

*Away
Resorts*



Hug a Hero

Introduction

Away Resorts has previously supported many charities and our overall charity of choice for the last 18 months was Cancer Research.

2021 was always the year we'd review this and ask for your view moving forward.

And as Carl mentioned on Workplace now is the time to really sit back and first decide what cause we want to support, what our business values are...and then what charity we want to support.

So, here's what we've decided...

1. Support for one national charity

We will fundraise and support **ONE national charity as chosen by you** with some fun **monthly events** arranged by the Central Support team

2. Let's give back to our planet

We have a desire to give back and leave our planet in a better place for our children. This means doing all we can to be carbon neutral. We will be reviewing everything we do – how we buy, how we protect, how we act and changing it wherever possible. As a business we will start to strive for this, however any support we can also give to this would absolutely help us get there quicker!

3. Supporting our community heroes & our team

We also want to help in any way we can with our local communities and those in it. If you feel that locally someone has gone over and above, perhaps someone has done something amazing for the community around your park or central office, then please tell us. We'd be happy to help with perhaps a meal on park or a free break. Our way of saying thank you!

And likewise, if you have something really close to your heart where you feel like it would make a difference to someone, or yourself, please tell us.

For both, just let your People Development Managers, Laura Miller or Laura Campbell in the Central Support team know.

Key causes we could support as a business

Families in
need

Mental
health

Overall
healthcare

Environment –
saving our
planet



Families in need

Families are and will continue to be at the heart of what we do, providing holidays and owner experiences that they can enjoy and take memories away forever. More than 60% of our holiday bookings have children. The following charities have been recommended by those in the business with a little information and link included for each of them.

Kid's Village

The UK's first Holiday Village just for children with critical illness and their families. They provide crucial respite holidays, for some much-needed down time and time together outside of what is often day after day in hospital. You may remember that Carl and Helen undertook that small Costa Rica challenge to kayak, trek and cycle the 275km coast to coast! ;-)

[Home](#) | [Respite Holidays for Sick Children](#) | [Kids Village](#)



Sammie's Story

by Sammie



Happy Days Children's Charity

Helping young people (age 3-17) with various disabilities or those that may have experienced domestic abuse or violence, they help fund holidays, residential trips, days out, experience sports days and activities. This supports them with new skills, opportunities, the chance to meet new friends and build their confidence.

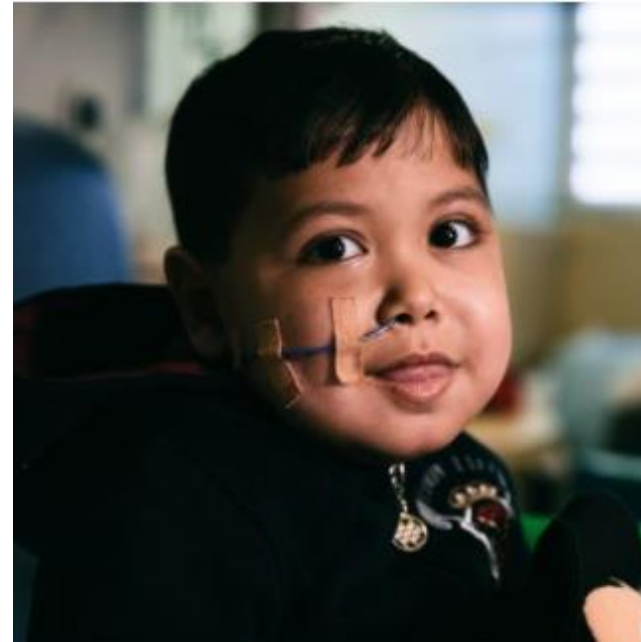
[Happy Days Children's Charity UK |
National Charity | Hertfordshire
\(happydayscharity.org\)](http://happydayscharity.org)



Great Ormond Street

A well-known extraordinary hospital that has always depended on charitable support to give seriously ill children the best chance to fulfil their potential. They must raise £100m each year to support families, provide medical research and life saving equipment.

A better future for seriously ill children – the work they do really is amazing!



[About us | Great Ormond Street
Hospital Children's Charity \(gosh.org\)](https://www.gosh.org)

Sands.org

Sands is the leading stillbirth and neonatal death charity in the UK. Sands exists to reduce the number of babies dying and to ensure that anyone affected by the death of a baby receives the best possible care and support for as long as they need it.

Sands provides fundraising for research and gives bereavement support nationally to those who are going through a truly heart-breaking time.

[About Sands | Sands - Stillbirth and neonatal death charity](#)





Mental Health

Right now, I think we are all aware of [how important](#) it is to [stay connected](#) with each other and [keep talking](#). Mental health exists no matter what age you are and with the current pandemic, support for those struggling is [required more than ever](#). The following charities have been recommended by those in the business with a little information and link included for each of them.

Mind

For more than 60 years Mind has worked to improve the lives of all people with experiences of mental health problems no matter how big or small. Through public campaigns, government lobbying and more than 1,000 services, local Minds have supported many communities across England and Wales. With the recent pandemic, support at this time is and will continue to be crucial.

[Mind | Mind, the mental health charity - help for mental health problems](#)



Young Minds

The UK's leading charity fighting for children and young people's mental health. They ensure that no young person feels alone with their mental health, and all young people get the support they need, when they need it. In the UK today, an estimated five children in every classroom have a mental health problem. A quarter of 17-year-old girls have self-harmed in the last year, while suicide remains the single biggest killer of boys and young men.

[YoungMinds - children and young people's mental health charity](#)



Dementia UK

Dementia is an umbrella term used to describe a range of progressive neurological disorders, that is conditions affecting the brain. This is devastating for the individual and their families. They focus on the provision of dementia specialist nurses in the community, supporting families juggling careers and caring responsibilities, reaching out to groups and communities and a digital offering, ensuring advice is freely available and accessible to everyone.

[Specialist support to families facing dementia | Dementia UK](#)





Overall Healthcare

Each year so many of us and our families will be touched by an illness or disease. Each one can be devastating and heart breaking but the one thing they all have often in common is the support those families and individuals get from the amazing people that work within those organisations. The following charities have been recommended by those in the business with a little information and link included for each of them.

Marie Curie

Marie Curie is the UK's leading end of life charity. They provide frontline nursing and hospice care, a free support line and a wealth of information and support on all aspects of dying, death and bereavement.

[Care and support through terminal illness | Marie Curie](#)



CCAA.org

CCAA is a charity supporting children with Juvenile Idiopathic Arthritis (JIA) in England and Wales. The charity is run by a group of volunteers who have been affected by the condition through personal experiences. They are extremely passionate about supporting families and providing a local support network around the UK for children with arthritis and their families.



[CCAA | Supporting Children With Arthritis](#)
[| Juvenile Idiopathic Arthritis | JIA CCAA |](#)
[Children's Chronic Arthritis Association |](#)
[JIA Charity](#)

BKS Heroes

BK'S Heroes was set up by Ben King who had suffered with renal failure since the age of 6. In 2005 his dad donated one of his kidneys, but that kidney also began to fail and sadly, Ben lost his battle on the 28th February 2016.

To date the charity have raised over £54,000 and has donated money to the Brain Tumor and renal research units at Preston Royal Hospital where Ben had been a patient. Money has also been donated to a family who have a small child with a brain tumor to help with travelling and living costs whilst having to attend hospital. Their aim is to continue raising funds to find improved diagnosis, care and cure.

[BK'S Heroes](#)



Societi

Societi was established as an organisation to raise awareness across the UK, about Kawasaki Disease. This is a type of inflammation. It mainly affects young children, but it can affect people of any age. Kawasaki Disease has a range of symptoms including a characteristic and distinctively persistent high fever for five days or more. Progress in understanding Kawasaki Disease has been severely hampered by poor levels of awareness, a lack of investment and a lack of essential research in the UK. By raising awareness of Kawasaki Disease, they aim to ensure children receive prompt diagnosis, rapid treatment and appropriate long-term care.



[Societi - The UK Kawasaki Disease Foundation](#)

NHS

These people really have been superheroes this year and never more have they needed support from all of us! There are more than 240 NHS charities across the UK and most of them focus on helping hospitals do more. Collectively these charities give £1 million every day to the NHS so that people can stay well for longer and get better faster. NHS charities have funded major capital projects, pioneering research and medical equipment at hospitals, helping patients access the best possible care.

[NHS Charities Together - Formerly Association of NHS Charities](#)



MS Society

Multiple sclerosis is a condition that affects the brain and spinal cord. In MS, the coating that protects your nerves is damaged. This causes a range of symptoms like blurred vision and problems with how you move think and feel. The MS Society raises funds to give support to those with MS and provide an understanding of the condition and how to manage it. They raise vital funds for further research with their goal to find a cure. Until then, they work to make sure no one must face MS alone.



[MS info, research, news and support | Multiple Sclerosis Society UK \(mssociety.org.uk\)](https://www.mssociety.org.uk)



Environment and climate change / animal welfare

Always a hot topic (quite rightly!) and never more so right now, especially with the younger activists such as Greta Thunberg hitting the headlines! [As a business we must strive to be carbon neutral](#) – however our [support](#) now could ensure that by giving back [we do this quicker](#). It's [responsible](#) and will [protect future generations for years to come](#). The following charities have been recommended by those in the business with a little information and link included for each of them.

Woodland Trust

The Woodland Trust plants woodland and trees to help combat climate change and build a greener future for everyone. They restore irreplaceable ecosystems so wildlife can thrive again and protect trees from decimation. They care for over 1,000 woods and raise money for research to underpin conservation. Your support can help with all this.

[UK's Largest Woodland Conservation Charity - Woodland Trust](#)



Friends of the Earth

Part of an international community dedicated to protecting the natural world and the wellbeing of everyone in it. They lead campaigns, provide resources and information, and drive solutions to the environmental problems facing us all including climate, nature, system change and consumption. They help save those bees!

[Friends of the Earth | Home](#)



RSPCA

Every year thousands of animals suffer from neglect, cruelty and abuse. The RSPCA rely on voluntary fundraising and donations to carry out vital work. Through investigations they stand up to those who deliberately harm animals to send out a clear message that animal abuse cannot be tolerated. Trained officers tackle to stamp out animal cruelty and to rehabilitate them wherever possible, provide veterinary care and to find them new homes.

[The Largest Animal Welfare Charity in the UK | RSPCA](#)



Vote *now!*



Hug a Hero