HOSPITALITY
WITH HEART
7 DAYS OF GIVING: JUNE 1 – 8, 2025

We're excited to announce

Hospitality with Heart

a week-long campaign uniting British Columbia's hospitality and tourism industries in support of the BC Hospitality Foundation (BCHF).

From **June 1 to June 8**, join us in giving back to an industry that continually supports its people.

BCHF
BC HOSPITALITY FOUNDATION

At BCHF, we're dedicated to assisting hospitality and tourism workers facing financial hardship due to health conditions. Through our beneficiary program, we've helped 319 individuals by providing over $1.25 million in financial support.

WE NEED YOUR HELP

In just two months, requests for support have surged—highlighting the essential role this program plays for hospitality and tourism workers. Your involvement ensures we can continue offering vital assistance to those in need.

By participating, you'll directly support individuals who serve our communities, helping them through challenging times while strengthening BC's hospitality and tourism industry.

WHAT BCHF WILL DO FOR YOU

Promote your participation through our social media, press coverage, and newsletters.

Encourage customers to visit and support your venue.

Recognize your contribution through awards, event participation, and public acknowledgment.

WHY JOIN THE MOVEMENT?

SUPPORT A WORTHY CAUSE

A portion of every sale goes directly to BCHF, helping workers overcome hardships and return to the jobs they love.

BOOST YOUR BRAND VISIBILITY

Gain exposure through BCHF's promotional channels, including social media, newsletters, and press outreach.

BE PART OF A SUPPORTIVE NETWORK

Join like-minded businesses committed to fostering a stronger, healthier hospitality and tourism industry.

AWARDS & RECOGNITION

Raise $5,000 or more to receive a Hospitality Hero Award. Winners will be invited to our awards ceremony in July and promoted as key supporters of the Foundation. You'll also receive an impact report highlighting how your contributions have helped beneficiaries.

HOW TO PARTICIPATE

REGISTER ONLINE HERE

FEATURE A FUNDRAISING MENU ITEM

Highlight a dish, beverage, or tasting menu and donate part (or all) of the proceeds to BCHF.

RESERVATION BY DONATION

- Charge a small fee for reservations (Example: Medina Café).
- Donate $1 (or more) per room booking, ticket sale, or reservation.

HOST A 50/50 DRAW AT AN EVENT OR GAME

Run a 50/50 raffle during events, games, or gatherings to raise funds directly for BCHF.

CONTRIBUTE GIFT CARDS FOR AUCTION

Donate gift cards or experiences valued up to $1,000 to be auctioned in support of BCHF.

GET CREATIVE

Have a unique fundraising idea? We'd love to hear how your business wants to contribute!

HEAR FROM A HOSPITALITY HERO

Robbie Kane, *Owner of Café Medina*

Being part of the hospitality community means giving back, and that's exactly what the Reservation by Donation program allows us to do. Last year, we raised over $24,000 for BCHF. Our team loves being involved, and customers genuinely appreciate supporting a meaningful cause.

It's simple to manage, with minimal effort and cost required. The real reward comes from seeing the positive impact on those who need help most. I highly recommend this program to any hospitality business looking for an easy, impactful way to give back.

JOIN US

Be part of **Hospitality with Heart** from **June 1 to June 8, 2025**, and help strengthen the foundation of BC's hospitality industry.

For questions or to get involved, contact:

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BCHF
BC HOSPITALITY FOUNDATION

Go the Extra Mile: Fundraise All Month

Want to extend your impact beyond the week? We'll support businesses fundraising throughout the month with additional promotional opportunities and recognition.

Contact us for more details.