

THE PIG



Hospitality
Action

THE PIG's charitable partnership with Hospitality Action

Our corporate partners are the backbone of our fundraising. Not only do they help us raise vital funds to support hospitality people in crisis, they also advocate for our brand spreading the message across the industry and raising awareness of the work we do.

Inviting your guests and customers to make a small donation to Hospitality Action as part of your billing process is an easy and effective way to support your industry charity. It enables them to say 'thank you' for an enjoyable meal, drink or hotel stay by contributing to the only charity dedicated to keeping hospitality people happy and healthy. Our experience is that they'll be only too happy to donate - and they'll leave feeling more engaged with your business.

Tom Ross, CEO, THE PIG Hotels, shares the reasons behind their decision to partner with HA in this way.



"Hospitality Action is a charity we keep very close to our hearts and is a cause we have been supporting across THE PIGs for many years. Since our first PIG opened in 2011, many of our team members have benefitted from the help and support of Hospitality Action, so it's important to us to do as much as we can to support this fantastic organisation, and our industry, to make a positive impact.

Hospitality Action is deeply embedded in our industry and really speaks to the needs of the people in our community. We're passionate about supporting them across THE PIGs, because they put the same amount of care in to looking after hospitality people as we do.

We add a sentence to the top of our restaurant menus at THE PIGs, making it clear that the £1 voluntary donation they'll see on their bill is helping to raise money for Hospitality Action – and that it is completely optional. We ran the campaign for the month of June and raised £11,485 and we held the campaign again in December and raised a phenomenal £13,296!

Supporting Hospitality Action is a wonderful way to give back to our industry and support our peers – from helping people get back on their feet during tough times and offering financial assistance, to providing mental health support and a host of other services tailored to our industry's unique challenges. By supporting Hospitality Action, you're not only contributing to the welfare of hospitality people, but you're also helping to strengthen our industry as a whole. It's an investment in our friends and colleagues who make our industry vibrant and successful and, together, we can make a significant difference."



THE PIG Hotel Directors and Hospitality Action.

We partner with businesses of all shapes and sizes and work with them to achieve their CSR, communication and philanthropic goals. To learn more, contact:

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Registered Charity No. 1101083.

#wevegotyou