

# Our Impact 2020-2022



# Introduction.

Over the last three years the hospitality sector has faced unprecedented challenges. It was amongst the hardest hit by the pandemic, and the subsequent supply-chain shocks and cost-of-living crisis are fuelling a collapse in the viability of countless hospitality businesses. Many continue to fail, placing even more livelihoods at risk.

We have thrown our arms around an industry sector in turmoil providing emotional support to over 200,000 workers via our Grant giving, Employee Assistance Programme, Advisory Services, Helplines and Golden Friends retiree outreach scheme.

We continue to lead the way in financial, practical and emotional support to some of the most vulnerable people in society.

Our constantly evolving service provision has been possible thanks to award-winning innovation in fundraising.

This document outlines what we've achieved since 2020 and suggests ways you can help us do more.

# About us.

We're Hospitality Action and for the last 186 years we've been here for the hospitality industry.

We're here for the chefs, waiters, housekeepers and managers. We're here for the concierges, receptionists and kitchen porters. And we're here for every sommelier, bartender, catering assistant and cook throughout the UK. From hotels, restaurants, pubs, bars and cafés to schools, hospitals and event venues, we're here to give everyone in hospitality the help, advice and support they need whenever times get tough.

Serious illness, mental health issues, financial difficulties, family problems or addiction: whatever challenges you face, Hospitality Action is always here to get you back on your feet and enjoying the job again. And, when it's no longer possible to work, we help you prepare for the next phase of your lives.

**Hospitality Action.**  
**We've got you.**



# How we've helped.

Hospitality Action has a strong heritage supporting our sector, so we were well-placed to quickly mobilise in response to Covid-19 and react to the subsequent shocks the hospitality industry has endured.

We help hospitality people by providing financial support and advice to those in extreme poverty or those who are dealing with physical or mental health conditions. **Since the start of 2020, we have spent some £3,000,000 and awarded more than 10,000 grants to hospitality households across the UK.**

Alongside our **grant making activities**, we provide **advice, mental health support and signposting** to the whole hospitality workforce via an **online advice hub** and **24-hour helpline**.

Deteriorating finances can lead to poor mental health as the daily struggle to make ends meet becomes too much for people. We produce **campaigns to educate people** and to challenge the stigmatisation of poor financial or mental health. **Webinars, help pages, posters and awareness campaigns** are regularly deployed to reach vulnerable people who often fall through the cracks.

Our **Employee Assistance Programme (EAP)** is the **gold standard in employee care**, providing comprehensive wraparound support with access to counsellors and experts in areas such as parenting, legal matters and debt management. Developed specifically for the industry, the scheme also features specific managerial resources and trauma support in the event of a critical incident. Our EAP currently protects more than 185,000 employees and their families.

More than 2,000 older beneficiaries have membership of our **Golden Friends scheme**, a befriending and contact scheme designed to keep loneliness and isolation at bay. Members benefit from a dedicated helpline, and receive birthday and Christmas cards plus quarterly newsletters designed to help them get the best out of life and to stay connected to the industry.

## Since the start of 2020.....



We have awarded over **10,000 hardship grants** valued at over **£3m**.



Delivered **6,753 counselling sessions**.



Experienced **1.99m website visits**.



Posted **18,000 copies** of our Golden Friend's Newsletter.



Answered **26,809 helpline calls**.



Provided **wraparound support to 185,000** EAP members and their families.



Issued **1,049 Winter Fuel Grants** to alleviate extreme fuel poverty in the coldest months.



Awarded **2,011 Emergency Grants** in just 10 weeks at the start of the pandemic.

Produced **38 new advice pages**, **132 blog posts** and **33 videos**.



Plus **countless social media posts, emails** and **letters to supporters**.



# Adapting our support.

Key to our success in responding to the events of the last three years has been our ability to quickly evolve our grants service and introduce flexible and targeted packages of support in a rapidly changing environment. The shifting economic landscape, Covid-19, war in Europe, an unpredictable labour market, and the cost-of-living crisis have all contributed to rising debt and deteriorating mental health for our beneficiaries which required a variety of responses.

## Highlights include:

**Emergency Fund Grants.** In the first days of the pandemic thousands lost their livelihood overnight as businesses closed, we issued 2011 grants totalling £502,000 in just 10 days. This evolved to become our Covid Recovery Grant which has been awarded 640 times since, with a value of £180,000.

**Meet the Gap and Family/Household Support Grants.** The gap between the state support available and what people need just to get by has greatly increased over the last three years, especially for those with school-age children or for households dealing with long term illness. We have awarded 2370 grants totalling £650,690 to help families and people living on their own to meet the rising costs of accommodation, food, clothing and fuel.

**Cost-of-living Grants.** In winter 2022 inflation reached a 40 year high so we introduced top up payments to existing beneficiaries to cover the sudden surge in heating and food costs. 309 grants awarded £58,150.

**Family days in/out.** In the most extreme cases where a family member is critically ill, a small grant to provide some respite and allow a family some normality, such as a takeaway and a movie night, can make all the difference. We were unable to award our normal Family Days Out due to pandemic restrictions, so we switched it up and offered Family Days In instead. Thanks to our support close to 200 families shared happy memories in 2021 and 2022.

# A focus on 2022.

The grim reality of the cost-of-living crisis became apparent with a 54% increase in applications to our hardship grants scheme, compared to 2021 levels.

25% of all grants awarded were focused on supporting people at a very high risk of homelessness or those who had already lost their homes and needed a financial grant to move into new accommodation.

We assisted 175 households with priority arrears preventing eviction, court action or debt collection fees.

Of the 2480 grants awarded there were 392 children in permanent residence in the households receiving support, and many more in shared custody arrangements, indirectly benefiting from our support.

# 2023 outlook.

The first quarter of 2023 saw a 12% increase in applications received compared to the corresponding period in 2022, and a 67% increase on the same period in 2021.

In addition to the high volume, we are also seeing a significant increase in complex, priority applications, with unprecedented demand for support with household arrears, impending evictions and homelessness.

As evictions soar, applications for support towards rehousing costs have been a concerning feature, with awards in January and February already reaching 35% of the total number of grants for this purpose approved in 2022.

We expect pressure on household budgets to increase further throughout 2023. Sadly we also anticipate more family breakdowns, domestic abuse, homelessness, addiction and bankruptcy cases as the year progresses.

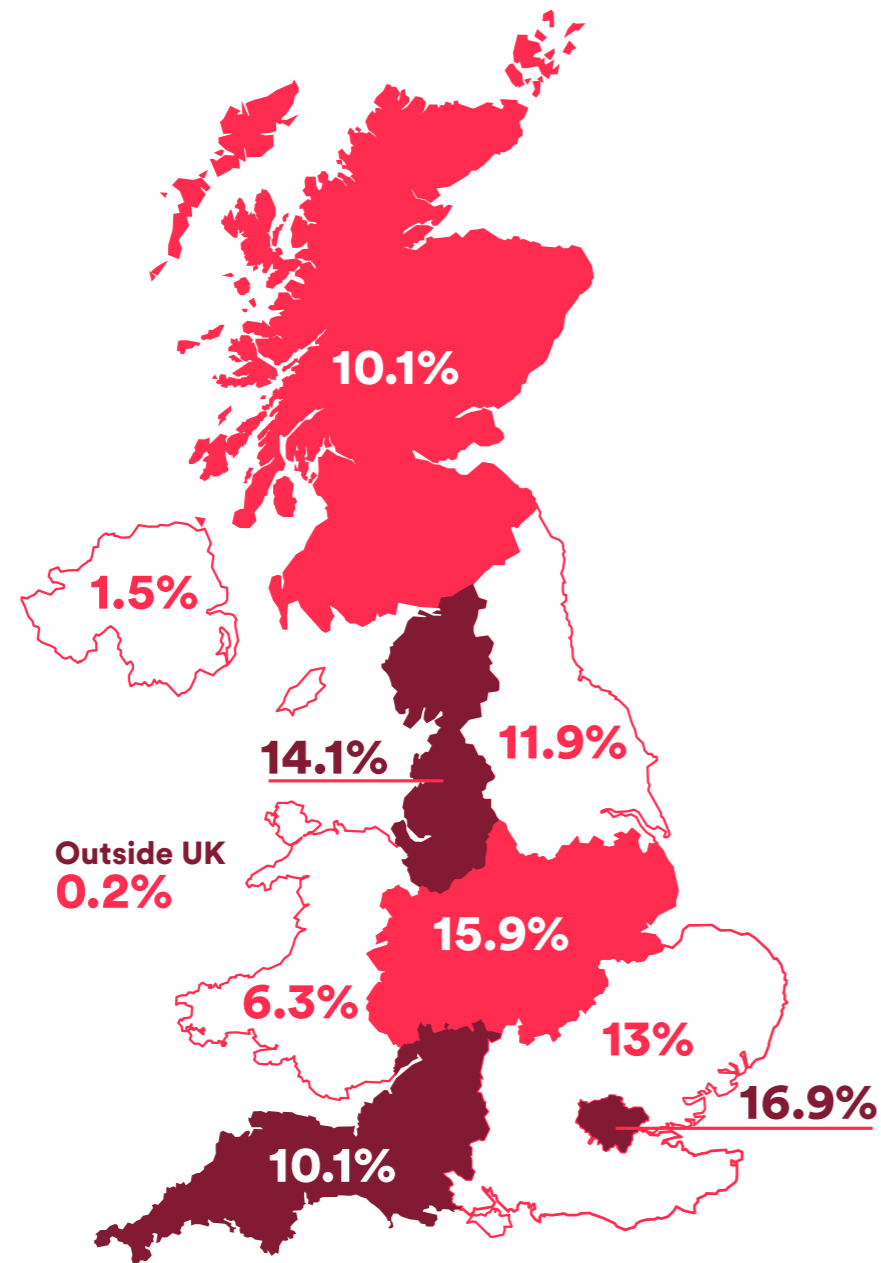
Your support is needed today, just as much as it was in the early days of the pandemic.

# Impact statistics.

Since the start of 2020 we have awarded over 10,000 hardship grants with a value of over £3,000,000.

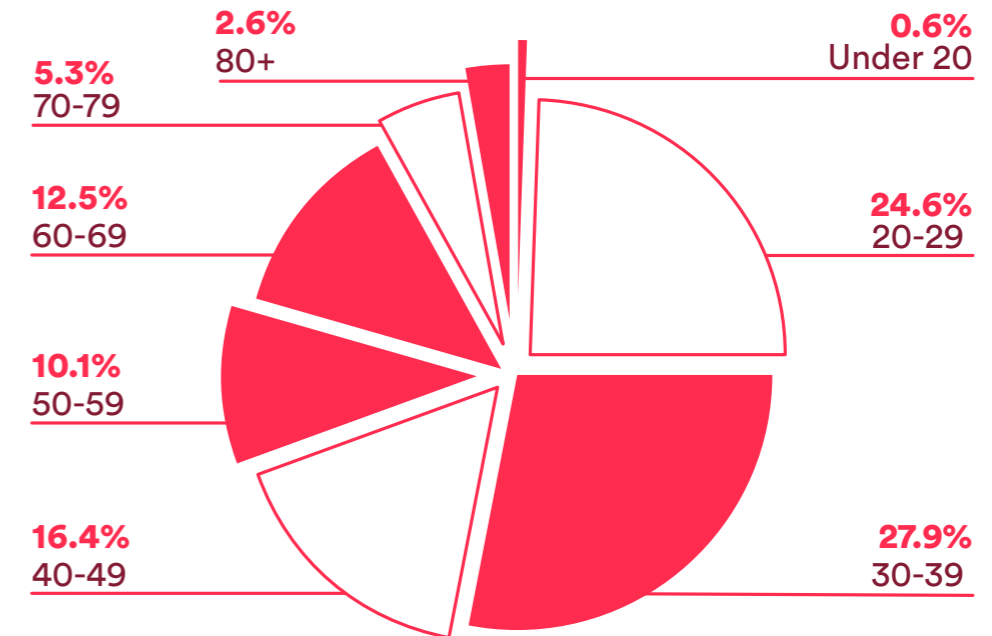
## Regions

20/21/22 aggregated



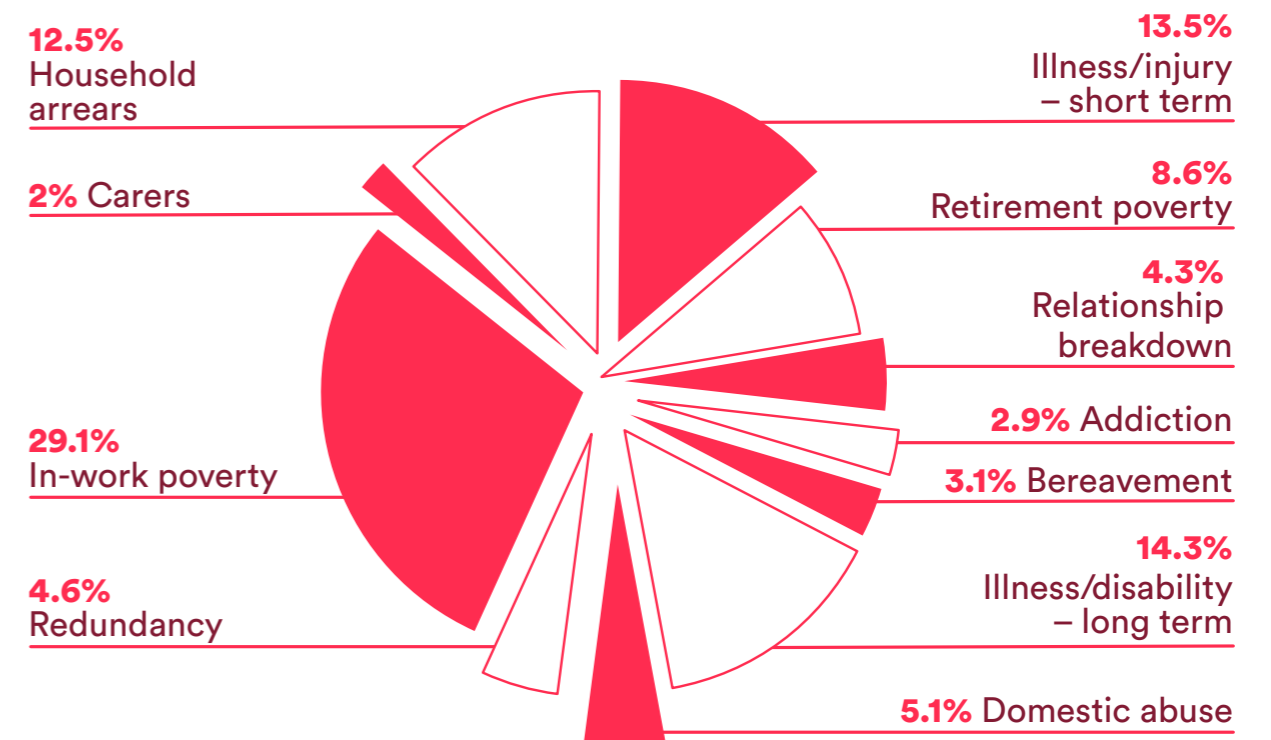
## Age range

20/21/22 aggregated



## Primary reason for application\*

20/21/22 aggregated



\*Most applications for help report multiple issues, such as ill health and poverty, therefore we report the primary reason.

# How we fundraise.

At Hospitality Action we receive no government funding, so every penny spent on our beneficiaries must be earned. We're lucky to work in partnership with hundreds of operators, suppliers, institutional funders, and individuals who want to recognise the joy hospitality brings to their lives and want to support it in hard times.

Everything we do is co-created with our partners, fulfilling their ESG objectives and driving their brand awareness while supporting our work.

## Events



Since 2020, our annual virtual challenge has become a firm fixture in the hospitality calendar raising over £500,000. Last year we celebrated the return of hospitality on our global Back In Business Tour. Just under 2,000 participants helped us circle the planet, travelling over 65,000 miles. In 2023 we're challenging the sector to raise £150,000 in just 11 days during our Summer Challenge.



When face-to-face events returned in 2022 our Back to the Floor gala broke every fundraising record raising more than £250,000. We now run a packed calendar with exclusive chef dinners, gala balls and polo days throughout the UK.



We even created a national day! Each September on National Hospitality Day, we encourage you to celebrate the places you love and donate to the four charities we share the day with.



Walk for Wellbeing in partnership with talent partner mum, is a fun, flexible 20km sponsored walk and is a true testament to the spirit of hospitality at a time when mental health within the industry is at breaking point. 400 participants took part in 2022 and raised over £90,000.

## Fundraising campaigns

In a rapidly changing world we got creative and came up with some award-winning fundraising innovations. Merchandise has been sold, beers have been brewed, knives forged, and gins distilled in our honour. In 2022 "Stella Please" raised over £150,000 while thousands of people donated to Hospitality Action when they purchased tickets to Tom Kerridge's Pub in the Park. Everything we do is co-created with our partners, fulfilling their ESG objectives and driving their brand awareness while supporting our work.



Our "Chefs at Home" cookbook features over 100 lockdown inspired recipes from mega star chefs. It topped international best seller lists and is proudly displayed in kitchens across the UK.

0% Fat, 100% Charity. Invisible Chips are an award-winning delicacy available on menus across the land. Who knew buying a portion of nothing could change everything for hospitality people in crisis?



## Institutional fundraising

We work closely with Corporate Trusts, Worshipful Companies, private individuals and wealth managers to create bespoke funding opportunities for targeted support to a particular remit or beneficiary cohort.

We provide detailed case studies on how funds are deployed communicating with stakeholders across multi-year projects to ensure transparency and demonstrate impact.

We're proud of our notable long-standing partnerships with organisations including The Savoy Educational Trust, the Worshipful Company of Innholders, the Worshipful Company of Vintners and the Worshipful Company of Cooks.

# The case for support.

The last three years have been transformational for our industry, the people who work within it and for Hospitality Action too.

In the early days of the pandemic, we acted quickly to launch campaigns to put food on the table for families with nothing, cut adrift and facing crisis. We only wish we could have done more.

As our traditional fundraising models evaporated, we had to show resilience and innovate. Our work to support the sector was recognised with several awards: Charity Times Charity of the Year, Charity Times Digital Fundraising Campaign of the Year and the Association of Charitable Organisations Campaign of the Year.

Our grant-giving, advisory services and EAP provision continue to evolve to meet the ever-changing demands of the industry.

Sadly in 2023 many more businesses will close their doors for the last time, placing even more hospitality families in poverty and at risk of homelessness. Those that do survive can expect a long recovery with razor-thin margins and increasing costs placing management and staff under pressure.

Despite the challenges ahead we are 100% committed to our mission, and we're optimistic about the future. With your help we will continue to work tirelessly to support the most vulnerable people in the industry and to build back our sector with the wellbeing of its staff at its heart.

We love working with partners who share our passion for the industry and want to see it thrive, drop me a line at [mark@hospitalityaction.org.uk](mailto:mark@hospitalityaction.org.uk) or call me on **07919 324978**.



**Mark Lewis**  
Chief Executive  
Hospitality Action

**Hospitality Action**  
62 Britton Street  
London  
EC1M 5UY

[info@hospitalityaction.org.uk](mailto:info@hospitalityaction.org.uk)  
**020 3004 5500**

Reg Charity Number. 1101083

If you need our support, email  
[grants@hospitalityaction.org.uk](mailto:grants@hospitalityaction.org.uk)

If you would like to get involved, email  
[fundraising@hospitalityaction.org.uk](mailto:fundraising@hospitalityaction.org.uk)

## We've got you.