

CELTIC FC FOUNDATION

CHRISTMAS APPEAL 2024

£412K



**THANK YOU FOR YOUR
MAGNIFICENT SUPPORT!**



725

children living
in Glasgow
supported



38

charity
beneficiaries
supported



938

vulnerable
pensioners and
individuals
supported



1,068

families facing
poverty
supported



£214k

given to
families with
children



£412k

raised and distributed
through the
Christmas Appeal



£56k

given to
homeless and
refugee
charities



£39k

spent on local
OAPs and
vulnerable
individuals



£84k

given to
children/families
charities



£14k

given to
women's aid
charities



£5k

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



Monday, December 23, 2024

Dear Friends,

Thank you so much for your wonderful support of the 2024 Christmas Appeal.

Once again, we have faced a winter period in which the cost of living crisis continues to negatively impact so many. Sadly, this has seen the demand and need for our support reach an even greater level than ever before this Christmas, with so many families and individuals facing hardship in their lives.

Thanks to your magnificent generosity in these incredibly challenging times, we are delighted to confirm that an astounding record total of **£412K has been raised and distributed via this year's Christmas Appeal.**

Through this year's Appeal, we aimed to assist local families facing poverty, helping to give them the type of Christmas that everyone deserves. As well as pensioners, women and children in refuge, the homeless community, refugees and a host of others who would otherwise struggle over the festive period.

In a time when so many supporters continue to face personal financial challenges, yet again, the response we have received for the Appeal has been truly remarkable, inspiring and deeply humbling. As always, the Celtic family has stepped up and generously made a huge difference to the lives of 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 those most in need.

Thank you for helping us to Make Christmas Magic.

In Summary, donations were made as follows:

- **78.6%** **Glasgow and the West**
- **9.9%** **Ireland and wider Scotland**
- **10.5%** **London and wider England**
- **1.0%** **Overseas (Ottawa)**

- **£198K** **Glasgow and the West families with children**
- **£ 16K** **Irish Women's Aid families**
- **£ 5K** **Gifts/Festive outings/Parties for Glasgow children**
- **£ 39K** **Local OAPs and other vulnerable individuals**
- **£ 84K** **Children/Families charity beneficiaries**
- **£ 14K** **Women's Aid charity beneficiaries**
- **£ 38K** **Homeless charity beneficiaries**
- **£ 18K** **Refugee charity beneficiaries**



BENEFICIARIES

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

1,068 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 350 guests - which will include around 80 families - to Paradise Pit Stop on Christmas Day.

938 vulnerable pensioners and other individuals across Glasgow and the West and Edinburgh. 278 pensioners received Christmas gift vouchers - which were distributed via Glasgow's Golden Generation, NG Homes and St Mary's Calton - and 110 pensioners and other individuals attended a wonderful Christmas lunch at Celtic Park, thanks to a Festive Friends award through the SPFL Trust. 30 pensioners were also provided with a Christmas lunch via St Roch's FC Foundation and 500 people living with dementia and other vulnerable individuals were supported via the Eric Liddell Centre in Edinburgh. Our 80 families noted above will also be joined by approximately 20 individuals on Christmas Day at Paradise Pit Stop.

725 Glasgow children. They either received a special Christmas present/enjoyed a festive outing (120), attended our Christmas Party at Celtic Park (205) or received a gift donated by our Ghirls for Good attendees (400).

38 grass roots charities and organisations in Glasgow and the West, wider Scotland, Dublin, Belfast, Wicklow, London, wider England and Ottawa received donations. These organisations support children/families, women and children in refuge, the homeless community 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 Men's first team squad paid a special visit to the Hospital to bring some Christmas cheer and present our donation.

[Celtic bring Christmas cheer to Glasgow Children's Hospital and delivers £10,000 donation](#)



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

AWARE Scotland

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

Glasgow's Number One Baby & Family Support Service

Providing warm jackets and gifts for vulnerable babies and children who live in poverty.

Loaves & Fishes

Providing toys, food and clothing to families and individuals who are struggling within their community.

PEEK

Providing warm winter jackets and wellies, Christmas gifts, food hampers and fuel support for local children, young people and families.

Salvation Army Parkhead

Supporting local families who are struggling through the provision of Christmas gifts, Christmas Day meals and emergency food hampers during the festive period.

Spirit Aid

Providing food hampers to families who are struggling within their communities.





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

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



Children's Party

Festive fun for local Primary pupils at Foundation Christmas Party

On Tuesday, December 17, we welcomed **205** Primary Five pupils, from four schools in the East End of Glasgow – Dalmarnock, Riverbank, Sacred Heart and St Timothy's – to Celtic Park's Kerrydale Suite for an afternoon of festive fun. They were joined by Celtic midfielder Paolo Bernardo, who also brought along the Premier Sports Cup. The children were treated to a festive lunch, party games, a face painter, a visit from Hoopy the Huddle Hound, a disco and, of course, a gift from Santa.

Paradise Pit Stop

Thanks to a very generous donation from the Ellen & Ian Graham Charitable Foundation, we will once again 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 350 guests for a three-course Christmas dinner, entertainment and a visit from Santa!





Homeless Charity Beneficiaries: Glasgow and the West [Homeless Community benefit from support through Foundation's Christmas Appeal](#)

Elpis Centre

Providing warm winter clothing and assistance with fuel for the women and families supported by the Centre.

Glasgow City Mission

Catering for 120 homeless and vulnerable men and women to enjoy a hot, nourishing meal and social interaction.

Help the Homeless

Providing vouchers and gifts for families, individuals and the elderly living in temporary accommodation.

The Invisibles

Providing essentials for those within the homeless community in Glasgow.

The Wayside Club

Providing warm food and clothing through the Christmas and New Year period for 70-100 people who are homeless.





Homeless Charity Beneficiaries: Glasgow and the West (Continued)

Simon Community Scotland Festive Lunch

On Wednesday, December 18, we welcomed around 120 special guests (who are supported by Simon Community Scotland) to Celtic Park, for a wonderful festive carvery lunch, a raffle and a visit from Santa. Anthony Ralston and Liam Scales joined former Celts Tom Boyd and Tosh McKinlay at the event as the players past and present met with guests and assisted with distributing raffle prizes.





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

[Refugee beneficiary organisations will be supported through Foundation's Christmas Appeal](#)

Refugee Sanctuary Scotland

Providing vouchers to refugees to allow them to purchase food and gifts.

Refuweegee

Providing essentials during the winter months to the most vulnerable refugees who arrive in Glasgow.

Safe in Scotland

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

Scottish Refugee Council

Supporting refugee families who have just arrived in Scotland, as well as other vulnerable or disadvantaged refugee families.



Refuweegee
(ref-u-wee-gee)



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

Glasgow Women's Aid

Providing supermarket vouchers to families to purchase food and essentials over the Christmas period.

Charity Beneficiaries: **Ireland**

[Wicklow Sleep Out will support Irish beneficiaries through this year's Christmas Appeal](#)

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

Arklow Community Action Resource Centre

Providing support through food and essentials to the most vulnerable in the local community.

Wicklow Homeless Five Loaves

Providing accommodation, food and essentials for those within the homeless community in Wicklow.

Women's Aid Dublin

Providing vouchers to struggling families to purchase food, clothing, footwear, household items and toys.

Women's Aid Belfast and Lisburn

Supporting women and children experiencing domestic abuse to buy food, clothing, gas and electricity.



Charity Beneficiaries: London

Appeal beneficiaries supported as London Sleep Out is great success

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 and gifts to vulnerable young people and families over Christmas.

London Irish Centre

Providing Christmas meals for vulnerable members of the local community and essentials for those experiencing homelessness.

ScotsCare

Warm clothing and food vouchers for the homeless community in London over the winter months.

St Anne's Primary School

Providing pupils with a special Christmas gift and a trip to a pantomime.

St Anne's Church

Providing support to people/families who are struggling, through assistance with food and fuel.

Whitechapel Mission

Delivering services to the homeless over Christmas and New Year, providing gifts and serving hot drinks, breakfast, toiletries and providing shower facilities.





Charity Beneficiaries: Other Locations

In addition to the charitable organisations previously mentioned, we also made donations to a host of other beneficiaries throughout Scotland, Ireland and England, as well as in Ottawa, Canada and examples include:

Hope Kitchen, Oban

Christmas meals and hampers to those most in need in and around the Oban area.

Newcastle Foodbank

Providing food to the most vulnerable within the local community in Newcastle.

Ottawa Mission (In partnership with the Ottawa CSC)

Providing a Christmas dinner for the homeless on Christmas Day and essential support services during the holiday season.





In Kind Gift Donations: Glasgow and the West

Gift Donations

Through the Appeal, we also received and passed on **400** 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
- Castlemilk Day Nursery
- Glasgow Children's Hospital Charity
- Glasgow Health and Social Care Partnership
- Glasgow Women's Aid
- Kids Out
- Loaves & Fishes
- Salvation Army Parkhead
- Scottish Refugee Council
- Simon Community Scotland
- Spirit Aid





Launch of Christmas Appeal 2024

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

The Christmas Appeal was launched on Wednesday, November 6 coinciding with the 137th 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 very kindly recorded this year's Appeal video message at St Mary's in the Calton. – [Christmas Appeal VT 2024](#)



We also received magnificent support from the Celtic Men's and Women's teams throughout the Appeal. Members from both squads joined us when visiting a host of Appeal beneficiary organisations and featured in our beneficiary VTs.

[Luke McCowan and Nicolas Kühn visit Loaves and Fishes](#)

[Callum McGregor and James Forrest visit Refuweegee](#)

[Colette Cavanagh, Maria McAneny and Bruna Lourenco visit the Simon Community](#)



Fundraising

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

Sleep Out Events

We hosted three Sleep Out events in November and December in **Wicklow, Glasgow and London**, with 163 in attendance across the three events and a net total of £160K raised.

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



Other Events

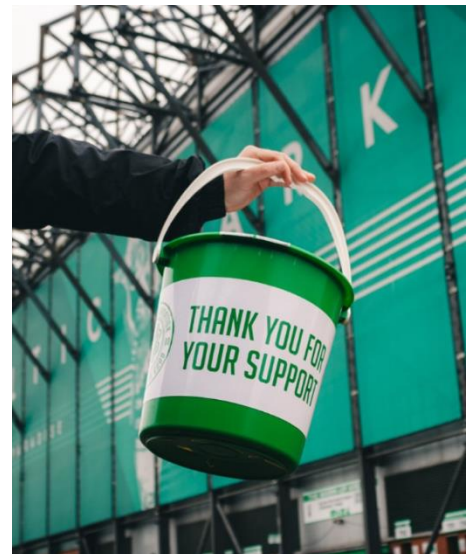
We hosted three other events at Celtic Park – Ghirls for Good, Christmas Appeal Bucket Collection and the Santa Stroll.

Our **Ghirls for Good** event was sponsored by the wonderful Ellen Kane Trust and saw over 300 guests in attendance, with a total in the region of £29K raised. [Appeal Fundraising – Ghirls for Good](#)

This year's **Appeal Bucket Collection** took place ahead of the match v Hibernian on Saturday, December 7, as over 100 volunteers were located around the stadium. A net total of over £15K was raised. [Appeal Fundraising – Bucket Collection](#)

Our **Santa Stroll** event returned for the third year, as around 60 participants took on either the 1 Mile or 5K Stroll. A total in excess of £4.5K was raised.

[Appeal Fundraising – Santa Stroll](#)





Fundraising (continued)



Online Initiatives

We delivered a number of online fundraising initiatives including our Virtual Christmas Tree, Christmas Appeal Prize Draw and Christmas Appeal Shirt Auction.

The **Virtual Christmas Tree** once again offered the chance to donate while hanging an item on the tree. A total in the region of £1.5K was raised. [Appeal Fundraising – Virtual Christmas Tree](#)

The **Appeal Prize Draw** returned, once again offering the chance to win a hospitality experience thanks to the wonderful generosity of Club sponsor Dafabet. A total in excess of £10K was raised. [Appeal Fundraising – Christmas Appeal Prize Draw](#)

The Men's first team sported the **Appeal logo** for the match v Hibernian on December 7, thanks to the support of Club sponsors Dafabet and Magners, These shirts were then auctioned along with shirts from our most recent Legends match. A total in excess of £10K was raised.

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



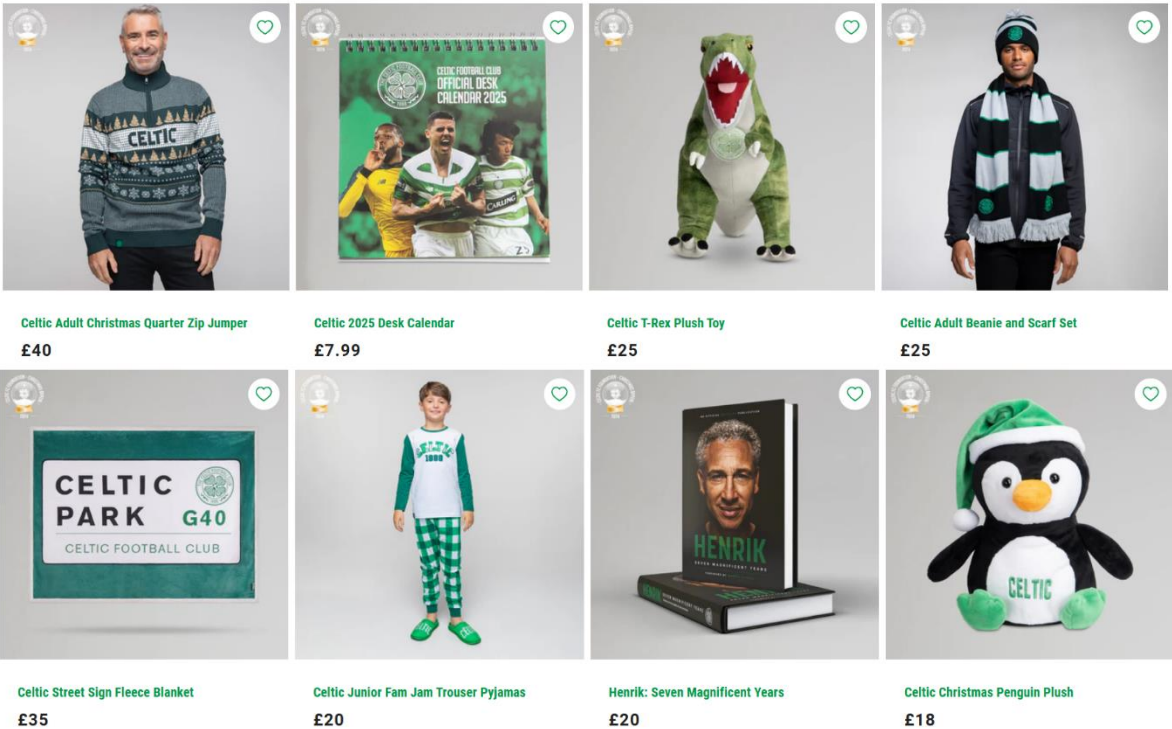


Fundraising (continued)

Retail Initiatives

We delivered a number of retail initiatives as part of the Appeal, including Walfrid’s Wishlist, donations at check out and our new T-shirt.

For the third year in a row, the Club and Foundation launched a joint Christmas campaign, which included ‘Walfrid’s Wishlist’, with sales of selected products, both in-store and online, directly contributing to our Christmas Appeal. A total in the region of £11.5K was raised.



Supporters were also encouraged to **donate while shopping** via a new opportunity to do so when checking out online on the official Celtic Store. This donation option was also applied for online ticketing, with both initiatives carrying on as new regular income streams for the Foundation beyond the Christmas Appeal.

[Appeal Fundraising – Donate while you shop](#)

In addition, we released a brand-new **T-shirt**, which pays homage to the Club’s history, featuring the iconic Celtic FC stained glass window design but with our own Foundation twist. Thus far a total of £5K has been raised.

[Appeal Fundraising – T Shirt](#)





Fundraising (continued)

Other Giving

To complement our events, we had a dedicated [Christmas Appeal section](#) on the Foundation website and reached out to supporters through direct mails and via regular news stories and updates through both the Celtic FC and Celtic FC Foundation websites, Facebook, X, 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.



£11,825

raised
by 328 supporters

Give Now

Share



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 vouchers we receive from the Foundation are a lifeline for the families we support. They don't know they have been nominated until they are handed to them and as you can imagine there is a lot of tears and gratitude. We would like to take this opportunity to thank Celtic FC Foundation for allowing us to nominate these families, knowing it means the world to them.” - *Angela Easton, Coatbridge Community Foodbank*

“At Loaves and Fishes, we unfortunately have to supply around 250 food parcels a week, which puts enormous pressure on our service, so the support from the Foundation is invaluable. When I first started here, everyone told me about the link over the years with the Foundation and Celtic FC and it's just as strong as they said it was, especially at Christmas. Every Christmas, we say that it can't get any busier, but it does. But every Christmas, the Foundation are there supporting us and it means so much, we can't thank everyone that contributes enough.” - *Lesley Davidson, Loaves and Fishes*

"For many of us, Christmas is a time for joy and celebration with loved ones. Yet for 3,800 homeless children from Westminster, they will celebrate Christmas living in temporary accommodation. For too many, this means a hotel room, far from the warmth and joy of a true celebration. At the Centre, we want to ensure that everyone has the essentials they need this winter and offer opportunities to celebrate away from stress and fear. We cannot express enough gratitude to Celtic FC Foundation and its supporters. Your generosity not only helps meet urgent needs but also spreads hope and joy to those who might otherwise go without. Thank you for making a real difference in the lives of so many." - *Georgia Yale, Cardinal Hume Centre*

“Here at Refuweegee, we provide critical support with food, toiletries, household items, clothing and footwear. We always prioritise the support from Celtic FC Foundation for those who are living on the lowest budget and in the most difficult accommodation. In Glasgow, there are hundreds, if not thousands of people living in hotel accommodation, on a budget of just £8.86 per week. Celtic fans have always been phenomenal to Refuweegee and we are eternally grateful for that.” - *Selena Hales, Refuweegee*

“Homelessness is a major challenge for us here in Wicklow. The winter period is extremely difficult for those living on the streets and we are very reliant on the generosity of others to allow us to help, so the support received from the Foundation is very much needed. Thank you to everyone who has contributed, you are making a big difference to the lives of those most in need.” - *Tommy Gordon, W.H. Five Loaves*



TESTIMONIALS (continued)

“Being a charity with limited funds, we often face challenges when trying to provide a memorable and enjoyable festive period for our young people. Through the Foundation’s generosity, we can ensure that all our young people have gifts to look forward to on Christmas Day and that they enjoy activities arranged by the staff and within their communities. We would not be able to provide all of this without the kind and thoughtful contributions of the Foundation and its followers. The positive impact on our young people is immense.” - *Jacquelyn Jennett, Elpis Centre*

“Receiving this generous gift from Celtic FC Foundation for the struggling families around the East End of Glasgow during the Christmas season was a lifeline. It took the stress off their finances and will allow them to provide a happy and memorable Christmas for their families. Everyone at St Thomas’ is incredibly grateful for the Foundation’s support, kindness and generosity.” - *Stacey Bradley, St Thomas’ Gallowgate*

“The ongoing cost of living crisis has contributed to deepening poverty in Glasgow, with families unable to afford the basics like food, heating and clothing. This has a significant impact on the health and wellbeing of so many children, young people and families. PEEK aims to reduce the impact of poverty through campaigns such as our Winter Warmer Appeal, providing new warm winter clothing and wellbeing support. This would not be possible without the support from Celtic FC Foundation, thank you so much.” - *Michelle McDonald, PEEK*

“Support received allows us to treat the children here with Christmas gifts, a Christmas lunch and a pantomime. Some of our families are deprived and don’t get to celebrate Christmas like most of us but thanks to the support from the Foundation, we’re able to spread a little joy and we’re extremely grateful for that.” - *Louise Nottage, St Anne’s Primary*

“We’d like to say a huge thank you to everyone supporting Celtic FC Foundation’s Christmas Appeal. Your kindness will make such a difference to families fleeing war and persecution. Every child has the right to feel safe, warm and welcome. But thousands of refugees – including families with young children – are facing homelessness and extreme hardship this Christmas. Many of the families we work with can’t afford warm clothes or hot meals for their children. Some are living out of suitcases in cramped hotel rooms, with no space for their kids to play, struggling to survive on less than £1.30 a day. Your support is a light at the end of the tunnel. By showing families who have lost everything that you care, you can help them pick up the pieces and begin rebuilding their lives in Scotland.” - *Esther Muchena, Scottish Refugee Council*



TESTIMONIALS (continued)

“December and Christmas are very touch times for women and often the abuse they are suffering is more frequent and more severe. Women disclose to us that they have been assaulted, hospitalised and degraded. Just because it is the festive season, it doesn't mean that physical, emotional, sexual and economic abuse goes away. There is also additional hardship for families experiencing domestic abuse because of economic abuse. As a result, women are under severe financial pressure. Last Christmas, thanks to the amazing generosity of the supporters of Celtic FC Foundation, we were able to give women vouchers to be able to buy food, clothes, footwear and toys for their children. We'd like to say a massive thank you to everyone who helps us support families in Dublin, it makes such a difference.” - *Eavan Ward, Women's Aid Dublin*

“From everyone at Cranhill Primary School we would like to say a massive thank you to Celtic FC Foundation. Our families truly appreciate the support you provide to them at this time of the year. The difference you make to their lives cannot be understated. Keep up the fantastic work and the positive difference you are making.”
- *Alan Young, Cranhill Primary School*

“Winter and the Christmas period is one of the busiest times of the year at Glasgow City Mission. The Support of Celtic FC Foundation has been invaluable to us over the years, it has directly enabled the staff at The Mission to support some of the most vulnerable people in our city during the coldest time of year. Christmas is a time when most of us socialise with colleagues, friends and family, but it can be an incredibly difficult time for people sleeping rough, or living in hostels and B&Bs, especially where there have been family or relationship breakdowns. Your support helps alleviate the isolation and loneliness that many people experience this time of year, giving them somewhere to go, where everyone is accepted and where people find belonging and a sense of family.” - *Karen Stewart, Glasgow City Mission*

“The Christmas period is one of the busiest times of the year for The Salvation Army. Many of those we support face their biggest challenges at this time, from financial strain to loneliness. The support offered by Celtic FC Foundation is a huge relief to those who are receiving our help. Whether it is an open, warm and friendly space on Christmas Day to come and be with others, a meal together or presents under a tree at home, the support we are able to provide because of the financial input from the Foundation has taken a very dark time of the year and filled it with light. Thank you for your continued support.” - *Amy Jo Battersby, Salvation Army Parkhead*



TESTIMONIALS (continued)

“I would like to say a big thank you to the Foundation and all the Celtic supporters for putting themselves out there for the good of others. This will help so many families struggling in and around our community. With the high cost of living, people are finding it so hard to buy the basic things like food and clothes. The bills and rents come first for most. So thank you once again for choosing us as one of the beneficiaries of your efforts.” - *Sheila Busher, Arklow Community Action Resource Centre*

“The backing of Celtic FC Foundation over the past few years has been invaluable for Women’s Aid Belfast & Lisburn. Your generosity has ensured that vulnerable women have heating, food and gifts for their children. There is an epidemic of domestic violence here and when we give women their gifts from the Foundation, they cannot believe that someone they have never met can be interested in their plight. I have witnessed women burst into tears, so thankful that someone else can actually care about them and be so generous.” - *Liz Johnston, Women’s Aid Belfast & Lisburn*

“The children and families of Dalmarnock Primary School are so grateful to Celtic FC Foundation for the kindness and generosity they have shown to our school. We have been able to support a significant proportion of our school community with the vouchers donated through the Christmas Appeal. I have had many conversations with families who have remarked on how much they rely on this type of support during a time of year that traditionally causes money worries, which are amplified by global financial uncertainty. Many families have expressed gratitude for the vouchers, as these allow them to buy a Christmas dinner or enable them to provide new toys for their children on Christmas Day, things which many of us take for granted. On behalf of our school community, I would like to offer a heartfelt thanks to those who have donated and supported the Appeal.” - *Charles Neil, Dalmarnock Primary School*

“Wheatley Care's Glasgow Flexible Housing Outreach Support Service supports families experiencing homelessness throughout the northeast of the city. The support from Celtic FC Foundation during the festive season is invaluable for our most vulnerable families and helps to ease some of the pressures they experience at this time of year. Thanks to Celtic FC Foundation and the incredible Celtic support, this assistance ensures that children can enjoy the festive season, despite their difficult circumstances. Thank you!” - *Meghan Patrick, Loretto Care*

“The lunch provided at Celtic Park for our service users means an incredible amount to the guests who come along. We’ve met some of these people on the streets and been with them on their journey, so to be able to bring them along to Celtic Park, to be well fed and well looked after is fantastic. It’s just a brilliant day out for everyone. Things like this make a real difference to people, so we just want to say a huge thanks to all of the Celtic supporters who contribute to the Foundation’s Appeal.” - *Murray Easton, Simon Community Scotland*



TESTIMONIALS (continued)

“Spirit Aid has received tremendous support from Celtic FC Foundation over many years in our quest to mitigate the effects of food and energy poverty in our communities and thanks to this support, we have been able to put food on many tables. Christmas is a special time of the year and we hope that our support brings some comfort and joy to those most in need. We appreciate the wonderful kindness and generosity of the Celtic family and are grateful for the incredible commitment shown by the Foundation towards making a difference and effecting positive change. Thank you all for your kindness, generosity and compassion.” - *Patrick Rolink, Spirit Aid*

“The winter period is an extremely difficult time for those we assist in the asylum system, as individuals receive small amounts of support, with many not permitted to work in the UK and not able to access statutory support. The families and individuals that we will help are struggling to afford food, appropriate winter clothing, daily essentials and public transport costs. This abject poverty puts them at high risk, which overall has a significant negative impact on them. Thanks to the support from Celtic FC Foundation, we are able to buy vouchers which allow those we work with to choose what they want and need. As an organisation, we are very grateful to the contributors of this Appeal and would like to thank them for their generous donations in support of causes such as ours. Without this, we would be unable to provide some of the most destitute within our communities with the assistance they need.” - *Ekra Marwaha, Refugee Sanctuary Scotland*

“Thank you so much to the Foundation for your generous donation to our families. The vouchers will mean that they will be able to provide toys and food for their children at Christmas. Our families have been so thankful and overwhelmed by the generosity shown to them. Many of our families have relocated from Nigeria and the children are sometimes struggling with the abundance of food and toys that some of our other children have. They will be delighted to receive new gifts at Christmas. As our patron Saint Anthony said ‘Actions speak louder than words’. We appreciate your rooted kindness and goodwill more than words can express.” - *Alison Gallagher, St Anthony’s Primary School*

“The festive period is a challenging time for many families across the city and, historically, this is our busiest time of the year. It’s truly heartwarming to receive support from Celtic FC Foundation. Last year, the Foundation’s support helped Newcastle Foodbank to assist hundreds of families and individuals with food in December. This is a wonderful example of the Foundation’s engagement with charities to help local communities and people in their time of need. We are truly grateful to those who donate to the Foundation’s Christmas Appeal, as their generosity of spirit makes life that little bit easier for struggling households to cope at Christmas. Thank you for all your help and kind donations.” - *John McCorry, Newcastle Foodbank*



TESTIMONIALS (continued)

“Winter and Christmas are often seen as a time of joy, warmth and togetherness. But for the vulnerable people we support, it’s a starkly different reality. The cold months bring hardship, with many struggling to stay warm, fed and hopeful. We work to ensure that no child wakes up on Christmas morning feeling forgotten and no family endures the season without some sense of comfort and care. The support we’ve received from Celtic FC Foundation previously has been nothing short of transformative. Their generosity has helped us turn despair into hope and silence into laughter for so many children. We’ve been able to provide toys and gifts to vulnerable children who might otherwise have faced Christmas with nothing. To all who have contributed through the Appeal, thank you from the bottom of our hearts.”
- Audrey Dempsey, Glasgow's Number 1 Baby & Family Support Service

“As always, we want to thank Celtic FC Foundation for their continued support. It has been incredible over the years and makes such a difference to our work throughout the Christmas period. We are currently in a state of housing crisis that is seeing more and more individuals and families finding themselves without a permanent home. We believe that everyone deserves a Christmas dinner no matter where they find themselves. So our aim is to provide as many individuals and families as possible with a good meal to enjoy on Christmas Day. Without the Foundation’s assistance, we would not be able to fulfil all of the requests for help that we receive. Thank you again.” - *Helen McMillan, Help the Homeless*

“A sincere and heartfelt thanks to Celtic FC Foundation, from the children, families and staff of St. Timothy’s Primary School & Nursery Class. These past few years have been particularly challenging for everyone and many of our families have been anxious about the approaching festive season. However, Celtic FC Foundation, once again, sprinkled Christmas magic by supporting many of our St. Timothy’s families. These financial contributions have gone a long way to ensuring that our children and their families have a more joyous and less anxious Christmas. Additionally, our Primary 5 children, 64 learners, had the time of their lives at the Christmas party at Celtic Park; an event where many of our children would never have the opportunity to visit or experience. We are extremely thankful and grateful to work in partnership with Celtic FC Foundation. Their continued support is helping us to improve outcomes for our children and their families.” - *Louise Mackie, St Timothy’s Primary School*

“The winter period is particularly difficult for our clients, whether they are experiencing homelessness and having to cope with the challenge of finding ways to handle the worsening weather. We also have families who are living in poverty and cannot afford suitable clothing or increased heating costs for the home. Christmas tends to cause additional stress for those already struggling with inadequate food and ways of keeping warm and dry. The funding we receive is invaluable to our clients at this time of year. Every year the cost of food, energy and clothing increases, meaning the hardship for our clients also increases. We are very grateful for the continued support of Celtic FC Foundation, thank you.” - *Jacqueline Walker, ScotsCare*



TESTIMONIALS (continued)

“The festive season is a crucial time for us to support the disabled and disadvantaged young people we work with. Over the Christmas and winter period, we plan to provide Christmas gifts to the young people and families who need it most and organise festive outings and events. Our wellbeing activities are also vital throughout the winter months for maintaining physical and mental wellbeing, providing a sense of routine and creating a space for our young people to connect and express themselves. Support from Celtic FC Foundation helps us to deliver these activities, purchase gifts and ensure that no young person or family feels left behind during this special time of year. Your generosity helps us bring smiles, laughter and a sense of belonging to some of the most vulnerable young people in our community. Your contributions embody the true spirit of Christmas and we are very grateful for your support in making this happen.” - *Chris Glancey, AWARE Scotland*

“Celtic FC Foundation’s Christmas gifts, mean a huge amount to us as a school and nursery community. Christmas can be a financially challenging and worrying time for many of our families but with the very kind donations from the Foundation this eases the financial burden that some of our families face. Your help 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. Presenting the gifts to our families, we have witnessed many of them overcome with emotion and gratitude. This generous donation will benefit families in various ways and will enable them to purchase items that they would not have been able to.” - *Paula Grant, Haghill Park Primary*

“Christmas can be a very difficult time for the people we support. Some have very little money to buy things for their families and some have had bad previous experiences during the festive season and the celebrations remind them of these past times. At Hope Kitchen, we are open throughout the festive season, including Christmas Day, which means that people can experience the warmth and joy of being with others and their families can enjoy a Christmas meal. We also provide Christmas gift bags to over 400 people which include toys for children, gifts for adults and tasty Christmas treats. Thanks to all the supporters of the Foundation for being so thoughtful about the needs of others over Christmas. We are particularly pleased that even though we are up in Oban we are not forgotten about. Your help has made a massive difference to so many people who would have very little otherwise.” - *Catriona Petit, Hope Kitchen Oban*



CELTIC FC FOUNDATION

Thanks to your incredible support in 2023, we set the bar incredibly high with our most successful Christmas Appeal to date.

In such challenging times, I honestly didn't think it would be possible to reach those heights again this year but I have been humbled and astounded yet again as our largest ever total of £412K has been raised and distributed.

We asked you to help Make Christmas Magic and, as always, you responded with the most incredible and unsurpassable levels of compassion and generosity.

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 support through the 2024 Christmas Appeal.

You have selflessly offered light in the darkest of times for many and please know that it genuinely means the world.

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 the Men's and Women's Football Departments 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 outset, the Appeal always feels like a massive emotional challenge with the weight of knowing how many vulnerable people are relying on us. But the generosity and compassion of the Celtic support knows no bounds and, once again, you have beautifully spread love, hope and happiness this Christmas. Thank you for being you.

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

Jane

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Head of Foundation

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