

Impact Report 2020-2021



Introduction.

Hospitality Action was one of the first charities in the UK to mount an emergency response to the Covid-19 pandemic in 2020. This report outlines how we have evolved our service offering and transformed our fundraising model throughout the pandemic to meet the changing needs of a sector that continues to bear the brunt of the economic and social impacts of the crisis.

As the pandemic unfolded, our response continually evolved to mitigate the financial and mental health impact on the most vulnerable people in the industry. The initial economic shock caused by sudden business closures and widespread job losses gave way to the Coronavirus Job Retention Scheme, which saw hundreds of thousands of hospitality people furloughed for long periods. It was a time of huge anxiety for people accustomed to being busy for long periods, triggering anxiety, depression, guilt and fear – all with the added pressures of homeschooling, caring for vulnerable relatives and worrying about the future.

We kept pace with the stop-start nature of reopening as each wave triggered business closures and increasingly unpredictable employment patterns. At the start of 2022, we are continuing to develop our services in response to the mounting cost of living, a crisis that is already impacting those with the lowest household incomes.

Hospitality Action receives no government funding and many of our traditional revenue streams fell away, so we needed to quickly and continuously reinvent our fundraising model to be able to continue to support one of the UK's hardest-hit sectors.

By developing new grant streams and award-winning fundraising products, Hospitality Action has provided a safety net for more than 170,000 UK hospitality workers and their families. Our achievements during the pandemic resulted in us being recognised as Charity of the Year in the 2021 Charity Times awards.

About us.

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 people prepare for the next phase of their lives.

“Just when my luck in life was well and truly down, I'd given up hope on humanity, was living in a tent in the park and shoplifting for food. I was on the brink of despair. You truly have saved my life.”

A Covid-19 Grant recipient



How we've helped.

Hospitality Action has been supporting hospitality people for 185 years, so we were well-placed to quickly mobilise in response to Covid-19. In fact, Hospitality Action was one of the first charities in the UK to launch an emergency fund, which has evolved to meet the changing needs of our beneficiaries.

We help hospitality people by providing financial support to those in poverty or those who are dealing with physical or mental health conditions. Since the start of the pandemic, we have spent some **£2.3m** and awarded **7,400** grants to hospitality households across the UK.

Meanwhile, we continued to support people facing issues that did not relate specifically to the pandemic. We have provided mental health support and signposting to the whole hospitality workforce via an online advice and 24-hour helpline. Our Employee Assistance Programme (EAP) provides comprehensive wrap-around 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 **150,000** employees.

“I can't thank you enough for helping me – you don't understand what this means to me. My children can now go see their grandfather one last time. I get to say goodbye to my dad. Thank you once again for this – it is a massive help for me and my children.”

A Main Grant recipient

Since the start of the pandemic we've been in direct contact with more than **11,200 people** via our helplines and live chat services.

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. In response to the pandemic, an additional team of **250 volunteer befrienders** was recruited to provide additional support and help to industry retirees, whether accessing NHS services or connecting them with local support networks and charities during periods of isolation and uncertainty.

“I am so grateful for your help. I am now able to afford winter clothing for my two very young daughters. As a single mother, I cannot thank you enough. I am forever grateful. Thank you again.”

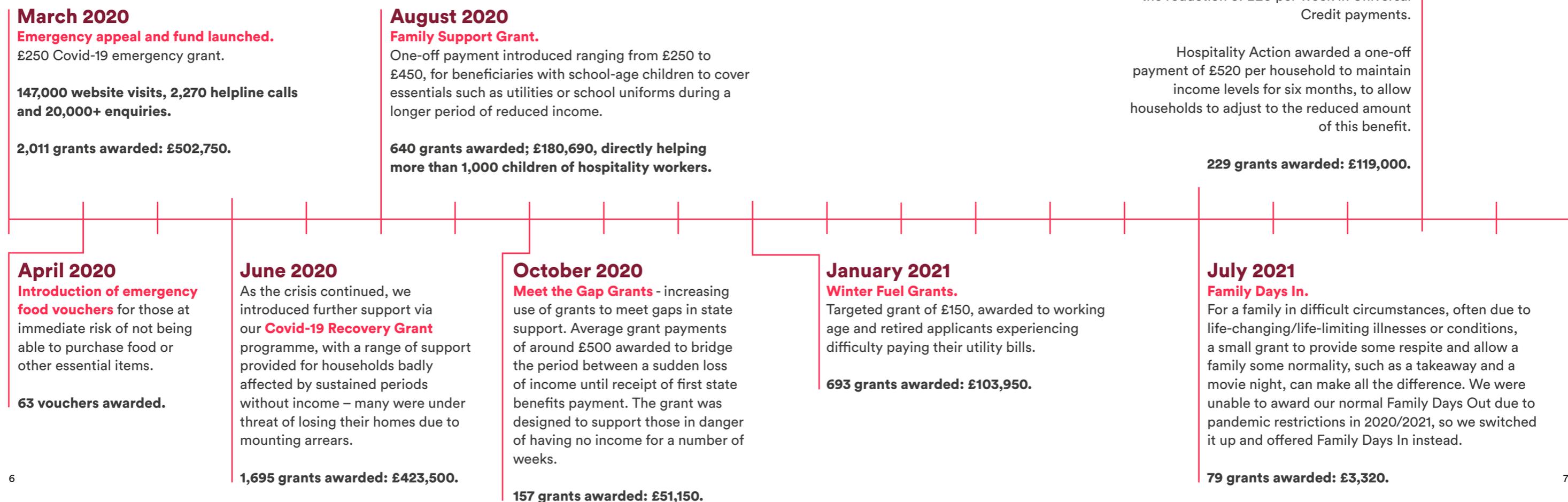
A Covid-19 Grant recipient



Financial support.

Key to our success in responding to the pandemic 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 employment landscape, ever-changing Covid-19 restrictions, the vagaries of local and national government support, the cost of living crisis, food and fuel poverty and mounting debt all impacted our beneficiaries and required a variety of responses.

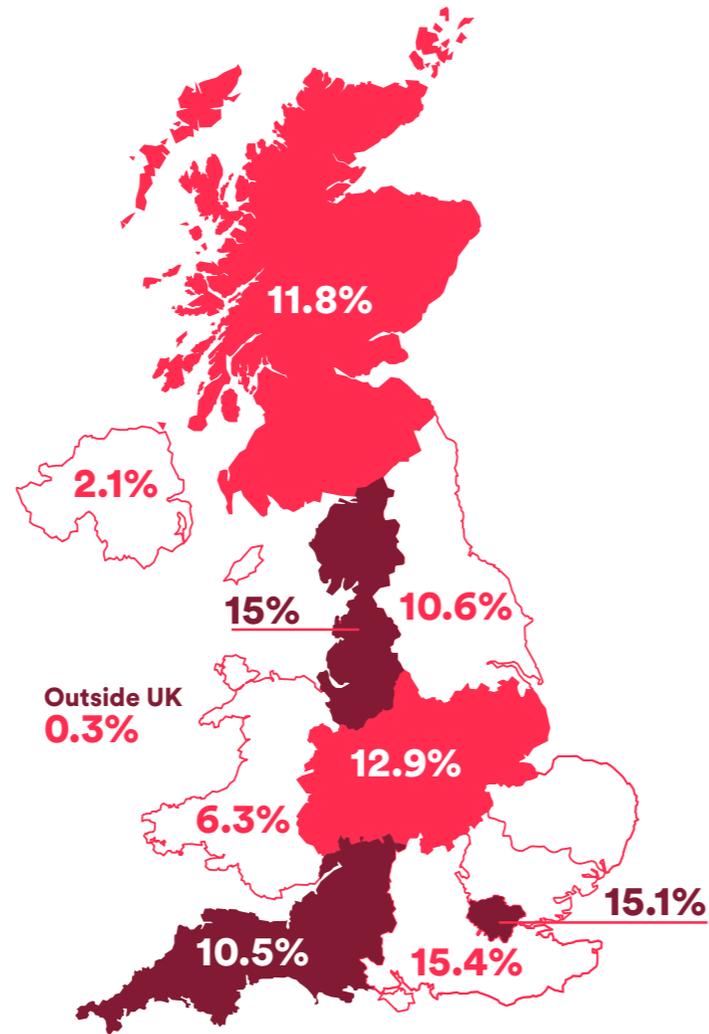
The timeline below details the purpose of our various financial grants and reflects our caseworkers' ability to pivot our grant-making in response to the fast-evolving situation experienced from March 2020 onwards.



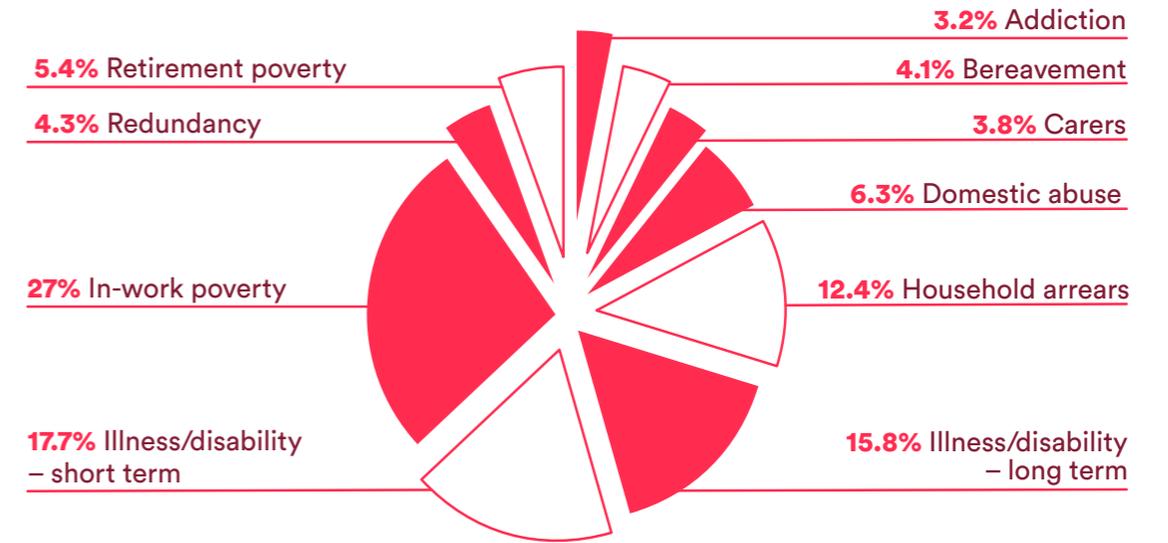
Main Grants – in addition to our crisis response, we have continued to support hospitality people experiencing physical or mental illness, bereavement, domestic abuse or addictive behaviour issues. We work directly with beneficiaries or in collaboration with partner agencies and charities.

Impact at a glance.

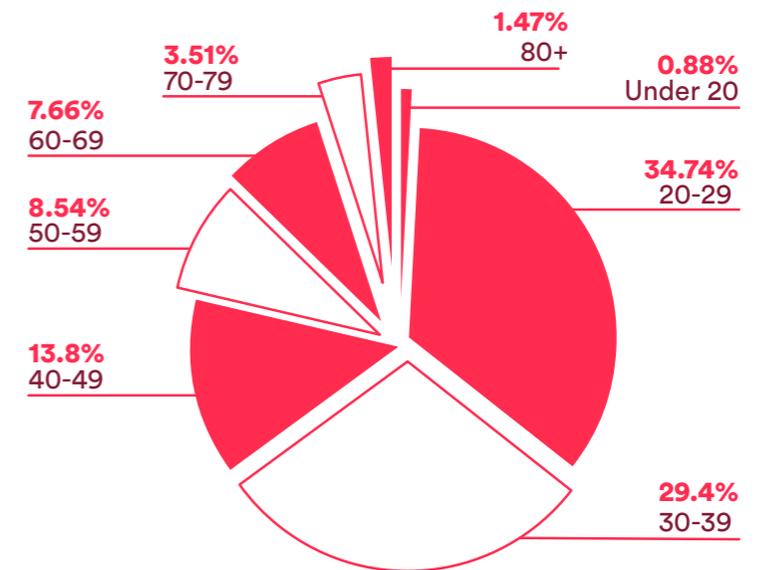
Since the start of 2020, we have spent £2.3m and awarded 7,400 financial grants to hospitality households across the UK.



2021/22 reasons for awarding grants.



2021/22 grants breakdown by age.



Fundraising in the pandemic.

When the pandemic began, our previous fundraising streams evaporated overnight. Many are still to return.

We saw huge generosity from operators and suppliers. Hundreds of companies showed their support, despite facing their own challenges. Merchandise was sold, beers brewed, knives forged, gins distilled and products named in our honour. Corporate partners sponsored events and communicated our work with marketing support and reach. And numerous trusts and foundations supported us generously, most notably the Savoy Educational Trust, the Worshipful Company of Innholders, the Worshipful Company of Vintners and the Worshipful Company of Cooks of London.

Still, in order to continue our work and to meet vastly increased demand, we had to transform our fundraising programme by introducing innovative initiatives that caught the imagination of the sector and its customers.

Individual fundraising.

'0% fat, 100% charity': our multi award-winning **Invisible Chips** adorn the menus of thousands of restaurants, pubs and hotels across the nation. Every portion sold not only helps hospitality families in crisis, it also raises awareness of our charity and generates a conversation with guests. You can also find Invisible Cheese, Invisible Latte, Invisible Ice Cream and even Invisible Christmas Parties. Invisible Chips is a scalable fundraising product that allows us to generate small donations from the public as they enjoy hospitality again.



To Hell and Back/20,000 Mile Challenge. Whether it's in your local park, during a busy service or on a more traditional fun run, our annual virtual challenge engages individuals and teams to join together to clock up the miles and raise some serious money. More than 1,500 hospitality people, along with family, friends, customers and suppliers, have raised almost £350,000 in the past two years.



Chefs at Home Cookbook. Hospitality Action topped the best-seller list in 2021 as 52 top chefs shared more than 100 lockdown recipes in a beautiful hardback cookery book, which was sold in thousands of high-street stores, supermarkets and online. To date, more than 30,000 copies have been sold, raising funds and awareness.



National Hospitality Day. Hospitality Action led a coalition of fellow hospitality charities to launch the nation's first National Hospitality Day in September 2021. In what will become an annual fixture, we encouraged the British public to go out and enjoy their favourite hospitality places. It's a chance for businesses to showcase their offering and celebrate their community, while raising awareness and funds for our fantastic industry.



Summary.

When Covid-19 struck in March 2020, Hospitality Action stepped up to the plate to support the industry it has served since 1837.

We worked tirelessly to put food on the table and keep a roof over the heads of hospitality households in crisis. We only wish we could have helped more.

Our work to support the sector was recognised with several awards: The Charity Times Charity of the year, Charity Times Digital Fundraising Campaign of The Year and the Association of Charitable Organisations Campaign of the Year.

We saw most of our traditional fundraising programmes disrupted by the pandemic. Overnight we had to remodel our income streams and messaging and get creative.

As we slowly move beyond the worst of the pandemic, there is still an acute need for our support. In response to the skyrocketing cost of living crisis, we will soon

launch an additional financial support package to beneficiaries; we are developing additional mental health resources and services to meet the needs of those trying to make ends meet; and we will continue to support our partners in achieving their CSR objectives in an increasingly challenging business environment.

We have proven our ability to rapidly address the needs of our stakeholders and we are steadfast in our commitment to continued innovation and the development of new propositions, but we can't do it alone. We need to develop our relationships with existing supporters and seek new partners who share our vision to join us.

If you would like to find out more about working with us in 2022, we'd love to hear from you.

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If you would like to get involved, email
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We've got you.