# Caring at Christmas

partnership pack 2026

SOMEBODY CARES® Scotland

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

## Why your support matters

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- Stories of Care at Christmas and your impact

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- Tips to engage your team

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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 Corporate Partner for 2026. We're delighted to have you and your team by our side, helping us make a meaningful difference across our community this festive season.

For many families and individuals across Aberdeen and Aberdeenshire, Christmas can be one of the most challenging times of the year. With the cost of living continuing to place pressure on households and demand for our food banks rising, too many people face impossible choices between heating their homes and putting food on the table.

At Somebody Cares, we believe everyone deserves to feel supported, valued and cared for, especially at Christmas. Thanks to the incredible generosity of our supporters, last Christmas we provided over 63,000 Christmas meals to people facing hardship, alongside hundreds of gifts for local children and single parents.

Behind every meal, food parcel and gift is someone whose Christmas was made a little brighter because somebody cared.

This year, we're determined to reach even more people, and we couldn't do it without businesses like yours. Whether you're fundraising for us, building Christmas hampers, collecting food donations or volunteering as a team, your kindness will help bring comfort, dignity and moments of joy to those who need it most.

Together, we can show our community that nobody has to face hardship alone this Christmas.

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

With heartfelt gratitude,

Alison Topley, Chief Operating Officer

Somebody Cares Scotland

# 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.

# 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

# Setting up a workplace food collection

One of the biggest ways your company can make a difference this festive season is by hosting a workplace food collection.

Your team 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, high traffic area in your workplace that's convenient for your team to drop off donations.

### 2. Share more about our cause

Let your team know who their donations are supporting, host a mini coffee morning, share our stories via your internal comms channels and share the impact they could have.

### 3. Turn collecting into a fun team challenge

Encourage a spot of friendly competition between teams and departments to see who can donate the most items.

### 4. Set a deadline and celebrate milestones

Choose a date for final donations and celebrate milestones such as 10 or even 20 hampers filled when you reach them.

### 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 team at caringatchristmas@somebodycaresscotland.org.

# Festive Fundraising together for Somebody Cares

Your team 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 team 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.

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

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

## 1. Christmas Jumper Day

Wear your brightest, silliest Christmas jumper and donate £5 to Somebody Cares to take part.

## 2. The £100 challenge

Set each department a £100 goal, enough to feed one family and see who can reach it first through festive fundraising ideas.

## 3. Christmas quiz or games night

Host a lunchtime or after-work quiz with an entry fee for each person or team. Add a festive round for extra fun.

## 4. Secret Santa for Good

Skip the gift exchange and donate your £10 secret Santa budget towards a Somebody Cares Christmas gift voucher.

## 5. 12 days of Give-Mas team challenge

Set a group goal of £1200 over 12 days through mini events, bake offs or team sponsorships.

## 6. Host a Christmas Carol-oke

Turn your office into a stage! Donate to sing, perform or show off your party tricks and vote for your favourite performance.

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

As a Caring at Christmas Corporate Partner, you have the power to bring your team together around something truly meaningful this festive season.

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

## 1. Nominate a Christmas Champion

Appoint someone in your team to lead your Caring at Christmas activities. Your "Christmas Champion" can share updates, rally excitement, and keep your fundraising and hamper-building goals on track.

## 2. Share the why

Share the impact that their support can have using Somebody Cares' stories and stats from inside your partnership Pack during a short team meeting, coffee morning or by using our internal email template.

## 3. Make it fun and festive

Turn your Caring at Christmas activities into fun opportunities for connection using our fundraising ideas or by creating your own as a team.

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

## 4. Get hands on, together

Encourage your team 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 all of our partner highlights so your team can see their efforts recognised and celebrated across the community.

## Book your volunteering slot with us

To enquire about a corporate 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 corporate volunteer sessions fill up quickly, so if you'd like to get involved, please get in touch soon to reserve your team's space.

## Volunteer Opportunities & Key Dates

### From Monday 23rd November: Corporate Volunteer Sessions

Join us to pack food parcels and help prepare for the busy season ahead. These sessions are perfect for team-building while making a real impact.

## Book your volunteering slot with us

Volunteering with Somebody Cares is a hands-on, heart-warming experience and a powerful way for your team to give back together this Christmas. To enquire about a corporate volunteering slot, please contact Michelle Ewen 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 delighted to announce that **[COMPANY NAME]** is an official Caring at Christmas Corporate Partner with @Somebody Cares Scotland! 💛

This festive season, our team is coming together to make a real difference for families and individuals facing hardship across Aberdeen and Aberdeenshire, helping bring comfort, care and a little Christmas joy to those who need it most.

Last Christmas, thanks to the generosity of local supporters, Somebody Cares provided:

Over 63,000 Christmas meals for families and individuals facing hardship
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 proud to be playing our part! Through [TEAM FUNDRAISING AND VOLUNTEERING ACTIVITIES], we're joining forces to raise vital funds, support our community and show that Somebody Cares this Christmas.

Want to join us in making a difference? Get in touch with @Somebody Cares Scotland to find out how you can become a Caring at Christmas Partner too!

#CaringAtChristmas #SomebodyCares #Aberdeen #Aberdeenshire #CorporateGiving

# Internal Comms Email Template

**Subject: COMPANY** are Somebody Cares Caring at Christmas Partners

We're excited to announce that **[COMPANY NAME]** is officially a Caring at Christmas Corporate Partner with Somebody Cares Scotland!

This festive season, we're inviting our team to come together for a cause that really matters, helping bring food, comfort and Christmas joy to families and individuals facing hardship across Aberdeen and Aberdeenshire.

**Here's how we can make a difference together:**

Build Christmas Food Hampers: Help us fill 12-day festive food parcels by donating items from Somebody Cares' Christmas Hamper List. Every tin, treat and essential makes a difference!

Fun and Festive Fundraising: From Christmas Jumper Days to festive quizzes and bake sales, we'll be raising vital funds to support local families. Just £10 can help provide a Christmas Eve gift for a child, while £100 can help feed a family this Christmas.

Volunteer Together: Roll up your sleeves and join the Somebody Cares team to pack food parcels, sort toys and prepare Christmas Eve bags for local children.

Together, we can show our community that Somebody Cares this Christmas!

We'll be sharing more details soon about how you can get involved, so keep an eye out, get your festive thinking caps on and help us make this Christmas a little brighter for those who need it most!

# 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
Christmas Hamper List

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

SOMEBODY CARES® Scotland