons to conduct such event in HIAB is to educate the team members to lend a helping hand towards the less fortunate sect of the society. It teaches all to inspire these under privileged to reach out for their hobbies like singing, painting, or photography and live a normal life.



Whilst the SC believes we achieved our targets and mission in successfully organizing the event, the CEB will analyze the report and will strategize how to make the initiative even more successful in 2018.
