

Hospitality
Action

Your Hospitality Action Fundraising Pack.

We've
got you.



Thanks a Brunch!

We're so glad you're here.
Inside this pack, you'll find everything you need to make your fundraising a success. Flick through to read inspiring stories, practical tips, creative ideas and useful tools to help you plan, promote and power your fundraising efforts.

From step-by-step guides to event inspiration and safety advice to digital fundraising know-how — it's all here for you to refer to every step of the way.

A message from our CEO.

Your support means the world to us. Thanks to your fundraising efforts, we're able to reach more hospitality people, create more impact and move closer to the change in our industry we're all working toward.

Fundraising isn't always easy, but your commitment, energy and generosity truly make a difference.

We're so proud to have your support. Thank you for making a difference.



Mark Lewis
Chief Executive
Hospitality Action



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About us.

Serving with purpose.

**We're Hospitality Action,
and since 1837 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, we are 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.

Alongside our grant giving, we provide housing and benefits advocacy, mental health support and signposting to specialist support services for the whole hospitality workforce via an online advice hub and 24-hour helpline.



Our impact.

The proof is in the pudding.

We help hospitality people by providing financial assistance and advice to those in extreme poverty or those dealing with physical or mental health challenges. Since the start of 2020, we have:



Awarded more than
15,000 grants,
amounting to **£5 million**.



Answered
more than **38,000**
helpline calls.



Provided wraparound
support to **approximately**
200,000 EAP members
each year.



Issued **1,786 Winter Fuel Grants** to alleviate extreme fuel poverty in the coldest months.



Delivered
11,306 counselling
sessions.



Supported more than
2,000 retired and older
hospitality workers each
year with meaningful
communications.

Our Employee Assistance Programme (EAP) provides 24/7 wraparound support. And our Golden Friends befriending scheme is designed to keep loneliness and isolation at bay. Download our latest impact report [here](#).

Tatiana's story.

Behind every statistic, there's a person with a story to tell. Restaurant manager Tatiana initially applied to us to fund a dishwasher for her home.

When we contacted her, it quickly became clear that her needs were far greater than just a new dishwasher, and that we could do much more to help. Tatiana contracted blood poisoning while on holiday.

She became terribly ill and nearly died. The operation to save her life resulted in the amputation of all four of her limbs. Tatiana loves working in the restaurant sector... and she loves to dance. But her standard-issue NHS prosthetic limbs simply wouldn't give her the mobility and independence she longed for.

Tatiana is a go-getter and set up her own crowdfunding campaign to buy her more advanced prosthetics, but it ended with a shortfall.

We covered the gap, so that Tatiana could claim back her mobility, her independence, and her freedom, return to work - and start dancing again.

Watch Tatiana's **video**.



Your impact.

A full plate of assistance.

When you fundraise for Hospitality Action, you're not just raising money, you're delivering hope, support and dignity to hospitality workers across the UK.

Here's what your fundraising can do:

£20

Could provide a **supermarket voucher** for one child in a low-income family to buy otherwise unattainable treats, such as a board game and sweets to create a memorable family night in.



£150

Could pay for **brand new interview clothes and shoes** to help a hospitality person get into work following a long-term sickness or accident.



£30

Could pay for **regular phone calls throughout the year**, providing a social outlet for retired industry people and identifying potential concerns.



£200

Could fund a **child's bed and mattress**, ensuring a sound night's sleep.



£50

Could fund an **annual support package for an industry retiree**, including a quarterly newsletter, outreach calls, and cards and gifts at birthdays and Christmas.



£350-£500

Could support a **household with living costs** immediately following redundancy during a critical period as they await the outcome of their benefit application.



£100

Could buy a **new school uniform**, helping to prevent social stigma and bullying.



£500

Could pay for a **respite break**, allowing a dedicated 24/7 carer to take time out to look after themselves before they become exhausted and run down.



Your efforts go directly to supporting chefs, bartenders, housekeepers, front-of-house teams, and many more people who work tirelessly to serve others.

While we're not able to allocate donations to specific projects, your support is still incredibly powerful. All funds raised reach the people and places where help is most urgently needed. By contributing in this way, you're helping us provide swift, effective support wherever it's needed most.

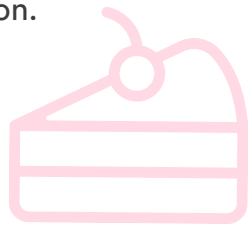
Fundraising ideas.

Raise the bar!

Need some inspo? We've rounded up an A–Z of fundraising ideas to help you get started, from afternoon teas to Zumbathons. Whether you're planning something big or keeping it low-key, there's a way for everyone to raise funds and have fun doing it. Use these ideas, mix and match, or invent your own. We love a creative twist!



A fternoon Tea: Ask your workplace or local restaurant to donate a portion of sales to Hospitality Action.

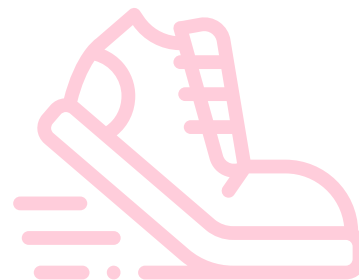


B ake Sale: Whip up your best homemade treats and sell them to your colleagues.

C hefs' Dinner: Unite local chefs, suppliers, and food lovers for an unforgettable dining experience.

D onate a Prize: We need over 500 prizes each year to raffle and auction. Can you help?

E scape Room Challenge: Solve puzzles, beat the clock and fundraise as a team.



F ood Festival: Rally local hospitality stars and charge entry for a tasty fundraiser.

G ive As You Shop: Raise funds for Hospitality Action every time you shop online.

H alf Marathon: Lace up your trainers and collect donations from friends and family.

I nvisible Chips: Ask your customers to chip in by buying a bowl of nothing. Every 'portion' sold will help thousands of hospitality families in crisis who need our help.

J azz Night: Host an evening of live entertainment with ticket sales or collections.



K eep it Moving: From hikes to dance-a-thons to abseils, we'll cheer you on every step of the way.

L ucky Dip: Keep it simple with surprise prizes for a small donation.



Musical Bingo: replace numbers for songs and charge a small fee per bingo card.

Networking Breakfast: Mix business with fundraising over coffee and croissants.

Open Mic Night: Give a spotlight to team talent and raise money through entry.

Purchase a copy of our best-selling cookbook **Miracle Mince** to dazzle your friends in the kitchen.

Quiz Night: Ask each team member for a donation before crowning your quiz champion.

Raffle: Get some great prizes and sell tickets to boost your total.

Sponsor us!: We're always looking for partners to collaborate with.

Triathlon: Swim, bike and run your way to your fundraising goal.

Unplug: Spend the day away from your laptop, phone and iPad in return for sponsorship.

Volunteer Day: Give your time and raise money through sponsored service.

Walk for Wellbeing: Join our flagship 20k walk in October.

Xmas Cloakroom Donations: Store guests' belongings during the festive season and beyond and donate the funds raised.

Y our Own Event: Got an idea we haven't listed? Make it happen your way.

Zumbathon: Get everyone moving with a high-energy dance fundraiser.

We can share your fundraising journey on our socials, feature you on our website or even write a blog about your challenge to inspire others to get involved too.

Decided on your fundraiser?
Let us know what you're up to!

✉ fundraising@hospitalityaction.org.uk

☎ 0203 004 5500

Challenge events.

Ready, set, serve!

Calling all go-getters: We've got a whole menu of exciting challenge events for every fitness level, whether you're a seasoned pro or trying something new, we'll help you go the distance.

Every step, splash, climb or leap helps support our hospitality family.

Great Run.

From Bristol to Glasgow, these iconic runs offer an unforgettable atmosphere, stunning routes, and that unbeatable finish-line feeling. Choose your city, set your goal, and run for Hospitality Action.

UK challenges.

Climb the Yorkshire 3 Peaks, cycle Coast to Coast, or hike the Jurassic Coast. These breathtaking UK adventures are perfect for teams or solo fundraisers looking for a big goal with big views.



Tough Mudder.

Up for the ultimate challenge? Tough Mudder run a series of jaw-dropping assault courses and extreme running events dreamed up by former special forces soldiers. It's not about speed, it's about grit, determination, and doing it together.



WARNING:
not for the
faint-hearted!

Rat Race.



Triathlons, trail runs, and the world's biggest assault course, Rat Race offers full-throttle events across the UK. Push your limits while raising funds for your industry's charity.

Skydive for hospitality.

Take the leap from 10,000 feet! Our skydives, run by Skyline, are available UK-wide and free to take part when you raise £400 or more. It's a once-in-a-lifetime thrill, and it changes lives on the ground.

Learn more



Once you're signed up, **drop us an email** and we'll help to get your fundraising started!

✉ fundraising@hospitalityaction.org.uk

Flagship challenge events.

The main course.

When you join one of our flagship fundraising events, you become part of a community that cares deeply about the hospitality industry and the people who make it what it is.

Our biggest in-house challenge events are the **Summer Cycle Challenge** and **Walk for Wellbeing** - two incredible opportunities to rise to the occasion, have fun and raise vital funds for Hospitality Action. Whether you're a seasoned participant or new to fundraising, these events offer something for everyone. Read on to find out more!



Each year, the Summer Cycle Challenge brings together over 100 cycling enthusiasts for a scenic ride through the beautiful English countryside. Participants can choose from four routes ranging from a relaxed 20-mile ride to a demanding 100-mile challenge for experienced cyclists. The event offers something for every level, combining stunning scenery with the opportunity to support a great cause.

walk for wellbeing.

Walk for Wellbeing is an accessible, meaningful industry movement that promotes the importance of wellbeing in hospitality and generates vital funds for Hospitality Action.

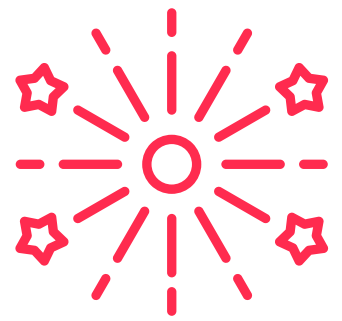
For workplace teams, the event also provides a chance to develop teamwork skills, build stronger workplace relationships and promote an inclusive, collaborative culture as part of a wellbeing and CSR strategy.

You can join one of our hosted walks across the UK every October, or 'Walk It Your Way' wherever works for you.



Learn more.

Flagship gala events.



The icing on the cake.

Our gala events are the heart of our fundraising calendar. They bring our supporters together in celebration as we host the best evenings in town. Whether you'd like to join us as a guest, partner as headline sponsor or donate a gift in kind, we'd love to **hear** from you.

Our flagship in-house galas, **Back to the Floor** and the **Winter Chefs' Dinner**, are two legendary events which never-fail to delight and surprise. Read on to find out more!



Hosted every two years Back to the Floor is the crowning glory of our gala calendar. This legendary event sees senior hospitality figures return to their roots in the role of waiter or sommelier for the evening, with an outpouring of support from across the industry underscoring the resilience and unity of the hospitality community during challenging times.



Hosted in a prestigious central London location, this exceptional annual event boasts exquisite food prepared by world-class chefs. In the past we've seen the likes of Tom Kerridge, Anna Haugh, Atul Kochhar, and Claire Clark MBE come together to craft two extraordinary tasting menus much to our guests' delight.

To make the event accessible to all budgets, tickets can also be won through our £10 Lottery, adding an extra touch of excitement to an already special evening.



Visit our **website** to view our event calendar.

Fundraising in your workplace.

Mixing up team spirit.

Fancy a challenge with your colleagues? Or making the boss wear an outfit of your choosing for the day? Fundraising through your workplace is a great way to engage your team and get everyone involved for an important cause.

Charity of the Year.

Why not make us your charity of the year? Together, we can plan a series of activities and events to ensure you hit your fundraising target. We'll be on hand to support you and offer ongoing insights, resources and guidance.

Whether your workplace is big or small, we'll tailor our partnership to suit your needs.

Corporate Challenges.

If you and your team have a taste for adventure, try pushing your limits with a group challenge. For something a little more DIY, we can help you come up with the perfect experience for your workplace to show their support.

Pound on the Bill.

Adding an optional pound on the bill or 50p to a pizza is an easy (and tasty) way to fundraise across your venues.

Invisible Chips.

If you work in a pub, cafe, restaurant or anything in-between and you'd like to give back in an ongoing and low-effort way, adding a bowl of Invisible Chips to your menu will help thousands of hospitality families in crisis who need our help.

It doesn't have to be chips, either. You could opt for an invisible cocktail or latte, where some or all of the proceeds go to Hospitality Action.

Pennies.

If the bill is £40.64; the customer can choose to round it up to £41, with the extra 36p donated to Hospitality Action. Sounds like nothing, but these microdonations go a long way.

**Invisible
Chips**



Learn more



Top Tip –
many employers offer a volunteer day per year, which can even be used for challenges in some cases.



Online fundraising.

Your digital tip jar.

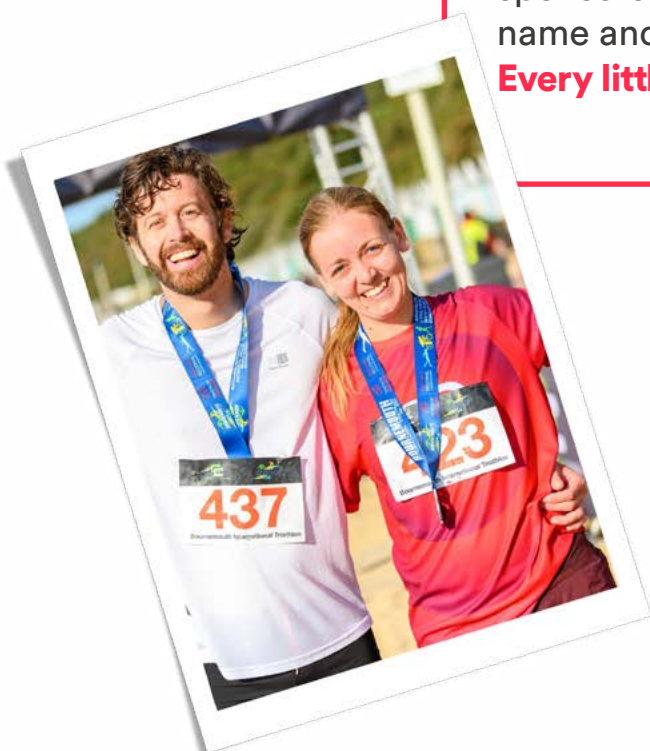
Going digital? Online fundraising makes it easy to share your story, collect donations, and spread the word far and wide, all from your sofa. Set up a page, post updates, and let people cheer you on from anywhere.

We recommend **JustGiving** and **Enthuse**, but use whatever platform works for you. Just don't forget to say thanks to your supporters!



giftaid it

If you or any of your sponsors are taxpayers, then **Hospitality Action can claim back an extra 25p Gift Aid for every £1 donated.** This comes at absolutely no cost to you, and it means that you can increase the amount you raise. Just make sure eligible sponsors tick the Gift Aid box and include their full name and address so we can claim the extra support. **Every little bit really does make a big difference!**



Promote your fundraiser.

Brewing up support.

You've set the date and decided your big idea, now it's time to shout about it! The more people who know about your fundraiser, the more support you'll gather and the bigger your impact will be.

Use posters, socials, email, WhatsApp, carrier pigeon, whatever helps you spread the word. Make it eye-catching, share your reasons for supporting Hospitality Action and keep people updated. And don't be shy about asking for donations. You're doing something great, people will want to back you!

Top tips:



- 1. Start with friends and family**
Ask those closest to you to spare a few quid. Reaching out individually works better than sending a group message.

- 2. Post on social media**
Don't just share your fundraising page link; share your story too.



- 3. Get your workplace involved**
Ask if they'll match donations or help you promote. If you need a supporting letter for your employer, we can provide this!

- 4. Provide updates**
Videos, photos and Strava updates: show your training, prep or progress to keep people engaged.



- 5. Add your fundraising page link to your email signature**
Every message you send is a chance to raise more.

Thank you!

- 6. Thank your donors publicly**
Show your gratitude on social media, email chains or WhatsApp groups to encourage others to donate to you.

How we can help.

At your service.

Think of us as your back-of-house crew! Need advice, ideas, or someone to cheer you on? We're just a call or click away. We're here to help things run smoothly from start to finish.

Using our logo.

We're always grateful when supporters want to proudly show they're fundraising for Hospitality Action. You can download our logo [here](#).

We just ask that you use the logo as provided, please don't edit, stretch or alter it, and avoid using it in any way that might suggest Hospitality Action is endorsing a commercial product or activity. You can find our brand guidelines [here](#). If you're unsure or need help, our fundraising team is happy to advise – just **get in touch**.

The Hospitality Action logo is a red speech bubble shape with the words "Hospitality Action" in white text. It is shown in a separate block on the right side of the page.

**Hospitality
Action**

Fundraising merchandise.

Our website has downloadable posters, infographics, social media tiles and more to help your event shine. T-shirts are free for smaller quantities (up to 4) and available to purchase if you need more, **contact us** to place your order.



Got questions? Give us a shout:

✉ fundraising@hospitalityaction.org.uk

☎ 0203 004 5500

Keep it safe and legal.

House rules apply.

There are various rules put in place to protect charities and supporters during their fundraising efforts. The below guidelines will help you to stay safe and legal throughout your fundraising activities.

Collections.

Street collections are governed by strict regulations. In order to do this kind of fundraising, you must obtain a permit from your Local District Council or the police. These can take up to six weeks to obtain and must be carried with you at all times when collecting. Collections on private property may only be conducted with the permission of the owner or landlord of the property. This includes shopping centres, fields, shops, offices, restaurants and pubs etc. Venue-to-venue (i.e. pub-to-pub or shop-to-shop) collections need to be covered by a house-to-house police permit.

Lotteries, raffles and tombolas.

A lottery, raffle or tombola at a fete, bazaar or place of work does not have to be registered, provided tickets are sold, and the results are announced during the fete, bazaar or place of work. There should be no cash prizes and no more than £50 spent on prizes. There is no limit on the value of donated prizes.

Selling alcohol.

If you have an event where you would like to sell alcohol, then you must ensure the premises holds a valid licence. If your event is outside, you must obtain permission from the Local District Council and pay a fee for your application.

Food hygiene.

Please remember that any food that is sold and/or handled during your fundraising must be done so hygienically. At cake sales and other events where you will be handling food and money at the same time, be sure to wash your hands regularly or use a hand cleaning gel. Always be upfront about what the food contains in order to prevent allergies and offer nut and gluten-free alternatives where possible.



Paying in your money.

Settle your tab.

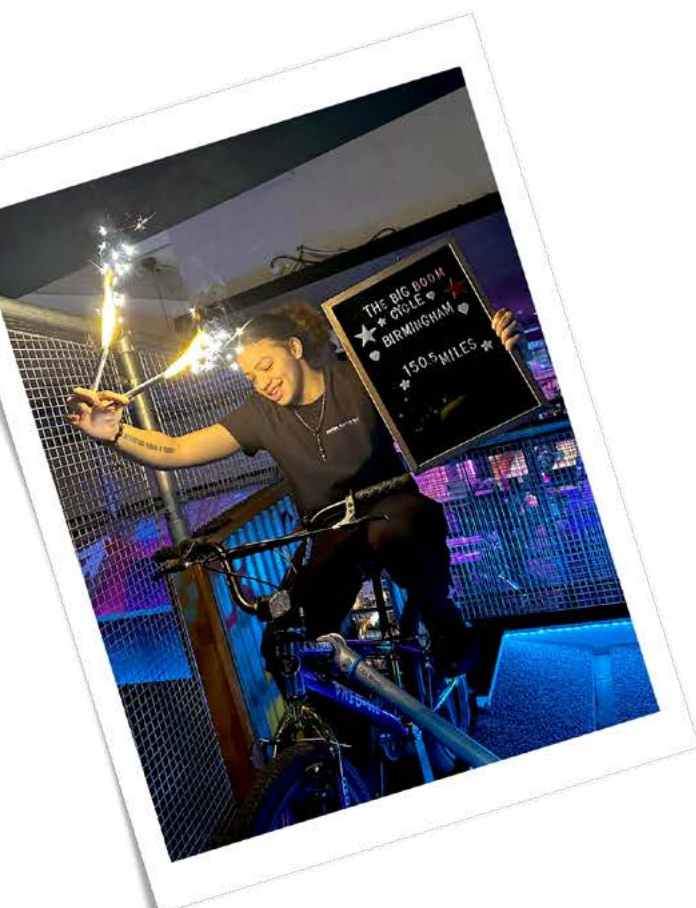
There are a few easy ways to get your fundraising to us:

Online via our [donate page](#).

You can pay directly via bank transfer –
email fundraising@hospitalityaction.org.uk
for our account details.

By cheque, made payable to Hospitality Action.
Post it to our office (62 Britton Street, London, EC1M 5UY) along with a note on how the funds were raised.
We can issue an invoice if needed.

Or give us a call on **0203 004 5510** to pay over the phone.



Getting help.

No reservations required.

You're never on your own, we're here whenever you need a hand. Whether you have questions about planning your event, setting up a fundraising page, or paying in your donations, we're just a call or email away. No question is too small, if you're wondering about it, we want to help!

Get in touch.

✉ fundraising@hospitalityaction.org.uk

☎ 0203 004 5500

You can also check out our FAQs [here](#).



My fundraising journal.

Event name or fundraising idea

What are you planning?



Venue/location

Where will it take place (in-person or online)?



Date(s)

When's it all happening?



Fundraising goal

How much do you hope to raise?



Planning checklist

Set a date and book a venue

Decide how you'll collect donations
(online/offline)

Spread the word (posters, socials,
emails)

Gather supplies/prizes/decorations

Recruit helpers or volunteers

Tell us what you're up to!

Take photos and videos

Say thank you to everyone involved

Pay in your funds

Notes and ideas

Use this space for brain dumps, to-do lists or doodles.



Who does what

Write down your dream team

Name	Role or task	Contact info

Thank you!

Visit our website.



Get in touch.

 **fundraising@hospitalityaction.org.uk**

 **0203 004 5500**

 **www.hospitalityaction.org.uk**

**Hospitality Action
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Registered Charity Number: 1101083