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Golden Rule Charity Fights Ongoing Pandemic Crisis In Hospitality Industry

National nonprofit mobilizes to deliver timely resources for those in the hospitality industry facing continued hardship from COVID-19

San Diego, CA (December 7, 2020) – [Golden Rule Charity](#), a national 501(c)(3) organization uniquely focused on delivering resources to qualified hospitality employees in times of need, is continuing a bold fundraising effort to respond to the extraordinary challenges of those impacted by COVID-19. Donations support the nonprofit’s grant program, which awards applicants who worked full- or part-time, have been employed in the industry a minimum of six months, and meet additional criteria.

With the effects of the pandemic stretching on much longer than most anticipated, hospitality employees are still desperately seeking relief from rising unemployment rates and chronic underemployment. Of the 120 grants Golden Rule Charity awarded to date in 2020, 62 of them went to keep people in their homes by paying rents or mortgages, 41 paid directly to utilities and 47 of them went towards various other necessities, like car payments and cell phone bills, to ensure the grantee was able to stay available for work.

When COVID-19 hit the U.S. in early 2020, little could be known about how long the shutdowns would last or how dire the situation would become. As of [September unemployment data](#), 36% of jobs lost in that month alone were in the hospitality industry. The service community is at a critical crossroads and needs the public's support.

“When our founder, [Judy Walker, launched Golden Rule Charity in 2015](#), she knew there would always be a need for direct financial support for service workers in crisis,” says Paula Robison, CEO of Golden Rule Charity, “however, when she passed away in January of this year, she could not have foreseen how critical the need would become just this year alone. We are honoring her legacy by continuing her work to support this industry that she worked alongside and cared so much for.”

The average American spends just over \$200 a month on dining out, that’s at least \$40 a month in tips for employees not able to work right now. Golden Rule Charity recommends redirecting the more than \$40 a guest may have spent in tips to a recurring, tax-deductible donation that will go directly to those in need now. Set up a monthly donation at [goldenrulecharity.org](#).

About Golden Rule Charity

Golden Rule Charity is a national 501(c)(3) charitable organization founded in 2015, inspired by hospitality industry native, Judy Walker. At inception, it was the only organization providing timely relief to restaurant and hospitality employees in need, with a nationwide reach. Since launching, it has granted more than \$100,000 in funds, which have gone directly toward hundreds of individuals in need. Partner organizations include [Craft New York, A Sheehan Family Company](#), [Orange County Restaurant Association](#), [The Golden Foodie Awards](#), [California Wine Festival](#) and countless individuals, bringing aid to impacted workers during times of crisis and joy. For more information, visit goldenrulecharity.org.

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