

Lynwood Court, Lynwood Village  
Rise Road, Ascot, Berkshire SL5 0FG

Tel 01344 298 100  
Helpline 08081 311 333

[www.ben.org.uk](http://www.ben.org.uk)



Dear colleague,

Our industry is facing challenges on a scale we have never seen. Covid-19 and the risk of a very hard Brexit are all weighing heavily across the sector, and these issues are deeply affecting our colleagues, too.

Perhaps unsurprisingly, we've seen a 50% increase in the number of people turning to Ben for support compared to this time last year, many with mental health issues. Sadly, more people are at breaking point, feeling they have nowhere to turn.

For over 115 years, thanks to your generous donations and those from our industry, Ben has been there to provide that support. Together, we've helped our colleagues and their families to overcome significant challenges, and to find a way forward in an industry they love. Thank you for that support, it's something we can be proud of.

But we are facing our own crisis. Our fundraising events have been cancelled. Our income is down, and we are facing a £1m shortfall. Yet more people than ever are relying on us to be there for them when they need us most. And that demand will only increase.

As hard as it will be, we may be forced to make decisions about the people we support, and those we do not. That is an impossible position for anyone to be in.

That is why we are asking you and other industry leaders to pledge to do just three things that will help Ben to improve the lives of even more automotive people and ensure no-one has to face life's toughest challenges alone.

We desperately need you to:

1. Be an advocate for Ben, ensuring our message of support is promoted widely within your business so that everyone knows they're never alone
2. Encourage colleagues to support us through Payroll Giving, Ben's Big Weekly Lottery and our fundraising products and events
3. Dig even deeper as a business to help us address that £1m shortfall

This is an urgent call for help. To talk about how you can show that support right now, please email our team at [pledge@ben.org.uk](mailto:pledge@ben.org.uk) or call 01344 298135. I hope the people of our industry can count on your support, they will certainly remember it.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Zara Ross', with a long horizontal line underneath.

**Zara Ross**  
Chief Executive Officer

A handwritten signature in black ink, appearing to read 'Steve Nash', with a long horizontal line underneath.

**Steve Nash**  
Chair of Trustees

/BenSupport4Auto  
 @BenSupport4Auto