



Hospitality for Nature in Devon

A simple £1 per bill for local nature restoration projects

WHO WE ARE

Devon Environment Foundation (DEF) specialises in identifying the most impactful grassroots nature restoration projects in Devon, providing vital kick-start or scale-up support.

Restoring nature offers an uplifting and cost-effective way to tackle some of today's biggest challenges – boosting biodiversity, building climate resilience, improving water quality, and enhancing human health and wellbeing.

DEF fills a funding gap for smaller, pioneering projects requiring flexible funding and mentoring support; while channelling larger amounts to trusted project partners who are ready to scale their work.

Our projects are vetted by an Advisory Board of leading local nature experts who ensure we direct funds where they are needed to deliver the greatest benefits for nature.

We launched in 2020 with a key aim: to increase the amount of funding directed towards local nature restoration efforts in Devon. In our first five years we raised more than £1.9 million for grassroots environmental initiatives, and we're just getting started.

Our ambition is to raise over £5 million for nature in Devon by 2030.

We're excited by the power of grassroots nature restoration to tackle the climate and nature crises, while igniting hope and wider action.

We'd love you to join us in supporting high-impact projects run by incredible people doing some of the most important work of our time.

Customer donations collected by you will make a huge difference, giving us more funds to supercharge the work of grassroots projects and accelerate nature restoration across Devon.

DEF is a branch of the UK-registered environmental charity [Conservation Collective \(1185925\)](#), a global network of local environmental foundations supporting nature recovery through strategic funding and expertise. Find out more from our website [HERE](#).

ABOUT THE £1 PER BILL INITIATIVE

This initiative invites your customers to add a voluntary £1 donation, or amount of your choosing at the checkout (for example, a restaurant bill, hotel stay, or accommodation booking) to support DEF's work.

- The donation is **entirely optional (opt out model)**
- 100% of customer donations go directly to **Devon Environment Foundation**
- Your business simply acts as a **collection partner**
- We provide **signage table cards and guidance**

What we ask from participating businesses

- Add a £1 optional donation button to your till, booking system, or checkout process.
- Display DEF table cards or signage and/or add wording* on your website, booking confirmation, menu, or receipt.
- Brief staff on the opt-out message
- Transfer collected funds periodically

Website/menu/Receipt wording: *

"We add an optional £1 to your bill / booking which is donated to Devon Environment Foundation to fund local nature restoration projects. Please ask if you would like the donation removed. Find out more here: www.devonenvironment.org."

Note: Customer donations are treated as pass-through funds in accordance with UK tax purposes and are separate to business donations. The £1 donation is added to the bill after the VAT, and so does not affect your VAT returns.

Inspired by successful UK tourism and hospitality campaigns such as [StreetSmart](#), which has raised over £15m through £1 donations for homelessness, we want to replicate for nature in Devon.

WHERE DO YOUR CUSTOMER DONATIONS GO?

By fundraising for DEF, your business helps fund nature restoration and conservation projects that:

1. **RESTORE NATURAL HABITATS** - rebuilding ecosystems and wildlife corridors.
2. **PROTECT NATIVE SPECIES** - helping rare and lost native species thrive again.
3. **BUILD CLIMATE RESILIENCE** - landscape and water management that enhances community and ecosystem health.
4. **REDUCE POLLUTION** - community initiatives reducing pollution at source and discovering innovative nature-based solutions that help with clean-up efforts.

See the projects we support on our grants page [HERE](#).

See our five-year impact report to learn more [HERE](#).

Make a positive impact on Devon's environment

Each year, hospitality and tourism businesses across Devon take part in the scheme by offering customers the option to add a voluntary £1 donation to their bill or booking. This small gesture helps fund essential local projects restoring Devon's landscapes, rivers and wildlife.

Thanks to the generosity of businesses and their customers, **100% of the money raised supports environmental action in Devon**, helping nature recover where it is needed most.

Administration

The use of electronic tills makes administration very straightforward. Most participating businesses allocate a dedicated button (a non-VAT product) on their till or booking system, to **Devon Environment Foundation**. Staff simply add **£1** to the bill presented to the customer.

At the close of business each day, the end-of-day report shows the usual totals for sales (e.g. food, drink, accommodation, services), alongside a **separate total for DEF donations collected**.

At the end of each month (or agreed period), the accountant compares total takings with total sales. The difference represents the **sum of all customer donations collected for Devon Environment Foundation**. The business then transfers this amount directly to DEF by bank transfer, using the business name as a reference. Businesses are asked to transfer the funds collected by an agreed date e.g. monthly, quarterly, or seasonally. Full payment details are provided on sign-up. Please use the **business name as a reference** so we can acknowledge and thank you.

Electronic tills record donations, so administration is minimal. Just add a non-VAT product on standard till, collect the total amount periodically. The £1 donation is added to the bill after the service charge and VAT, and so does not affect your VAT returns.

Customer awareness

In hospitality businesses, a discreet table card (see [HERE](#)) is placed on each table or inside the bill folder. The card explains to customers that a **voluntary £1 donation** will be added to the customer's bill or booking at checkout, and that **every £1 donated will support local environmental projects across Devon** through DEF. In a hotel stay setting, this may be replaced by wording on the booking or in the booking confirmation.

It is clearly stated that the donation is optional, and that customers may, of course, decline to take part.

Website, menu and digital wording (with QR code option)

Participating businesses may also choose to include a short paragraph about the initiative on their website, menus, booking confirmations, guest information, or other customer-facing materials. This can be accompanied by a QR code linking to Devon Environment Foundation so customers can find out more.

Suggested wording:

"We support local nature restoration through Devon Environment Foundation. An optional £1 donation is added to your bill or booking, which goes directly to funding grassroots projects restoring Devon's landscapes, rivers and wildlife. The donation is entirely optional – please let us know if you'd like it removed. Scan the QR code or visit www.devonenvironment.org to find out more."

Cost to the business

Essentially zero...

Devon Environment Foundation provides participating businesses with table cards and clear guidance, and the administrative burden throughout the campaign is minimal. The scheme is a **highly cost-effective way for businesses to support local environmental action and demonstrate social and environmental responsibility, without impacting margins.**

Staff and tips

Because electronic tills make adding the £1 quick and simple, participation rarely presents any issues for staff. Many team members enjoy being associated with a business that actively supports nature and the local environment.

Experience from similar schemes shows that participation has no noticeable effect on tips or service charges. Customers generally treat the donation as separate from any service charge or gratuity and do not adjust their usual tip.

Customer attitudes

Experience from UK hospitality campaigns shows that **fewer than 1% of customers choose to opt out**, and many customers choose to donate more than £1.

Customers are often pleased to “give something back” after enjoying their visit, meal or stay, especially when the cause supports **local landscapes, wildlife and communities.**

*Customer £1 donations are not eligible for corporation tax relief for the business, as they are not the business's own funds. However, any additional voluntary donation made directly by the business may be eligible for tax relief in line with HMRC rules. The £1 donation is **added to the bill after service charge and VAT**, meaning it is **outside the scope of VAT** and does not affect the business's VAT returns.*

We would love to explore whether this initiative could work for your business. Get in touch to receive a simple sign-up pack and starter materials.

For more information or to get involved:

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 devonenvironment.org