your 2026

# Caring at Christmas

in the community pack

SOMEBODY CARES® Scotland



# Inside your Caring at Christmas Community Pack you will find...

## Why your support matters

- Thank you letter from our team
- Stories of Care at Christmas and your impact

## Ways we invite you to get involved

- Take part in our 2026 Reverse Advent Calendar
- Organise a food collection with our Hamper List
- Fun and festive fundraising ideas for your group
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- Tips to engage your group, club or school with our cause

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- Caring at Christmas poster with donation QR code
- Useful links and contacts

# Dear Caring at Christmas Partner,

Thank you for joining us as a Caring at Christmas Community Partner for 2026. Your kindness and support mean more than words can express.

Every Christmas, families and individuals across Aberdeen and Aberdeenshire face heartbreaking choices between heating their homes and putting food on the table. For many, the festive season brings added financial pressures, uncertainty and worry when it should be a time of warmth and togetherness.

At Somebody Cares, we believe everyone deserves to feel valued, supported and cared for, especially at Christmas. Thanks to the incredible generosity of our local community, last year we were able to provide thousands of Christmas meals and hundreds of gifts for children and single parents who might otherwise have gone without.

This Christmas, we're calling on our community to come together once again. With your help, we can reach more local people facing hardship, bringing comfort, dignity and a little festive joy when it's needed most.

By becoming a Caring at Christmas Community Partner, you're doing so much more than giving. You're showing the true power of community spirit and what we can achieve when we look out for one another. Whether you're organising a festive fundraiser, collecting food for Christmas hampers, taking part in our Reverse Advent Calendar or volunteering your time, every contribution helps make a meaningful difference.

On behalf of everyone at Somebody Cares, and the individuals, families and children whose Christmas you'll help brighten, thank you for showing that Somebody Cares.

With heartfelt gratitude,

## Alison Topley, Chief Operating Officer

## Somebody Cares, Celebrate Aberdeen's Large Organisation of the Year 2025

# Stories of Care at Christmas

At Christmas, Somebody Cares brings more than food parcels and gifts, we bring a feeling of comfort, dignity, and joy to people in our community who are struggling through the hardest of times.

Last year, thanks to the generosity of our incredible supporters we provided:

**63,303**

meals for families and individuals at Christmas

**905**

gifts for local children to open on Christmas day

**201**

small gifts and support for single parents

Behind every parcel, every meal, and every smile, is a story of someone in our community who simply needed to know that Somebody Cares.

"I just want to say a massive thank you for my food parcel yesterday as well as my little gift and note saying keep going mum, so, so appreciated."

"My son absolutely loves his present, and I'm so grateful for your help over this season."

"I just received my food hamper and I'm overwhelmed! Thank you so much I appreciate it more than you know. Merry Christmas!"

"You made our Christmas."

# Stories of hope beyond Christmas

The people we help are not statistics, they are neighbours, parents, students, and individuals trying to rebuild their lives while navigating some of the biggest challenges they'll ever face.

## Sally's story

Sally came to Aberdeen seeking safety after escaping domestic abuse. Alone with her baby, feeling unsafe and frightened, we made sure Sally received food, clothing, baby essentials, and friendship from Somebody Cares. That kindness gave her strength and stability as she started her new life.

## Thomas's story

After the breakdown of his relationship, Thomas received a council house but had no furniture or essentials. With nowhere to sleep, Thomas spent two weeks in his car while his children stayed with family. When he reached out to Somebody Cares we helped furnish his home the same day, giving him beds, food, and everything he needed to bring his children home.

These are just a few of the thousands of lives touched each year by the compassion of our community and by corporate partners like you.

# Somebody Cares Reverse Advent Calendar

Instead of receiving something each day, our Reverse Advent Calendar is all about giving. Each day in the lead-up to Christmas your group, club or school add one item to a donation box building festive hampers full of care and kindness for local people who need a little extra support this season.

## Here's how it works:

### 1. Find boxes or baskets to collect your donations

This is what you'll use to pop in your reverse advent items for donation.

### 2. Add one item each day using our reverse advent calendar

On our calendar you'll find things like tinned goods, festive treats and essentials, or you can choose your own items.

### 3. Fill your box / basket over 24 days

Take part and fill your boxes / baskets before the 15th of December.

### 4. Arrange a donation drop off

Once your donations are ready contact our team to arrange drop off and a photo op at caringatchristmas@somebodycaresscotland.org.

### 5. Commemorate your hard work

You will have played an active role in ensuring those less fortunate can have a joyful Christmas and you deserve to take a moment to celebrate that achievement whether you have taken part solo, with a friend, group, community club or as part of a school or workplace event.

SOMEBODY CARES® Scotland

# Reverse Advent Calendar 2026

| | | | | |
|---|---|---|---|---|
| 1 Cereal or Porridge | 2 UHT milk | 3 Tins of soup or Cup a Soup | 4 Tins of beans / spaghetti or ravioli | 5 Noddles or packets of pasta in sauce |
| 6 Tin of chicken in sauce or gravy | 7 Tin of chilli | 8 Tin of corn beef | 9 Tin of mince, steak or stew | 10 Tin of meatballs |
| 11 Tin of hot dogs or burgers | 12 Tin of tuna | 13 Bags of rice | 14 Bags of dry macaroni | 15 Tins of tomatoes |
| 16 Jars of sauce for rice | 17 Desserts - rice pudding or custard | 18 Jelly or tinned fruit | 19 Jam or chocolate spread | 20 Festive treats |
| 21 Christmas pies, pudding or cakes | 22 Boxes of biscuits | 23 Tomato ketchup | 24 Diluting juice | |

Thank you! You've helped feed someone in need this Christmas

# Setting up a  food collection

One of the biggest ways your group, club or school can make a difference this festive season is by hosting a food collection.

Your group can use our Christmas Hamper List or collect general ambient and shelf-stable foods that will help families beyond Christmas.

## How to set up a food collection for Somebody Cares:

### 1.  Choose a visible, convenient collection spot

Pick a visible, convenient area in your community group space where your group can collect and drop off donations.

### 2. Share the why

Let your group know who their donations are supporting, host a mini coffee morning, share our stories via social media and share the impact they can have.

### 3. Turn collecting into a collaboration

Encourage a collaborative approach to collecting and donating. Try pairing up with a friend to each take half of the Christmas Hamper List as an example.

### 4. Set a deadline and celebrate milestones

Choose a date for final donations and host a celebration to commemorate the occasion, maybe even consider special thanks to those who donated the most.

### 5. Arrange drop off with our team

Once your donations are ready contact our team to arrange drop off and a photo op to celebrate your group at caringatchristmas@somebodycaresscotland.org.

# Christmas Hamper List

For families across Aberdeen and Aberdeenshire, winter can bring worry, hardship and difficult choices. But together, we can make a difference. Every tin, treat and essential you give helps fill a Christmas hamper, bringing comfort, kindness and a little festive joy to someone who needs it most.

- [ ] Box of Cereal / porridge oats
- [ ] UHT milk
- [ ] Tins of soup or Cup a Soup
- [ ] Tins of beans/ spaghetti or ravioli
- [ ] Packets of pasta in sauce
- [ ] Tin of chicken in sauce / gravy
- [ ] Tin of chilli
- [ ] Tin of corn beef
- [ ] Tin of mince, steak or stew
- [ ] Tin of meatballs
- [ ] Tin of hot dogs or burgers
- [ ] Tin of tuna
- [ ] Bags of rice
- [ ] Bags of dry macaroni
- [ ] Packets of cheese sauce
- [ ] Packets of noodles
- [ ] Tins of tomatoes
- [ ] Jars of pasta sauce
- [ ] Jars of sauce for rice
- [ ] Desserts, jelly, rice pudding, steamed pudding
- [ ] Tinned fruit
- [ ] Jam / chocolate spread
- [ ] Festive treats
- [ ] Christmas pies, pudding or cakes
- [ ] Boxes / packets of biscuits
- [ ] Diluting juice
- [ ] Tea bags

# Festive Fundraising together for Somebody Cares

Your community group, club or school can help make a real difference for families and individuals across Aberdeen who are struggling to make ends meet. Every pound raised helps us fill food parcels, provide Christmas Eve bags, and ensure that no one in our community is forgotten.

Start by setting a fundraising goal and from there you can turn fun, festive activities into lasting impact.

## Here's what your funds could provide for individuals and families across our community:

£10 can fill a Christmas Eve gift bag for local child.

£100 can provide a 12-day festive food parcel and gift.

£1,000 can feed three families and make Christmas possible.

# Use our festive fundraising ideas below as inspiration or create your own!

## 1. Christmas Jumper Day

Wear your brightest, silliest Christmas jumper to a meet up and donate what you can to Somebody Cares to take part.

## 2. Christmas make or bake sale

Host a Christmas-themed bake sale with mince pies, shortbread, cookies, or hot chocolate stands.

## 3. Christmas quiz or games night

This is a fun, family friendly and low-cost option for families, clubs and community groups to enjoy.

## 4. Carol singing for good

Gather your group for carol singing in your community centre, supermarket, or town square.

# Use our festive fundraising ideas below as inspiration or create your own!

## 5. Host a Christmas movie night

Perfect for youth groups and schools. Host a screening of a family Christmas film. Charge a small entry fee and sell popcorn or hot chocolate.

## 6. Sponsored Santa Dash

Organise a short, fun run (or walk) where everyone dresses as Santa, an elf, or reindeer.

## 7. Christmas Raffle

Ask local businesses to donate prizes (a meal voucher, hamper, or handmade goods) and sell raffle tickets through your group or event.

Whether your group aims to raise £100, £500, or £1,000, every contribution helps those across Aberdeen and Aberdeenshire feel cared for this Christmas.

# Tips to engage your group in the Caring at Christmas campaign

As a Caring at Christmas Community Partner, you have the power to bring your group together to do something truly meaningful this festive season.

Here are a few simple, inspiring ways to help your group connect with the cause, get involved, and feel proud of the difference you're making together.

## 1. Give everyone a role

Make it a shared effort by assigning roles who will help put up posters, host collection boxes, spread the word and be responsible for dropping off donations. e.g. for schools give each year group a focus such as tinned items or treats.

## 2. Share the why

Share the impact that their support can have using Somebody Cares' stories and stats from inside your pack. Whether that's harnessing the power of social media, sending out emails or hosting a coffee morning or assembly.

## 3. Make it fun and festive

Turn your Caring at Christmas support into fun and festive activities people will want to be a part of and be excited to share.

# Tips to engage your group in the Caring at Christmas campaign

## 4. Get hands on, together

Encourage your group to volunteer together at Somebody Cares, packing hampers, sorting toys, organising donations at our food bank or preparing Christmas Eve bags for children. It's an amazing way to experience the impact first-hand and see how your support touches real lives.

## 5. Celebrate and share your impact

Keep motivation high by celebrating and sharing milestones. Take photos, share your fundraising efforts with @Somebody Cares Scotland on social media and using the hashtag #CaringatChristmas. We'll be featuring highlights from all of our partners so your group can see their efforts recognised and celebrated across the community.

# Book your volunteering slot with us

To enquire about a group or club volunteering slot reach out to our Michelle Ewen from our Caring at Christmas team via email at:

caringatchristmas@somebodycaresscotland.org

# Come Volunteer with us

Christmas is one of the busiest and most meaningful times of the year at Somebody Cares. Each December, our warehouse becomes a hive of festive activity as we pack food parcels, gifts, and essentials for families and individuals across Aberdeen who are struggling through difficult times.

We'd love to invite your team to join us and be part of the magic that makes Christmas happen for so many in our community. Our volunteer sessions fill up quickly, so if you'd like to get involved, please get in touch soon to reserve your individual or group space.

## Volunteer Opportunities & Key Dates

| | |
|---|---|
| 4th November | Christmas Eve Bag Packing day 1 |
| 23rd November | Christmas Eve Bag Packing day 2 |
| 30th November | Single parent bag packing and toy sorting begins |
| 7th December | Food parcel packing begins |
| 21st December | Food parcel drop offs begin |

## Book your volunteering slot with us

Volunteering with Somebody Cares is a hands-on, heart-warming experience and a powerful way to give back together this Christmas.

To enquire about a volunteering slot, please contact Michelle Ewan via email at: caringatchristmas@somebodycaresscotland.org.

# Caring at Christmas Social Media Bagdes

## Instagram: Click to download




## Facebook: Click to download




## LinkedIn: Click to download



# Caring at Christmas social media announcement template

We're proud to announce that (**GROUP/CLUB/SCHOOL**) is joining @Somebody Cares Scotland as an official Caring at Christmas Community Partner for 2026!

This Christmas, we're coming together to spread kindness and make a difference for families and individuals facing hardship across Aberdeen and Aberdeenshire.

Last year, thanks to the generosity of our local community, Somebody Cares provided:

Over 63,000 Christmas meals for families and individuals
Over 900 gifts for local children to open on Christmas morning
Over 200 gifts and messages of support for single parents

This year, we're doing our bit to show Somebody Cares! Whether it's collecting food for Christmas hampers, fundraising or taking part in the Reverse Advent Calendar Challenge, we're excited to play our part in bringing comfort, care and a little Christmas joy to those who need it most.

Together, we can show the power of community kindness and make sure no one feels forgotten this Christmas.

Want to get your group, club or school involved? Get in touch with @Somebody Cares Scotland to find out how you can become a Caring at Christmas Community Partner too!

#CaringAtChristmas #SomebodyCares #CommunityKindness #Aberdeen #Aberdeenshire #ChristmasAppeal

# Group Comms Email Template

**Subject: CLUB/GROUP/SCHOOL** are Somebody Cares Caring at Christmas Community Partners.

We're delighted to announce that (CLUB/GROUP/SCHOOL) is officially joining forces with Somebody Cares as a Caring at Christmas Community Partner for 2026!

This festive season, we're coming together to make a meaningful difference for families and individuals facing hardship across Aberdeen and Aberdeenshire. Through food collections, festive fundraising and volunteering, we'll be spreading kindness and showing the true power of community spirit.

Here are just some of the ways we'll be getting involved:

Reverse Advent Calendar & Christmas Hampers: Join us in collecting essential food items and festive treats through Somebody Cares' 2026 Reverse Advent Calendar Challenge, helping to fill 12-day food parcels for local people in need.

Fun and Festive Fundraising: From Christmas jumper days and bake sales to raffles and festive challenges, we'll be bringing our community together to raise vital funds. Every pound raised helps provide food, gifts and care to those who need it most.

Volunteering Together: We'll be lending a helping hand to the Somebody Cares team, supporting activities like packing Christmas hampers, sorting donations and preparing Christmas Eve gift bags for local children.

We'll be sharing more details soon on how you can get involved, so keep an eye out and get ready to spread some festive cheer!

Together, we can make a real difference and show our community that Somebody Cares this Christmas.

# Caring at Christmas

Together, we can make sure no one in our community is forgotten this Christmas.

From food parcels to Christmas teddies every pound helps a local family in need

Scan below to donate

SOMEBODY CARES® Scotland

# Useful links & contacts

Somebody Cares Website
Somebody Cares Facebook
Somebody Cares Instagram
Somebody Cares LinkedIn
Somebody Cares Impact Report
Downloadable Christmas hamper list
Downloadable Reverse Advent Calendar
Downloadable QR code donation poster

Instagram: Click to download

Facebook: Click to download

LinkedIn: Click to download

**Contact our team:**

caringatchristmas@somebodycaresscotland.org

Thank you for choosing to support Somebody Cares this Christmas

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