

About Us

The HAF Alliance are a collaboration of national and local charities and not-for-profit organisations with direct, on-the-ground experience of what works in providing healthy, active and fulfilling holiday activities at scale, within local authority areas.

The #HolidaysMatter Campaign

Since 2021, the Holiday Activities and Food (HAF) programme has played a vital role in ensuring that children and young people living in underserved communities have happy, healthy holidays.

With over four million children growing up in low-income families, there's an urgent need to not only continue the support of holiday activities in underserved communities but to expand our reach. These programmes provide healthy, active and fulfilling experiences, bridging the inequalities gap and supporting the mental wellbeing of our children through fun activities and nutritious meals. By securing further funding, we can continue to ensure every child has access to enriching multi-sport opportunities, combating learning loss and fostering positive educational outcomes. Continued investment in our Voluntary, Community, and Social Enterprise (VCSE) sector is also crucial in providing safe spaces and trusted adults for the most vulnerable young people in our communities.

Join Us

Please help us spread the word by sharing our #HolidaysMatter campaign on Facebook, Instagram, X and LinkedIn using #HolidaysMatter.

Social Media Campaign

Graphic	Social Media Caption
#HolidaysMatter	<i>We're proud to support the #HolidaysMatter campaign! Holiday activities in underserved areas are vital. Continued #HAF funding bridges the inequalities gap, ensuring every child enjoys healthy, active, and fulfilling holiday experiences.</i>
Bridge the inequalities gap	<i>With over four million children growing up in low-income families, holiday activities in underserved communities are vital. They bridge the inequalities gap, offering healthy, active, and fulfilling experiences during school holidays. #HolidaysMatters</i>
Increase engagement in physical activity	<i>Through multi-sport opportunities, holiday activities ensure children stay engaged in enriching experiences, boosting their participation in physical activity. #HolidaysMatter</i>
Support school readiness	<i>Holiday activities mitigate learning loss, helping children and young people return to school ready to succeed. These positive experiences lead to better educational outcomes. #HolidaysMatter</i>
Provide safe spaces	<i>Investing in the Voluntary, Community, and Social Enterprise (VCSE) sector is key to providing safe spaces and access to trusted adults during holiday periods, ensuring children and young people have secure and supportive environments through holiday activities #HolidaysMatter</i>
Support positive mental wellbeing	<i>Holiday activities promote positive mental wellbeing by offering fun physical activities and nutritious meals. They tackle food insecurity, social isolation, and inactivity in underserved communities. #HolidaysMatter #HealthyHolidays</i>

#HolidaysMatter News Article

HAF Alliance Launches #HolidaysMatter Campaign

The HAF Alliance is launching the #HolidaysMatter campaign to highlight the benefits of holiday activities and secure continued support from policymakers and partners. The campaign calls for ongoing holiday provision, policy backing, funding, and partnerships to expand its reach and impact.

With over four million children growing up in low-income families, holiday activities in underserved communities are essential for bridging the widening inequalities gap. These programmes provide healthy, active, and fulfilling activities during school holidays, ensuring children have access to enriching experiences they might otherwise miss out on.

Holiday activities offer vital multi-sport opportunities, increasing children's engagement in physical activity and supporting their overall development. Additionally, these programmes help mitigate learning loss, ensuring children return to school with a positive mindset and better educational outcomes.

Investing in the Voluntary, Community, and Social Enterprise (VCSE) sector is crucial. These organisations provide safe spaces and access to trusted adults during holidays, creating a robust support system for young people.

Through the provision of fun physical activities and nutritious meals, holiday activities address the key challenges of food insecurity, social isolation, and inactivity faced by families living in underserved communities, supporting the physical and mental wellbeing of children and young people.

For more information on the #HolidaysMatter campaign and how you can get involved, please visit the HAF Alliance website - www.hafalliance.org