



# CELTIC FC FOUNDATION

## **Football for Good Fund Christmas Appeal Phase 2021**

# **£380K**



### **THE FOOTBALL FOR GOOD FUND**



## **Thank you for your magnificent support!**



**2,437**

children living  
in Glasgow  
supported



**£380K**

raised and distributed  
over the Christmas  
Appeal phase



**1,607**

families facing  
poverty  
supported



**352**

vulnerable  
pensioners  
supported

THE FOOTBALL  
FOR GOOD FUND

**£2MILLION+**

overall total since the  
Football for Good Fund  
began in March 2020



**31**

charity  
partners  
supported



**£156.7K**

given to  
families with  
children



**£71K**

worth of gifts  
given to  
Glasgow children



**£18.5K**

given to  
local OAPs



**£48.5K**

given to  
children/families  
charities



**£17.5K**

given to  
women's aid  
charities



**£67.8K**

given to  
homeless and  
refugees charities



Tuesday, December 21, 2021

Dear Friends,

Thank you for your wonderful support of the 2021 Christmas Appeal phase of our Football for Good Fund.

Due to the crippling effects of the pandemic, it's been an incredibly difficult and challenging 21-month period for so many.

**Thanks to your incredible generosity in these unprecedented times, we are delighted to confirm we have crossed a mammoth FFGF milestone of £2M, as a magnificent total of £380K has been raised via this Christmas Appeal phase.**

Through the Appeal we wanted to give hundreds of families in our communities the Christmas they deserve, making sure there's food on the table and gifts under the tree. We also aimed to help pensioners, women and children in refuge, the homeless community and refugees – as well as a whole host of others facing poverty and hardship.

In a period where there is so much fear and uncertainty, the assistance we have received for the Appeal from across the globe has been absolutely remarkable and truly humbling. This year we have been in a position to help so many families, pensioners and charity partners and that is a credit to every single individual or organisation who gave us cash, toys, or the gift of their time to help us help those who need it the most.

## **In Summary, donations were made as follows:**

- **86.3%** **Glasgow/Lanarkshire**
- **6.6%** **London/Newcastle**
- **5.5%** **Ireland/Other Scotland**
- **1.6%** **Overseas (Ottawa)**
  
- **£148.7K** **Glasgow/West of Scotland families with children**
- **£ 8.0K** **Irish families with children**
- **£ 71.0K** **Gifts to Glasgow children**
- **£ 18.5K** **Local OAPs**
- **£ 48.5K** **Children/Families charity partners**
- **£ 17.5K** **Women's Aid charity partners**
- **£ 67.8K** **Homeless and refugees charity partners**

## Beneficiaries

Thanks to the wonderful assistance received through the Appeal, we have been able to support the following:

**1,607** families in Glasgow, North and South Lanarkshire, Belfast/Lisburn and Dublin who are facing poverty and hardship, with a significant Christmas gift voucher. Families are nominated largely by Primary Schools but also other agencies including Foodbanks in Coatbridge and Bellshill, and Women's Aid organisations in Ireland.

**352** vulnerable pensioners across Glasgow, who received a fantastic Christmas hamper directly via donations to our partners at Glasgow's Golden Generation, NG Homes and St Mary's Calton, and also as a result of a Festive Friends award through the SPFL Trust.

**2,437** Glasgow children, who either received a special gift through our Schools Project or as a result of missing out on the planned Children's Christmas Party which was cancelled due to COVID.

**31** grass roots, local charities and organisations who support children/families, the homeless, refugees and those living in refuge, including the following in Glasgow and the West:



### **Glasgow Children's Hospital Charity**

A donation of £10,000 was made to GCHC to support over 500 families throughout Greater Glasgow and Clyde this Christmas. Many will face significant financial, practical and emotional hardships throughout the festive period. GCHC will provide each patient with a high street gift voucher, enabling them to purchase a special gift this Christmas. As the first team were unable to pay their annual visit, they made a number of Zoom calls to catch up with the children in hospital on Monday, December 13. –

[Beneficiary Story - Glasgow Children's Hospital Charity](#)

### **Salvation Army Parkhead**

Providing support in the East End through assistance with food, fuel and electricity this Christmas. – [Beneficiary Story – Salvation Army](#)

### **St. Roch's FC Foundation**

Providing Christmas lunches for the elderly and vulnerable in the Garngad and supporting local families to have a special Christmas. – [Beneficiary Story – St Roch's Foundation](#)

### **Loaves & Fishes**

Providing toys, toiletries and gift cards to families and children within the East Kilbride area. – [Beneficiary Story - Loaves and Fishes](#)



## Beneficiaries – Continued

### **Spirit Aid**

Food hampers for vulnerable families and individuals in the West of Scotland, during the festive period. – [Beneficiary Story – Spirit Aid](#)

### **PEEK**

Winter jackets, wellies and shoes, as well as food hampers and toys for disadvantaged children and families this Christmas. – [Beneficiary Story - PEEK](#)

### **Glasgow's Number 1 Baby & Family Support Service**

Providing warm winter jackets for babies and young children living in poverty in Glasgow. – [Beneficiary VT – Gasgow's Number 1 Baby & Family Support Service](#)

### **Glasgow Women's Aid**

Supermarket vouchers for women and children who have suffered domestic abuse, to acquire essentials for Christmas. – [Beneficiary Story – Glasgow Women's Aid](#)

### **Glasgow East Women's Aid**

Christmas food, toys, decorations and vouchers for women and children who have suffered domestic abuse. – [Beneficiary Story – Glasgow East Women's Aid](#)

### **Scottish Refugee Council**

Providing the most vulnerable families affected by poverty and digital exclusion with the gift of e-vouchers over the festive period. – [Beneficiary Story – Scottish Refugee Council](#)

### **Refuweegee**

Christmas food packs to refugees, including fresh fruit and vegetables. – [Beneficiary VT – Refuweegee](#)

### **Refugee Survival Trust**

Supermarket vouchers for asylum seekers and refugees to purchase clothing, food and essentials over the festive period. – [Beneficiary Story – Refugee Survival Trust](#)

### **Safe in Scotland**

Assistance with food costs for destitute asylum seekers through the winter months. – [Beneficiary Story – Safe in Scotland](#)

### **Simon Community Scotland**

Providing food, gifts and vouchers to members of the homeless community who would otherwise receive nothing at Christmas. – [Beneficiary Story – Simon Community Scotland](#)

### **Glasgow City Mission**

Providing food over the festive period for those who are experiencing homelessness, poverty and social isolation. – [Beneficiary Story – Glasgow City Mission](#)



## Beneficiaries – Continued

### **The Wayside Club**

Providing goodie bags with essential food items, as well as hot drinks to those in the homeless community. – [Beneficiary Story – The Wayside Club](#)

### **The Invisibles**

Essential items on the streets of Glasgow and emergency care packages and clothing for refugees and those facing homelessness. – [Beneficiary Story - The Invisibles](#)

### **Elpis Centre**

Winter clothing and assistance with fuel and food, as well as the opportunity to plan future activities which will help improve the emotional and mental wellbeing of the young women in their care. – [Beneficiary Story – Elpis Centre](#)

### **Help the Homeless**

Christmas dinner for homeless service users and elderly residents in the community. – [Beneficiary Story – Help the Homeless](#)

### **Homeless at Christmas**

Gift bags and selection boxes for those experiencing homelessness. – [Beneficiary Story – Homeless at Christmas](#)

*We also supported charities and other groups in Oban, London, Newcastle, Dublin, Belfast, Ballymote and Ottawa:*

### **Hope Kitchen, Oban**

Christmas meals and hampers to those most in need within the community in Oban and the Isles. – [Beneficiary Story – Hope Kitchen, Oban](#)

### **St Anne's Primary School, Whitechapel**

Food vouchers for families within the school and a Christmas party and pantomime for the children. – [Beneficiary Story – St Anne's Primary School](#)

### **St Anne's Church, Whitechapel**

Providing support to families who are struggling financially within the local community. – [Beneficiary Story – St Anne's Church](#)

### **Cardinal Hume Centre, London**

Food, essentials and gifts for vulnerable young people and families. – [Beneficiary Story – Cardinal Hume Centre](#)



## Beneficiaries – Continued

### **Borderline UK**

Supermarket vouchers for the homeless community in London to purchase essential items during the festive period. – [Beneficiary Story – Borderline](#)

### **Bow Foodbank, London**

Food parcels for vulnerable local families, individuals and pensioners over the festive period and an extra bag containing biscuits and chocolates for Christmas. – [Beneficiary Story – Bow Foodbank](#)

### **The Bede Newcastle Foodbank**

Providing food over the festive period, for the most vulnerable in Newcastle. – [Beneficiary Story – The Bede Foodbank Newcastle](#)

### **Women's Aid Dublin**

Vouchers to purchase Christmas food, clothing and essentials for women and children in Dublin who are experiencing domestic violence. – [Beneficiary Story - Women's Aid Dublin](#)

### **Women's Aid Belfast and Lisburn**

Support for the women and children in the community in Belfast and Lisburn, who have suffered domestic abuse, to purchase food, fuel, electricity and clothing. – [Beneficiary Story - Women's Aid Belfast and Lisburn](#)

### **Ballymote St Vincent de Paul**

Providing food and fuel vouchers to local elderly residents and delivering Christmas meals to the most vulnerable and isolated within the community. – [Beneficiary Story – Ballymote St Vincent de Paul](#)

### **Ottawa Mission**

A Christmas meal, gifts and activities for those who are homeless.

*In partnership with the Ottawa CSC – [Beneficiary Story – Ottawa Mission](#)*

## **Schools Project**

As previously highlighted, we worked with the Head Teachers at 13 schools located in disadvantaged communities in Glasgow and provided Christmas gifts for all **2,230** children. In addition, we gifted supermarket vouchers to **991** families noted earlier in the report. - [Beneficiary VT – Schools Project](#)

## **Children's Party**

We were scheduled to host a Christmas Party for 207 P5 pupils from East End primary schools but this was cancelled due to COVID. However, to ensure we still supported all 207 children, we made a contribution to each of the six primary schools so that they were provided with gifts or fun activities over the festive period.

## Gift Donations

As well as financial donations, we also received and passed on over 250 brand new toys and gifts which were donated by each attendee at our Ghirls for Good event. These were distributed to local children who are sick or disadvantaged, and the following organisations benefitted from those wonderful contributions:

- Bargeddie Toddlers Group
- Children in Care in Edinburgh & Fife (the Cottage Family)
- Community and Beyond Toy Bank
- Glasgow Children's Hospital Charity
- Glasgow East Women's Aid
- Glasgow North East Social Work
- Glasgow Women's Aid
- Kids Out
- Loaves & Fishes
- Salvation Army Parkhead
- Scottish Refugee Council
- Simon Community Scotland
- Spirit Aid





## Launch of FFGF Christmas Appeal Phase 2021

The Christmas Appeal phase of the FFGF was launched on Saturday, November 6 on the 134<sup>th</sup> anniversary of Celtic FC's formation, with a magnificent £10K donation from the Club – [Foundation Christmas Appeal kicks off with £10k donation from Celtic FC](#)

In addition, Celtic Manager Ange Postecoglou very kindly recorded an Appeal VT – [Christmas Appeal VT 2021](#)



The Appeal artwork was a festive update on the generic FFGF design:





## Fundraising – Events

A number of events were delivered to drive fundraising for the Appeal:

### **Founding Fathers' Fast – Saturday, November 6, 2021**

On the 134<sup>th</sup> anniversary of the Club's formation, we asked supporters to fast for the day in honour of our charitable heritage and donate what they would have spent on food – suggested £5 - to our Christmas Appeal. Around £500 was raised. – [Appeal Fundraising – Founding Fathers' Fast](#)



### **Celtic Sleep Out, Sligo – Saturday, November 6, 2021**

We hosted our first ever Sleep Out in Ireland, in the home town of our Founding Father, Brother Walfrid – Ballymote, Sligo. Volunteers spent eight hours – from 10.00pm to 6.00am – battling the elements outdoors, under the stars at Ballymote FC's Brother Walfrid Park. The group were joined by former Celt Willie McStay and his wife, Mary. A magnificent total in excess of £18K was raised. – [Appeal Fundraising – Celtic Sleep Out, Sligo](#)

### **The Tommy Burns Story – November 9-13, 2021**

The play ran in the Kerrydale Suite and the team opted to support Celtic FC Foundation through a donation as a result of ticket sales, plus the opportunity for us to sell programmes at every show. Everyone who purchased a programme at each of the six shows was in with a chance of winning a retro Burns 10 1986 away shirt, signed by a host of his team-mates. The total raised was in the region of £14K. – [Appeal Fundraising – Tommy Burns Story](#)



## Fundraising – Events (continued)

### **eBay Shirt Auction – November 10-15, 2021**

At Celtic's away match against Dundee on Sunday, November 7, Club sponsors Dafabet and Magners very generously gifted the front and back of the hoops shirts to Celtic FC Foundation to promote the Christmas Appeal. The players sported the unique snow globe design on the front of their shirts, with 'Football for Good' on the reverse. Total raised was just over £17K. – [Appeal Fundraising – eBay Shirt Auction](#)



### **Celtic Sleep Out, Glasgow – Saturday, November 13, 2021**

For the sixth time, our Glasgow event took place at Celtic Park with 100+ participants spending the night – from 10.00pm to 6.00am – battling the elements outdoors, under the stars at Paradise. Special visitors included Foundation Ambassadors Tony Curran and Gianni Capaldi. A magnificent total in excess of £47K was raised. – [Appeal Fundraising – Celtic Sleep Out, Glasgow](#)



### **Ghirls for Good – Friday, November 26, 2021**

Sponsored by the Ellen Kane Trust, hosted by Edward Reid and supported by a host of donors, our annual ladies event took place in the Kerrydale Suite and was attended by almost 300 Ghirls, including Georgia Postecoglou. The event raised in the region of £20K. – [Appeal Fundraising – Ghirls for Good](#)



## Fundraising – Events (continued)

### Celtic Sleep Out, London – Friday, December 3, 2021

For the fourth time, our London event took place in the grounds of St Anne's Primary School in Whitechapel, where Brother Walfrid was Head Teacher after his historic time at Celtic FC. A group of hardy participants spent the night outdoors, from 9.00pm to 5.00am – to raise funds for the Appeal. The total raised was in the region of £20K. –

[Appeal Fundraising – Celtic Sleep Out, London](#)



### Light up the Clover – Thursday, December 9, 2021

At Celtic's home UEFA Europa League encounter with Real Betis, this event gave supporters the opportunity to purchase an LED candle and place it on the Clover area on the Celtic Way, in memory of a loved one. It raised in the region of £3K –

[Appeal Fundraising – Light up the Clover](#)

### Prize Draw – December 10-20, 2021

For the very first time, we hosted a prize draw with the wonderful support of Celtic Pools. For an entry fee of £10, supporters had the opportunity to win a superb matchday hospitality package for 10 people at Celtic's Cinch Premiership match with Dundee on Saturday, February 19, 2022. The prize was very generously donated by Dafabet and the total raised was £8.5K. –

[Appeal Fundraising – Prize Draw](#)



### Matchday Bucket Collection – Sunday, December 12, 2021

It was a cold one as around 70 volunteer collectors were located across all turnstile areas and access points in the lead up to Celtic's Cinch Premiership encounter with Motherwell. A grand total of around £6.5K was donated on the day. –

[Appeal Fundraising – Bucket Collection](#)

## Fundraising – Events (continued)

### Letter from Santa

For the fourth time, we provided supporters with the opportunity to make a minimum £5 contribution to the Appeal in return for a personal letter from Santa and the child in question's favourite Celt. The total raised was in the region of £1.3K. –

Appeal Fundraising – Letter from Santa



### New Foundation T-Shirt

We launched a new limited edition T-shirt which pays tribute to Tommy Burns, while praising the forever present compassion and generosity of our supporters. The T-shirt – which has the blessing of the Burns family - features the Foundation logo accompanied by Tommy's famous quote following the 1988 Scottish Cup Final, when he said of the Celtic support: 'They're there, and they're always there.' The total raised was in the region of £9K. – [Appeal Fundraising – T Shirt](#)

### Auld Lang Syne Charity Single

Following a great response to this year's Celtic Christmas Retail advert, Eddi Reader's unique version of Auld Lang Syne was made available on Spotify, Apple Music and iTunes, with proceeds supporting our Christmas Appeal. –

[Appeal Fundraising – Auld Lang Syne Charity Single](#)



## Fundraising – Other Giving

Around half of our total this year comes from direct donations, including £10k from Celtic FC.

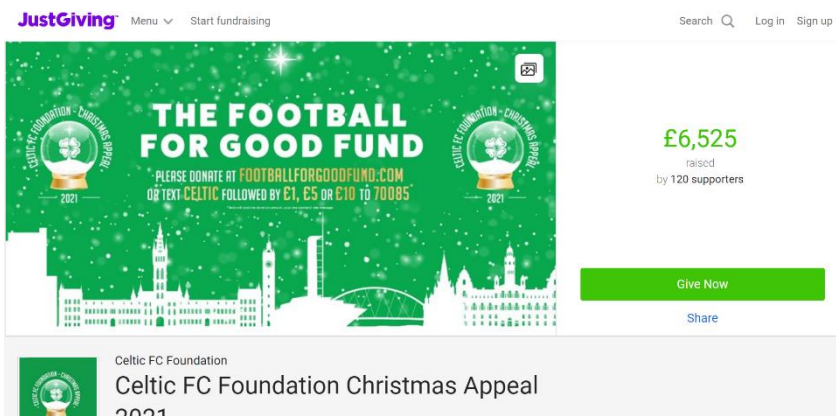
To complement our events, we had a dedicated web page and reached out to our supporters through direct mails and via regular stories and updates through both the Celtic and Celtic FC Foundation websites, Facebook, Twitter, big screens on matchday, Celtic View magazine, matchday programmes and Celtic TV features. [Club sponsor Intelligent Car Leasing, donated LED space at all matches](#) and the team at [Ocean Outdoor provided us with complimentary advertising space across the city](#)

We requested donations by text, Paypal, online, cheque, cash or via *Give as You Live* or *Amazon Smile* shopping. We also had donation units located in Celtic stores.



### GIVE BY TEXT

Text **CELTIC** followed by £1, £5 or £10 to **70085**





## Testimonials

These are just a selection of the comments received from a variety of beneficiaries:

**"Thank you, thank you, thank you...from the children and families, and staff of St. Denis' Primary School. This year has been particularly challenging for everyone and many of our families were anxious about the approaching festive season. However, Celtic FC Foundation, once again, sprinkled Christmas magic by supporting St. Denis' families. These significant contributions have gone a long way to ensuring that our children and their families have a more joyous and less anxious Christmas 2021. We are extremely thankful and grateful to work in partnership with Celtic FC Foundation."** *Louise Mackie, Head Teacher, St Denis' Primary*

**"I would like to take this opportunity to thank Celtic FC Foundation for the extremely kind donations we received this year. These donations will make a huge difference to many of our families and allow them to buy gifts and essential items to make their Christmas special. The Foundation have always been a great support to our families, however, the contribution they have made over the past two unprecedented years have provided a light in the darkness for so many of our struggling families. Finally, I would like to thank your wonderful fans who dig deep into their own pockets to make a difference to so many families, we are so grateful for their kindness."** *Wendy Barr, Head Teacher, St Anne's Primary*

**"We are once again delighted to have been supported by the amazing fundraising undertaken at Celtic FC Foundation. The hard work of the team, and the generosity of those who have donated, never fails to impress. We know that families across the East End really appreciate all the effort, and it is our pleasure to have the Foundation as a community partner."** *Iain Morrow Head Teacher, Golfhill Primary*

**"The support from Celtic FC Foundation has helped so many of our families. After another difficult year for so many, to gift them with such kind donations was heart-warming and emotional. Celtic FC Foundation donations will allow our families to have a great Christmas this year. We are very grateful for all that you do for our school and nursery community."** *Paula Grant, Head Teacher Haghill, Park Primary*

**"We would like to thank all of the people who donated, you have changed the lives of some of our families this Christmas. Children are now able to write lists to Santa and receive some presents on Christmas morning. This has brought the Christmas spirit of love and hope alive. Wishing you and yours a holy and happy Christmas."** *Geraldine Millar, Head Teacher, St Paul's Primary*

**"Our school has benefited from Celtic FC Foundation for a number of years. Their hard work coupled with the generosity of the donors, has resulted in ensuring that literally hundreds of families and children have a financial boost at what can be the most difficult time of the year. I can't sufficiently express my thanks enough to everyone involved with the Foundation. You have my greatest respect!"** *Vincent Gillon, Head Teacher St Vincent's Primary*



**“Your kind donation really makes a big difference to the lives of those who need this. It is quite literally a light of hope which is so needed particularly now. You are all so amazing and gracious in assisting our families - you will never really know the impact this has had, reducing stress and anxiety at this time of year for those who need it the most. I can tell you sincerely as I see it and hear it from my families. This is a sincere heartfelt word of thanks on behalf of those families you have helped this year from their Head Teacher who is extremely proud of all that you do and continue to do for our community. Thank you.”** *Sara Adam, Head Teacher, Quarry Brae Primary*

**“Just to say a huge thanks to Celtic FC Foundation who have once again supported our families in need. I hope everyone knows what a profound impact their donations have at this time of year. Thank you.”** *Tommy Hynes, Head Teacher, Riverbank Primary*

**“The donations will make a huge difference to so many of our families over the Christmas period; thank you once again to all at Celtic FC Foundation for the work you do to support and care for our community, it is appreciated by us all here.”** *Marie-Louise Macdonald, Acting Head Teacher, Cardinal Winning Secondary*

**“Thank you so much for helping to make Christmas bearable for a lot of families. The recipients of the vouchers from you have been so grateful for this gift which is often the difference between a Christmas meal with a gift or nothing. In-work poverty is a real problem and for some families who just miss out on a benefit, these vouchers from Celtic FC Foundation are a genuine lifesaver.”** *Shona Heggie, Head Teacher, Thorntree Primary*

**“Thank you to Celtic FC Foundation for their generous gift. These donations will make such a difference to our families, particularly at this time of year. The added difficulties that many of our families experience due to Covid-19, make community support vital. We are proud to work with Celtic FC Foundation and appreciate all they do for local causes.”** *Anton Gallagher, Acting Head Teacher, St Michael's Primary*

**“Thank you so much for all the support we receive here at St. Philomena's Primary from Celtic FC Foundation. It changes lives for children and their families and we can't thank you enough.”** *Heather King, Head Teacher, St Philomena's Primary*

**“On behalf of the whole Cranhill Primary community, we'd just like to say a massive thank you to Celtic FC Foundation for their contribution in supporting our families again this year. The generosity has been outstanding and every single child in our school has benefited from this. Together we have hopefully made things just a little more enjoyable for our families over the Christmas period during these incredibly difficult times. Thank you for the hard work of all the staff involved and to every person who donated.”** *Frances McLauchlan, Head Teacher, Cranhill Primary*



"I would like to thank Celtic FC Foundation on behalf of our children and their families for their fantastic support each Christmas. Many of our families are struggling at this time of year and their reaction to hearing the good news of additional support is heart-warming. This makes a huge difference and is so very much appreciated by everyone at Wellshot Primary." *Jennifer McCluskey, Head Teacher, Wellshot Primary*

**"Can't thank the Foundation enough for your generous support. Unfortunately, many of our families struggle financially and the hardship of poverty is reflected in many ways. Your generous donation will go a long way in supporting the children and providing for them an improved journey through their education. On behalf of the school, the children and the families, thank you. We will offer our prayers for you and your intentions at our Christmas Mass."** *Tony Wyatt, St Benedict's Primary*

"Woman's Aid has been operating for over 45 years and could not continue to operate without supporters like Celtic FC Foundation. The thanks we get from families makes it really rewarding and we can see that it makes a real impact." *Eavan Ward, Women's Aid Dublin*

**"I just wanted to say a huge THANKS to CFCF and Women's Aid for all your fantastic support in every way. I really appreciate all the kindness shown to me, it really made a difference."** *Dublin Women's Aid Client*

"The pandemic has thrown many diverse issues into the mix. Support from Celtic FC Foundation has helped these women put food on the table, pay for gas, electricity, school uniforms, winter coats, boots and put presents under the tree." *Liz Johnston, Women's Aid Belfast and Lisburn*

**"We are delighted to again be involved in the Foundation's Christmas Appeal. This week we will, as always, be out on the streets of Glasgow providing essential items for those in need but more importantly to assure people that we will still be there for them throughout the winter months, even just for a chat or advice. I would again like to thank all of the Foundation supporters. The support and encouragement you have given over the years has been invaluable to the development of the group."** *Paul Connolly, The Invisibles*

"We are honoured to be announced as a beneficiary of Celtic FC Foundation's Christmas Appeal, which will allow us to work closely with partners and locals. The Candy is honoured to be associated with the Foundation and hope we can help to carry on their aims through the work we do each year. We will be working with our fans to identify families to whom we can 'give Christmas'. This will mean providing them with the resources and money to have a family dinner, as well as support the parents and carers to get some gifts for the kids." *Andy Cameron, St Roch's FC Foundation*



**“Last year a lot of the families PEEK support were just coping. This winter, in addition to the pandemic continuing to have an impact on household incomes and health, we know families are currently choosing between fuel and food due to financial cuts and the fuel crisis. A winter jacket might seem like an essential item for all, but will be beyond the reach of many families we support, especially this year. Thank you for your support.” *Michaela Collins, PEEK***

**“The vital support from Celtic FC Foundation helps us to assist local people at their time of need in a direct and practical way. We currently have three foodbanks and two drop-ins so the support is essential. Thank you once again.” *Major Colin Bradshaw, Salvation Army***

**“Celtic FC Foundation have consistently supported the work that Spirit Aid does in our communities. Without the backing of the Foundation we would be unable to put food on the table for families burdened with food and fuel poverty. Celtic FC Foundation have reached deep into our communities by working with grass roots charities like Spirit Aid and have had a positive and real impact on families living in real poverty.” *Patrick Rolink, Spirit Aid***

**“A huge thank you to everyone at Celtic FC Foundation. In order to do the work we do, we rely on food donations and/or financial support from local benefactors like Celtic FC Foundation and we could not do this without you and your magnificent supporters.” *Dominic Everett, Chair of Loaves and Fishes***

**“I would like to thank Celtic FC Foundation for once again including us as an Appeal beneficiary. We pay for a school councillor and an extra academic tutor at the school, while also running a Social Emotional and Mental Health support group, which is extremely important in these challenging times. The Foundation’s support helps so much in funding these vital services.” *Sheila Mouna, Head Teacher St Anne’s School***

**“We are very grateful for the incredible work your supporters have done, including the help given to the less fortunate people in our chaplaincy. Through the contributions you all have made, many families have been assisted in their basic needs.” *Father Patrick Longo Francischini, St Anne’s Church***

**“The support from Celtic FC Foundation will help us to provide essentials, as well as an extra treat bag to our clients this Christmas. Winter is usually the most difficult time of year, especially this year with the increased cost of living, so people are struggling to manage. Thank you, on behalf of our foodbank visitors. This will make a real difference to what we can offer this festive season. Thank you.” *Christina Ball, Executive Director of Bow Foodbank***

**“I don’t think I’ve got words to say thank you properly to everybody who donates and supports the Foundation. It is so heart-warming each year to receive so much support from the fans and from people connected with the Foundation so thank you.” *Selina Hales, Refuweegee***



# CELTIC FC FOUNDATION

**"We sincerely thank Celtic for this very generous donation and are so grateful for our virtual visit from the club which brightened up the days of young patients and their families in hospital this festive season. This gift will make such a huge difference to children and families who will spend Christmas in hospital, and we are incredibly grateful to Celtic FC Foundation for their continued support."** *Kirsten Watson, Glasgow Children's Hospital Charity*

**"We cannot thank the Foundation and its supporters enough for the ongoing backing they have provided over the years. Sadly, domestic abuse is ever present, it does not respect age, class, or academic ability. This can be difficult at any time of the year but the prevalence of the family at Christmas is very significant."** *Anne Kelly, GEWA*

**"This year, RST has supported many individuals and families. Support provided included assistance for a young father who had found himself homeless, with temporary accommodation in Glasgow, money for food shopping and a bus pass to allow him to visit his baby daughter. These things are essential and could not be done without help from organisations like Celtic FC Foundation."** *Heather Alari, Refugee Survival Trust*

**"Over the Christmas season we help over 400 people with Christmas hampers which include gifts, Christmas food and other essential items. For many of the people we support, this is a lifeline. The donation will allow us to buy food for the hampers so we know that all our families and individuals will have enough to get through Christmas and enjoy some treats as well. We are so grateful for the ongoing help provided. Even though we are a long way from Celtic Park, it's good to know that we are not forgotten. Thank you to Celtic FC Foundation for your support of our community."** *Catriona Petit, Hope Kitchen Oban*

**"We would like to thank Celtic FC Foundation for their very generous contribution. We have 36 houses here in Ballymote which are occupied by elderly or disabled residents. Many of our tenants have moved into our houses from rural, isolated areas where they could no longer continue to live independently. Through this donation, we will be able to distribute Christmas dinners to those who may otherwise feel socially isolated. We will also be able to provide food and fuel vouchers to the elderly and families who find themselves in difficulty, especially at this time of year. Your donation will allow us to continue to help people in our local community, thank you."** *Miriam Finn, Ballymote SVDP*

**"The support from Celtic FC Foundation makes a huge difference to the lives of the young women in Elpis, it means the world to them. The confidence that is gained through being able to buy a new jacket that they have actually chosen is immeasurable. Being able to enjoy some sort of Christmas, being guaranteed food and a few gifts makes all the difference. We would all like to thank the supporters of Celtic FC Foundation for their immense kindness."** *Mary Carrick, Elpis Centre*



# CELTIC FC FOUNDATION

On behalf of the Foundation team and all of those families, individuals and organisations who have benefitted as a result of your generosity through the 2021 Christmas Appeal phase of our Football for Good Fund, thank you for your wonderful support.

With the horrendous impact of the COVID-19 pandemic on so many, this year was a particularly challenging one, with the torment of poverty, hardship, homelessness, domestic abuse, hopelessness and seeking refuge in our country more prevalent than ever before.

However, the Celtic Family never fails to warm my heart, especially in the toughest of times. Against a backdrop of financial and personal difficulties, you have worked together to bring a little hope this Christmastime. Food on the table and gifts for the kids for families who are struggling, hampers for vulnerable pensioners. Support for children, the homeless, refugees and those living in refuge.

Thank you to everyone who gave us their time around our fundraising events and delivery, especially our army of volunteers and the Foundation's Supporters' Committee. Thanks to the Celtic supporters across the world and everyone else who actively raised funds for this year's campaign and/or made donations.

Thanks to Ange Postecoglou, the Football Department and all of the Celtic staff across the business who assisted with the campaign through another very busy period at the football club.

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Charity, and the generosity and compassion of the Celtic Family, will always be our past, present and future – it's our heritage, our responsibility, our lifeblood.

Thank you so much for bringing a little magic to many lives this festive period – you've epitomised our reason for being.

Wishing you and yours a peaceful Christmas and a Happy New Year.

Jane Maguire  
Head of Income

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