



## WHAT IS HOPS FOR HOPE?

It's the perfect opportunity to mix corporate social responsibility, employee engagement, and local beer! H4H pairs corporate teams with local breweries to create an original beer and raise money for a great cause. On September 18, 2021, teams and breweries will showcase their brews to the public at North Hills Midtown Park in an epic tasting event and beer competition. We'll have live music, food trucks, and a vendor village to add to the fun.

All proceeds from the event directly benefit Children's Flight of Hope, a 501(c)(3) nonprofit that provides air transportation for children in need of specialized medical care. Our 2019 event brought together 26 corporate teams, 24 breweries, and 1500 attendees to raise more than \$175,000 for CFOH.

## HOW IT WORKS

Each team is 10 people of your choosing. We'll pair you with one of the area's best breweries to create a custom beer & provide each team member with a simple fundraising website to accept donations and track their results. Hops for Hope begins in mid-May with an official kick-off party at a local brewery where the team/brewery partnerships are announced. Fundraising competitions are held throughout the summer to motivate your team, and on event day many awards are given out including the coveted People's Choice, Critics' Choice, and Top Fundraising Team awards.

## BENEFITS TO YOU

Hops for Hope is a great team-building opportunity. Employees get to engage in a little friendly competition with other top companies, build a relationship with a brewery, and have fun creating their own beer, all to raise money for a great cause! There are also some great prizes up for grabs.

Participating in Hops for Hope also provides the opportunity to align your company with a national philanthropic brand that is changing the lives of sick children.

In addition to designing your own beer with a brewery, and access to the best beer event in the Triangle, teams also get a great swag package. Your entry fee covers 10 team members and includes commemorative T-shirts, commemorative beer glasses, the cost of your beer, and general admission tickets to Hops for Hope. Additional teammates can be added at any time for \$35 each.

## ABOUT CHILDREN'S FLIGHT OF HOPE

Children's Flight of Hope (CFOH) offers hope and healing by providing air transportation for children in need of specialized medical care. Headquartered in Raleigh, North Carolina, CFOH serves families around the world. In 2019, CFOH provided 1,336 flights serving 406 children suffering from various rare diseases and conditions. Visit [www.cfoh.org](http://www.cfoh.org) to learn more.



## QUESTIONS?

Contact Lori Smith  
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919.466.8593.

### SPRING: FIRST STEPS

1. Register and pay the \$350 entry fee at [www.trianglehops4hope.org](http://www.trianglehops4hope.org). Returning teams can register starting March 1, 2021. New team registration will open on April 1.
2. Appoint a captain and co-captain, and recruit eight other team members. You can add extra team members online at any time for \$35/each.
3. Get your creative juices flowing and think of an awesome team name.
4. Attend our official Kick-off Party in mid-May at a local brewery (TBD). We'll announce who your brewery partner will be!

### SUMMER: LEADING UP TO THE EVENT

5. Meet with your team and brewery to come up with the BEST. BEER. EVER. Your brewery will let you know the best options, whether it's customizing an existing recipe, or creating something brand new.
6. Develop a strategy to raise money for Children's Flight of Hope. A minimum of \$1,000 is required, but our teams far surpass that. You can engage your other colleagues, host fundraisers at your brewery, or come up with your own creative ideas! Your team will have its own fundraising page linked to the H4H website to make things easy. The team that raises the most money for CFOH takes home the Top Fundraiser award, and there will be early mini competitions with fun prizes. CFOH will provide a fundraising toolkit with ideas to help you be successful.
7. Support H4H further by selling tickets and publicizing the event on social media. Trust us, you're going to want everyone you know to taste your amazing brew - and vote for it to win the coveted People's Choice award! Be sure to tag @Hops4Hope and @ChildrensFlightofHope.
8. Attend our Swag Bag Pickup Party in late August at a local brewery (TBD).

### SEPTEMBER 18, 2021: EVENT DAY

9. Roll deep with your team to H4H at North Hills Midtown Park. Setup time will be held from 12:00-1:30 pm. Breweries and teams will work together to set up and decorate a 10x10 tent (brewery branded). Gates will open to the public at 2:00. Show off your team pride, impress the beer judges, and scope out the competition while enjoying everyone's beer. Team fundraising for CFOH will also be going on all day, so the Top Fundraising award will still be up for grabs.
10. Celebrate your hard work, have fun at an awesome beer event, and enjoy the exciting awards ceremony at the end of the evening!

**SEPTEMBER 18, 2021**

**North Hills Midtown Park, 2:00-6:00 pm**