

MONOGRAM
COLLECTIVEHospitality
Action

The Monogram Collective and Apex Hotel'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.

Michael Musgrave, Head of Operations, The Monogram Collective shares the reasons behind their decision to partner with Hospitality Action.

“Hospitality is built on people, and Hospitality Action (HA) is there for them when they need it most. Our team felt a strong connection to their cause, and that is why we have chosen HA as our Charity of the Year for the second year running. We have seen the impact of their work, from mental health support to financial assistance which has been truly inspiring.

Volunteering

Volunteering has strengthened our team and our connection to the wider hospitality community. Events like **Walk for Wellbeing** bring colleagues together beyond work, boosting morale and camaraderie. Initiatives like the **Golden Friends Scheme** let us give back to those who've dedicated their lives to hospitality. Supporting HA reminds us that our industry is all about people, care, and community.



Fundraising

We have embraced a variety of creative, team-led initiatives to raise funds and awareness for HA. Highlights include the Apex Annual Bowling Tournament, uniting 40+ teams across the UK each November; Bake Sales, a firm favourite raising thousands yearly; a festive Advent Calendar Raffle with exciting prizes; and **Invisible Chips**, a fun menu item allowing guests to donate to HA while enjoying a guilt-free, calorie-free side dish all for a good cause. Not to mention our Scottish colleagues who took on the thrilling Kelpies Challenge, climbing and abseiling the iconic sculptures in support of a HA.

Employee Assistance Programme (EAP)

Hospitality is a rewarding industry, but it also comes with unique pressures and challenges. By partnering with HA we're providing our people with a safety net, whether they need counselling, legal advice, financial guidance, or help with personal issues. The **EAP** is available 24/7 and is a proactive step toward building a healthier, more resilient workforce. It offers a clear message to our teams that their wellbeing matters.

Why should others support HA?

If you're considering supporting HA, the answer is an easy one, just do it! This incredible charity is a lifeline for everyone in our industry. Supporting HA is more than giving back, it's an investment in our industry's wellbeing and resilience. The impact is real, and the opportunities to get involved are varied and rewarding. You will strengthen your team, build community, and make a meaningful difference".



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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