



CELTIC FC FOUNDATION

Christmas Appeal 2023

£397K

Light up Someone's Christmas

CHRISTMAS APPEAL 2023



PLEASE SUPPORT THIS YEAR'S APPEAL AT
CELTICCHRISTMASAPPEAL.COM

Thank you for your magnificent support!



1,069

children living in
Glasgow
supported



31

charity
beneficiaries
supported



448

vulnerable
pensioners and
individuals
supported



1,038

families facing
poverty
supported



£201.5k

given to
families with
children



£397k

raised and distributed
through the
Christmas Appeal



£64.5k

given to
homeless and
refugee
charities



£33k

spent on local
OAPs and
vulnerable
individuals



£65k

given to
children/families
charities



£17k

given to
women's aid
charities



£16k

spent on children in
Glasgow via gifts,
festive outings and
Christmas parties



CELTIC FC FOUNDATION

Thursday, December 21, 2023

Dear Friends,

Thank you so much for your wonderful support of the 2023 Christmas Appeal.

The cost of living crisis has continued to have a crippling effect on so many families and individuals within our communities so this year's Appeal has been just as crucial as ever before, if not even more so.

Thanks to your wonderful generosity in these incredibly difficult times, we are delighted to confirm that a magnificent total of £397K has been raised and distributed via this year's Christmas Appeal.

Our 2023 Appeal aimed to bring comfort and light up the lives of many who would otherwise struggle over the festive period. This included local families facing poverty, so they can enjoy the type of Christmas that many of us take for granted. As well as pensioners, women and children in refuge, the homeless community and refugees, and a host of others experiencing hardship.

In a period when so many supporters continue to be personally impacted financially, the backing we have received for the Appeal from the Celtic family has yet again been truly outstanding, inspirational and humbling. As always, you have selflessly stepped up when others have needed your help most.

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 those most in need.

Thank you for helping us to Light Up Someone's Christmas.

In Summary, donations were made as follows:

- **83.4%** **Glasgow and the West**
- **7.3%** **London/Newcastle**
- **8.0%** **Ireland/Other Scotland**
- **1.3%** **Overseas (Ottawa)**

- **£185.5K** **Glasgow and the West families with children**
- **£ 16.0K** **Irish families with children**
- **£ 16.0K** **Gifts/Festive outings/Parties for Glasgow children**
- **£ 33.0K** **Local OAPs and other vulnerable individuals**
- **£ 65.0K** **Children/Families charity beneficiaries**
- **£ 17.0K** **Women's Aid charity beneficiaries**
- **£ 44.5K** **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:

1,038 families facing poverty and hardship in Glasgow and the West, Belfast/Lisburn and Dublin. 988 of those families received a significant Christmas gift voucher to purchase food and gifts for the children. They are nominated largely by Primary Schools but also other agencies including Foodbanks in Coatbridge and Bellshill and Women's Aid organisations in Ireland. And we are expecting to welcome approximately 200 guests - which will include around 50 families - to Paradise Pit Stop on Christmas Day.

448 vulnerable pensioners and other individuals across Glasgow. 278 pensioners received Christmas gift vouchers - which were distributed via Glasgow's Golden Generation, NG Homes and St Mary's Calton - and 100 pensioners attended a wonderful Christmas lunch at Celtic Park, while a further 50 received a fantastic Christmas hamper, thanks to a Festive Friends award through the SPFL Trust. Our 50 families noted above will also be joined by approximately 20 individuals on Christmas Day at Paradise Pit Stop.

1,069 Glasgow children. They either received a special Christmas present/enjoyed a festive outing through our Schools Project (482), attended our Christmas Party at Celtic Park (207) or received a gift donated by our Ghirls for Good attendees (380).

31 grass roots charities and organisations in Glasgow and the West, Oban, Dublin, Belfast, Derry, London, Newcastle and Ottawa received donations. These organisations support children/families, women and children in refuge, the homeless and refugees.

Children/Families Charity Beneficiaries: Glasgow and the West [Christmas Appeal beneficiaries Support Children and Families This Year](#)



Glasgow Children's Hospital Charity

A donation of £10,000 was made via this year's Christmas Appeal to Glasgow Children's Hospital Charity. This will help provide special Christmas gifts for hundreds of children who are affected by ongoing health issues. The Celtic first-team squad and Manager, Brendan Rodgers, paid a special visit to the Hospital to bring some Christmas cheer and present our donation.

[Celtic Squad brings Christmas Cheer to Kids through Annual Hospital Visit](#)

Aware Scotland

Providing Christmas gifts, day trips and activities in the winter months for vulnerable young people in Glasgow and the West.



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

Glasgow's Number 1 Baby & Family Support Service

Providing warm jackets and gifts to vulnerable children who are living in poverty and most likely would, otherwise, go without.

Loaves & Fishes

Providing vouchers for families and pensioners, as well as gifts for young people.

PEEK

Providing new warm winter jackets, wellies and food for local children, young people and families impacted by poverty and inequality in Glasgow.

Salvation Army Parkhead

Providing a Christmas Day meal for those living alone, gifts for children, and supporting any emergency requests from those facing desperate situations.

Spirit Aid

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

St. Roch's FC Foundation

Providing a Christmas lunch for the elderly in the Garngad area of Glasgow.





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

We also supported children and/or families plus individuals via:

Schools Project

Thanks to support from external donors, we worked with the Head Teachers at St Mungo's, Pollokshields and Royston Primary Schools, as well as Royston Nursery to provide 482 children with either a special Christmas gift, a fun festive outing or a Christmas party.



Children's Party

[Festive fun at Paradise as Primary pupils attend Foundation Christmas Party](#)

On Monday, December 18 we welcomed **207** Primary Five pupils, from five schools in the East End of Glasgow – Cranhill, Eastbank, Golfhill, St Denis' and St Thomas' – to Celtic Park's Kerrydale Suite for an afternoon of festive fun. They were joined by Celtic Club Captain and Foundation Ambassador, Callum McGregor. 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.

Paradise Pit Stop

[Paradise Pit Stop opens its doors on Christmas Day](#)

Thanks to a very generous donation from the Ellen & Ian Graham Charitable Foundation, we will host a very special Paradise Pit Stop session on Christmas Day. The Kerrydale Suite will open its doors between 12noon and 2pm, as we get set to welcome around 200 guests for a three-course Christmas dinner, entertainment and a visit from Santa! We are also very grateful for incredible and ongoing support from Tony Reilly of Food Options, who donates food to Paradise Pit Stop throughout the year.



Homeless Charity Beneficiaries: Glasgow and the West

[Support provided to homeless community this Festive Season through the Christmas Appeal](#)

Elpis Centre

Providing food hampers, well-being hampers (pamper), fuel top ups and winter clothing to service users.

Glasgow City Mission

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

Help the Homeless

Supporting those living in temporary accommodation over the festive period, by providing Christmas dinner and gifts, as well as food vouchers.

Homeless at Christmas

Providing Christmas dinners and gifts on Christmas Day for those experiencing homelessness in Glasgow.

The Invisibles

Providing practical support to those facing homelessness, such as sleeping bags, mats, socks, underwear, toiletries, clean/dry clothing and footwear, as well as snacks, chocolate, soft drinks and water.

The Wayside Club

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



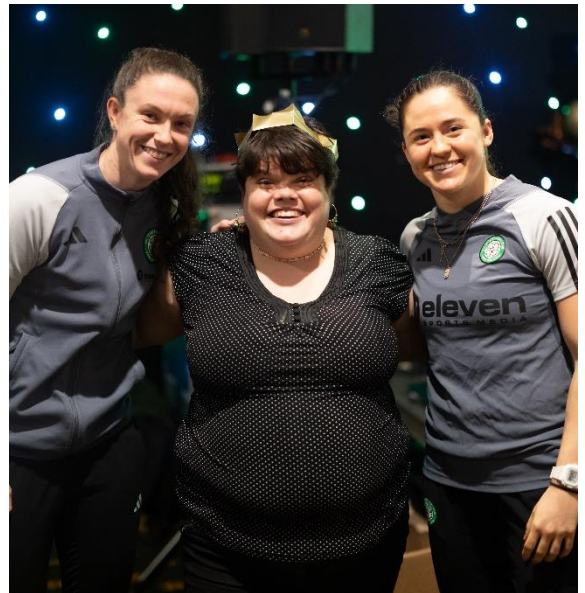


Homeless Charity Beneficiaries: Glasgow and the West (Continued)

Simon Community Scotland Festive Lunch

[Celtic FC Foundation welcome Simon Community Scotland to Celtic Park for Festive Lunch](#)

We welcomed around 200 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. Former Celts Tom Boyd and Tosh McKinlay were in attendance and we were also joined by Men's team players, Stephen Welsh and David Turnbull, as well as Women's Team players Kelly Clark and Kit Loferski, who all assisted with the raffle to hand out prizes.





Refugee Charity Beneficiaries: **Glasgow and the West**

Refugee Sanctuary Scotland

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

Refuweegee

Providing meals for refugees arriving in Glasgow over the festive period.

Safe in Scotland

Providing food for destitute asylum seekers in Glasgow through the winter months.

Scottish Refugee Council

Providing a gift voucher to vulnerable refugee families to help purchase Christmas food, gifts and clothing, as well as supporting the most isolated families to stay in touch with family members during the Christmas period.

Women's Aid Charity Beneficiary: **Glasgow and the West**

[Women's Aid Organisations supported by Celtic FC Foundation's Christmas Appeal](#)

Glasgow Women's Aid

Providing 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 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.



Women's Aid Charity Beneficiaries: Ireland

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

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

Foyle Women's Aid

Providing Christmas food, clothing and essentials, as well as activities for the women and children in Derry who are experiencing domestic abuse.

Women's Aid Dublin

Providing 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 Organisations Will Benefit Thanks To Sleep Out success](#)

Bow Foodbank

Providing essential food packages for individuals and families in need throughout East London.

Cardinal Hume Centre

Providing food, essentials, gifts and exciting Christmas activities for vulnerable young people, children and families.

ScotsCare

Providing practical items such as warm clothes, shoes and food during the festive period for those within the homeless community in London.

St Anne's Primary School

Providing 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 food, clothing and other practical support over the festive period for those within the homeless community, in the Whitechapel area of London.



In Kind Gift Donations: Glasgow and the West

Gift Donations

Through the Appeal, we also received and passed on **380** 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)
- Castlemilk Day Nursery
- Church House
- Glasgow Children's Hospital Charity
- Glasgow North East Social Work
- Glasgow Women's Aid
- Kids Out
- Loaves & Fishes
- PEEK
- Salvation Army Parkhead
- Scottish Refugee Council
- Simon Community Scotland
- Spirit Aid





FUNDRAISING AND PROMOTION

'Light up Someone's Christmas' Campaign

For the second year in a row, the Club and Foundation launched a joint Christmas campaign as this year we encouraged supporters to 'Light Up Someone's Christmas'. The campaign once again included 'Walfrid's Wishlist', with sales of selected products, 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 'Light Up Someone's Christmas' campaign.



And, once again, the Foundation's Appeal was promoted via the Club's eagerly anticipated [Christmas film](#), which launched on Friday, November 17. The film highlighted the essence of good will during the festive period, with Kyogo Lighting Up Christmas for a host of Celtic FC colleagues, via simple acts of kindness and generosity, with the message that 'On and off the pitch, there are so many ways we can light up each other's lives.'



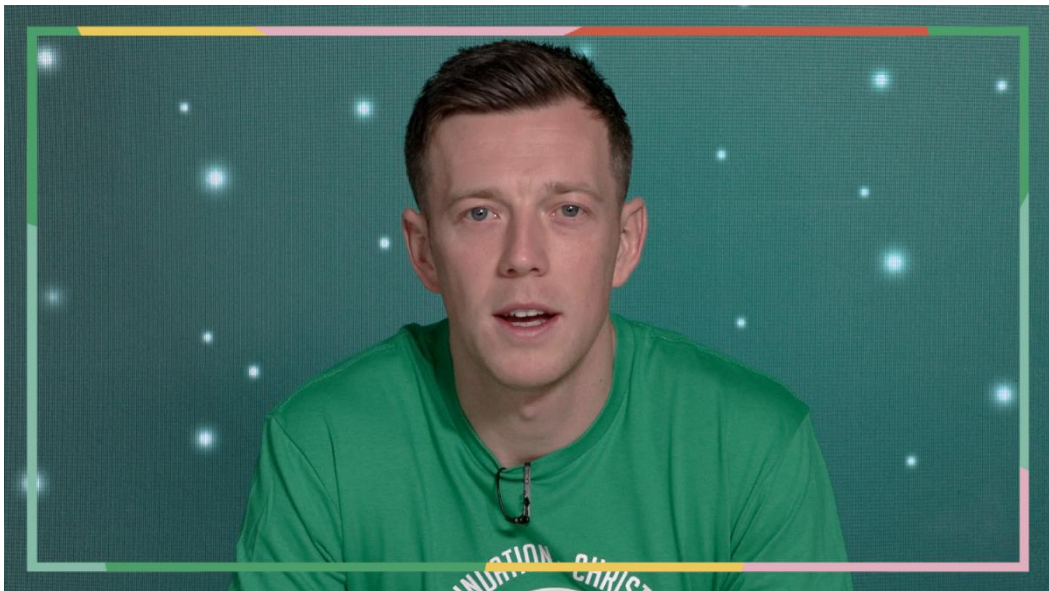


Launch of Christmas Appeal 2023

[Foundation Christmas Appeal kicks off with donation of £10,000 from Celtic FC](#)

The Christmas Appeal was launched on Monday, November 6 coinciding with the 136th anniversary of Celtic FC's formation. Yet again, the Club kicked off the Appeal with a magnificent donation of £10K.

In addition, Celtic Manager, Brendan Rodgers and members of the Celtic first-team squad - including Club Captain, Callum McGregor - very kindly recorded this year's Appeal video message – [Christmas Appeal VT 2023](#)





Fundraising: Events

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

MatchWornShirt Auction – November 4-18, 2023

Thanks to the support and generosity of Club sponsors Dafabet and Magners, the Celtic first-team showed their support for the Appeal by sporting our Appeal logo on the front and 'Football for Good' branding on the reverse of their shirts in the victory over Ross County. Working with the Club's official shirt auction partner, MatchWornShirt, the shirts were auctioned, raising a total of around £20K.

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



Founding Fathers' Fast – Sunday, November 6, 2023

On the 136th 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.

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

Virtual Christmas Tree – Tuesday, November 7, 2023 - Present

We launched our first ever Virtual Christmas Tree offering supporters the opportunity to 'Light Up Someone's Christmas' by purchasing either a light for a suggested £5, a bauble for a suggested £10 or the star for a suggested £50. The tree has offered a place for people to spread Christmas cheer or a way to honour their loved ones. The total raised was in the region of £1K.

[Appeal Fundraising – Virtual Christmas Tree](#)





Fundraising: Events (continued)



Celtic Sleep Out, Derry – Friday, November 17, 2023

The first in a trio of Sleep Out initiatives this year, our inaugural Celtic Sleep Out, Derry event took place at the City's very own Celtic Park. Over 30 amazing participants from across Ireland spent the night outdoors - from 9.00pm to 5.00am - and the total raised was in the region of £16K.

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

Celtic Sleep Out, Glasgow – Saturday, November 18, 2023

130+ incredible supporters 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 £55K was raised. [Appeal Fundraising – Celtic Sleep Out, Glasgow](#)



WIN! VIP EXPERIENCE FOR 10 PEOPLE IN THE @dafabet SUITE FOR CELTIC V KILMARNOCK

£10 ENTRY

10 x VIP MATCHDAY HOSPITALITY PACKAGE

CELTIC V KILMARNOCK SATURDAY, FEBRUARY 17, 2023

CELTIC FC FOUNDATION - CHRISTMAS APPEAL 2023

18+

BeGambleAware.org

NET PROCEEDS WILL SUPPORT #CHRISTMASAPPEAL2023

Prize Draw – November 21 – December 20, 2023

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 Kilmarnock on Saturday, February 17, 2024. A total in excess of £6.5K was raised.

[Appeal Fundraising – Prize Draw](#)



Fundraising: Events (continued)

New Foundation T-Shirt – Wednesday, November 22, 2023 - Present

This year's T-shirt takes us from defence through to attack, as it features Cameron Carter-Vickers, Captain Callum McGregor and Kyogo, with each proudly sporting the Celtic FC Foundation logo on the front of their jerseys, as well as the inclusion of our motto, 'Football for Good'. The total raised was in the region of £5K.

[Appeal Fundraising – T Shirt](#)



Ghirls for Good – Friday, November 24, 2023

As has been the case for many years, our Ghirls for Good event was sponsored by the wonderful Ellen Kane Trust and hosted by Edward Reid. The festive extravaganza took place in the Kerrydale Suite and was a great success with 300+ guests in attendance. The event raised a total in the region of £27K.

[Appeal Fundraising – Ghirls for Good](#)

Matchday Bucket Collection – Saturday, November 25, 2023

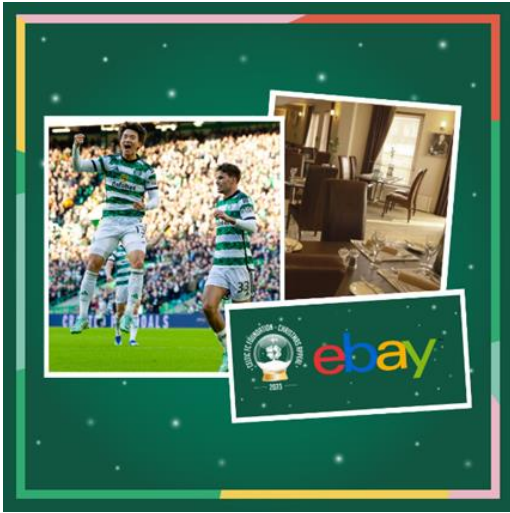
Over 150 volunteers were located around the stadium and we also offered increased presence of cashless donation options, in the lead up to kick-off for the cinch Premiership match against Motherwell. A total in excess of £14K was raised.

[Appeal Fundraising – Matchday Bucket Collection](#)





Fundraising: Events (continued)



eBay Auction – December 1-8, 2023

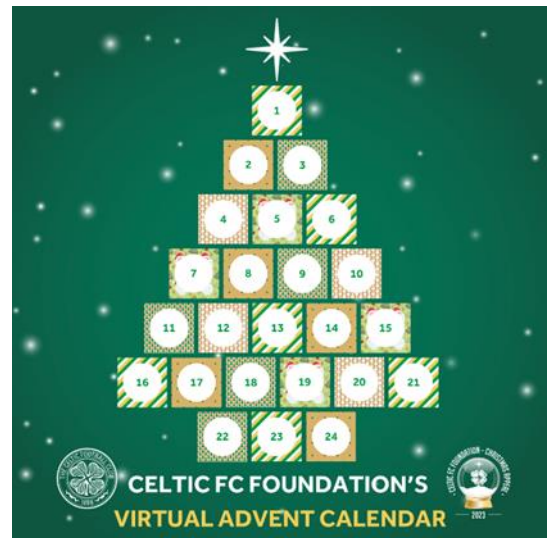
We launched an eBay auction featuring two fantastic opportunities to enjoy a first class hospitality experience in the Walfrid Restaurant. Firstly, for the cinch Premiership clash with Hibs on December 6 and then for the Scottish Gas Scottish Cup fourth-round tie with Buckie Thistle on January 21, 2024. The total raised was a very fitting £1,887.

[Appeal Fundraising – eBay Auction](#)

Virtual Advent Calendar – Friday, December 1 – Sunday, December 24, 2023

Our newest Christmas Appeal fundraising initiative offered supporters the chance to receive a daily Christmas message from a host of Celtic favourites. This included the Managers and a number of players from the current Celtic Men's and Women's teams, as well as a host of former players such as Scott Brown, Chris Sutton and Emilio Izaguirre and Foundation Ambassadors Martin Compston and Tony Curran. All sent their Christmas wishes to those who had registered. The total raised was in excess of £1K.

[Appeal Fundraising – Virtual Advent Calendar](#)



Celtic Sleep Out, London – Saturday, December 2, 2023

For the sixth time, we returned to St Anne's School in Whitechapel, where Brother Walfrid spent 15 years following his time at Celtic. A wonderful group of hardy participants - which included representatives from a host of local CSCs - spent the night outdoors, from 9.00pm to 5.00am, and the total raised was in excess of £12K.

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



Fundraising: Events (continued)

The Santa Stroll – Sunday, December 17, 2023

Our Santa Stroll returned for a second year, as over 80 participants of all ages took on 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 the main man himself and Hoopy the Huddle Hound. The total raised was in the region of £10K.

[Appeal Fundraising – The Santa Stroll](#)





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 'Light Up Someone's Christmas' via Walfrid's Wishlist, we also asked them to contribute when Christmas shopping via *Give as You Live*.



£22,140
raised
by 259 supporters

[Give Now](#)

[Share](#)



Celtic FC Foundation

Celtic FC Foundation Christmas Appeal 2023



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 support from Celtic FC Foundation is so much more than money. The vouchers give parents pride in providing for their families. They offer dignity as parents can make choices on what to buy but most of all the donations offer love and compassion to families, that those who donate will never meet. Surely this is the true meaning of Christmas? I get the great privilege of handing over the envelopes and I am smothered in cuddles. I am only sorry you don't get to see how much it means. I cannot thank the supporters and Celtic FC Foundation enough, as I know the difference it makes. To see the worry lifted from an anxious parent and replaced by the broadest of smiles is a Christmas miracle.” - *Nancy Clunie, Head Teacher, Dalmarnock Primary School*

“For most people, Christmas is an amazing time of year. When we get to spend time with our loved ones, exchange gifts and celebrate. However, for a lot of my families, Christmas is a time of stress, as they struggle to find additional money from budgets that are already stretched to the limit. This has been exacerbated in recent years by the COVID pandemic, the cost of living crisis and fuel poverty. At this time of year, Celtic FC Foundation work hard to provide extra financial support for these families and I can't thank them, and those who donate to the charity, enough for that. I have had parents cry with relief when they receive their envelope. This is very humbling and makes me appreciate all that I have and the partnership our school has with the Foundation. Keep up the good work!” – *Ann Marie Stafford, Head Teacher, St Michael's Primary School*

“Many of our families struggle throughout the year but at this time the need is often even greater. The pandemic has notably widened the poverty gap for these families. We are working in an area of high deprivation - families struggle with various issues and there are families with hidden poverty; struggling to make ends meet with a low paid income. 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. It is a lifeline for many who appreciate your kindness and support, you really need to be at our doorstep to see the family faces acknowledging this. 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. Merry Christmas and Best Wishes for 2024!” - *Mrs S Adam, Head Teacher, Quarry Brae Primary*



TESTIMONIALS (continued)

“Christmas can be a real worry for many of our families and the pressure to produce the perfect Christmas is very real. Your help previously has allowed staff to nominate children and families and make sure that Christmas still holds some magic for our families who are in financial difficulties. All recipients are amazed and overwhelmed that people they don’t know want to help make their family have a special Christmas. Many of our parents have cried when they feel the release of some of the pressure that your gift will bring to them and their children. People have not only managed to make Christmas day special with food and presents but also included warm jackets, scarves and gloves, etc so that the gift will continue to give well into the New Year and the next school term. Your gift allows us to know that Christmas can still be a happy holiday time for all of our families and for this we are extremely grateful.” – *Justine Horn, Deputy Head Teacher, Thorntree Primary School*

“We are delighted every year to receive support from Celtic FC Foundation, in the form of supermarket vouchers for many of our families. These are so well received, and the delight they bring is evident. While the festive season should be a time of joy and wonder, we know all too well how difficult it can be for many. The rising cost of food, heating and clothes, combined with a cold Scottish winter, can make it a dark and bleak time. However, the support our community gets from Celtic FC Foundation brings a little light and sparkle, and ensures as many families as possible can fully enjoy Christmas. We would like to sincerely thank the hardworking team at the Foundation for everything they do to raise money to offer support to families across the East End. It is appreciated beyond measure.” – *Iain Morrow, Head Teacher, Golfhill Primary*

“Celtic FC Foundation have supported families at St Denis' Primary School for many years. The invaluable contribution the Foundation generously makes means that the school can offer some of our families a lifeline at Christmas. Celtic FC Foundation's gifts alleviate some of the pressure on families during the festive period, allowing them to purchase gifts and food to make Christmas special for those who would otherwise struggle to meet the cost of Christmas. Our families always express their heartfelt gratitude and explain how the support of Celtic FC Foundation reduces the financial strain and allows them to make Christmas special for their whole family. For this, we are deeply indebted to Celtic FC Foundation and everyone who contributes to the Appeal. We are privileged to work in partnership with the Foundation to make sure that all young people and their families can experience the joy and magic of Christmas. Many thanks to everyone at Celtic FC Foundation - your generosity truly makes a significant difference to our families. We wish you all a very Merry Christmas!” - *Mrs Kathleen Johnston, Principal Teacher, St Denis' Primary School*



TESTIMONIALS (continued)

“Celtic FC Foundation donations mean a huge amount to us as a school community. So many of our families live in poverty and this is most keenly felt at Christmas. Through the generosity of the Foundation, families are able to give their children a happier Christmas than they thought possible. Some of our families are asylum seekers and refugees, and the difference these donations make to helping them make a home here is enormous. Celtic was established as a football club to help people in need and this ethos is mirrored by the values of our school and the teachings of our Patron, St Vincent de Paul, by offering kindness, respect and compassion to those in need. We cannot thank you enough and we are so grateful for your continued support.” - *Louise McCabe, Acting DHT, St Vincent's Primary School*

“The donations to those within the Calton area help bring assistance to so many, from pensioners living on their own and being challenged with isolation and fuel bills, to recently bereaved families dealing with cost of living challenges and unemployment. The simple truth is that there is a uplift of joy not only financially but the thought that someone cares and has them in mind. It is in these small gestures that our often-fragmented community feels it is being knitted back together. It was with the small ambition of penny meals that Brother Walfrid created something great, and the donations may not be life transforming, but they are life giving in as far as they say ‘we care’. We wish the Foundation every success and to all Christmas peace and blessings.” - Canon Tom White, Parish Priest, St Mary's Calton

“I would like to express my deepest gratitude and appreciation for the incredible work that you all have been doing in the local communities. Your dedication to making a positive impact has not gone unnoticed and the results are evident in the lives you have touched. The tireless effort you have brought to significant change and improvement, making the Christmas period a better time for all.” – *Stacey Bradley, Gallowgate Parish Church*

“The support from Celtic FC Foundation has been much appreciated by stillbirth families in Scotland who are supported by Sean's Trust. Often after a stillbirth mums just can't return to work, they fear all the questions from friends and co-workers about the pregnancy and the baby. How do you tell people that your baby died? The outcome is often the family fall into poverty because the parents just can't function the way they used to. Over the years I've been able to fundraise to bring Stillbirth Mums together, we have attended the Ghirls for Good event many times, these social events have helped make friends for life. The only people who understand are other stillbirth parents. Your support has made Christmas much easier for our families, they are always so appreciative. We've even made a few new Celtic supporters over the years.” – Linda Ryan, Sean's Trust



TESTIMONIALS (continued)

“Geezabreak provides support to some of the most vulnerable children and families living within the North East of Glasgow. These families experience high levels of poverty and struggle to provide the most basic items to meet the needs of their children. The past few years have been particularly challenging - families feel as though they are going from one crisis into another and are doing their best to navigate through whilst trying to provide a healthy meal and a warm home. The generous donations provided by the Foundation have been a lifeline to families and have made a significant difference in terms of what the children wake up to on Christmas morning.” - *Cathy McNally, Senior Family Support Worker, Geezabreak*

“We are very busy here in Women’s Aid as the demands on our services just seem to be endless. The donations received via the Foundation’s Christmas Appeal make such a difference to the lives of the women and children we support, it can really be life changing! One of our women told us last year that she had no money to buy food for Christmas and presents for the children were just not an option. However, support from the Foundation offered her the chance to have a proper Christmas with her children. Your support is invaluable, and we are so thankful for your generous giving!” - *Elain Smyth, Women’s Aid Belfast & Lisburn*

“Economic abuse means that the women we work with struggle to pay their bills and keep food on the table, irrespective of how resourceful and resilient they are. Being able to offer women some financial help, to make their Christmas costs easier to bear is really affirming. We see the real difference this help makes in the lives of the women and children and we are very grateful to everyone who supports Celtic FC Foundation’s Christmas Appeal, thank you.” - *Eavan Ward, Women’s Aid Dublin*

“The donations received from Celtic FC Foundation allow us to provide toys and gifts to our families in refuge, which alleviates the financial burden that this time of the year can bring. Having the Foundation’s support is extremely beneficial, as it helps create a happy memorable time for the children and young people and their mums. Thank you Celtic FC Foundation, for your continuous support.” - *Marie Farry, Glasgow Women’s Aid*

"The support we receive from Celtic FC Foundation has made our Christmas at Hope. It allows us to treat all of our participants with a Christmas dinner and we can also buy food for them to take home to have over the festive season." - *Catriona Petit, Service Manager, Hope Kitchen Oban*



TESTIMONIALS (continued)

“We’re so grateful for the support we receive from the Foundation’s Christmas Appeal, thank you to everyone who contributes. This support goes towards food costs at our drop-in which runs every week day. We serve a nutritious lunch and dinner and these meal times are often our first point of contact with people who have hit a crisis point in their life. Your support enables us to continue to let guests know they are valued, build community, and signpost guests to our other services. Thanks again.” - Joy Andrew, Glasgow City Mission

“Your support is invaluable and we couldn’t operate without the money from the fans and the Foundation. The money that is received goes directly to the people on the streets in Glasgow. Thank you!” - Billy Reid, The Invisibles

“Help the Homeless Glasgow are proud to be a beneficiary of Celtic FC Foundation’s annual Christmas Appeal. In previous years, the donations given to us have been used to provide Christmas dinners and gifts for those people experiencing homelessness. Celtic FC Foundation not only help us to provide support with food over the Christmas period but also social inclusion. Without the Foundation and their supporters, none of this would be possible and we cannot thank you all enough for the support over the years.” - Helen McMillan, Help the Homeless Glasgow

“In the past few years Celtic FC Foundation have been very supportive of Spirit Aid and every penny given has been spent on putting food on the table for some of the most vulnerable families in our communities. Without a doubt, the contribution and support from Celtic FC Foundation has been vital in supporting our work in the community, and the fact that the Celtic Family has raised so much to support good causes is a terrific vindication of Brother Walfrid's vision. Together, Spirit Aid and the Foundation make a wonderful team, we share real values and we make things happen. Our volunteers take great inspiration from the support that we receive from Celtic FC Foundation and some of the poorest families in our communities receive practical and tangible support, for that we thank Celtic FC Foundation and the Celtic Family for their kindness and generosity.” - Patrick Rolink, Spirit Aid

“We were delighted and so grateful for the monies we’ve received from Celtic FC Foundation. It has helped us buy more presents for our Toy Appeal and buy food for the Christmas Day meal. A Big Thank You to you and your fans.” - F Muir, Parkhead Salvation Army, Secretary



TESTIMONIALS (continued)

“We are incredibly grateful to Celtic FC Foundation for continuing their long-standing support with this generous gift. The donation will fund Christmas gifts for children living with complex, long-term health conditions who may be facing a very difficult festive period. This donation will mean that despite all they are going through, these young patients can experience the magic of Christmas, just like their friends at school. Thank you once again to the Club, players and everyone who supports Celtic FC Foundation for their generosity.”

- *Kirsten Watson, CEO, Glasgow Children’s Hospital Charity*

“Your donation has allowed us to host a Christmas lunch and entertainment for local pensioners who might not have the means, which helps them get out the house, socialise, see friends and have a good meal. All of this wouldn’t have been possible without Celtic FC Foundation’s help and we are eternally grateful for the support we have received over the years.” *Andy, St Roch’s FC*

“PEEK are always delighted to receive support from the Foundation’s Christmas Appeal. We continue to be overwhelmed with the generosity and kindness of Celtic FC supporters. Last Christmas we were able to support 1,200 children and young people with a new warm winter jacket and wellies. We were also able to distribute food hampers for families struggling through the winter months, ensuring no family was missing Christmas dinner. A lot of the families PEEK support are just coping. Thank you for helping those in need.” –

Michaela Collins MBE, Chief Executive Officer, PEEK

“Generous donations from Celtic FC Foundation and supporters really make the festive period brighter for Safe in Scotland guests. At a time when many are gathering together with family members, loneliness and isolation can feel more acute. Your donations help us ensure there are shared moments to eat together and feel hopeful, and that there is no shortage of supplies from which people can take comfort and stay healthy. We know that Celtic FC Foundation understands destitution and your solidarity means as much as your donations. Thank you!” –

Annika Joy, Programme Director, Safe in Scotland

“Support from Celtic FC Foundation has been amazing in the past. Just when it gets colder and people need extra help, you’ve been right there helping us feed people and making Christmas special for those who really have next to nothing. Your support means we can make Christmas bundles for people, give out more food and most importantly, give people back their dignity. Celtic fans are the best – thank you for helping welcome people so warmly to Glasgow.” - *Selina Hales, Chief Executive, Refuwegee*



TESTIMONIALS (continued)

“Celtic FC Foundation have been a major contributor to our service’s Christmas collection, allowing us to ensure the children we support are provided with toys and financial support to access warm winter clothes. Each year we appreciate your generosity and witness the joy your donations bring to the children during our Christmas Party and beyond.” - *Esther Muchena, Asylum Service Manager, Scottish Refugee Council*

“Our clients usually have a difficult time at Christmas. They watch others preparing for a good time with their families and celebrating the New Year. For them, little changes except the weather grows colder. With the support received, we purchase warm clothing, such as coats and boots, and give shopping vouchers to allow them to purchase extra items that they could never usually afford. Thank you so much for really helping to make a difference and assisting with a wee bit of Christmas cheer for those who are struggling.” – *Peter Bakewell, Communications Officer, ScotsCare*

“Having volunteered at Bow Foodbank for a number of years, I have seen the difference our service is making to thousands of families here in East London. This is vital work, and although we have hundreds of volunteers, there is still a big cost to what we do. The support from Celtic FC Foundation has been vital in helping us to provide food and other important supplies over recent years - especially around the Christmas period. Thank you to everyone who has contributed and made a real difference in the lives of so many in our community.” – *Sister Ursula Scullane, Bow Foodbank*





CELTIC FC FOUNDATION

We humbly asked you to help Light Up Someone's Christmas and you responded with the same support, love, comfort and compassion you always do.

Thank you so much 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 2023 Christmas Appeal.

Sadly, the crippling cost of living crisis remains, which is putting horrific pressure on and overwhelming countless families and individuals.

However, the Celtic family has, yet again, been a beacon of light in the most testing of times. You never fail to step up and comfort those who need our support, despite facing significant challenges yourselves.

Thank you to everyone who gave us their time around our fundraising events and delivery, especially our wonderful 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 Brendan Rodgers, 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, and all Celtic and Foundation sponsors, funders, partners, suppliers and Corporate and Premium clients.

At the start of each Appeal, my heart hurts with the reality of how many people are suffering and in need of our help and the mammoth task ahead. But, as always, the Celtic support has displayed unsurpassable kindness, compassion and generosity. More than enough to warm anyone's heart.

Thank you for lighting up the lives of so many vulnerable children, young people and adults this festive period.

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

Jane Maguire
Head of Income

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