



CELTIC FC FOUNDATION

Christmas Appeal 2022

£385K



Please Share the Magic at
CelticChristmasAppeal.com

Thank you for your magnificent support!



844

children living
in Glasgow
supported



32

charity
beneficiaries
supported



428

vulnerable
elderly people
supported



987

families facing
poverty
supported



£188k

given to
families with
children



£385k

raised and distributed
throughout the
Christmas Appeal



£63.5k

given to
homeless and
refugee
charities



£32k

given to
local
OAPs



£71k

given to
children/families
charities



£18k

given to
women's
aid charities



£12.5k

spent on children
in Glasgow via
gifts, a party and
a pantomime



Tuesday, December 20, 2022

Dear Friends,

Thank you so much for your wonderful support of the 2022 Christmas Appeal.

And this year's Appeal has been more crucial than ever before, with the horrific and additional challenges faced by so many, due to the cost of living crisis.

Thanks to your wonderful generosity in these incredibly difficult times, we are delighted to confirm that a magnificent total of £385K has been raised and distributed via this year's Christmas Appeal.

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.

In a period where so many of you have been impacted financially, the support we have received for the Appeal from Celtic supporters across the globe has been outstanding, inspirational and humbling. Yet again, you selflessly stepped up, as you always do, to help others.

Thanks to the support provided financially and also through in kind donations, we have been in a position this year to help so many of the people who need it most, at this exceptionally difficult time of year.

Thank you for helping to Share the Magic this Christmas.

In Summary, donations were made as follows:

- **80.5%** Glasgow and the West
- **7.5%** London/Newcastle
- **9.4%** Ireland/Other Scotland
- **2.6%** Overseas (Ottawa and Sydney)

- **£167.0K** Glasgow and the West families with children
- **£ 16.0K** Irish families with children
- **£ 5.0K** Sydney families with children
- **£ 12.5K** Gifts/Pantomime/Party for Glasgow children
- **£ 32.0K** Local OAPs
- **£ 71.0K** Children/Families charity beneficiaries
- **£ 18.0K** Women's Aid charity beneficiaries
- **£ 43.5K** Homeless charity beneficiaries
- **£ 20.0K** Refugee charity beneficiaries

BENEFICIARIES

Thanks to your wonderful support of the Appeal, we have been able to assist the following:

987 families facing poverty and hardship in Glasgow and the West (including 21 supported thanks to a grant from the Scottish Children's Lottery Trust Cost of Living Crisis Fund), Belfast/Lisburn, Dublin and Sydney. They received a significant Christmas gift voucher. Families are nominated largely by Primary Schools but also other agencies including Foodbanks in Coatbridge and Bellshill, Women's Aid organisations in Ireland and the St Vincent de Paul Society in Sydney (following a substantial donation from Sydney City CSC, as a result of their 40th anniversary celebrations).

428 vulnerable pensioners across Glasgow. 278 received Christmas gift vouchers, which were distributed via Glasgow's Golden Generation, NG Homes and St Mary's Calton, and 150 attended a wonderful Christmas lunch at Celtic Park, thanks to a Festive Friends award through the SPFL Trust.

844 Glasgow children. They either received a special Christmas present/enjoyed a festive day trip to a pantomime, through our Schools Project (322), attended our Christmas Party at Celtic Park (202) or received a gift donated by our Ghirls for Good attendees (320).

32 grass roots charities and organisations in Glasgow and the West, Oban, Dublin, Belfast, Donegal, London, Newcastle and Ottawa received donations. Those organisations support children/families, women and children in refuge, the homeless and refugees and include:

Children and Families Charity Beneficiaries: Glasgow and the West [Foundation Appeal Beneficiaries Supporting Children and Families This Christmas](#)



Glasgow Children's Hospital Charity

A donation of £10,000 was made to support families throughout Greater Glasgow and Clyde who have been affected by ongoing ill health and financial hardship. GCHC will provide each patient with a special gift this Christmas. Members of the first team – Callum McGregor, Greg Taylor, Kyogo and Jota – paid a visit to the hospital to spread some Christmas cheer on Thursday, December 15.

[£10K Donated to GCHC](#)

Glasgow's Number 1 Baby & Family Support Service

Providing warm winter jackets for babies and young children living in poverty in Glasgow.

Loaves & Fishes

Providing toys, toiletries and gift cards to families and children within the East Kilbride area.



Children and Families Charity Beneficiaries: **Glasgow and the West** (Continued)

PEEK

Warm winter jackets, wellies, Christmas gifts and Christmas food hampers for children, young people and families in Glasgow.

Salvation Army Parkhead

Providing support in the East End of Glasgow through assistance with food parcels, meals and toys this Christmas.

Spirit Aid

Food hampers for vulnerable families and individuals in the West of Scotland, during the festive period.

St. Roch's FC Foundation

Providing Christmas lunches for the elderly and vulnerable in the Garngad area of Glasgow.



Children and Families Other Support: **Glasgow and the West**

We also supported children and/or families via:

Schools Project

We worked with the Head Teachers at St Mungo's and Royston Primary Schools and provided vouchers for Christmas gifts for **157** children, a Christmas pantomime for **165** children, and £100 shopping vouchers for **25** families.

Children's Party

[Celtic First Team, Women's Team and B Team Join Foundation Christmas Party](#)

On Tuesday, December 13 we welcomed **202** Primary Five pupils, from four schools in the East End of Glasgow – Quarry Brae, St Michael's, St Paul's and Wellshot – to Celtic Park's Kerrydale Suite for an afternoon of festive fun. They were joined by some very special guests from the Celtic first team, Women's team and the B team – Liel Abada, Oliver Abildgaard, Joe Hart, Reo Hatate, Yuki Kobayashi, Benjamin Siegrist, Chloe Craig, Caitlin Hayes, Mackenzie Carse and Daniel Kelly. The children were treated to a festive lunch, party games, a 'tattoo' artist, a face painter, a visit from Hoopy the Huddle Hound, a disco and, of course a gift from Santa.





Homeless Charity Beneficiaries: Glasgow and the West

[Appeal Donations Will Provide Support to Homeless Community This Christmas](#)

Elpis Centre

Providing warm winter coats and Christmas food hampers for all of the young women in the Centre in Glasgow, to see them through the cold and wet months.

Glasgow City Mission

Providing food over the festive period for those who are experiencing homelessness, poverty and social isolation.

Help the Homeless

Providing Christmas meals for those living in temporary/emergency accommodation, including Ukrainian refugees and members of the homeless community in Glasgow.

Homeless at Christmas

Gift bags and sweet treats for those experiencing homelessness in Glasgow.

The Invisibles

Providing clothing, toiletries and other essentials to vulnerable people living within temporary/emergency accommodation in Glasgow.

The Wayside Club

Providing hot food and drinks via their Glasgow premises to those in the homeless community.



Homeless Charity Beneficiaries: Glasgow and the West (Continued)

Simon Community Scotland Lunch

[Simon Community Scotland Welcomed to Celtic Park for Christmas Lunch](#)

We welcomed **120** members of the homeless community – who use the services of Simon Community Scotland - to Celtic Park, for a wonderful festive carvery lunch, a raffle and a visit from Santa Claus, Former Celt, Tosh McKinlay, was also in attendance as he spent time catching up with our guests, taking photos and signing autographs.





Refugee Charity Beneficiaries: Glasgow and the West [Christmas Appeal Supports Refugee Charities](#)

Refugee Survival Trust

Supermarket vouchers for asylum seekers and refugees in Glasgow to purchase clothing, food and essentials over the festive period.

Refuweegee

Providing fresh food packs and community meals for refugees arriving in Glasgow.

Safe in Scotland

Assistance with food costs for destitute asylum seekers in Glasgow through the winter months.

Scottish Refugee Council

Hosting Christmas parties for refugee children currently living in temporary/emergency accommodation and assistance with gifts and food for refugee families over the festive period.

Women's Aid Charity Beneficiaries: Glasgow and the West [Christmas Appeal Supports Women's Aid Charities](#)

Glasgow East Women's Aid

Christmas food, toys, decorations and vouchers for women and children who have suffered domestic abuse.

Glasgow Women's Aid

Supermarket vouchers for women and children who have suffered domestic abuse, to acquire essentials for Christmas.

Charity Beneficiaries: Oban, Newcastle and Ottawa

Hope Kitchen, Oban

Providing Christmas food hampers and gifts to those most in need within the community in Oban and the Isles.

Newcastle West End Foodbank

Providing food over the festive period, for the most vulnerable in Newcastle.

Ottawa Mission (In partnership with the Ottawa CSC)

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



Charity Beneficiaries: Ireland

[Donegal Sleep Out Supports Irish Charity Beneficiaries This Christmas](#)

As well as the 80 families supported in Dublin and Belfast/Lisburn, we made donations to:

Annagry St Vincent de Paul

Providing food vouchers and assistance with fuel costs to those in need in the local area and hosting a Christmas party for older members of the community.

Irish Red Cross Creeslough Community Support Fund

Providing support over the festive period, to those affected by the tragic events in Creeslough, County Donegal.

Women's Aid Dublin

Christmas food, clothing and essentials for women and children in Dublin who are experiencing domestic violence.

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 and clothing.

Charity Beneficiaries: London

[London-Based Appeal Beneficiaries Supported Thanks to Sleep Out Success](#)

Borderline UK

Essential items during the festive period for the homeless community in London, as well as providing winter jackets and winter boots.

Bow Foodbank

Providing emergency food packages including groceries, toiletries, nappies, fresh fruit and vegetables, for families in need in East London.

Cardinal Hume Centre

Providing food, essentials, gifts and a festive gathering for vulnerable children and young people.

St Anne's Primary School

Food vouchers for families and a Christmas party and pantomime for the children.

St Anne's Church

Providing support to families who are struggling financially within the local community, through gift vouchers.

Whitechapel Mission

Providing assistance with food and clothing for those facing homelessness.

In Kind Gift Donations: Glasgow and the West

Gift Donations

Through the Appeal, we also received and passed on **320** 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



‘Share the Magic’ Campaign

The Club launched this year’s Christmas campaign – a joint initiative with Celtic FC Foundation - on Sunday, October 27, to ‘Share the Magic’, while recognising that many are facing a difficult winter. The campaign included the ‘Walfrid’s Wishlist’, with sales of selected products (including Callum McGregor’s book – The Making of a Celtic Captain), both in-store and online, directly contributing to our Christmas Appeal.

Our Appeal artwork was created in conjunction with the Club’s Marketing department, to mirror that of the wider ‘Share the Magic’ campaign.



The Club’s eagerly anticipated Christmas film was then launched on Friday, November 18 – again coming together with the Foundation’s Christmas Appeal. It captured the essence of kindness during the festive period, with Celtic FC Foundation staff and volunteers featured, alongside the first-team, Celtic Manager Ange Postecoglou and stars of Celtic FC Women’s team too, working together to ensure local school kids from Glasgow’s East End community enjoyed an extra magical Christmas celebration at Celtic Park. The children were from St Anne’s Primary School and the party was organised by Foundation staff.





Launch of Christmas Appeal 2022

[Celtic Kick-Off Foundation's Christmas Appeal With Donation of £10,000](#)

The Christmas Appeal was launched on Saturday, November 5 ahead of the match with Dundee United, coinciding with the 135th anniversary of Celtic FC's formation the following day. Once again, the Club kicked off the Appeal with a magnificent donation of £10K. In addition, Celtic Manager, Ange Postecoglou and Captain, Callum McGregor very kindly recorded this year's Appeal video message – [Christmas Appeal VT 2022](#)





Fundraising: Events

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

MatchWornShirt Auction – November 5-13, 2022

Thanks to the wonderful generosity of Club sponsors Dafabet and Magners, the first team showed their support of our Appeal by sporting our Appeal logo on their shirts in the 4-2 victory over Dundee United. Working with the Club's official shirt auction partner, MatchWornShirt, the shirts were auctioned, with the total raised in excess of £22K.

[Appeal Fundraising – Appeal Logo Shirt Auction](#)



Founding Fathers' Fast – Sunday, November 6, 2022

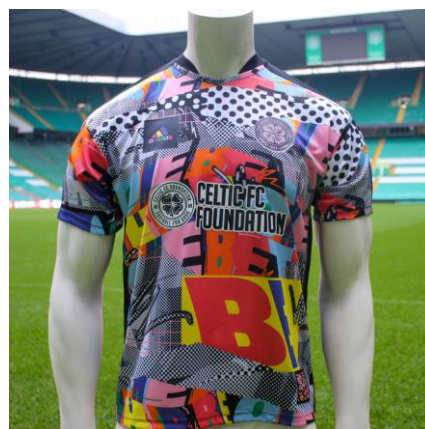
On the 135th anniversary of the Club's formation, we asked supporters to fast for the day in honour of our charitable heritage and donate what they would have spent on food – suggested £5 - to our Christmas Appeal. Around £500 was raised.

[Appeal Fundraising – Founding Fathers' Fast](#)

Love Unites Jerseys – Thursday November 10, 2022

The Celtic first team showed their support for the LGBTQ+ community by wearing adidas' new Tiro x Pride Collection during their warm-up for the match against Heart of Midlothian on Saturday, October 22. Each member of the match squad signed their jersey and these were then sold for £100 each. £1,100 was raised for the Appeal and a donation of £1,100 was also made to LGBT Youth Scotland, via the proceeds.

[Appeal Fundraising – Love Unites Jerseys](#)





Fundraising: Events (continued)

Matchday Bucket Collection – Saturday, November 12, 2022

Over 120 volunteers were located around the ground in the lead up to kick-off for the cinch Premiership match against Ross County, the final match before the break for the World Cup. A grand total of almost £12.5K was raised.

[Appeal Fundraising – Matchday Bucket Collection](#)



Celtic Sleep Out, Glasgow – Saturday, November 19, 2022

100+ participants joined us at Celtic Park to spend the night – from 10.00pm to 6.00am – battling the elements outdoors, in support of our Appeal. A magnificent total in excess of £44K was raised.

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

Prize Draw – November 24 – December 19, 2022

Our Christmas Appeal Prize Draw returned this year, thanks once again to the generous support of Club sponsor, Dafabet. 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 Heart of Midlothian on Saturday, February 25, 2023. A total in the region of £9K was raised.

[Appeal Fundraising – Prize Draw](#)

WIN!

VIP EXPERIENCE FOR 10 PEOPLE IN THE
dafabet SUITE FOR CELTIC V HEARTS



£10 ENTRY

10 x VIP MATCHDAY HOSPITALITY PACKAGE

CELTIC V HEARTS
SATURDAY, FEBRUARY 25, 2023
(Subject to availability and subject to change)

CELTIC FC FOUNDATION - CHRISTMAS APPEAL
2022

NET PROCEEDS WILL SUPPORT #CHRISTMASAPPEAL2022



Fundraising: Events (continued)

Ghirls for Good– Friday, November 25, 2022

Once again sponsored by the Ellen Kane Trust and hosted by Edward Reid, our annual Ghirls for Good event took place in the Kerrydale Suite, with 300 guests in attendance. The event raised in the region of £25K.

[Appeal Fundraising – Ghirls for Good](#)



New Foundation T-Shirt – Monday, November 28, 2022 - present

Following the unveiling of the new Billy McNeill statue in Bellshill, we launched a limited edition T-shirt which pays tribute to our greatest ever Captain. The T-shirt, which has been inspired in design by the new Celtic Park stadium banners and has the blessing of the McNeill family, features the Foundation logo, accompanied by a quote from Cesar – ‘There’s a fairytale about this Club’ – together with an iconic image of him lifting the European Cup. The total raised was in the region of £5K.

[Appeal Fundraising – T Shirt](#)



Celtic Sleep Out, Donegal – Saturday, December 3, 2022

Our first ever Celtic Sleep Out, Donegal event took place at Na Méilte (The Banks) in Mullach Dearg, which is located in the Rosses and is home to the local GAA club Naomh Muire Íochtar Na Rosann. 19 supporters from across Ireland spent the night outdoors, from 10.00pm to 6.00am and the total raised was in the region of £19.5K/€22K.

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

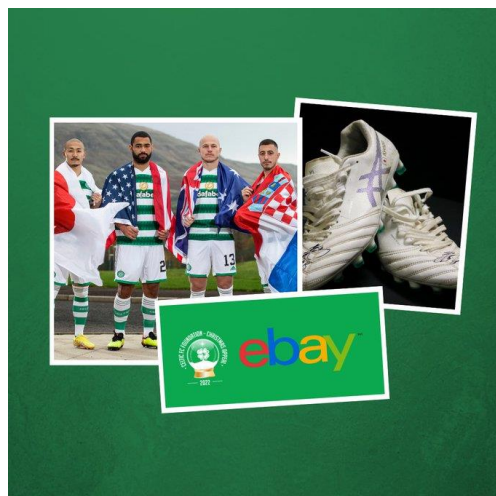


Fundraising: Events (continued)

eBay Auction – December 6-11, 2022

We launched an eBay auction featuring a magnificent seven items signed by a variety of members of the first team squad. Also, at the beginning of the Appeal, thanks to the generosity of Club sponsor, Intelligent Car Leasing, we auctioned off a Walfrid Restaurant package for the UEFA Champions League match against Shakhtar Donetsk. The total raised across both eBay auctions was in the region of £4K.

[Appeal Fundraising – eBay Auction](#)



The Santa Stroll – Saturday, December 10, 2022

Our first ever Santa Stroll saw over 70 participants of all ages walk/run either the 1 Mile or 5K Stroll. Each received a Santa Stroll T-shirt and a Celtic Santa hat and they were joined on the day by Santa himself and Hoopy the Huddle Hound. The total raised was in the region of £6K.

[Appeal Fundraising – The Santa Stroll](#)

Celtic Sleep Out, London – Saturday, December 10, 2022

For a fifth time, we returned to St Anne's School in Whitechapel, where Brother Walfrid spent 15 years following his time in Glasgow. 30 supporters spent the night outdoors, from 9.00pm to 5.00am, and the total raised was in the region of £26K.

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





Fundraising: Other Giving

Just over half of our total this year comes from direct donations, including £10K from Celtic FC.

To complement our events, we had a dedicated [Christmas Appeal section](#) on our Foundation website and reached out to supporters through direct mails and via regular news stories and updates through both the Celtic and Celtic FC Foundation websites, Facebook, Twitter, Instagram, big screens on matchdays, Celtic View magazine and matchday programmes. Once again, [Club sponsor Intelligent Car Leasing, donated LED space at all matches](#) and [Ocean Outdoor generously gifted complimentary advertising space across the city to promote our Appeal.](#)

We requested donations by text, Paypal, online, cheque or cash and also had donation units located in Celtic stores. In addition to encouraging to supporters to 'Share the Magic' via Walfrid's Wishlist, we also asked them to contribute when Christmas shopping via *Give as You Live* or *Amazon Smile*.



The banner features a central snow globe with a Celtic knot inside, surrounded by green and gold Christmas ornaments. Text on the banner includes 'CELTIC FC FOUNDATION - CHRISTMAS APPEAL', '2022', 'Please Share the Magic at CelticChristmasAppeal.com', and 'Share the MAGIC'.

£21,347
raised
by 332 supporters

Give Now

Share

Celtic FC Foundation
Celtic FC Foundation Christmas Appeal
2022



amazon smile



Give as you Live®

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:

“The staff in school identified so many families who needed support. They had either approached the school for food vouchers or help with bills or the children were reporting that they were hungry, as there was no food or snacks in the house. The money from the Foundation will help the most vulnerable of these families. Put simply, on Christmas morning these children and families will now wake up to presents, a warm household and food on the table the Foundation have managed to grant these basic wishes. God bless.” - Geraldine A Millar, Head Teacher, St Paul’s Shettleston Primary School & Nursery Class

“I am always delighted and relieved when Celtic FC Foundation get in touch and ask for a list of families who might need support at Christmas, as I know the difference it will make to them. A lot of our families struggle with the financial demands of Christmas and this has been further exacerbated this year by the cost of living crisis and fuel poverty. In the past, parents have become very emotional on receiving this voucher, explaining that it enables them to enhance Christmas for their children, by way of gifts given and a good Christmas dinner.” - Ann Marie Stafford, Head Teacher, St Michael’s Primary School

“On behalf of Quarry Brae Primary we would like to send a big sincere thank you to Celtic FC Foundation for all that they do in our community. This is not only for our school but many others in the Parkhead area. The generosity towards our families is overwhelming and I cannot underestimate the difference this makes for all families, at this time of year when things are really difficult. There is an element of hidden poverty in this area, families just making ends meet so your support helps all. The Foundation works tirelessly to help, and these donations really are appreciated by the families. Your thoughtfulness and kindness cannot be measured; only know it makes a massive difference to our families and school community.” - Sara Adam, Head Teacher, Quarry Brae Primary

“Celtic FC Foundation have surpassed themselves this year with their charitable efforts, and the amount of money raised to support families across the East End. This year, perhaps more than ever before, the boost that families will get from such an initiative cannot be understated. We appreciate all the hard work done by the Foundation, and would like to thank everyone involved in the fundraising for everything they do to provide some extra comfort and joy at this time of year.” - Iain Morrow, Head Teacher, Golfhill Primary

“The lift that your vouchers give to our families is incredible. For families on a tight budget, your help can mean that presents and food can be purchased. In the current economic climate we cannot underestimate how difficult it is for most households to prioritise their money and to have the voucher really helps with this pressure. Our families have been speechless and astounded by the generosity of your Foundation and your donors. I have had families in tears on more than one occasion. The families have often said that they can now buy a much wanted toy and Christmas dinner, instead of one or the other. Many thanks for all of your hard work and please pass on the thanks of our families.” - Justine Horn, Deputy Head Teacher, Thorntree Primary School



Testimonials (continued)

“For yet another year, the work of Celtic FC Foundation has provided some much needed support to some of the families within the school. The donations will allow families to meet some of the challenges that they will no doubt encounter at this time of year. I’m sure that this will bring some much needed cheer to the children and families over the Christmas period.” – *Simon Kelly, Head Teacher, Alexandra Parade Primary*

“The vouchers supplied by Celtic FC Foundation offer so much more than the face value on the card. By giving the parents vouchers you also give them respect and dignity to chose what their family needs. Parents report of the happiness they have walking round the supermarket and not counting every item in their shopping basket. Children come back in January full of stories of Christmas feasts and presents galore. This is only possible due to the generosity of everyone who donates to the charity.” – *Nancy Clunie, Head Teacher, Dalmarnock Primary School*

“Christmas can be a hugely challenging time of year for many local individuals and families in our community. Over the festive period we’ll be aiming to help with food and fuel for those who find themselves in difficulty, allowing them to feel more comfortable and free from further worries and pressures at Christmas. We would like to extend thanks to everyone who participated in and supported the Donegal Sleep Out event and to Celtic FC Foundation for their wonderful support. Your efforts and contribution will make a difference.” - *Celine O'Donnell, Annagry Saint Vincent de Paul*

“The support provided for the Creeslough Community Support Fund has been extraordinary and the Irish Red Cross has been working with local representatives to provide rapid support to those directly impacted by the tragedy. We wish to thank Celtic FC Foundation for their incredible support.” - *Charles Lamson, The Irish Red Cross*

“Celtic FC Foundation have been incredibly generous to the women and children using our services over the past few years. You have given so many who would have been struggling to make ends meet a fantastic Christmas in a warm house with food and gifts. Many women have burst into tears upon receiving the donation, unable to understand why someone they have never met has been so kind to them. The Foundation have really changed lives and enabled women to get through the festive period while they continue on their journey of recovery. They will never forget your kindness and generosity. You help us to help them.” - *Kelly Andrews, Belfast and Lisburn Women’s Aid*

“The women we support have disclosed to us that they have been assaulted, hospitalised, degraded and called the most horrible names. Just because it is the festive season, it doesn’t mean that physical, emotional, sexual and economic abuse goes away. Women who are accessing our services also often have limited or no access to family finances. They tell us that their ex-partners may threaten to withhold finances and presents for the children, further adding to the stress at this time of year. We’d like to say a massive thank you to everyone who helped us support families in Dublin, it made such a difference.” - *Eavan Ward, Dublin Women’s Aid*



Testimonials (continued)

"We were so grateful to Celtic FC Foundation for the generous donation which was used to support families facing food poverty last Christmas. Sadly, the number of guests needing food has been rising in recent months and with the cost of living crisis biting over the winter months, there are so many in need. My fellow volunteers are committed to making sure nobody is alone in facing the crisis and we will give out thousands of food parcels over the Christmas period. Thanks once again for the generous support!" - *Father Howard James, Bow Foodbank, London*

"Celtic FC Foundation's donation comes at an especially difficult time of year for our clients, who face dropping temperatures outdoors. Last year, Borderline clients benefitted in ways such as gift cards for supermarkets to buy essentials, warm jackets, winter boots, to name but a few. Such seemingly basic items make a huge difference to our clients' lives, enabling them to have the food they want and winter clothes that fit well. The support from Celtic FC Foundation really enables Borderline to extend its work over the Christmas period, when it is arguably the hardest time of year for the homeless." - *Shona Fleming, Borderline UK*

"We are so grateful to Celtic FC Foundation and their fans for their commitment to supporting those facing disadvantage. Last year, you helped fund gifts and food for over 300 children and young people. Helping to ease the financial pressure vulnerable parents face at Christmas and ensuring that children feel the magic of Christmas, as all children deserve to do." - *Patricia Marron, Cardinal Hume Centre*

"The money donated to St Anne's Primary from the Christmas Appeal has made so many children very happy. It has helped us to provide a pantomime and Christmas party in the school for the children and also assist some of the families who are struggling most with supermarket vouchers to make things a little easier. Thank you so much to Celtic FC Foundation for bringing smiles to so many children and for continuing the legacy of Brother Walfrid in East London." - *Sheila Mouna, Head Teacher, St Anne's Primary*

"So quickly off the back of the pandemic, we are now experiencing another crisis. High inflation and the consequences of a war that have left deep marks, not only on the battlefield, but throughout the world, especially affecting the most in need. Therefore, we would like to kindly thank you for your donations, giving us the possibility to help needy families, who are still in difficult financial situations. God bless your generosity." - *Father Patrick Longo Francischini, St Anne's Church*

"Christmas is always a challenging time of year for families, especially when there is little or no money in many low income households for even the most basic of life's essentials. The funds received last year from the Foundation were a great boost for our charity and used to buy two tonnes of much needed food. In recent months, we have seen more people than ever turn to our charity for assistance as the current cost of living crisis is hitting poorer households hardest." - *John McCorry, Newcastle West End Foodbank*



Testimonials (continued)

“The festive period is the busiest time of the year for us at Hope Kitchen. As well as delivering over 400 hampers, we also provide 100 Christmas Dinners and we are open all over the Christmas period including Christmas day. Christmas is really hard for a lot of people, especially if they are on their own, if they have lost people close to them or if they are struggling financially. Celtic FC Foundation have really helped us in the past to make Christmas a special time for folk. The support provided has helped to provide gifts, food which has been distributed within the community, and food that we have used to make our Christmas Dinners. We are really grateful for the wonderful support.” - *Catriona Petit, Hope Kitchen Oban*

“It is very difficult to even put into words what donations from Celtic FC Foundation have done, they have changed the lives of people here at Glasgow East Women’s Aid. These donations quite often prevent women from having to go back to their homes because they’ve been helped to start a new life for themselves and their children. Celtic FC Foundation and its supporters are not just giving people gifts, they are saving people’s lives.” - *Anne Smith, Glasgow East Women’s Aid*

“Christmas is a very difficult time for our families. Women and children are spending their first Christmas away from home. They won’t have their normal friends and family around them and it can be a very scary and lonely time. Children also have lots of worries that Santa won’t come, as they are not at home and worry about how he will find them while living in refuge. Women have told us that the Christmas donations have allowed them to breath at Christmas. It has taken away stress and worry. The smiles, fun and excitement around the refuge at Christmas time is wonderful and is only made possible by donations such as this.” - *Fiona Davies, Glasgow Women’s Aid*

“With a combination of possible strained relationships, the rising cost of living, stress of paying all of the additional costs that the festive period usually brings, and a cold and dark Scottish winter, the festive period can be a really difficult time for the young women we support. That’s why donations from Celtic FC Foundation are so important. They allow our charity to support our young women further by lessening the pressures on them and brightening what can be an otherwise tricky time of year. It has allowed us to purchase warm winter coats and provide Christmas food hampers for all of the young women in the Centre and to provide experiences and excursions that they might not otherwise have, such as a Christmas panto or group outing to M&Ds. Elpis cannot express our gratitude enough for the support we have received from the Foundation. Elpis means “hope” and inspiring hope is always our overriding aim when supporting the young women that call Elpis Centre home. Thank you from the bottom of our hearts for supporting us to do what we do best.” - *Coral McIntosh, Elpis Centre*

“Christmas can be a particularly lonely and isolating time for our guests. The generous donations we have received from Celtic FC Foundation have enabled men and women in Glasgow, affected by poverty, to receive nutritious meals over the festive period. Providing quality food and spending time with our guests helps us build relationships and lets our guests know that they are valued. From here, we can connect them with our other services such as help to access rehab, advocacy and employability support. We want to say a massive thank you to everyone who supports the Foundation’s Appeal and for making such a tangible difference in the lives of the people we support.” - *Simon Noble, Glasgow City Mission*



Testimonials (continued)

“The cost of living crisis has had an impact on the level of homeless applications being made. Many individuals, families and elderly people will be spending this Christmas in temporary accommodation. With the help of Celtic FC Foundation over the years, we have been able to support thousands of people with food and essentials, to ensure they can have the best possible Christmas, regardless of their housing circumstances. This year will be no different, and we simply could not do this without the Foundation and the assistance of their supporters. It really does make such a difference to people’s lives and even more so due to the current economic crisis, people need help more than ever.” - *Helen McMillan, Help the Homeless Glasgow*

“The Foundation have been fantastic supporters of the Invisibles virtually since our inception and we have always been grateful for any contributions we have received. The landscape is changing rapidly in Glasgow due to the grim financial conditions and fuel and food poverty will sadly have an impact on many. Christmas can be an extremely challenging time for many of the people we help. They tend to distance and isolate themselves even more but through our partnerships, with the help from the Foundation and through community involvement, we hope that these people can also feel some joy over the festive period. To the amazing Celtic fans who keep up our Club’s wonderful ethos of looking out for one another and supporting the most vulnerable, we say a big thank you. We have truly seen how your donations can really help someone.” - *Robert Ryan, the Invisibles*

“As a small independent charity, Loaves and Fishes have long relied on the Foundation’s generosity, especially at Christmastime. Christmas sees the demand on our service trebling, both for food parcels and gifts. Celtic FC Foundation’s inclusion of us in their annual Christmas Appeal has helped hundreds of children that we support. For most of the children helped by Loaves and Fishes, the only gifts they receive from Santa have come directly from your contribution and support. We truly believe every child deserves even a little bit of joy at Christmas. Thanks to your support we can make sure that happens.” - *Lesley Davidson, Loaves and Fishes*

“We were overwhelmed with the generosity and kindness of the Celtic supporters who contributed to last year’s Appeal. Thanks to that support, we were able to support 1125 children and young people last Christmas with a new warm winter jacket and wellies. We were also able to distribute food hampers and fuel top-ups for families struggling through the winter months. Last year a lot of the families PEEK support were just coping. We know that this winter families are currently choosing between fuel and food. A winter jacket might seem like an essential item but will be beyond the reach of many families we support, especially this year. By donating to Celtic FC Foundation’s Christmas Appeal, you made a real difference to children living in poverty in Glasgow.” - *Michaela Collins, PEEK*



Testimonials (continued)

“For many years, 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 by poverty. This year we face unprecedented demands from the poorest and most vulnerable. Celtic FC Foundation have reached deep into our communities by working with grass roots charities like Spirit Aid and had a positive impact on families living in real poverty. The support makes a huge difference, meaning people can eat, and heat their homes this Christmas. We at Spirit Aid appreciate the great kindness and generosity of the Celtic family and their willingness to step up and show compassion for the difficulties and challenges that many people face daily.” - Patrick Rolink, Spirit Aid

“We have worked in partnership with Celtic FC Foundation for the last five years or so and have been able to offer an outreach arm of support to families and those who need a wee hand at Christmastime. Last Christmas, with the support of the Foundation and others, we were able to support a number of families in our community, to help give them a special Christmas.” - Andy Cameron, St Roch’s FC Foundation

“Christmas and New Year can be difficult for refugee families, as many are separated from their loved ones and feel very lonely and isolated. The winter months can be difficult for families who are not used to our cold climate and cannot afford to buy winter clothing for the children. Donations have allowed us to provide “Winter Warmer” supermarket vouchers to refugee families so they could buy clothing and extra food over the festive period. We would like to thank Celtic FC Foundation and everyone who has donated to the Appeal for supporting our work.” - Cath McGee, Refugee Survival Trust

“For refugee children and families we support, the festive period can be very lonely and a painful reminder of the loved ones they have left behind or lost to war. With the little financial support families get from the Home Office, it is difficult for parents to buy enough food for Christmas, so toys, decorations, new clothes or family days out, are not really a priority. For a child, a simple toy can bring a smile back and be a friend, festive food can bring a few moments of contentment and good times with family, can be a reminder that not all is lost. This has become possible in the last few years with the help of Celtic FC Foundation. So thank you and thanks to all your supporters who continue to bring the joy of Christmas to refugee children and families through their very generous donations.” - Esther Muchena, Scottish Refugee Council



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 2022 Christmas Appeal, thank you for helping us to Share the Magic.

With the horrendous impact of the COVID-19 pandemic followed immediately by a horrific cost of living crisis, the need of those we support has been greater than ever this year.

However, belonging to the Celtic family is always good for the soul, especially in these most testing of times. With the vast majority of you facing your own personal challenges, you still reached out to lend a hand and offer some love, hope, comfort and joy this Christmastime.

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, Callum McGregor, the Football Department and all of the Celtic staff across the business who assisted with the Appeal.

Thanks to Dafabet, Magners, Intelligent Car Leasing, Ocean Outdoor, the Ellen Kane Trust and all Celtic and Foundation sponsors, funders, partners, suppliers, and Corporate and Premium clients.

Every year, the Christmas Appeal breaks my heart. But you mend it again through your kindness, compassion and generosity. Thank you for providing special memories for so many vulnerable children, young people and adults this festive period.

As Billy McNeill once famously said 'There's a fairytale about this Club' and you have beautifully Shared that Magic with those who need it most.

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

Jane Maguire
Head of Income

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