

The Red Carnation Hotel Collection'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.

Jonathan Raggett, CEO, The Red Carnation Hotel Collection and Hospitality Action Chairman, shares the reasons behind their decision to partner with HA.

“The hospitality industry is known for its demanding nature, often requiring long hours. By supporting Hospitality Action (HA), we ensure that these hardworking individuals have access to essential mental health resources, financial aid, and addiction support.

Backing a charity like HA is a powerful statement that a business truly invests in its team's wellbeing. When employees feel well-supported, they are more likely to stay in their roles, reducing turnover and fostering a more stable workforce.

HA also helps create a vibrant sense of community within the industry. By participating in their initiatives and events, we promote a supportive network that encourages collaboration and shared support across various hospitality brands, from hotels to pubs, retail, and spas.



Volunteering

At Red Carnation Hotels, our support for HA has been extensive and impactful. We proudly sent volunteers to Back to the Floor, where they enthusiastically collected donations. Our volunteers marshalled Walk for Wellbeing, ensuring everything ran smoothly and everyone had a great time. We've also supported Hospitality Rocks at Battersea Evolution by sending helpers to encourage donations.

Challenge Events

We have also taken on the HA Cycle Challenge, pedalling hard to raise funds and have participated in their annual virtual Challenge event, where we were honoured with the "Most Innovative" award for our creative efforts. We continue to support HA through much-needed voucher donations including stays at our hotels.

Employee Assistance Programme

We are also members of HA's EAP which is designed specifically for hospitality workers. Employees can access confidential support services anytime, day or night. The EAP offers a variety of counselling options, including telephone, online, and face-to-face sessions, catering to everyone's preferences.

Employees can also receive expert guidance on legal matters, financial planning, and debt management, providing peace of mind. For those facing challenges related to alcohol, drugs, gambling, and other addictions, specialised help is available.

The EAP also supports employees with parenting challenges and caring for elderly relatives. In cases of severe financial difficulty, employees may be eligible for hardship grants, offering a vital lifeline.



A confidential service allows employees to report work-related concerns to an independent third party, ensuring their voices are heard. Additionally, there's access to a wide range of wellbeing content through an app and online platform, covering fitness, nutrition, and mental health. These features collectively ensure that employees receive holistic support, addressing both personal and professional challenges.

By supporting HA you're not just helping individuals - you're investing in the wellbeing of the entire hospitality workforce. HA is a well-established charity with a long history of supporting hospitality workers, so you can trust that your contributions are managed responsibly and used effectively to help those in need."



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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