

**Hospitality People**

**Hospitality  
Action**

**We've got YOU.**



# Hospitality Action.

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Action

## Mission

Hospitality Action: making life better.  
Whatever the challenge, we've got you.

## Values

- Approachable
- Committed
- Together we make a difference
- Integrity
- Open
- Nourishing



# Hospitality Action

## We've got you.

Hospitality Action was established in 1837 and has since offered vital assistance to all who work, or have worked within hospitality in the UK.

Whether you work in hotels, restaurants, pubs, bars or cafés, schools, hospitals or event venues, we're here to give you the help, advice and support you need whenever times get tough.

Whatever challenge you face - from physical illness or mental health issues to financial difficulty, family problems to addiction - Hospitality Action is here to get you back on your feet again. And when it's no longer possible to work, we can help you prepare for the next phase of your life.

Whatever you do in hospitality, we've got you.

# Hospitality Action: background.

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Hospitality's benevolent charity for over 185 years.

- Your industry's safety net: we offer lifelines to hospitality people in difficulty or crisis.
- Our aim: keep UK Hospitality happy, healthy and productive.
- Main reasons for support: life changing illness & poverty.
- Grant giving: £2.2m spent in 2020/21 to support 7,000+ people financially.
- Other products: Golden Friends befriending scheme, Family Days Out.
- Employee Assistance Programme – the UK's leading clinical provider in partnership with your industry charity.



# Our response to Covid-19.

In the wake of pandemic Hospitality Action responded in the following ways:

- As businesses closed and hundreds of thousands were left with no income we were one of the first charities to mobilise, issuing thousands of grants.
- We assembled an outreach programme to support our 2,000+ industry retirees (our "Golden Friends") with telephone support and access to essential services.
- We launched a mental health campaign offering practical support to those dealing with the mental health impacts of the pandemic.
- Our Employee Assistance Programme grew in 2020/2021 and now supports 150k people across 380 businesses and growing.
- We completely re-invented our fundraising strategy to meet unprecedented demand.

# Support Services.

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## **Employee Assistance Programme**

Our bespoke EAP is a care package that provides peace of mind to employers and a range of specialist, independent and confidential support services to employees. Members are able to access these services in complete confidence, 24 hours a day.

## **Golden Friends**

For industry retirees, our Golden Friends scheme keeps loneliness and isolation at bay by providing a befriending service, regular contact with the industry and help towards winter fuel bills.

*“Thank you for remembering my birthday again this year, especially as I am sure you will all have been so busy with Covid. Keep up the good work.”*

## **Counselling Support**

Our specialist support services help hospitality people tackle complex issues like addiction, financial difficulties, relationship breakdown, bereavement or mental health problems.

# Positive Feedback.

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*I genuinely can't put into words how much this has helped us. We as a family never thought we would ever be in a position in our life to have to reach out and ask for support, but we are at rock bottom in our life right now and the support that you have all shown us we will never forget. We hope that one day we will be back on our feet and be able to help repay you.*

I wish that you could be here to see the impact that this generosity has had on [my client] - she lost so much due to Covid and the abuse, and you have enabled her to build her life back up and have helped her to secure her future. I really wanted to let you know that this has made such a significant difference to [my client's] life and has enabled her to change her future prospects in the most positive and wonderful way imaginable. If I could bottle her happiness and gratitude to send to you then I would.

# Charity Partnership Ideas.



# Fundraising - Employees

Engaging your employees with Hospitality Action, their industry charity, is of the utmost importance to us and we can help you communicate who we are and what we do by providing a number of digital assets which can be used for your team and in your wider comms strategy e.g.

- Social graphics and infographics
- Blog content
- Industry statistics, fact sheets and helpline numbers.

## Here are some popular fundraising ideas:

- Salary sacrifice (monthly or one off).
- Company raffle – half the prize pot to the winner the other half to HA
- Take part in a challenge event
- Host your own gala dinner
- Add £1 to the bill or donate 50p from a dedicated item on your menu
- Organize a sponsored sports day, football tournament or organized walk\*
- Job swap – sponsor people to swap roles for a day

*\* you can match fund employee fundraising*

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# Invisible Chips.



Everybody loves chips, and ours are 0% fat, 100% charity. A side dish with soul, they're a great way to create an engaging conversation with guests about the plight of our beloved industry and ask them to chip in and do their bit for the people that provide the experiences they've missed greatly during lockdown.

Invisible Chips don't take up freezer space or need special equipment to prepare - and they're suitable for veggies, vegans, and anyone with allergies.

By buying a bowl of nothing, customers are helping HA make a tangible difference to hospitality lives.

We're asking operators to 'stock' Invisible Chips as a menu item, with all sales coming directly to us.

[Become a Stockist | Invisible Chips](#)

# Chefs at Home.

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- Hospitality Action topped the best-seller list in 2021 as 54 leading chefs including Jamie Oliver, Gordon Ramsey and Angela Hartnett shared over 100 lockdown recipes in a beautiful hardback cookery book.
- The book was sold in thousands of high street stores, supermarkets and online. To date 30,000 copies have been sold raising funds and awareness.
- Why not buy a batch for corporate gifting or a treat for key staff, we're happy to offer a special rate.

# Fund a Programme.

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If you and the team feel passionately about a certain programme we run, we could look at semi restricted programme funding. Our current initiatives include:

- Golden Friends Scheme
- School Uniforms Grants
- Winter Fuel Grants
- Family Days In/Out
- Issue-based funds such as extreme poverty or home adaptations



# Further Information.



## Website:

[www.hospitalityaction.org.uk](http://www.hospitalityaction.org.uk)

## Follow us



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## Contact us

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