

PRESS RELEASE

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New strategy aims to double the number of families helped by 2020

The Family Holiday Association has today launched a new strategy and umbrella campaign called TOGETHER with the goal of doubling the number of families offered a break annually by the end of 2020.

The two year TOGETHER campaign includes new initiatives such as Adopt a Caravan – inviting individuals and organisation to fund one of their owned caravans for a year – and building on existing successes such as their annual Shades Day awareness day in May.

As part of the new approach, the charity is also looking to grow the number of donated accommodation, attraction and travel tickets they receive to UK destinations.

Founded in 1975, the Family Holiday Association is the only national charity dedicated to providing short-breaks and day trips for families struggling daily with issues such as severe and long-term illness, bereavement, mental health issues, disability and domestic violence.

Commenting on the campaign, Angie Watson, Head of Fundraising & Comms, said, “Summer sunshine at the beach... Exploring somewhere new... A simple few days away with the ones you love... We all know how much happier a break can make us feel. But what if you’ve never had this opportunity?

“So many families are trapped in terrible situations, and they desperately need our help. They need a reason to smile.

“That’s why we’ve set ourselves the goal of doubling the number of families offered a break annually by the end of 2020.

“It’s ambitious, but by working together with colleagues in the travel and tourism industry we can reach our target and change even more lives. Together, we can help families find sunshine through the rain.”

John Kinnear, Head of Programmes added, “We are excited to be launching our new two year TOGETHER campaign.

“We already work with over 100 companies and organisations in travel and tourism, ranging from DMOs to travel agents to attraction and accommodation owners big and small. What

they have in common is an understanding that for the families we help, their contribution is priceless.”

The charity’s new strategy has been put together with the help of the National Council for Voluntary Organisations (NCVO).

For more information and to get involved look online at FamilyHolidayAssociation.org.uk/Together or call 020 3117 0650.

ENDS

About the Family Holiday Association

- The Family Holiday Association is the only national charity dedicated to providing breaks and day trips for families struggling with some of the toughest challenges life can bring
- The charity was founded over 40 years ago on the belief that holidays are a lifeline not a luxury
- The charity helps families struggling with problems such as severe and sudden illness, bereavement, mental health issues, disability and domestic violence
- Each family is referred to the charity by someone already working with them in a supporting role, such as teacher, social worker, health professional or another charity such as Shelter or Barnardo’s
- Evidence shows that the charity’s work results in stronger, healthier and happier families and communities
- In 2017, the charity helped 4,137 families access a break – 13,222 children and 7,767 adults

More quotes, photos and case studies are available on request. For more information on the Family Holiday Association contact:

Michael Smout, Head of Marketing at michael@FamilyHolidayAssociation.org.uk
or call 020 3117 0667 / 07879 435297.