

SOCIAL INITIATIVE MEASUREMENT FORM



June 2016 – Holiday Inn Dubai – Al Barsha (HIAB) and Special Needs Future Development Center (SNF) brings joy this Ramadan 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 long with the SNF Development Centre brought together the specially-able children along with their families and dignitaries from the society to celebrate 'Iftaar' on the 15th June 2016.

The event started with the recitation of verses from the Holy Qur'an by one of the SNF students followed by breaking the fast and the hotel team and the dignitaries sharing 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 the CSR, HIAB contributes to the 'Zero Hunger' SDG by committing to raise funds handled 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. Approximately about 200 invites were sent out and of which 155 guests, including the SNF team and HIAB guests, attended the event.

As far the collection of funds goes, the HILUC committee successfully collected AED 4700 (AED 4375 + USD 100) which will be added to the yearly collection of HILUC funds.

The Media too has been instrumental in spreading awareness about the initiative taken. However the total responds (clicks) to the article will be received in due course of time and assist in understanding the impact of media.

The below is the Data Study table:

Parameter	Targets	Achieved	Variance
Invitees	200	155	45
Food / Bev Cost	**	4438	**
Funds	5000	4700	300

Tangible Impact:

With the initiative of Embracing Ramadan and having several delegates walking through the doors of HIAB for the first time, they become a part of the regular guest list and use the facilities and services more often. They feel 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 impact the bottom line.

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.





HIAB being able to have achieved its mission in successfully organizing the event, the CEB (CSR Executive Board) of the HIAB will analyze the report and will strategize how to make the initiative even more successful in 2017.
