



CELTIC FC FOUNDATION

**Football for Good Fund
Christmas Appeal Phase**

£250K



**THE FOOTBALL
FOR GOOD FUND**



**Thank you for your
wonderful support!**



£90k

gifts to 2,272
Glasgow
children



£250k

raised over the
Christmas Appeal
phase



£75.2k

given to 376
vulnerable
families with
children



£8k

hampers to 200
vulnerable
elderly people



£1M+

overall total since the
Football for Good Fund
began in March



£29.3k

given to 11
homeless
charities



£10k

given to 4
refugee
charities



400

toys gifted
via 12 partner
organisations



£7.5k

given to 3
women's aid
charities



976

hampers
gifted to
families



£30k

given to 10
children/families
charities



Tuesday, December 22, 2020

Dear Friends,

Thank you for your wonderful support of the Christmas Appeal phase of our Football for Good Fund (FFGF).

The FFGF was launched on March 20 of this year, in response to the pandemic and it reached a total of £900K by the start of November. We have provided vital support in the form of food and essential to thousands of families, individuals, pensioners, the homeless and NHS frontline staff. We recently added a new stream focusing on support around mental health.

On November 6, 2020, we moved to the Christmas Appeal phase of the FFGF.

We aimed to help hundreds of local families facing poverty, giving them the kind of Christmas most of us take for granted. With lots of food on the table and gifts for the kids. Making sure Santa pays a visit on Christmas Eve, despite COVID-19. We also wanted to support pensioners on our doorstep, by lending a hand at a difficult time of year. And, through our charity partners, to make a massive difference to the lives of children, refugees, the homeless and those living in refuge.

Thanks to your incredible generosity in these unprecedented times, we are delighted to confirm we have crossed a mammoth FFGF milestone of £1M, as a magnificent total of £250K has been raised through this Christmas Appeal phase.

Due to effects of COVID-19, life has been very different for all of us and financial challenges have been greater than ever before. Despite the huge impact on our fundraising opportunities and also on all of those who are always behind us, the support we provide through the Christmas Appeal is more vital than ever this year.

In a period where there is so much fear and uncertainty, the assistance we have received for the Appeal from across the globe has been absolutely outstanding.

The Celtic Family never ceases to amaze and inspire. We are a Club like no other, and together, we have continued to bring comfort to those who need it most.

In summary, donations were made as follows:

- **87%** Glasgow/Lanarkshire
 - **4.6%** London/Newcastle
 - **6%** Ireland/Other Scotland
 - **2.4%** Overseas (Ottawa)
-
- **£65.2K** Glasgow/West of Scotland families with children
 - **£10K** Irish families with children
 - **£90K** Gifts to Glasgow children and family hampers
 - **£8K** Local OAPs
 - **£30K** Children/Family charity partners
 - **£7.5K** Women's Aid charity partners
 - **£39.3K** Homeless and refugees charity partners



Beneficiaries

Thanks to the wonderful assistance received through the Appeal, we have been able to support the following:

376 families in Glasgow, North and South Lanarkshire, Belfast/Lisburn and Dublin who are facing poverty and hardship, with a significant Christmas voucher. Families are nominated largely by Primary Schools but also other agencies including Foodbanks in Coatbridge and Bellshill and Women's Aid organisations in Ireland.

200 vulnerable pensioners across Glasgow, who each received a fantastic Christmas hamper directly - thanks to a Festive Friends award through the SPFL Trust - and also via a donation to our partner, Glasgow's Golden Generation.

2,272 Glasgow children, who each received a special Christmas gift and **976** families who were provided with a Christmas hamper, thanks to our Schools Project.

28 grass roots, local charities and organisations who support children/families, refugees, the homeless and those living in refuge, including the following in Glasgow and the West:



Glasgow Children's Hospital Charity

Support to purchase Christmas gifts for children with long-term health conditions and fund fun activities for those who have to remain in hospital over the festive period, plus support to parents and carers with basic items required for children in hospital over Christmas. As the first team were unable to pay their annual visit, they made a number of Zoom calls to catch up with the children in hospital on Wednesday, December 16 - [A £10,000 Christmas gift delivered as Celtic squad send kids their best Festive Wishes.](#)

Salvation Army Parkhead

Providing Christmas toys/gifts for hundreds of disadvantaged children in the East End of Glasgow.

St. Roch's FC Foundation

Providing local children in the Garngad area who are vulnerable, with a Christmas toy/gift, with the help of local schools.

Loaves & Fishes

Food parcels and toys to around 300 families and children within the East Kilbride area.



Beneficiaries – Continued

Spirit Aid

Food hampers for vulnerable families and individuals in the West of Scotland, during the festive period - [Foundation Christmas Appeal Spotlight: Spirit Aid](#)

PEEK

Winter jackets, wellies and shoes, as well as food parcels and toys for disadvantaged children and families this Christmas.

Glasgow's Number 1 Baby & Family Support Service

Christmas packs for families containing a toy, educational book and activities for family engagement.

Glasgow Women's Aid

The purchase of supermarket vouchers to provide to women and children who have suffered domestic abuse, to acquire essentials for Christmas - [Foundation Christmas Appeal spotlight: Glasgow Women's Aid](#)

Glasgow East Women's Aid

Christmas food, toys, decorations and vouchers for women and children who have suffered domestic abuse - [How faith, hope and charity save Christmas for Glasgow's most vulnerable](#)

Scottish Refugee Council

Emergency payments to families for food and clothing over the festive period, as well as assisting families to purchase a small gift for their children.

Refuweegee

Christmas food packs to refugees, including fresh fruit and vegetables - [Foundation Christmas Appeal Spotlight: Refuweegee](#)

Refugee Survival Trust

Supermarket vouchers for asylum seekers and refugees to purchase food and essentials over the festive period.

Glasgow Night Shelter

Assistance with food, heat, light and power costs for destitute asylum seekers, as well as the provision of outdoor winter clothing - [Foundation Christmas Appeal spotlight: Glasgow Night Shelter](#)

Simon Community Scotland

Support for a Christmas Day brunch for the Sikh Community, as well as provide gifts to 110 people living in the Simon Community's accommodation services - [Foundation Christmas Appeal spotlight: Simon Community Scotland](#)



Beneficiaries – Continued

Glasgow City Mission

Food for the Mission's daytime drop-in service over the festive period, which caters for those who are experiencing homelessness, poverty and social isolation.

The Wayside Club

Takeaway food parcels for 60 to 80 people experiencing homelessness every night during the festive period.

The Invisibles

Emergency accommodation care packages and clothing for refugees and those facing homelessness - [Foundation Christmas Appeal spotlight: The Invisibles](#)

Elpis Centre

Winter clothing and assistance with fuel and food, as well as the opportunity to plan future activities which will help improve the emotional and mental wellbeing of the young women in their care - [Foundation Christmas Appeal spotlight: Elpis Centre](#)

Help the Homeless

Christmas dinner for homeless service users and elderly residents in the community.

Homeless at Christmas

Gifts, sweet treats and clothing to those experiencing homelessness.

We also supported charities and other groups in Oban, London, Newcastle, Belfast and Ottawa:

Hope Kitchen, Oban

Food over the festive period for the most vulnerable families within the community in Oban.

St Anne's Primary School, Whitechapel

Food vouchers for families within the school and the gift of a book for every child.

St Anne's Church, Whitechapel

Emergency payments to families within the Parish for food and clothing, as well as assisting families to purchase small gifts for children.

Cardinal Hume Centre, London

Food and clothing vouchers, gift vouchers for 250+ children, Christmas Day lunch for residents and gifts for 37 young residents and 15 refugee children - [Foundation Christmas Appeal spotlight: The Cardinal Hume Centre](#)

Borderline UK

Food vouchers for the homeless community in London over the winter months.

Beneficiaries – Continued

The Bede Newcastle Foodbank

Food and assistance with heating costs over the festive period, for the most vulnerable in Newcastle.

Women's Aid Belfast and Lisburn

Christmas dinner and other food items, toys, warm clothing, as well as assistance with heat and electricity for the women and children in the community in Belfast and Lisburn, who have suffered domestic abuse.

Ottawa Mission

A Christmas meal, gifts and activities for those who are homeless.

In consultation with the Ottawa CSC

Schools Project

Ordinarily through the Christmas Appeal, we provide a number of festive parties for local children at Celtic Park. As we were unable to deliver physical events due to COVID-19 restrictions this year, we adapted our plans and worked directly with the Head Teachers at 13 schools located in disadvantaged communities in Glasgow. At a cost of approximately £90K, we provided Christmas gifts for all **2,272** children. Thanks to a very generous in-kind donation, valued at around £25K, we also supplied **976** hampers, one for each family.

Gift Donations

As well as financial donations, we also assisted in distributing over **400** brand new toys and gifts to local children, who are sick or disadvantaged. A selection of the gifts were donated by Stephen Canale and David Harvey of Police Scotland and DPD Group and A1 Toys also provided a wonderful donation of gifts worth £2,400. The beneficiary organisations were:

- Bargeddie Toddlers Group
- Barrowfield Community
- Glasgow Children's Hospital Charity
- Glasgow East Women's Aid
- Glasgow North East Social Work
- Glasgow Women's Aid
- Kids Out
- Loaves & Fishes
- Salvation Army Parkhead
- Scottish Refugee Council
- Simon Community Scotland
- Spirit Aid





Launch of FFGF Christmas Appeal Phase

The Christmas Appeal phase of the FFGF was launched at Lennoxtown on Friday, November 6 by Scott Brown, with a magnificent £10K donation from the Club - [Celtic kick off Foundation's Christmas Appeal with £10,000 donation](#)



The Appeal artwork was a festive update on the generic FFGF design:





Fundraising – Events

Due to COVID-19 restrictions, it wasn't possible to deliver our annual physical events. However, the support we provide through the Appeal was even more critical than ever before.

Therefore, we hosted a few virtual alternatives:

Virtual Toy Drive

As we were unable to collect physical toy donations, we encouraged supporters to make a donation to cover the cost of a toy/gift for a sick or disadvantage child. Heartbreakingly, for some, it would be the only one they receive. A total of almost £1K was raised – [Donate the cost of a toy or gift for a child this Christmas](#)



Stay Up for the Champions – Friday, December 4 – Saturday, December 5

An alternative to our Glasgow and London Sleep Out events, SUFTC saw participants staying up from 11.45pm-5.45am to support our work with homeless and women's aid charity partners. We provided a six-hour broadcast of Celtic footage, interviews, a quiz and a twilight tour to keep them entertained. A total of almost £9K was raised – [Supporters 'Stay Up for the Champions' in support of Christmas Appeal](#)

Virtual Bucket Collection – Sunday, December 6

On a matchday where Club and Foundation promotion was dedicated to the Appeal, we asked supporters to donate to a virtual bucket collection, which replaced our annual physical collection. A total of around £2K was donated on the day – [Foundation Christmas Appeal logo on Celtic shirts and Virtual Bucket Collection this Sunday](#)





Fundraising – Events (continued)



Boogie for Good – Friday, December 11
An alternative to our Ghirls for Good event and sponsored by the Ellen Kane Trust, Boogie for Good saw supporters dancing non-stop from 7.30-9.30pm to an array of Christmas party classics, to support families facing poverty and provide gifts for children who are sick or disadvantaged. A fantastic total of almost £11K was raised - [Supporters Boogied for Good in aid of Foundation Christmas Appeal](#)

Letter from Santa

For the third year in a row, we provided supporters with an opportunity to make a minimum £5 contribution to the Appeal in return for a personal letter from Santa and the child in question’s favourite Celtic star. The total raised was in the region of £1.6K – [Get your child’s own customised letter from Santa now](#)



New Foundation T-shirt

We launched a new T-shirt, featuring the Foundation crest and wording ‘This Land Was Made For You And Me’, encapsulating the ethos of a club born to alleviate poverty within the Irish immigrant community, and one open to all. A total of around £8K was raised and this was directed towards our work with refugee charity partners – [New Foundation t-shirt will support work with refugees](#)



Gerard Burns Glittering Prize

Originally created in 2017, in celebration of the 50th anniversary of the Lisbon Lions’ magnificent achievement in 1967, we launched this beautiful print version in the earlier phase of the FFGF but continued to highlight it as the perfect Christmas gift, during the festive phase of the Fund – [Support the Foundation while shopping this Christmas](#)



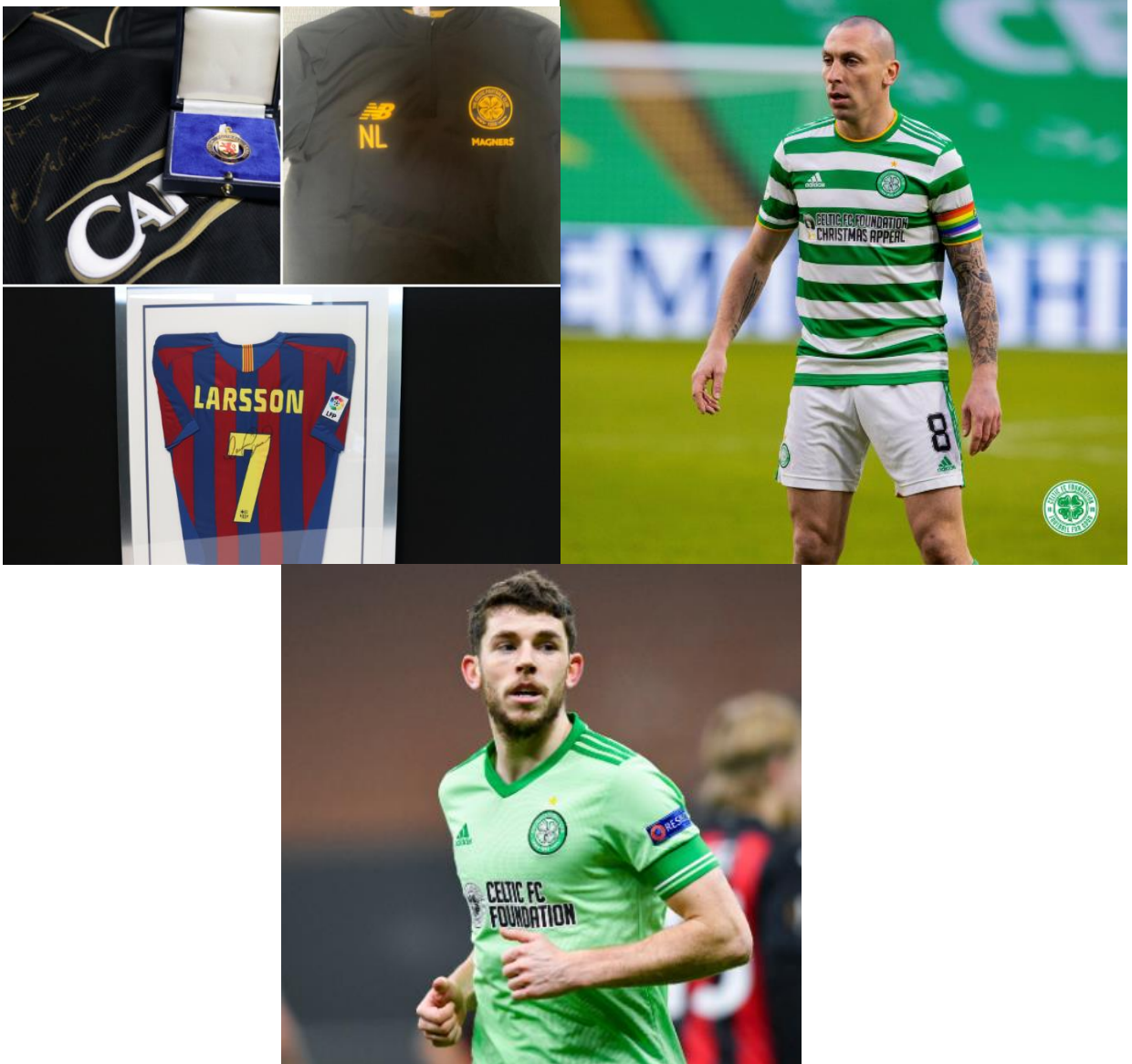


Fundraising – Events (continued)



Online Auction – December 8 - 13

Following a successful online auction via Football Aid, which ended just ahead of the Christmas Appeal phase launch, we also auctioned two sets of signed shirts thereafter through our charity eBay account, thanks to the outstanding generosity of Club Sponsors, Dafabet and Magners. The first was from Celtic's away UEFA Europa League encounter with AC Milan on Thursday, December 3 (complete with Foundation branding) and the second from the SPFL match against St Johnstone on Sunday, December 6 (featuring Christmas Appeal and Football for Good branding). Across the Football Aid and ebay auctions, a magnificent total of £35K was raised – [Special Celtic shirts available via ebay auction](#)





Fundraising – Other Giving

Over half of our total this year comes from direct donations, including £10K from Celtic FC.

To complement our events, we had a dedicated web page and reached out to our supporters through direct mails and via regular stories and updates through both the Celtic and Celtic FC Foundation websites, Facebook, Twitter, Instagram, big screens, Celtic View magazine, matchday virtual programmes and Celtic TV features. The Club also very generously provided the front of stadium banners to the Foundation back in September, to allow us to promote the Football for Good Fund and these banners have continued to be in place throughout the Christmas Appeal phase of the Fund.

In addition, Club sponsor, Intelligent Car Leasing, donated LED space at the stadium and Ocean Scotland provided complimentary ad space across the city – [Christmas Appeal promoted on screens throughout Glasgow](#)

We requested donations by text, Paypal, Justgiving, Facebook, cheque, cash or via *Give as You Live or Amazon Smile* shopping. We also had donation units located in all Celtic stores in Scotland and Ireland.

An application was also made to Foundation Scotland’s ‘Community Response Recover and Resilience Fund’, from which we were awarded a £5,000 grant, supporting our efforts to give disadvantaged local families and children a special Christmas.



GIVE BY TEXT

Text **CELTIC**
Followed by
£1, £5 or £10
To **70085**



Give as you Live®



Testimonials

These are just a selection of the comments received from a variety of beneficiaries:

“We talk in school about meeting children’s needs and we do our hardest to meet those needs but some can only be met with the support of the people who contribute to Celtic FC Foundation. I really am just lost for words. I understand that it’s a hard time for everyone and people must be struggling but every penny we have received is greatly appreciated. – *Nancy Clunie, Head Teacher, Dalmarnock Primary School*

“Celtic FC Foundation has for several years now, made significant donations to dozens of our most vulnerable families. This in turn has had a hugely positive effect on the quality of our families’ lives around Christmastime and I don’t think this can be overstated enough. We are immensely grateful to you for all your help and support and please thank all your donors for their wonderful generosity towards the families in Glasgow.” – Vincent Gillon, Head Teacher, St. Vincent’s Primary School

“Cranhill Primary School community are so grateful to Celtic FC Foundation for their enormous generosity again at this time of year. The contributions this year have been overwhelming and we are so thankful for this support. Every single one of our families have benefited in some way and we know this will contribute to a much happier and healthier Christmas time. Please thank all of your generous donors on our behalf. We wish you all a happy and hopeful Christmas time.” – *Francis McLaughlan, Head Teacher, Cranhill Primary School*

“The donations from Celtic FC Foundation’s Christmas Appeal are often the difference between a child having a lovely family Christmas or going without. This year we have had families involved in a fire where many of their toys were destroyed and they cannot be in their own home for Christmas. This donation goes a long way to ensuring that they enjoy their quality family time and have something to open on Christmas morning. Many of our families rely on help from us and the local community and we can’t thank you enough for providing this support.” – Angela McBurnie, Acting Head Teacher, Eastbank Primary School

“As a school family, we at Thorntree are so grateful to Celtic FC Foundation for thinking of our children and families, who need some extra help to make Christmas a bit less stressful. The gift of vouchers will provide both presents and food which will be so thankfully and gratefully received by our nominated families. This has been an especially difficult year for everyone, and some of the families we have nominated may have been shielding or lost their jobs during lockdown, meaning this Christmas is not a happy time. However, thanks to the generosity and kindness of those who have donated to the Foundation’s Christmas Appeal, some of those who are most in need will be able to enjoy the holiday, rather than dread it. On their behalf, I cannot thank Celtic FC Foundation enough.” – *Shona Heggie, Head Teacher, Thorntree Primary School*



“Our children and families at St. Denis’ Primary who benefit from the Appeal donations could not be more thankful or appreciative of this great kindness. This year, in particular, has been extremely challenging for our families and this donation goes a long way towards ensuring that Christmas is a joyful and memorable experience for our precious children. This contribution provides a much more equitable Christmas for some of our children who live in the most deprived areas of Glasgow and who otherwise would perhaps not have the same festive experience as others.” – *Louise Mackie, Head Teacher, St. Denis’ Primary School*

“We were delighted to be supported by Celtic FC Foundation again this year. The incredibly generous donations which were passed on to some of our families will make a huge difference this festive season. In a year overshadowed by the COVID-19 pandemic, the work of the Foundation has shone even more brightly. We cannot thank everyone involved enough.” – *Iain Morrow, Head Teacher, Golfhill Primary*

“The Christmas Appeal donations have been a massive support to our Haghill Park families this year, particularly in the current climate. To see the difference this makes to so many is what Christmas is all about and it wouldn’t be possible without your kind donations.” – *Paula Grant, Head Teacher, Haghill Park Primary and Nursery*

“The donation has allowed us to distribute vouchers to families so they could go out and buy a traditional Christmas meal for themselves, as well as those little extras. There aren’t enough words in my vocabulary to thank Celtic FC Foundation. It’s been a vital lifeline to GWA and for the women and children. Basically putting a smile, not only on the children’s faces, but also the mothers’ and carers’ faces.” – *Angela Devine, CEO, Glasgow Women’s Aid*

‘Celtic FC Foundation’s support has helped us reach far more people than we could have imagined. We have not only been able to reach more families, who would otherwise be struggling, but we have also been supporting those families in helping others through volunteering opportunities and projects. Put simply, the support of Celtic FC Foundation brings smiles, both from our team and from those we reach with your support – thank you.’ – *Selina Hales, CEO, Refuweegee*

“The generous donation from Celtic FC Foundation will make such a difference to the children and families who will spend Christmas in hospital, and we are incredibly grateful to Celtic FC Foundation for their continued support.” – *Shona Cardle, Chief Executive, Glasgow Children’s Hospital Charity*

‘Celtic FC Foundation and their fans have been a fantastic support to the Centre, helping to fund our Christmas activities, supporting hundreds of children, young people and those at risk of homelessness – it’s brought joy to hundreds of vulnerable people.’ – *Patricia Marron, Cardinal Hume Centre, London*



“We have been lucky enough to receive financial support through the Foundation’s Christmas Appeals and we’ve also had a lot of backing just from people finding out about us through the Celtic connection. The financial support has really helped us to purchase and distribute a host of really important items that people need when they are living on the streets, on a day to day basis. We’d like to thank the thousands of fans who’ve donated to the Appeal. It’s had a massive impact on our delivery and, in turn, those we support.” – *Billy Reid, The Invisibles*

“Celtic FC Foundation has supported Simon Community Scotland for over 20 years, bringing some Christmas cheer to the lives of people experiencing the most extreme impacts of homelessness. We are beyond grateful that the Foundation and their supporters really understand the importance of people feeling valued, feeling that they matter – despite finding themselves in the worst place of their lives.” – *Lorraine McGrath, Chief Executive, Simon Community Scotland*

“I would like to take this opportunity to thank Celtic FC Foundation and all of their supporters who have generously donated to the Christmas Appeal. Through your support, you have enhanced the lives of the young women who have passed through Elpis Centre, over a number of years. A big thank you to all.” – *Mary Carrick, Elpis Centre*

“Winter is always a challenging time for people on the streets, but this year is particularly challenging. Celtic FC Foundation have done a huge amount of good things for our volunteer group this year and we can’t thank them enough for their support.” – *Julie Duncan, Help the Homeless*

“On behalf of Glasgow Night Shelter, I want to sincerely thank Celtic FC Foundation for their ongoing generous support. Our charity, 365 days of the year, provides a warm welcome, a warm meal and a warm bed for destitute asylum seekers and refugees – your support is very much appreciated.” – *Annika Joy, Project Director, Glasgow Night Shelter*

“Celtic FC Foundation have shown a great level of commitment and passion for helping people who really, really need it. We are so grateful for the support and to all of the Celtic supporters who have donated through the Football for Good Fund, including the current Christmas Appeal phase. It’s a fabulous chain, from the fan, to the Foundation, to people making a difference in the community.” – *Patrick Rolink, Spirit Aid*

“The support we have received from Celtic FC Foundation has made a big difference to many of our families. We have been able to help them financially and bring a smile to the faces of the children - thank you so much for your help. ” – *Sheila Mouna, Head Teacher, St Anne’s Primary School, London*



CELTIC FC FOUNDATION

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 Christmas Appeal phase of the Football for Good Fund, thank you for your wonderful support.

This year, due to the impact of COVID-19, the torment of poverty, hardship, homelessness, domestic abuse, hopelessness and fleeing homes overseas was greater than ever before.

However, despite the effects being felt across the board, the Celtic Family still pulled together to help the most vulnerable and keep the magic of Christmas alive for so many. This immeasurable generosity and acts of selflessness never fail to warm my heart.

Thanks to the Celtic supporters across the world and everyone else who embraced our virtual events and actively raised funds for this year's Appeal and/or made donations.

Thanks to the Football Department and all of the Celtic staff across the business who assisted with the campaign through a massively challenging time at the football club.

Thanks to Magners, Dafabet, Intelligent Car Leasing, Ocean Scotland, the Ellen Kane Trust, Gerard Burns, Bell & Bain and all Celtic and Foundation sponsors, partners, suppliers and Corporate and Premium clients.

Your generosity has changed lives this Christmas – and I have not a single doubt that Brother Walfrid will be smiling down upon all of you, proud of the difference we have made.

Wishing you and yours a happy, healthy and peaceful Christmas and I hope 2021 brings only good things for you.

Jane Maguire
Head of Income

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