



BROUGHT TO YOU BY



WRAP UP

REPORT

2025



Supported by

safestore



WRAP UP IN LONDON, MIDLANDS, THE NORTH, AND GLASGOW

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

Our annual Wrap Up campaign reached its first decade this year. Prior to winter, we reached out to our supporters, asking them to donate a spare winter coat.

Amid a soaring cost of living and a bitter winter, families in crisis urgently needed help staying protected from the cold.

Last winter, we collected **10,567 coats**, and **30,956 jumpers, hats and scarves**. That's **over 3,500 more winter coats**, and **over 12,400 more other winter clothes** than our supporters donated last year!

In all, your donations supported **41,523 people** last winter. Our **353 volunteers** across **9 cities** provided just **over 1,000 hours** of their time.

Thank you to our generous supporters and our dedicated volunteers for making this year's campaign a great success.



THE WARMTH IN NUMBERS

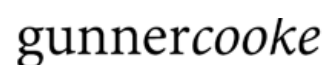
MANCHESTER 3,251 Coats Donated 660 Winter Items Donated  3,911 People helped 3 Charities 19 Volunteers	LEEDS 105 Coats Donated 815 Winter Items Donated  920 People helped 2 Charities	BRADFORD 400 Coats Donated  400 People helped 1 Charity 3 Volunteers
BIRMINGHAM & BLACK COUNTRY 3,662 Coats Donated 11,206 Winter Items Donated  14,822 People helped 3 Charities 201 Volunteers	GLASGOW 1,615 Coats Donated 13,210 Winter Items Donated  14,825 People helped 3 Charities 67 Volunteers	LEICESTER 335 Coats Donated 1,260 Winter Items Donated  1,595 People helped 2 Charities
BRISTOL 312 Coats Donated 1,422 Winter Items Donated  1,734 People helped 25 Volunteers	LUTON 369 Coats Donated 1,012 Winter Items Donated  1,381 People helped 1 Charity	LONDON 518 Coats Donated 1,371 Winter Items Donated  1,889 People helped 1 Charity 38 Volunteers

TOTAL:

 10,567 Coats donated	 30,956 Winter items	 353 Volunteers	 16 Charities
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THANK YOU

We'd like to say a huge thank you to the following organisations who have made this campaign possible:



WRAP UP'S ROUND UP OF ACHIEVEMENTS



Human Appeal is the main charity sponsor for Wrap Up London

10,567



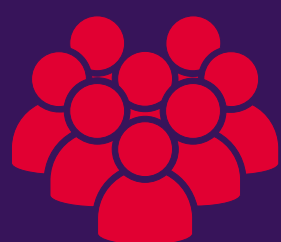
warm winter coats collected by Human Appeal

30,956



jumpers, hats and scarves donated to Human Appeal

41,523



people helped in total

353  volunteers gave

1,000.5  hours of their time collecting and sorting coats

65  media reports from

47  different media outlets



38

online reports

23

broadcast reports

4

print reports

1 million



potential reach across all media coverage

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HOW WE SPREAD THE WARMTH

1. PROMOTION

- Volunteers raise awareness by leafleting in local areas, and by posting on social media.
- Leaflets include information about local Safestore and and Network Rail collection points, and let supporters know about our drop-off points.

2. COLLECTION

- Donations received via drop-off points.
- Many volunteers host their own collections.
- Local schools and organisations act as additional drop-off points for people already visiting the premises.

3. SORTING

- Volunteers sort through coats, performing quality checks to ensure all pockets are empty and fastenings are working.
- Minor faults are repaired, helping to maximise the number of good quality coats available.
- Coats are grouped and bagged into categories of Men's, Women's, and Children's.

4. DISTRIBUTION

- Coats counted and distributed to charities.
- Charities deliver coats to those who urgently need them.
- In 2025, we provided coats to charities supporting women, homeless people, children and families in crisis.



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WARMTH, IN THEIR WORDS

“The coats received through the Wrap Up campaign brought warmth and relief to people facing immense challenges. Many individuals and families were deeply moved by the kindness of strangers, feeling seen, valued and supported during the harsh winter months.”

Aspire Welfare Community Group
Manchester



“For many of the women we support, receiving a warm coat meant much more than protection from the cold. It brought comfort, dignity and a reminder that they have not been forgotten. The generosity shown through the Wrap Up campaign touched many lives and gave hope during a difficult time.”

Empower Women for Change
Glasgow



“Amazing charity that actually goes to the extra mile to ensure charity does start at home. [Human Appeal is] helping local people access the basic needs so they don't freeze over winter. Without them, kids would go to school freezing and soaking wet. Fantastic project, massive impact. Thank you”

Migrant Help
Birmingham



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THANK YOU

Thank you to all our
volunteers, supporters
and partners for making
Wrap Up 2025 a success.

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