

McKeever Hotels Donations & Sponsorship Policy

At McKeever Hotels, our brand promise is "WE DO MORE," and this extends to our support for our local communities. We are passionately committed to supporting our locals and making a positive impact. This year, we are proud to announce the NI Children's Hospice as our Charity of the Year for our NI Hotels*. Through innovative and caring initiatives, we aim to make a significant contribution to their admirable work.

NI Charity of the Year: NI Children's Hospice

We support the NI Children's Hospice through multiple dedicated efforts:

- **McKeever Coffee:** For every cup sold, 5p is donated to the hospice, blending our love for coffee with our commitment to our community.
- **Green Rooms Initiative:** Choosing a Green Room adds more than just comfort to your stay; £5 from each booking is contributed directly to the hospice.
- **Hotel Team Efforts:** Every hotel within our group is engaged in unique fundraising activities, ensuring that our collective efforts support those in need.

Heartfelt Engagement and Commitment:

Who We Support:

We focus on making meaningful contributions to registered local charities where possible and public services like schools and hospitals which directly benefits those in our localities.

As part of the community we have set aside a small budget to help support local causes that directly impact the lives of those within our community. First priority will always be given to our chosen charity/charities of the year. Second priority will be given to events held at one of our local hotels with third priority given to companies and organisation who are clients of the hotels.

We receive a high volume of requests for sponsorship, in-kind and raffle prizes, unfortunately we have a limit of sponsored prizes available and cannot support them all.

Please see below our submission guidelines.

Submission Guidelines:

Please submit donation requests in writing at least eight weeks prior to your event.

Include your registered charity number and details about your event. Requests can be sent via email to info@mckeeperhotelgroup.com or in writing to:

McKeever Hotel Group, ESG COMMITTEE, C/O Corrs Corner Hotel, 315 Ballyclare Road, Newtownabbey, BT36 4TQ

Our ESG Committee reviews requests every eight weeks. If your submission is not received in the timeframe unfortunately it cannot be considered as the committee only sits every 8 weeks. Due to the volume of requests, only confirmed recipients will be notified post-review.

What We Do Not Support:

- Individual appeals or “challenge” events.
- Administrative costs of charities.
- Events conflicting with our values.
- Requests for cash donations or sponsorships
- Organisers that threaten to tarnish Hotels reputation if a request is not granted.
- More than 1 donation per applicant per year

Our Pledge:

If successful we aim to make meaningful donations suitable for your event, though specific items cannot be guaranteed.

We appreciate your understanding if individual responses are not possible during high volume periods, but we strive to support as many as possible.

By applying, you consent to the processing of your data according to the McKeever Hotels Privacy Policy, held for 12 months and not used for advertising without consent.

Thank You:

Choosing McKeever Hotels for your charitable initiatives supports not only us but also the broader community. We are deeply grateful for your efforts and the impact they have, helping us fulfill our commitment to do more. Thank you for partnering with us in these endeavours.

*Donegal Charity to be confirmed soon.



