



Festival of Kindness



When kindness is shared, it grows

Your kindness is needed now more than ever!

The cost-of-living crisis is affecting us all, but for homeless and vulnerable people, the impact is devastating. Once again, millions of people will be forced to choose between 'heating' and 'eating', enduring a desperate winter. Economic challenges, rising interest rates and inflation mean that more people are facing homelessness than ever before, including families with children.

Social Bite needs your help to create a movement of kindness to spread festive goodwill to people who are homeless and vulnerable this Christmas all over the UK.

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Since 2020, over **1.1 million** Christmas meals, food packs, gifts, and essential items have been distributed through Festival of Kindness to people affected by homelessness and food poverty.

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Festival of Kindness

We are on a mission to provide 300,000 meals, gifts, and essential items to people who are homeless and vulnerable this winter. As well as this, with your help, we are helping to provide accommodation to people sleeping rough and energy support during this cost-of-living crisis. In whatever way you can, we are inviting you to join us to share some much-needed kindness this Christmas.

In this pack, we've outlined all the ways you can help, including making a donation, volunteering, or bringing a gift to one of our Trees of Kindness.



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Christmas Kindness in action

By taking part in the Festival of Kindness, this is what you will be making possible:



Christmas Dinners and Food Provision

On Christmas Eve and Christmas Day, Social Bite will be opening up our coffee shops and other venues to provide a warm Christmas dinner and some loving company for those who need it. Our staff always give up their Christmas day every year to ensure that homeless and vulnerable people have some delicious food to eat and some festive company. This year we will also be distributing food packs and hot meals to tens of thousands of people in food poverty through a network of charity partners all over the UK.



Gifts and Essential Items

We will be working with a network of charities and community groups to distribute tens of thousands of Christmas gifts and essential items. These will range from children's toys for families in poverty to warm clothes for homeless people to mobile phones and lap-tops to get people connected. In the following pages you will see a detailed "Gift Wishlist" that you can donate financially towards, or buy the gift yourself and place it under the Christmas trees we are installing in city centres. Our team will then organise distribution all over the country in time for Christmas.



Emergency Shelter and Support

This winter we are teaming up with charity partners in all five cities to help fund emergency shelter and support for people sleeping rough. In partnership with local and national government we are supporting an effort to provide accommodation so that people sleeping rough can have warm shelter over the winter period in a hotel room where social distancing can be maintained. Your donations will help us fund dedicated support to help them find their feet and secure follow on accommodation.

How your donation can help

Your donation could buy...

£5

could buy a homeless person a Christmas dinner or emergency winter food pack.



£100

could buy a selection of **children's toys and winter clothes**

£250

could buy ten **winter essentials kits**

£28

could buy a Christmas of Kindness, providing someone with a hot Christmas dinner, a Christmas gift, a pack of essential items and a bed for the night.



£500

could buy **laptops** for two homeless people moving into a new flat

£1,000

Basic **furniture** for one of the houses at one of the new **Social Bite Villages**

£5

could buy a **food pack** for someone vulnerable or experiencing homelessness

£10

could buy five **pairs of gloves**

£21

could buy **emergency accommodation** for the night

£50

could buy **kitchen essentials** for a house at one of the new **Social Bite Villages**

£5,000

250 **supermarket vouchers** for families living in temporary accommodation

£10,000

could help provide **accommodation and support** for 175 people for one month over winter

Donations will also be used to develop longer term programs providing homes, jobs, and food to break the cycle of homelessness throughout the year

Bring a gift to the Tree of Kindness



You can donate a present to someone who is homeless or vulnerable and place it under the tree along with a personal message of kindness.

Donated items will be placed in weather-proof perspex boxes and collected each evening for transportation to a secure location nearby. We will work with our network of local charity partners to distribute the gifts to homeless people, families, and children in poverty in the community.

You can find our spectacular Trees of Kindness in:

Edinburgh (Castle St)

Glasgow (Vinicombe St)

Aberdeen (Bon Accord Centre)

Dundee (Union St)

London (outside Charing Cross Station)

Gift wishlist

The following items have been identified by people experiencing homelessness and support staff as the gifts that will have the biggest impact:

- Warm Gloves & Hats (Children/Adults)
- Warm Clothes (Children/Adults)
- Walking Boots/ Trainers
- Children's Toys
- Soaps & Toiletries
- Blankets
- Winter Jackets & Raincoats (Children/ Adults)
- Beauty & Grooming Products
- Hot Water Bottles
- Family Board Games
- Arts & Crafts Sets
- Mobile Phone Top ups & Sim Cards
- Thermos Flasks
- Supermarket vouchers
- Sleeping bags
- Torches
- Earphones

Don't

- ✗ Give alcohol
- ✗ Provide home-baking
- ✗ Drop off the goods outside of advertised opening times for the trees
- ✗ Give second hand goods
- ✗ Bring wrapped gifts.

For safety reasons and to help us ensure the gift gets to the right person, we ask that the gifts you donate should not be wrapped. We will make sure they are wrapped ahead of being gifted to the recipient though.

Here's how your business can get involved:



Corporate donations

We welcome donations from end of year, corporate Christmas charity budgets – These generous corporate donations have a significant impact on the reach of our campaign and the number of people we can support. We've also seen companies choose to double their Xmas Party bill, donating the proceeds to the Festival of Kindness. Be it £1,000 to fund 200 Christmas dinners or £10,000 to secure vital accommodation for those in need throughout the winter months. For donations of £5,000 and above, your generous gift will receive special recognition at our Trees of Kindness, on our website and social media.

Sponsorship opportunities

We're looking for companies to sponsor various elements of the Festival of Kindness. This will present opportunities to showcase your brand, demonstrate your Corporate Social Responsibility commitment in the community and engage with participants.

Please ask us about our sponsorship packages.

Employee engagement & volunteering

Invite your employees to take part in this tangible and rewarding initiative by donating, fundraising, volunteering or bringing a gift to the tree of kindness. Check out our fundraising ideas on the next page!

We can provide you with all the materials you need to bring this to life through internal communications; including copy, images, and video content.

We need volunteers to help bring the Festival to life. Check out the [volunteering page](#) on our website for the ways you can get involved.

Fundraising ideas for colleague engagement

Looking for a winter activity for the whole team? We've got you covered with these fun ideas, ranging from a simple Christmas jumper day to festive bake offs and fitness challenges!

Social Bite's Big Christmas Quiz



Fingers on buzzers!

Bring colleagues together from across your organisation to take part in a fun Christmas quiz in aid of Social Bite and our mission to end homelessness.

A great way to add in something extra fun team-building into your Christmas party or bring together both office based and remote working colleagues for a fun activity.

What do I need to do?

1. Request our Big Social Bite Christmas Quiz by emailing partnerships@social-bite.co.uk, with a full set of Christmas themed questions and answer sheets
2. Set a date and time and invite colleagues to take part in the quiz either as individuals or in teams
3. Set up a [JustGiving page](#) and ask teams to donate £5 per person to enter. Each £5 donation could help Social Bite provide one Christmas Dinner for someone who is experiencing homelessness

Hold a 'Festive Big Social Bite'



Get Together, Share Food,
Pay it Forward this
Christmas!

Get together with colleagues this winter to share some great food with an important difference.

Whether it's a Christmas Party, a festive bake sale, or sharing a lovely team lunch to celebrate the end of the year, a Festive Big Social Bite gives you an opportunity to ask guests to 'Pay it Forward' by making a donation to Social Bite.

This is a great way to bring together colleagues from across the business to share some time and food together at Christmas and support Social Bite.

What do I need to do?

1. Plan your Festive Big Social Bite. Pick a day and venue for your team to get together and share some delicious food, this could be booking a location or asking colleagues to bring their favourite festive treats into the office on a day
2. Set up your [JustGiving page](#) to start collecting donations. You can ask each guest to make a donation, as well as sharing across colleagues who may be unable to attend but wish to make a donation to ensure someone who is experiencing homelessness can have a Christmas Dinner

Hold a 'Santa Cycle for Social Bite'



Ready! Set! Go!

Take on a physical challenge this winter without needing to brave the cold weather. Set up a static bike(s) in your office and cover the miles to raise funds for the mission to end homelessness.

Whether its department vs department, an end of year directors challenge, or just getting the whole team to join together, this is a great chance to engage with the whole team and encourage engagement and team building over the Christmas period.

Add in a Christmassy twist by asking riders to take don Santa hats, reindeer ears, or Christmas Jumpers

What do I need to do?

1. Hire static bike(s) and choose a date and distance (your office to Lapland?)
2. Invite colleagues to sign up for a slot on the bike, this could be anything you wish from 10 minutes each to an hour
3. Set up a [JustGiving page](#) to start collecting donations. Encourage your wider team to share internally to make some noise and get all your colleagues involved.

Fundraising ideas for colleague engagement



Christmas Jumper Day

Get in the festive spirit by wearing a Christmas Jumper for a day – Simply pick a day that staff must show up, online or in the office, in their festive jumpers!

Top Tip

Ask for a donation of £2 for each person to take part



Secret Santa

We know many of you run a Secret Santa at this time of year. Perhaps this year, encourage staff to make a donation on behalf of their colleague. Share with them that their gift has helped to provide someone in a situation of homelessness with a Christmas meal this year.



Christmas Baking

Whether you're back in the office or still working from home, get your Christmas bake on! It could be a live taste test or an online best decorated bake competition. £2 entry fee and a prize for the best festive bake.

Top Tip

Assign your own bake-off panel!



Salary donation from 2024's final hour

Invite your brilliant employees to donate their final hour of 2024's salary to the Festival of Kindness. This kind gesture will help so many vulnerable people with vital food, essential items and shelter, at a time when they need it most.

Fundraising ideas for colleague engagement

Christmas Party Budgets



There are lots of ways your Christmas party can help support:

- Donate a % of your Christmas party budget to the Festival of Kindness, helping those most in need this winter.
- Perhaps you could pledge that for every employee attending your organisation's Christmas party, a £5 donation is made to the Festival of Kindness – helping vulnerable people and families to enjoy a Christmas meal this year.
- Alternatively, encourage each employee to make a donation of £5 (or a donation of their choice) on the evening, helping to buy someone homeless a Christmas meal.
- Communicate to your team how this money will be spent and how much of a difference this will make to thousands of people across the UK.

Christmas Team Building Days



Why not host a Christmas team building day, to thank your staff and bring the team together during the festive season. Find a passionate local provider to lead the class and encourage a donation from each team member to take part. Here are some ideas:

- Learning to make Christmas bakes for the festive holidays
- Christmas origami and decoration making
- Winter wreath making session
- Mixology class – Making Christmas inspired drinks for the festive season!
- Looking for a provider? Our collaboration with **Team Challenge Company**, means your colleagues can enjoy a unique CSR team-building experience, and support us at the same time. By participating in their GoGive Backpack day, your team can make a real difference this Christmas.

Office Tree of Kindness



Turn your office Christmas tree into a mini Tree of Kindness!

Using the wish list, staff bring an item of their choice to the tree in your office.

Then bring your gifts to the main Tree of Kindness in your local city centre – a great festive photo opportunity for everyone involved!

From here, gifts will be distributed right across the country to those most in need.




Extra Top Tip

Spread the word by sharing a link to your fundraising page on your social media channels. Encourage your staff to share posts among their colleagues, family and friends too. Add a line to your email signature – think how many emails you send a day, all those customers, staff and clients will be inspired to support your fundraising efforts!

Setting up a Fundraising Page


One of the easiest ways to fundraise is online.

Step 1



Go to Social Bite's Festival of Kindness Campaign page.
[Click here to go to the page](#)

Step 2



On the right of the page click on the button 'Start Fundraising'.

Step 3

Name

Password

Choose a member of staff to set up a fundraising page on behalf of the company.

Step 4

Target

Set your fundraising target and upload your images.

Step 5

Page Name

Description

Name your page and let everyone know why you are fundraising for Social Bite.



The first donation to your page always influences how others will donate. Why not make the first donation yourself to show others your dedication to your efforts.



Don't forget to say thank you. Each time you receive a donation to your page send a message of thanks. Others will be more likely to share your page too!

It's a time for sharing

Social media

We will provide assets and content for you to share on your corporate social media platforms, and for your employees to share on personal profiles too. We want you to celebrate participating in this Festival of Kindness!



Pledge £1,000

For a pledge of £1,000 or more, we can provide your organisation with a Festival of Kindness email signature to demonstrate your support to your team and your clients.

Pledge £5,000

For a pledge of £5,000, your organisation will be represented at one of our Trees of Kindness, at a city of your choice. An oversized gift box will be branded with your logo, showing the hundreds of people visiting the tree your support for the Festival of Kindness.

Pledge £10,000

Double your pledge and we will double the size of your branded gift box! You'll also be featured on our website as a key sponsor for the campaign. £10,000 could help fund vital emergency accommodation for individuals and families experiencing homelessness this winter.

Be part of this movement of kindness

✓ **Tangible social impact**

Be part of a campaign that demonstrates how every single pound will directly help someone in need.

✓ **Benefiting your local community**

Help those who need support and that are right on your company's doorstep.

✓ **Relevance UK-wide**

Be part of a movement that's changing how we tackle homelessness, both here and beyond our Scottish borders.

✓ **Fully accessible**

Contributions from just £5 will have a direct impact on someone in need this winter.

✓ **Meaningful employee and client engagement**

Be part of a campaign that is all about togetherness.

✓ **Positive PR stories**

Share proudly your involvement in this Festival of Kindness.

✓ **Inspiring content**

Inspire your employees, clients and customers with your contributions to a movement that's making tangible, positive change.



To arrange a corporate donation or bespoke partnership please contact:
partnerships@social-bite.co.uk

Thank you

Thank you for being part of this movement of kindness. Your support will be helping thousands of people who are homeless and living in poverty.




We would love to hear your Festival of Kindness plans and we are here to support you with anything you might need.

Get in touch if you have any questions:

partnerships@social-bite.co.uk

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Follow us on socials and remember to tag us in all of your *#FestivalOfKindness* activities!

 @socialbitebusiness  @social_bite  @SocialBite_

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