

U.G.L.Y. FACT SHEET

Celebrating 10 years of U.G.L.Y

In bars, pubs and clubs all over Australia, generous bartenders and their patrons have embraced the U.G.L.Y. Bartender of the Year campaign, helping turn a decade of U.G.L.Y. into a hospitality industry success story.



What is U.G.L.Y. Bartender of the Year?

- ✓ U.G.L.Y. Bartender originally started in the NT but can now be found in all corners of Australia.
- ✓ Today the U.G.L.Y. Bartender of the Year campaign is the largest fundraiser in the hospitality industry.
- ✓ U.G.L.Y. brings communities together right across the country. From only 230 venues participating in its first year, the campaign now unites over 1500 venues in 2018.
- ✓ Since its launch the campaign has raised \$12M.

Everyone is getting U.G.L.Y.

- ✓ U.G.L.Y. Bartenders show their amazing generosity by hosting fundraising events that unite whole communities, often reigniting patron engagement in their venues.
- ✓ U.G.L.Y. Bartenders are creative legends, taking simple fundraising ideas and then ramping up the fun-factor to provide engaging events and activities for their patrons, whilst raising much needed funds for the Leukaemia Foundation.
- ✓ Any venue can be involved—and win, from independently owned venues to large hotel groups.
- ✓ The support from all publicans is amazing and of note is Australia's largest hotel Group, the ALH Group who have raised \$1.6 million in total.

It takes all sorts of U.G.L.Y.

- ✓ Our generous bartenders, patrons and venues have hosted every event imaginable, from Mankini Tractor Races in NT, to Cowpat Bingo in Tassie, U.G.L.Y. Bartenders never cease to surprise us with creative ideas to raise funds for the Leukaemia Foundation.
- ✓ We've also had cross dressing karaoke, cane toad races, high teas, pub limbo comps, bogan bingo and bar Olympics. We've even auctioned off the prime position at the bar to view the AFL Grand Final!
- ✓ And menus turned blue, featuring the Leukaemia Foundation signature colour! We've had blue jelly, blue lemonade, blue ice cream, and even blue burgers!

Why we are U.G.L.Y.

- ✓ Every \$80 raised by an U.G.L.Y. Bartender helps pay for one night of accommodation at one of the Leukaemia Foundation's accommodation units located in capital cities across the country.
- ✓ The Leukaemia Foundation currently has 172 accommodation units located close to hospitals and cancer treatment centres across Australia, available to living with blood cancers and their families. The facilities become a home-away-from-home for regional and rural families who are forced to relocate to access lifesaving treatment.
- ✓ Families across Australia are able to stay together, close to their loved one during treatment, for as long as they need, without the financial worry of paying for accommodation. The length of time can be anything from a month to several years. With back up from the Leukaemia Foundation onsite support staff and the lifelong friendships formed in our villages, the treatment journey for patients and families becomes a little easier.
- ✓ Most accommodation units have a wait list to be accessed. Last year alone, more than 53,000 nights of accommodation were provided – at no cost to the patient and their families.
- ✓ In ten years, the U.G.L.Y Bartender of the Year campaign has raised enough money to help provide over 150,000 nights of accommodation.



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