

LOVE FOOD GIVE FOOD FAQs

WHAT IS LOVE FOOD GIVE FOOD?

Action Against Hunger works with partners across the UK food and hospitality industry partners to turn their love for food into action. For 11 years, Love Food Give Food has brought together our partners from the hospitality and food industry for an annual campaign to support communities facing life-threatening hunger. For September and October, you'll be joining with other restaurants, hotels, cafés, food and drinks brands to raise vital funds for Action Against Hunger's work. Through the campaign, we're asking you and your customers to add up the pounds, through a voluntary £1 donation on customers' bills, so that we can get essential, nutritious food to mothers and children that desperately need it.

WHAT OTHER RESTAURANTS ARE TAKING PART?

Love Food Give Food has been supported by a wide variety of independent restaurants, groups, pubs, hotels and local cafés. Our supporters include; large restaurant groups like YO! Sushi, Hawksmoor, Hakkasan, Pho and D&D London, independent restaurants such as River Café, Chiltern Firehouse, Kiln and Sabor and also food companies like Uearthed and Pasta Evangelists.

HOW MUCH CAN WE RAISE?

On average restaurants raise between £800 and £1,300, but some restaurants raise as much as £5,000. By working together the campaign typically raises over £400,000.

MY COMPANY ISN'T A RESTAURANT, CAN WE STILL TAKE PART?

The campaign is open to all companies in the food and hospitality industry. You can take part by adding a £1 donation at checkouts or by making a donation on a product. Please give us the best email to contact you on and our team can get in touch.

HOW CAN I LET CUSTOMERS KNOW?

You can let your customers know you're taking part in the campaign with the promotional materials provided by our team. This will include table cards and window stickers. We'll also provide a digital marketing toolkit, so you can let your customers know through social media, email or your website.

WE'RE NOT USING PAPER MATERIALS IN STORE, HOW CAN WE TELL CUSTOMERS?

It's important the voluntary donation is communicated to customers at the point of payment. If table cards aren't appropriate, then we can provide digital tools for mobile apps or to print on menus.

HOW WILL OUR DONATION HELP?

Action Against Hunger is committed to a world free from hunger. Your donations will support us in our fight against hunger, working in nearly 50 countries around the world. We are proud that 96p in every £1 raised goes directly towards our charitable activities around the world.

WHY £1 ON THE BILL?

£1 can buy a day's worth of life saving therapeutic food for children suffering from malnutrition and customers have been happy with donating that amount with their meal. Customers are more than welcome to donate more than £1.

IS THERE ANY COST TO US?

We have designed this campaign to be of no additional cost to your business. All you have to do is sign up and we will provide all the training and materials to use in store to help communicate the campaign in store.

WHAT DO WE HAVE TO DO?

Once you've signed up, we provide all the resources you will need to fundraise within your restaurant. This includes table cards which talk about the charity and the campaign to customers, a staff fundraising guide and a marketing toolkit. There will be no additional cost to you.

WILL YOU PROVIDE TEAM TRAINING?

Once you sign up you will be contacted about joining a staff training session which can be shared with all employees. We also encourage all staff to read the staff fundraising guide that is included in the fundraising pack which will arrive at your restaurant in September when the campaign starts!

WHAT IF A CUSTOMER DOESN'T WANT TO DONATE?

That's absolutely fine! The donation is completely optional so staff can easily remove the £1 from the bill. In previous campaigns this has rarely happened.

WHEN DO WE SEND THE DONATION?

Towards the end of the campaign in October you will receive an email with all the details on how to send your donation to Action Against Hunger. The team will raise an invoice with the final total once you let them know the total raised.

WHERE CAN I FIND MORE INFORMATION ABOUT ACTION AGAINST HUNGER?

The Action Against Hunger Website has lots of information about the countries it works in and the work that it does globally to fight world hunger.

WHAT'S IN IT FOR MY RESTAURANT?

Love Food Give Food is a great way to engage employees and come together as a team to support a life-saving cause. It's incredibly simple to take part and is no cost to your business. Joining the campaign will also communicate your business values to customers and you'll be joining hundreds of other restaurants across the UK in a movement against hunger.

WHEN DOES THE CAMPAIGN TAKE PLACE?

The campaign starts on Wednesday 1 September and runs until Sunday 31 October. Please let us know when you sign up if you'll only be taking part for one month.

IS THERE A MINIMUM COMMITMENT?

There isn't a minimum commitment, however we do ask by signing up you are committing to run the campaign unless you're unable to because of forced closures. If you choose not to run the campaign, we'd appreciate a donation to cover our expenses.

HOW DO I SIGN UP?

You can either sign up now over the phone, or we can email you the sign up form. Just let me know the best email to contact you on. All we need are a few contact details for your restaurant. Once you're signed up you'll receive a welcome email with more information.

WHAT HAPPENS WHEN I SIGN UP?

Once you're signed up you'll receive a welcome email with more information. You'll be

added onto an email list which will keep you updated throughout the campaign and you'll receive the timelines for things like staff training and receiving your fundraising packs.

HOW DO MY TEAM KNOW WHAT TO DO?

Our team will support you with online and instore regular communications for employees to involve them in the campaign, including instructions on configuring ePOS systems to add the £1 donation.

WHEN WILL I RECEIVE CAMPAIGN MATERIALS AND RESOURCES?

Both in store materials and digital tools will arrive with you by 1st September at the latest.

WHEN WILL WE NEED TO MAKE THE DONATION?

We hugely appreciate if you make your donation as soon as possible. The final deadline is Tuesday 30 November.

WHY SEPTEMBER AND OCTOBER?

The campaign is run around World Food Day on the 16th October. World Food Day is a day for collective action against hunger.

WHO ARE ACTION AGAINST HUNGER?

Action Against Hunger is an international charity committed to saving the lives of malnourished children and supporting their families to beat hunger. For more than 40 years Action Against Hunger has led the global movement that aims to end life threatening hunger for good within our lifetimes with teams on the front lines treating and preventing malnutrition in some of the world's most remote places.

DOES ACTION AGAINST HUNGER WORK IN THE UK?

To respond to urgent needs in the UK, we support local partners to maintain and set up social supermarkets in London, the West Midlands and Manchester. Members living in the local area pay a weekly fee of £3.50 for a food package that would normally cost £30. These food services respond to local needs and ensure the most vulnerable families in some of the poorest regions can access a healthy and affordable diet with choice and dignity. Members living in the local area pay a weekly fee of £3.50 for a food package that would normally cost £30. If you would like more information there's a whole page on the Action Against Hunger website