

Elior UK Exceeds Lifetime of Enrichment Campaign Social Value Target by 33% and Sets New 2030 Goal

2 months ago



Since launching in 2023, [Elior UK](#)'s Lifetime of Enrichment campaign has delivered 38,364 days of social value across the business, exceeding its target for 2025 by 33%. The initial goal of 28,835 days reflects the average number of days in a lifetime and was designed to support Elior UK's focus on enriching lives through everyday actions.

During the campaign, Elior has raised over £125,000 for charity, including £28,187 for its current partner, the Natasha Allergy Research Foundation (NARF). In 2025 alone, it donated £17,097 to Water Unite through micro-donations from water bottle and can sales, contributing to a total of £172,675 donated since 2019. Beyond fundraising, the contract caterer has also delivered 189 healthy eating sessions to school children across the country and planted 5,143 trees with JUST ONE Tree.

Elior's dedicated Lifetime of Enrichment survey has been central to the campaign's success so far, enabling employees to log and track their contributions towards the target via a QR code. Those that log an activity are automatically entered into a monthly 'You Made a Difference' draw to win a £20 gift voucher. Tri-annual activity reports are also shared across the business to highlight progress, case studies and upcoming opportunities to contribute.

Following the success of the inaugural campaign, Elior is launching Lifetime of Enrichment's next phase, tripling its original target with the aim of delivering an additional 57,670 days of social value by 2030. The contract caterer is also introducing a new 'Life Milestones' section within its tri-annual activity reports, spotlighting the impact that Elior UK's divisions are making at every stage of life, from early years through

to retirement.

Employees can keep contributing towards the new target in several ways. Alongside taking two paid volunteering days each year and participating in centrally organised social value activities, they can also help develop ideas for NARF as one of Elior's Charity Champions and participate in fundraising events using charity spaces. Six colleagues recently completed the London Landmarks Half Marathon, raising over £3,500 for NARF.

Commenting on the success and future ambitions of Lifetime of Enrichment, Charlotte Wright, director of CSR & food strategy at Elior UK, said: "Surpassing our original target for the campaign is a proud moment for everyone at Elior, reflecting our workforce's commitment to making a positive difference through everyday actions. The new 2030 target is a challenge we will relish as we continue to seek new ways of delivering social value across the organisation."

While Elior UK has delivered a wealth of social value activity across the organisation for many years, Lifetime of Enrichment was devised to bring these efforts together under a central, measurable framework. The initiative aims to educate and empower colleagues across the business about the role they can play in delivering social value, ensuring individual contributions are visible, valued and collectively impactful.