



WRAP UP REPORT 2020





WRAP UP IN MANCHESTER, BIRMINGHAM, GLASGOW, LEICESTER AND LONDON

Each year, we join Hands On London's national, award-winning Wrap Up campaign.

In our fifth annual Wrap Up campaign, we reached out to our supporters, asking them to donate a spare winter coat. This year was unprecedented, as our volunteers, staff, and those donating were affected by the COVID-19 lockdown. Since the start of the pandemic, Human Appeal has adapted with innovative methods for fundraising.

And with a number of our usual collection points – such as schools and businesses – closed during our campaign, we all pitched together twice as hard to make sure we collected coats for those who need it most.

Although Hands On London's national Wrap Up campaign, which we contribute to, saw a drop in the number of coats donated this year due to the pandemic, Human Appeal's supporters donated even more coats this year than last year. In fact, a whole 1,566 more!

We're so proud of your dedication to helping others, even when your own circumstances are tough. With your help this year, we were able to provide 5,466 warm coats to local charities supporting people who are homeless, refugees, living in poverty, or fleeing domestic violence.

Brought to you by



In partnership with



MANCHESTER



2223

coats donated



40

volunteers



11

charities

BIRMINGHAM



715

coats donated



13

volunteers



10

charities

GLASGOW



666

coats donated



14

volunteers



6

charities

LEICESTER



290

coats donated



6

volunteers



2

schools

LONDON



1572

coats donated



12

volunteers



1

charity

We'd like to say a huge thank you to the following organisations who have made this campaign possible, particularly this year, as we relied on safe, contactless donations.

safestore™



DropPoint.org



WRAP UP CAMPAIGN ACHIEVEMENTS

29,033 coats collected across all participating charities



19% of all coats donated this year came from Human Appeal supporters – that is almost one in every five coats!

Media coverage -
6 media features



85 volunteers gave **242.5** hours collecting and sorting coats

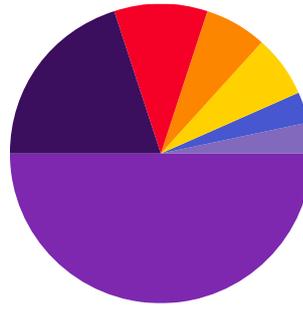
12 virus-safe, contactless drop-off points in Manchester, Birmingham, Glasgow and Leicester



294 total square ft Safestore space donated in – kind for our Wrap Up Campaign



CHARITY RECIPIENTS BY TYPE



Homeless	15
Women	6
Refugees	3
Housing support	2
Schools	2
Children	1
Food banks	1



VIP SUPPORTERS

Cllr Philip Braat - Lord Provost of Glasgow

Cllr Eva Bolander - Glasgow City Council

Cllr Angus Miller - Glasgow City Council

Kate Green - MP Stretford and Urmston

WEBSITE STATISTICS

6,184 VISITORS

9% ↑ YEAR ON YEAR

01:33 AVERAGE TIME ON PAGE

3% ↑ YEAR ON YEAR

THE JOURNEY OF A COAT

LAUNCHING

Usually we launch our campaign at key train stations in participating cities, but to respect pandemic restrictions, we skipped an official launch this year.



PROMOTING

Our volunteers would usually leaflet at train stations but, this year, they raised awareness through social media, and by leafleting in their local areas – socially distanced, of course. This year, our leaflets included information about the local Safestore collection point, and let supporters know about our no-contact drop-off point.



DISTRIBUTING

Once the coats were checked, we distributed them to the charities that we work with, and they delivered them to those who urgently needed them. This year, our Wrap Up campaign focused on supporting refugees, vulnerable women, homeless people, and children.



SORTING

Our volunteers sorted through the coats, performing quality checks to ensure all pockets were empty and fastenings were working. We knew that, this year, winter coats were more in demand than ever because of the hard times so many are facing. For this reason, we set aside any coats that had minor, repairable faults, and one of our very own Wrap Up team members repaired them, helping us to maximise the number of good quality coats available this year.

COLLECTING

This year, we couldn't accept donations in person, or via CollectPlus, but we adapted to the necessary pandemic measures, with no-contact drop-off points. We also accepted offers from local schools and organisations to act as informal drop-off points for people already visiting their premises. Although our collection points were vastly different to usual, we found that they were more locally-focused, and offered a common sense of community.



TESTIMONIALS

"Let's Feed Brum has benefitted from the Wrap Up Birmingham campaign for three years now and the donations of warm clothing during the cold months cannot be overstated. The Wrap Up team have been fantastic to work with and having their continued support, particularly during the pandemic, has meant that we've been able to help those in Birmingham to have their basic needs met, even in these difficult times."



"We would like to thank the Human Appeal charity for their kind donations of much needed coats for the women and children we work with. Some of these coats were brand new and we thank the community for donating. Many of the families we work with struggle financially and it's especially difficult during the winter periods as sometimes they don't even have warm clothing. These donations will go a long way in supporting these families. Thank you."



"We were very grateful to receive coats from the Wrap Up Birmingham appeal. As a small independent charity in the centre of Birmingham we provide practical support to asylum seekers and refugees, many of whom have just entered the country, and have little in the way of clothing. At the end of last year we had an overwhelming number of requests from service users for warm clothing, so the coats we acquired from Wrap Up Birmingham were able to be distributed to those most in need."



"To everyone involved with Wrap Up Birmingham, a huge thank you... Because of your donations, we were able to provide around 100 people with a warm winter coat this year. For many of these people, especially those who have no recourse to public funds, the COVID-19 pandemic has had huge consequences on their ability to feed and clothe their families. By providing this one essential item, you have helped us to help them, by easing stress and keeping people warm! We hope to be able to benefit from your campaign again next winter."

**Brushstrokes
Community
Project**

LIFESHARE

"Lifeshare was very proud to partner again with the Wrap up Campaign, and receive over 50 warm coats for our clients, this support is crucial for our rough sleepers in

winter, the coats enable us to give the clients arriving cold and wet, a warm dry coat at our Breakfast and Christmas Project. The clients really appreciated the coats and lots of happy faces left warm and dry. Thank you to all the Team at Human Appeal and all the people who donated the warm coats. We really appreciated your support. All the Best for 2021 from the Lifeshare Team."

"Just a message to say thank you for the coats that were donated. The service users were incredibly grateful and they helped to keep everyone warm over the festive period."

**GOVANHILL
WOMEN'S
PROJECT**

THANK YOU!



Thank you to all our volunteers,
supporters and partners for adapting
to the pandemic to make Wrap Up
2020 an innovative success.



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