



# IMPACT REPORT 2025

The Drinks Trust is a trade charity that provides **financial assistance, emotional support, and opportunities for professional growth to everyone in the drinks industry who needs our help, at any stage in their career.**

# A MESSAGE FROM OUR CEO, NICKY BURSTON

2025 has brought yet another year of profound challenges for the drinks industry. Our colleagues have found themselves on the front line of ongoing socio-economic instability, bearing the brunt of pressures that show no sign of easing. Poverty in the UK is now at its highest level in 22 years, with benefits falling far behind inflation for the first time in four decades. This crisis is touching every type of household, from families with young children to older adults, and it is expected to deepen further.

Together, these figures reveal the scale of the crisis and underline how critical our support has become for the people who power our industry.

One of the most important lessons I've learned since joining The Drinks Trust is that life can change in an instant. Through no fault of their own, anyone can move from stability to crisis overnight. But there is one constant that has given me hope: our industry always stands by its own. This is the ethos we celebrated through our Face It Together campaign last year, and once again, you rose to the challenge.

Since 1886, The Drinks Trust has stood for compassion, empathy, and respect. Today, I want to pay tribute to those who founded this charity 140 years ago, as well as

to everyone who has continued to support it since. They recognised a need, stepped forward, and created a movement for good that has endured across generations.

And now, you are carrying that legacy forward. Our industry looks to you to unite us, protect us, and lift up every colleague in need. Future generations will look back and be inspired by your leadership, your generosity, and the compassion you show today.

Despite the challenges, in 2025 The Drinks Trust has supported 7,600 people this year across our services, from severe financial hardship support, to training opportunities, practical advice supplied by our Support Line, wellbeing guidance, and much more. This is only possible thanks to the

extraordinary generosity of our Business Partners, donors, fundraisers, supporters, and stakeholders.

You have prevented homelessness. You have supported colleagues through depression. You have helped people find work, rebuild their lives, recover from trauma or grief, and ultimately thrive again. You have enabled us to unite businesses, brands, volunteers, charities, government bodies, and essential services in a powerful, collaborative effort that creates far greater impact because we stand together.



Scan the QR code  
to explore how  
The Drinks Trust has  
made a difference  
since 2020



**The challenges ahead will not disappear quickly, and we are preparing for another difficult year. With that in mind, I have two simple requests:**

**First, save our 24/7 Support Line in your phone.** It is available to anyone working in the industry, regardless of income or length of service. You never know when you might meet someone who needs us and one day it could be you, a friend, or a colleague who needs professional support.

**Second, make one phone call.** If you are new to The Drinks Trust, call us and ask how you can get involved. If you already support us, call someone who doesn't yet know about our work, a colleague, partner, or friend, and share why supporting The Drinks Trust is essential.

The strength of our industry relies on the wellbeing of our people. The 7,600 people we supported last year are not just numbers; they are lives that have been changed because of you. This is your achievement as much as it is ours. Without your support, our work simply wouldn't be possible.

On behalf of everyone whose life has been changed, and will be changed, by your generosity, and on behalf of our entire team: **thank you**

A handwritten signature in purple ink that reads "Nicky Burston". The signature is fluid and cursive, with a long horizontal stroke at the bottom.

CEO of The Drinks Trust

# KEY 2025 ACHIEVEMENTS



# 7600

In 2025 The Drinks Trust has helped 7,600 colleagues in need



# £100,000

In 2025, The Drinks Trust has spent over £100,000 more on financial assistance than in 2024



# 902

Over 902 students trained with DEVELOP

The Joseph Rowntree Foundation recommends the best way to alleviate hardship for the long term is to: provide short-term financial help, access to emotional support for the individual and their family, and the opportunity to improve earnings. With ASSIST, RESTORE & DEVELOP, The Drinks Trust is the charity in the drinks industry that can deliver the three services to provide a holistic approach to supporting people in need.



I just wanted to take a moment to express my deepest gratitude for all the support I've received from The Drinks Trust charity. During some of the most challenging times in my life, when my mother passed away, when I was homeless and during my hospital stays, your kindness and assistance were invaluable. Your companionship and understanding made a world of difference, and I'm truly grateful. Your support has been a lifeline. The charity has become more than just a source of help, you've become my family. In a time when I felt alone and without family support, you've stepped in and shown me care, kindness, and understanding that I never thought I'd find. Thank you for being there for me when I need most.

*Dylan, Assist beneficiary*

When I first contacted The Drinks Trust, I was seeking financial support, which they were able to provide. During my initial conversation with the Welfare Manager, she also offered me counselling sessions. I accepted, as I was still in a very difficult place in my life and felt I needed more support. Those counselling sessions have been truly life-saving. They played a fundamental role in helping me return to a healthier, more stable place. My therapist helped me break everything down and talk openly about what I was going through. Speaking to a professional lifted so much of the darkness, and having someone who understood and could relate to my experiences made an enormous difference. I honestly don't think I'd be here today without that counselling.

*Keisha, Restore beneficiary*



# KEY 2025 ACHIEVEMENTS

I applied for the DEVELOP bursary because I wanted more than just a qualification, I wanted the opportunity to challenge myself, grow, and bring back meaningful contributions to the industry I am passionate about. The bursary not only eased financial pressure but also gave me the confidence that my journey mattered and that others believed in my potential. With this support, I have been able to focus on both my academic and practical learning. The DEVELOP Bursary has therefore not just supported my studies, but has actively reshaped my career path. It has transformed me from a student with ambition into a professional with direction, skills, and confidence. I now look forward to contributing to the industry with both expertise and integrity, and to inspiring others who may be on similar journeys. The training has given me the tools to educate, inspire, and influence others in my community and beyond. For me, the true impact of this training has been discovering my capability to do more – not only for myself, but for others – and to use every opportunity to uplift those around me.

*Tom, DEVELOP beneficiary*

I wanted to take a moment to express my deepest gratitude for the incredibly generous Christmas grant. Your support has been a beacon of hope, lifting me out of entrenched poverty and transforming my life in ways I never thought possible. The financial security you've provided has been a godsend, helping me cope with the ongoing rise in food and other living costs. Your generosity has given me a sense of dignity and peace, knowing that I have a safety net to rely on. Please know that your kindness has not gone unnoticed and I'm forever thankful for The Drinks Trust's commitment to supporting those in need.

*Sarah, Christmas Grant recipient*



# 227

Thanks to our Christmas Grant, 227 children received a special Christmas gift last year



# 4800

Last year, The Drinks Trust has supported the wellbeing of over 4800 drinks industry people



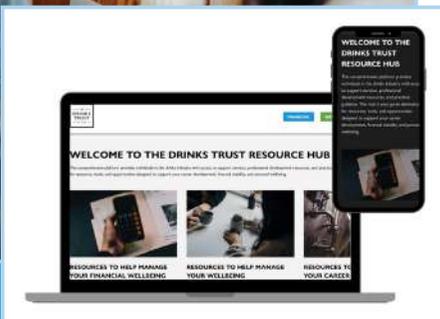
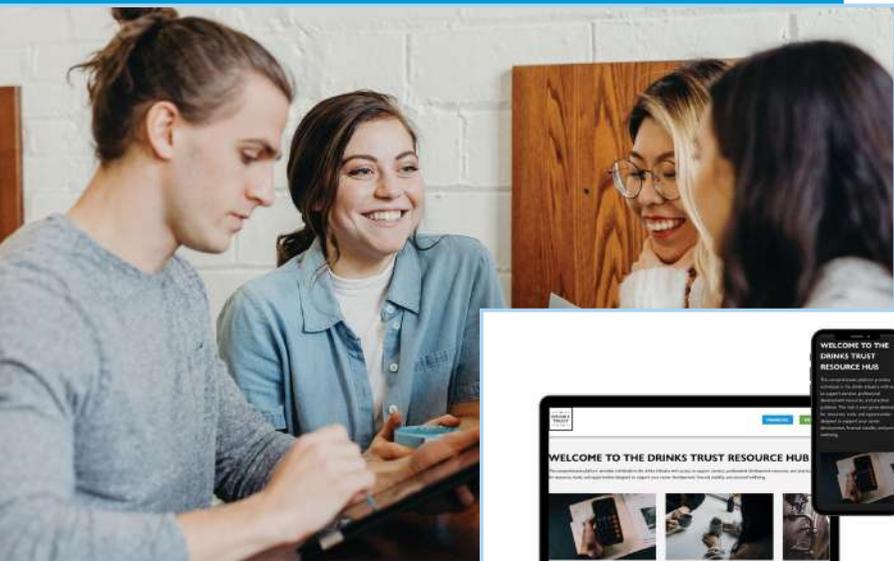
# 350

In just 3 months since launch, over 350 people have found help on our resource platform

# HOW WE HELP

## FINANCIAL ASSISTANCE – ASSIST

The Drinks Trust operates a comprehensive financial assistance programme designed to offer relief, guidance, and practical resources to people in the drinks industry who are experiencing hardship.



To find out more please scan the QR code



### • Financial Grants:

We provide grants to help industry colleagues overcome severe financial difficulties, offering support with rental arrears, utility bills, food costs, essential household items, specialist equipment, and other vital needs. This year, we also introduced an additional Christmas grant round for families with children, ensuring parents facing hardship could still afford to give their children gifts during the festive season.

### • Financial Advice:

Through our 24/7 Support Line, individuals can access immediate financial guidance, referrals to specialist agencies and support networks, and up-to-date information on available government funding. The Support Line can also connect callers with expert advisers for one-to-one help with debt management and other practical financial matters.

### • Resource Platform:

Our comprehensive online platform offers industry professionals a wide range of tools and resources, including financial calculators, guidance materials, and access to support services, helping people navigate financial challenges with confidence.



The Drinks Trust has helped me enormously over the past years and has come to my aid whenever I needed financial help to get something done or an essential item to make my life more bearable and comfortable. I have no family to turn to in times of need or emotional distress. Being financially insecure at times makes life extremely difficult to bear.

I would certainly wish to pay you my gratitude to your organisation. The grant that you organised for me was done in such a kind and truly compassionate way that it has given me hope and resilience to know that there are people, like yourselves, who really do care and go that extra mile to impact the lives of those with a lived experience of poverty and reduced health.

I cannot find the words beyond this; I just have to say that, by treating me as an individual, you have included me and my situation at the heart of your work, assisting me with inclusivity, equality, and a person-centred approach that has changed my adversity into hope.

*Bill, Assist beneficiary*



# HOW WE HELP

## WELLBEING SUPPORT – RESTORE

The Drinks Trust offers a comprehensive range of wellbeing services designed to support people across the drinks industry in every aspect of their wellbeing — physical, mental, social, and financial.

### • Practical Advice from Specialists: Through the Support Line:

Our confidential Support Line provides both immediate and ongoing assistance for anything affecting you, from mental health and emotional wellbeing to financial or practical challenges. Every call is answered by a qualified counsellor who can offer real-time guidance on a wide range of personal and work-related issues. Following your conversation, the counsellor can also connect you to support further or specialist services based on your individual needs.

To access the Support Line,  
please call 0800 915 4610  
[supportline@drinkstrust.org.uk](mailto:supportline@drinkstrust.org.uk)  
Whatsapp “Hi” to 07418 360 780

### • Practical Advice from Specialists:

Through the SupportLine, callers can access a range of expert advice sessions, including legal guidance, financial and debt support, mediation, career advice, life coaching, and a dedicated line for managers.

Each beneficiary is entitled to one free 30-minute consultation per issue with a relevant specialist. At the end of the session, callers may choose to continue with the provider privately at their own cost. Our experts aim to provide as much practical support as possible during the free consultation and will signpost to external resources where helpful, especially if the caller chooses not to proceed with further paid support.

### • Talking Therapy:

Counselling is widely recognised for its positive impact on managing life’s challenges. To ensure mental healthcare is accessible across the drinks industry, we partner with online therapy provider Dr Julian to offer one-to-one sessions with experienced therapists and psychologists via video, phone, or text.

This service offers a safe, supportive space where you are heard and treated as an individual, helping you prioritise your mental health.

Members of the drinks hospitality sector can access Dr Julian free of charge. For those experiencing significant or long-term challenges, The Drinks Trust may also fund continued treatment, granted in cases of substantial ongoing need.

To find out more  
please scan the  
QR code



### • Resource Platform:

The wellbeing pressures of recent years have affected many people in our industry. To support colleagues through these challenges, The Drinks Trust provides a wide range of free tools and resources designed to promote physical, mental, and emotional wellbeing.



# HOW WE HELP

## EDUCATION & TRAINING – DEVELOP

### INVESTING IN PEOPLE. SECURING THE FUTURE OF THE INDUSTRY.

The drinks industry is built on talent, dedication, and passion. Yet access to the education and training essential for success is too often limited by financial barriers.

DEVELOP removes these barriers—unlocking potential, closing skills gaps, and fostering a more inclusive and sustainable future for the industry. DEVELOP supports jobseekers and junior drinks specialists by aiding progression of professional development goals through vocational qualifications and certifications, mentoring, and linking quality employment opportunities.

All applications to grants and bursaries are means-tested for financial hardship ensuring funding is delivered to those most in need.

### WHY SUPPORT MATTERS.

From funding bursaries to hosting training placements, our partners play a vital role in helping people thrive. By supporting DEVELOP, brands demonstrate not only leadership—but real, tangible impact.

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OVER 902  
STUDENTS  
TRAINED WITH  
DEVELOP

7 NEW SUBJECT STREAMS IN 2025  
INCLUDING WSET BEER AND THE  
FIRST EVER CIDER QUALIFICATION  
BURSARY IN THE UK

IN 2025  
WE PROVIDED  
THE HIGHEST  
EVER NUMBER  
OF WSET  
BURSARIES  
IN ONE YEAR

6 NEW EDUCATIONAL PROVIDERS  
WERE ONBOARDED, INCLUDING  
EDINBURGH WHISKY ACADEMY AND  
THE AMERICAN CIDER ASSOCIATION,  
FOR A TOTAL OF 54 PROVIDERS

87% OF  
APPLICANTS  
ARE ELIGIBLE  
FOR SUPPORT

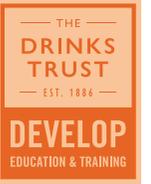
SUPPORTED  
OVER 270  
JOBSEEKERS

AVERAGE AGE  
OF APPLICANT  
IS 30

KEY  
STATS

# HOW WE HELP

## EDUCATION & TRAINING – DEVELOP



“The WSET courses have been incredibly valuable to me in building my knowledge and interest in wine and spirits and have later helped me to secure important career roles.”

*James, WSET DEVELOP PRIZE WINNER 2025*



“It’s an incredible opportunity to invest in your future [...] The support I received was incredible, it’s a fantastic way to make new connections in the industry, and the experience can open doors you didn’t even know existed”

*Jess, WSET Bursary recipient and DEVELOP Student of the Year 2024*

“It was an incredibly insightful and inspiring experience [...] every part of the day deepened my appreciation for the drinks industry and motivated me even further in my career journey.”

*Filip, WSET Bursary recipient and BTS IWSC student*



The bursary gave me something I had lost: momentum. After completing WSET Level 2 in Spirits with DEVELOP’s support, I rediscovered my confidence and curiosity. That sense of accomplishment reminded me why I was drawn to this industry in the first place -its creativity, its complexity, and its potential for human connection.

"At a time where there is a lot of uncertainty in the drinks industry and businesses have to make difficult decisions on cut-backs, free education is crucial for the sustainability and prosperity of our sector."



We would like to extend our gratitude to the DEVELOP Sponsors



# BUSINESS PARTNERSHIPS

## Working Together

Working with the Drinks Trust gives you the opportunity to align with the UK's only charity dedicated to supporting the whole drinks industry and those that work with in it. Developing a two-way partnership means working together to invest in your company values, strengthen your brand reputation, and champion everything that makes our sector exceptional.

Today, more than ever, drinks brands and industry organisations are embracing corporate responsibility and recognising the vital part they play in supporting the wellbeing of our vibrant community. Becoming a Business Partner of The Drinks Trust is a powerful way to drive meaningful change, within your organisation and across the industry.



### Benefits of Becoming a Business Partner:

- **The Industry Charity** – Support the only charity dedicated solely to the UK drinks industry.
- **On- and Off-Trade Reach** – Demonstrate your CSR commitment across every channel.
- **CSR Reporting Support** – Receive bespoke impact reports for donations over £20,000.
- **Access to Key Stakeholders** – Connect with buyers, leaders, and influencers through our events, newsletters, and digital media.
- **Team Engagement** – Inspire staff through collective fundraising and shared purpose.
- **Champion Emerging Talent** – Increase brand visibility among future industry professionals via our Develop Programme.
- **Shape the Future** – Join a network of leading organisations working to build a strong, sustainable, people-first drinks industry.

### What our Partners get in return

- Wellbeing Champion training for your staff
- A certificate, frame or solid award depending on level of support
- Bespoke asset bank
- Partnership recognition on our website & digital media, reaching 64,000 industry people
- Feature in our newsletter
- Discount on event tickets
- First refusal on sponsorship opportunities
- Access to our BAP & Develop Brand Training
- Bespoke Impact Report (at certain tiers)



IN 2025 WE INTRODUCED A PARTNERSHIP PROGRAMME DESIGNED TO INCENTIVISE A CONSISTENT DONATION FROM OUR PARTNERS & CREATE A SUSTAINABLE INCOME FOR THE CHARITY. IN 2025 MANY OF OUR PARTNERS HAVE ENROLLED ON THE SCHEME SHOWCASING THEIR ONGOING SUPPORT TO THE CHARITY AND THEIR DESIRE TO HAVE A LONGER-TERM RELATIONSHIP WITH THE DRINKS TRUST'S WORK

IN 2025, 108 INDUSTRY BUSINESSES HAVE SUPPORTED THE DRINKS TRUST WITH AN ANNUAL DONATION OF OVER £417,000.

AVERAGE VALUE BP (TOTAL) - £4068.89 (102 BUSINESSES)



We would love to extend our gratitude to our 2025 Business Partners. Our work couldn't be possible without your generous support.

BERMAR Decanter WOOLF/DRINKS



# EMPLOYEE WELLBEING

## Business Advisory Programme

The Business Advisory Programme supports the organisation in the design and execution of an proactive well-being strategy that reduces absenteeism and serves as an impactful talent attraction and retention mechanism, in collaboration, members are creating guidance and a Charter for Gold Standard for employee well-being in the industry.

- A well-being support framework created specifically for and by the drinks industry.
- Guided by a steering committee of key organisations across all aspects of the trade, the programme is run by the industry, for the industry.
- A proven talent retention and attraction programme that supports the organisation as a de facto wellbeing advisor.
- The programme offers 4 key elements to support the members:
  - 1) Training of wellbeing champions
  - 2) Platform housing hundreds of wellbeing resources, such as HR policy templates, staff handouts and employers' guidelines
  - 3) Peer-to-peer networking
  - 4) Access to reduced-cost training exclusively to the BAP members

The Business Advisory programme was launched in 2023 with the aim of helping industry companies in devising and deploying preventative wellbeing provisions. In 2 years, 14 companies have joined the programme, representing around 4000 employees of the drinks industry.

Members testimonials:

*“A very good initiative to support businesses in the drinks industry whilst being also having the opportunity to share ideas and good practice”*

*“To be able to tap into experience/resources/knowledge re wellbeing in the workplace”*



To find out more  
please scan the  
QR code



The Business Advisory Programme empowers managers and HR professionals to place wellbeing at the heart of their people strategy, ensuring that every individual in their organisation can thrive. Through a collaborative approach, we envision a future where this flagship programme sets the gold standard for workplace wellbeing practices across the UK drinks and hospitality industry.

Since joining the BAP...

- 71% of companies have seen increased discussion of health and Wellbeing matters as part of Managerial discussions
- 86% have seen increased signposting for physical, mental or financial support
- 15% have seen an increase in employee engagement and positivity
- 57% have Integrated Wellbeing Strategy into Company Values and Strategy
- 86% have trained in-house Wellbeing Champions

# BUSINESS WELLBEING

## Wellbeing Champions

The Drinks Trust's commitment to wellbeing extends also to the individuals working within our industry. As part of this focus, we offer a comprehensive training programme designed to equip employees with a deeper understanding of the core wellbeing pillars, the ability to recognise early signs of wellbeing challenges, and the confidence to act as key points of support and signposting within their workplaces.

As a Business Partner of The Drinks Trust, organisations receive one complimentary place on our Wellbeing Champions Course. In addition, anyone working in the drinks industry can access the training at a discounted rate, ensuring it remains accessible to all who wish to build a more supportive working environment.

Since its launch in 2022, The Drinks Trust has trained 230 Wellbeing Champions across the industry. This growing network of trained colleagues ensures that people, wherever they work, always have someone they can approach for guidance, understanding, and support.

To find out more  
please scan the  
QR code



“Excellent content with great practical advice and tips. The content was delivered in a really engaging way - couldn't find one fault with it”  
*Wellbeing Champion  
Course Attendee*

“I would highly recommend this course and it has definitely given me the tools to not only adopt in my workplace but also in my day to day life”  
*Wellbeing Champion  
Course Attendee*

# FACE IT TOGETHER: AN INDUSTRY-WIDE MOVEMENT

In 2025, The Drinks Trust launched Face It Together, an unprecedented campaign conceived to unite the drinks industry in an extraordinary demonstration of unity and support. In response to the industry's ongoing challenges and economic hardships, The Drinks Trust set an ambitious goal: to raise £1 million to fund its vital work, ensuring no industry colleague will have to face hardship alone.

## A Campaign Born from Urgent Need

In 2025, one in five working-age adults in the drinks sector will have faced financial difficulties, while one in three, corresponding to around one million colleagues, have struggled with mental health difficulties.

Instead of backing down in the face of adversity, in January 2025 The Drinks Trust decided to launch a nationwide industry campaign called Face It Together to strengthen its impact further and foster a powerful sense of camaraderie and unity. The core of the campaign and its brand was conceived to be evocative of the difficulties faced by the people of our industry and to align with the charity's mission to serve as a beacon of hope and inspiration for industry professionals, ensuring that no one faces hardship alone.

## An Industry-Wide Movement

Face It Together has been more than just a campaign, it has been a rallying cry, a movement aiming to mobilise the drinks industry like never before. The Drinks Trust has ignited a spirit of unity, reinforcing that the UK drinks industry will stand together in times of hardship. This ethos has inspired widespread engagement, with brands, businesses, and individuals stepping up to support their colleagues through bespoke activations, fundraising events, and generous contributions.

Face It Together has not just been about responding to immediate challenges; it is about creating lasting change. It has redefined how the drinks industry supports its workforce, proving that collective action makes meaningful impact possible. This campaign has demonstrated the drinks industry's deep-rooted sense of responsibility and solidarity, ensuring that no one faces hardship alone.

## Face It Together Day

On 19th September, Patrons, supporters and stakeholders came together to show their support on social media on our Face It Together Day. Our Face It Together Day campaign achieved outstanding engagement across social media, driving remarkable increases in reach, visibility, and participation across platforms.



**INCREASE OF 333%**

**2,332 IMPRESSIONS**

**47 NEW FOLLOWERS**

**200% INCREASE**

**280 PROFILE VISITS**

On Instagram, performance surged with an account reach increase of 333%, reaching 40% non-followers and generating 2,332 impressions. The campaign also saw 280 profile visits, 47 new followers, and a 200% increase in external link taps, showcasing strong engagement and audience interest in our message.

On LinkedIn, the campaign gained significant momentum, with around 58 individuals and organisations — including companies, influencers, and drinks industry professionals — sharing posts in support of Face It Together Day.

# THE DRINKS TRUST REACH

## HOW MARKETING AND EDITORIAL REACH AMPLIFIED IMPACT, AWARENESS AND GIVING

In 2025, our marketing and editorial activities played a critical role in strengthening fundraising, partnerships and sector-wide awareness. Through a combination of growing digital reach and exceptional editorial coverage, we ensured our mission, programmes and outcomes were seen, understood and trusted by audiences across the drinks and hospitality industry.

Together, these efforts created the conditions for giving, increased visibility, reinforced credibility, and clearly demonstrated the difference donors' support makes. The result is a stronger, more sustainable fundraising environment and a growing platform for future impact.

## GROWING OUR DIGITAL REACH: YEAR-ON-YEAR IMPACT



Total reach in 2025: over 1.3 million users



Year-on-year growth: +12% (+6,898 users)



Website: Turning Awareness into Action +12.5% growth year-on-year



Engaging Decision-Makers and Partners +28% growth – the strongest of all channels



Storytelling and Community Connection +5% growth



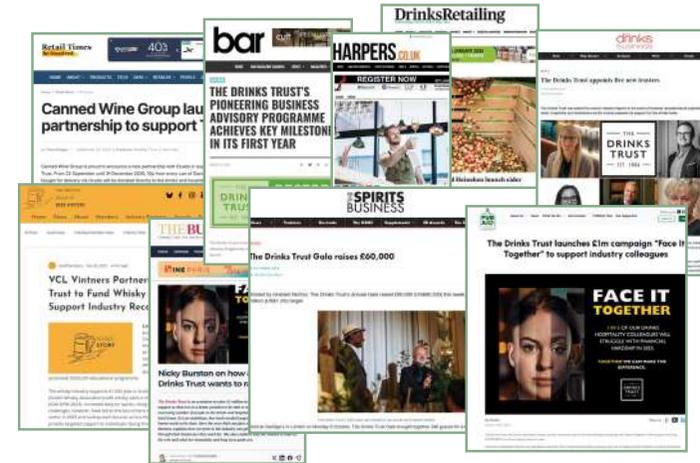
Renewed Momentum and Advocacy +26% growth

## EDITORIAL REACH: EXTENDING IMPACT AT SCALE

Alongside owned channels, our editorial programme delivered outstanding visibility across influential drinks, hospitality and trade publications. This activity placed our work firmly in front of decision-makers, influencers and industry leaders, reinforcing credibility and amplifying impact well beyond our own platforms. This breadth ensured both significant scale and strong sector credibility.

## PUBLICATIONS INCLUDED

Editorial coverage appeared across a highly respected mix of titles and industry organisations, including:



Delivering visibility for our partner brands and businesses to an estimated audience of over 1.3 million users in 2025 through our editorial reach.

Donor investment doesn't just enable impact, it amplifies it. Our growing marketing and editorial reach ensures that the stories, outcomes and successes made possible by your support continue to be shared, celebrated and sustained across the drinks and hospitality industry.

*Thank you for helping us extend our reach, strengthen our voice and maximise our collective impact.*

# THE DRINKS TRUST REACH

In 2025, The Drinks Trust earned a notable collection of industry awards, each recognising the charity's impactful work, innovative campaigns, and unwavering commitment to supporting the people and businesses at the heart of the drinks sector.

These accolades highlight not only the breadth of our initiatives but also the growing acknowledgement of the vital role we play in the industry's wellbeing and resilience.

Nicky Burston was selected as one of **CODE Hospitality Women of the Year** from over 1400 nominations. CODE recognised Nicky as one of 51 women who have made a significant impact on the industry in the past 12 months.



Nicky was ranked 9th on the Drinks Retailing's Top 100 Most Influential People in the drinks industry!

This recognition is a fantastic reflection of the brilliant work The Drinks Trust has done over the past few years, and the passion and commitment Nicky and the whole team bring to supporting our industry every day.

The Drinks Trust has attracted significant attention across the drinks industry media in recent weeks, with widespread coverage highlighting our latest news and initiatives. We are also delighted to have secured a series of exclusive interviews with our CEO, Nicky Burston, offering valuable insight into our work, our vision, and the evolving needs of the industry we support.

Face It Together received a commendation for Best Trade Campaign from The Drinks Business! The recognition was a testament of how the industry recognised that our campaign is rooted in solidarity, support, and the belief that no one should go through tough times alone.



Face It Together has been awarded the prestigious Campaign of the Year Award by the Association of Charitable Organisations (ACO). As remarked during the ceremony, the Judge's feedback was: *"With contemporary thinking that delivers immediate impact and support, this charity is also laying the foundations for long-term change. Their multi-dimensional approach ensures they meet today's needs while driving a movement for the future."*

The Drinks Trust was recognised as one of CODE Hospitality's Happiest Place to Work in 2025. At The Drinks Trust, the wellbeing of our team is of the utmost importance. We are committed to fostering a positive and supportive working environment, knowing that a happy team is essential to a productive and successful organisation.



# EVENTS

Every penny The Drinks Trust awards to beneficiaries is only possible thanks to the generosity of our wonderful donors and supporters. This year The Drinks Trust has reintroduced some key events to its calendar, and we're fortunate that great partners host a variety of outstanding fundraising events in our of our work across the UK.



## WINE TRADE LUNCH

We were, once again, delighted to be welcomed by the Vintners' Company for the Annual Wine Trade Lunch in aid of The Drinks Trust. The Vintners' Company Annual Lunch in aid of The Drinks Trust saw the attendance of 158 senior members of the drinks trade. With their incredible support and the generous donations on the day, we have raised just under £16,000 to support your drinks industry colleagues.

## POL ROGER

The Pol Roger Touch Rugby Tournament returned to Battersea Ironsides Rugby Club uniting the drinks trade for a day of sport, networking and fundraising. Now in its seventh year, a key fixture for the drinks industry calendar, again this year Pol Roger hosted its famous Pol Roger Rugby Tournament in August, raising the incredible amount of £11,000 for The Drinks Trust.



## THE DRINKS TRUST GOLF DAY

Back by popular demand, The Drinks Trust Golf Day has once again proven to be an incredible occasion, bringing together friends, colleagues, and partners from across the industry for a day of sport, camaraderie, and shared purpose. Held at Brocket Hall, The Drinks Trust Golf Day not only showcased some impressive golfing talent but also the wonderful spirit of support and collaboration that defines our community, raising the incredible amount of £17,000!



## HATCH MANSFIELD

Hatch Mansfield held its very first Laser Wine Shoot Tournament at Ridding Park in Harrogate. The day was filled with fun, competitiveness and support for The Drinks Trust, raising the staggering amount of £8290.



### THE DRINKS TRUST GALA

Broadcaster and entertainer Graham Norton took centre stage at The Drinks Trust Gala on Monday 6 October, helping to raise an outstanding £60,000 in support of people working across the drinks industry.

Hosted at the world-renowned Claridge's in London, the black-tie event brought together 240 influential guests for an evening of celebration, generosity and philanthropy. Norton, alongside global rum ambassador Ian Burrell, delighted the audience as co-MCs for the evening. Their trademark warmth and wit inspired generosity throughout the night, making the Gala an unforgettable success. The evening raised the unprecedented amount of £60,000.



### WALK IT TOGETHER

On the 12th September, 50 incredible industry members walked over 22 miles in support of The Drinks Trust. Walk It Together has been an extraordinary day, filled with energy, camaraderie, and a shared commitment to supporting our industry. From start to finish, the atmosphere was inspiring, with friends, colleagues, and supporters uniting to take on the challenge side by side. The event raised the staggering amount of £14,500 for our industry colleagues in need



## IN 2026, SAVE THE DATES FOR THESE EVENTS:

- Jameson 5-Aside Football  
14th May 2026
- The Drinks Trust Golf Day  
21st May 2026, Denham Golf Club
- Drinks Trade Regatta  
4th / 5th June 2026, Port Solent
- Pol Roger Touch Rugby  
13th August 2026, London
- Walk It Together, 18th & 25th September  
2026, Manchester & London
- The Drinks Trust Gala,  
14th October 2026, Guildhall London

To find out more about the 2026 events, please email: [jo@drinkstrust.org.uk](mailto:jo@drinkstrust.org.uk)

# HOW YOU CAN SUPPORT US

## INDIVIDUAL GIVING

Individual donations are at the heart of our mission. They enable us to deliver essential services, support industry colleagues in need, and make a meaningful impact across the drinks industry. Your generosity helps us sustain vital programmes, develop innovative initiatives, and broaden our reach to support even more people facing hardship.

Every contribution—large or small—plays a crucial role in strengthening our work and driving lasting change.

When you donate, you're not just giving; you're joining a compassionate community committed to making a positive difference. Your support ensures that vulnerable individuals and their families receive the resources, care, and opportunities they deserve. By giving today, you are helping build a stronger, more resilient future for our industry.

## BRANDED ACTIVATIONS

Partnering with The Drinks Trust through branded activations is an impactful way to align your brand with a meaningful cause while engaging a highly invested audience.

Support can take many creative forms, such as releasing exclusive vintages or limited-edition products with a percentage of proceeds donated to the charity. This offers consumers an exciting opportunity to contribute while enjoying a unique, high-quality product.

You may also choose to feature The Drinks Trust logo on your existing products, creating a co-branded experience that raises awareness and reinforces your commitment to industry wellbeing.

From in-store promotions and online campaigns to special events, branded activations enhance your brand's reputation as a socially conscious business while generating essential support for our work.



## BECOME A MONTHLY DONOR

Monthly donations enable us to deliver the support to our industry colleagues in need, and make a meaningful impact. Become a monthly donor by scanning the QR code



## ACTIVATE TEAM CHARITY DAYS

Encourage your team to take part in charitable activities such as Christmas jumper days, summer celebrations, bake sales, fitness challenges and support our work



## BRANDED ACTIVATIONS

Bring your brand to life through meaningful activations that inspire engagement while supporting our work.

## LEAVE US A LEGACY IN YOUR WILL

Leave a lasting legacy by remembering us in your will, helping ensure our vital support continues for future generations.

## RAISE MONEY THROUGH SALES

Develop limited-edition or co-branded products, with a portion of proceeds donated to The Drinks Trust.



## BUSINESS PLEDGES

Demonstrate your commitment to our work by pledging your support and leading positive change within our industry.





### MATCHING DONATIONS

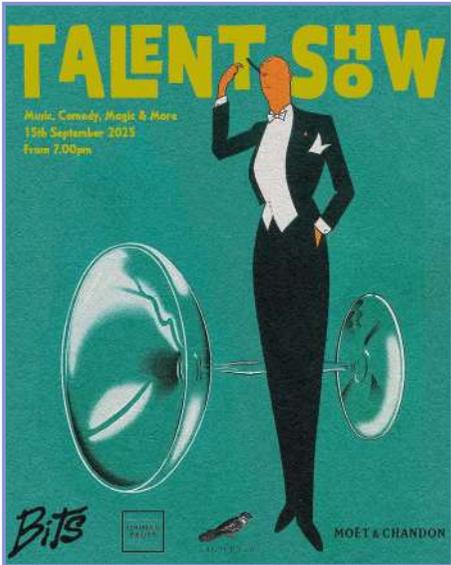
Double your team's fundraising efforts by matching the donations they generate.

### DONATE ITEMS

Donate items, experiences, or premium stock to our auction or events' raffles. In doing so, you'll support our fundraising efforts while gaining valuable exposure to key industry stakeholders.

### SHARE YOUR SKILLS AND KNOWLEDGE

Get in touch to find out how to provide an educational and training opportunity through our DEVELOP programme



### FOLLOW OUR SOCIAL MEDIA CHANNELS

Follow us on social media and help us raise awareness about our valuable work in the industry

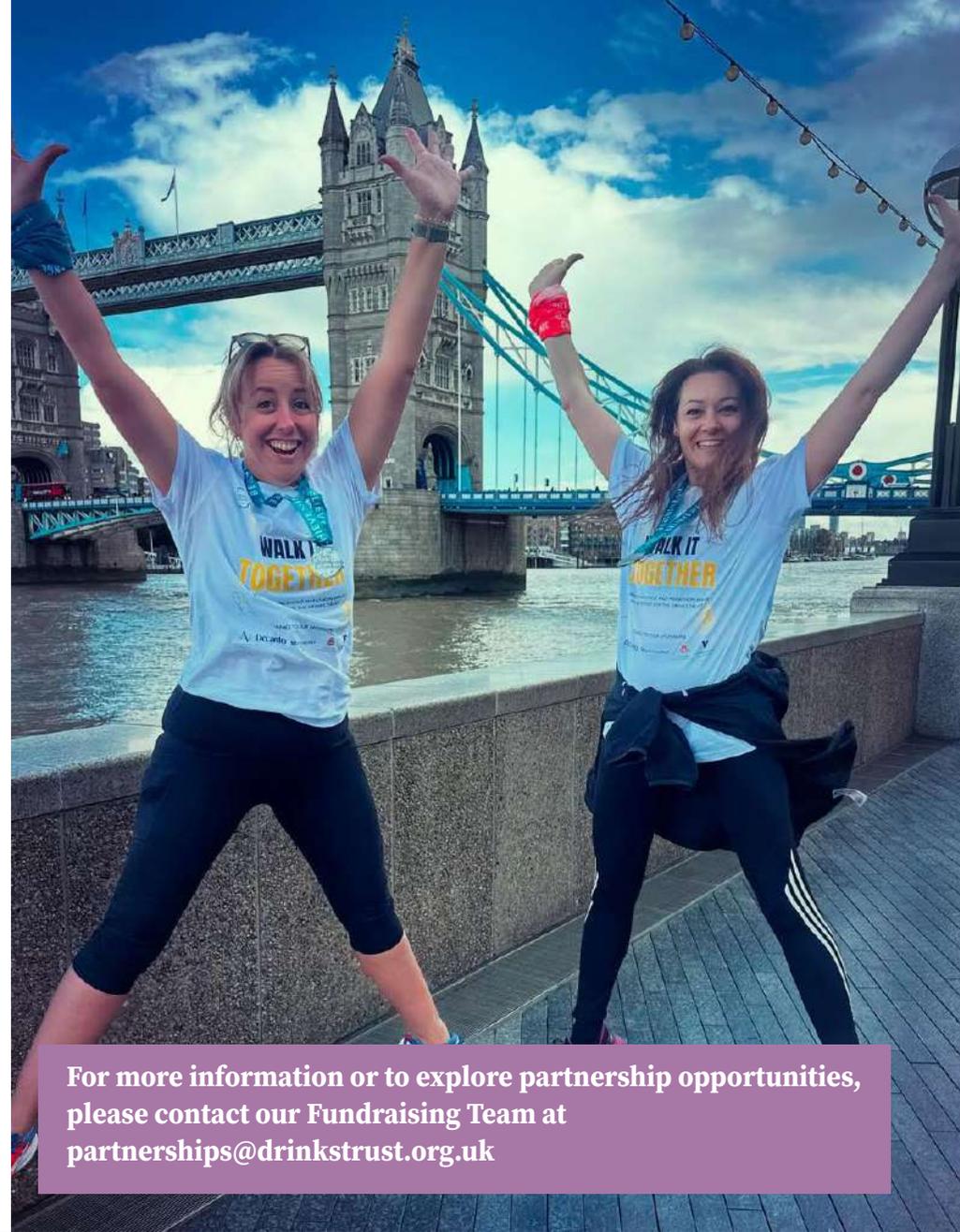
### TAKE ON A PERSONAL CHALLENGE

From sponsored walks and sports challenges to creative personal initiatives, fundraising efforts of all kinds make a meaningful contribution.



### ORGANISE A FUNDRAISING EVENT

Strengthen team spirit and build community connections by hosting events such as pub quizzes, cocktail masterclasses, tastings, or other engaging experiences.



For more information or to explore partnership opportunities, please contact our Fundraising Team at [partnerships@drinkstrust.org.uk](mailto:partnerships@drinkstrust.org.uk)



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Supporting our work: [partnerships@drinkstrust.org.uk](mailto:partnerships@drinkstrust.org.uk)

**@drinks\_trust**

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