



BROUGHT TO YOU BY



WRAP UP

REPORT

2024



Supported by

safestore[™]

A COAT FOR THOSE WHO NEED IT MOST

Glasgow. Manchester. Bradford. Birmingham. Leicester. London South. Luton. London.

Wrap Up is an award-winning charity campaign that aims to keep the most vulnerable people in the UK warm during the winter. We collect spare winter coats and distribute them to the homeless, refugees, and children living in poverty.

For the past eight years, we've partnered with the charity Hands on London to spread warmth in cities up and down the country, asking our generous supporters to donate a winter coat to help keep those most in need warm. This winter, we supported 25,355 people by collecting **7,012 coats** and **18,532 jumpers, hats scarves and gloves**.

The current cost of living crisis continues to bite down hardest on those least able to cope, with sky-rocketing fuel and food costs leaving the UK's most vulnerable people out in the cold, making your donations this year more important than ever.





MANCHESTER

2,645

Coats Donated

2,322

Winter Items Donated

21

Volunteers

5

Charities

BIRMINGHAM

3,015

Coats Donated

15,527

Winter Items Donated

113

Volunteers

8

Charities

GLASGOW

254

Coats Donated

217

Winter Items Donated

22

Volunteers

2

Charities

LEICESTER

566

Coats Donated

10

Winter Items Donated

22

Volunteers

2

Charities

LONDON & SOUTH

192

Coats Donated

237

Winter Items Donated

30

Volunteers

2

Charities

LONDON

88

Coats Donated

189

Winter Items Donated

10

Volunteers

2

Charities

LUTON

340

Coats Donated

30

Winter Items Donated

30

Volunteers

1

Charity

TOTAL:

7,012

Coats Donated

248

Volunteers

22

Charities

THANK YOU

We'd like to give a huge thank you to the following organisations who have made this campaign possible, despite particularly challenging circumstances:



WRAP UP'S ROUND UP OF ACHIEVEMENTS



Human Appeal is the main charity sponsor for Wrap Up London

7,012



warm winter coats collected by Human Appeal

7,012 coats collected by Human Appeal

15,687 coats collected by Hands On London



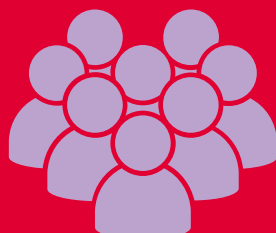
TOTAL = 22,699
coats collected overall

18,532



jumpers, hats, scarves, and gloves collected

25,355



people supported

248 

volunteers gave

591.25 

hours of their time to collect coats

3,060

safestore™

total square ft of space kindly donated by Safestore for our Wrap Up campaign

29



drop off points across Glasgow, Manchester, Bradford, Birmingham, Leicester, London, and Luton



The campaign achieved over **180** PR coverage hits across radio, TV, print, and online platforms, with a total potential reach of **7.3 million** views.

HOW WE SPREAD THE WARMTH

1. PROMOTION

- Volunteers raise awareness by leafleting in local areas, and by posting to social media.
- Leaflets include information about local Safestore 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 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.
- Those receiving a coat in 2024 include: refugees, vulnerable women, homeless people, families, and children.



“Human Appeal and Wrap Up have achieved so much over the past year, and it’s inspiring to see how this initiative continues to grow. The Muslim Employee Resource Group is thrilled to remain part of such meaningful work and looks forward to another impactful year.”

Emma Choudhary
Muslim Employee Resource Group



“Our networking events connecting local businesses continues to champion Human Appeal and the Wrap Up campaign. We’re thrilled to keep supporting this outstanding local charity and its vital work.”

Stephanie Walker
Network B2B

“Discover Islam has over 300 visitors a month to the centre, this ranges from asylum seekers and refugees to homeless people and people struggling financially. The winter coat campaign has helped us to provide warm clothing to these people during the coldest time of the year. In just 6 weeks we have supported over 400 men women and children and we still have more stock to give out in the coming months.”

Discover Islam





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THANK YOU

Thank you to all our
volunteers, supporters,
and partners for making
Wrap Up 2024 a success.

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