



BROUGHT TO YOU BY



# WRAP UP

# REPORT

# 2023



Supported by

**safestore**<sup>™</sup>

# A COAT FOR THOSE WHO NEED IT MOST

**Manchester. Derby. Glasgow.  
Birmingham. Leicester. London. Luton.**

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 12,251 people by collecting 4,408 coats, and 7,843 jumpers, hats, scarves, and gloves.

The current cost of living crisis continues to bite down hardest on those least able to cope, with skyrocketing 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

**1447**

Coats Donated

**313**

Winter Items Donated

**43**

Volunteers

**10**

Charities



## BIRMINGHAM

**1373**

Coats Donated

**6892**

Winter Items Donated

**40**

Volunteers

**8**

Charities



## GLASGOW

**442**

Coats Donated

**374**

Winter Items Donated

**44**

Volunteers

**3**

Charities



## DERBY

**85**

Coats Donated

**5**

Volunteers



## LEICESTER

**407**

Coats Donated

**56**

Winter Items Donated

**14**

Volunteers

**3**

Charities



## LONDON

**451**

Coats Donated

**208**

Winter Items Donated

**70**

Volunteers

**1**

Charity



## LUTON

**203**

Coats Donated

**5**

Volunteers

**4**

Charities



## TOTAL:

**4408**

Coats Donated

**221**

Volunteers

**29**

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

4,408



warm winter coats collected by Human Appeal

4,408 coats collected by Human Appeal

16,500 coats collected by Hands On London



**TOTAL = 20,908**  
coats collected overall

7,843



jumpers, hats, scarves, and gloves collected

12,251



people supported

179 

volunteers gave

297 

hours of their time to collect coats

3,785

**safestore™**

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

29



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

29



media features reaching 15 million. 22 broadcast, 7 online and 2 print, including the BBC.



# VIP SUPPORTERS

Key Human Appeal Wrap Up collection points were supported with visits this year by Andy Burnham, Mayor of Greater Manchester as well seven Members of Parliament representing constituencies in Birmingham, Derby, Glasgow, London, Luton and Manchester.





# 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 2023 include: refugees, vulnerable women, homeless people, families, and children.





“Our weekly networking event connecting local businesses supports Human Appeal and the Wrap Up Campaign. The members are always interested in hearing about the campaign’s progress and the remarkable achievements. We love supporting this local charity and the good work they provide.”

Stephanie Walker  
**Network B2B**

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“I want to extend a heartfelt thank you to Human Appeal for the coats they provided. These coats were incredibly useful for the people staying in temporary accommodation. They not only kept them warm during the cold weather but also provided a sense of comfort and security during a challenging time. Your generous donation made a significant difference in their lives, ensuring they stayed safe and protected from the harsh elements. Thank you for your kindness and compassion.”

**Caritas Shrewsbury**

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“We are very grateful to Human Appeal because they supplied us with 236 coats during the Christmas time, which were distributed to asylum seekers and refugees. Thank you very much and may Allah allow us to always support those in need.”

**Aspire Welfare**

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“We can’t thank the donors and Human Appeal enough for doing this campaign. It really is making a massive impact to people’s lives in the UK getting them through the coldest months of the year! A small gesture of a coat warms people’s hearts and makes a massive impact to their lives.”

## Migrant Help

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“Staff were exceptionally friendly, the location was easy to find and open late to allow me to visit after work. The amount of coats and clothing given blew me away.”

“I was so speechless, the quick response, the warm welcome when I got to the warehouse, and the beautiful clothes. It went a long way to help me as I am a first time mum.”

## Clothing Coventry

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“Human Appeal alongside Wrap Up are doing such incredible work and it was a great initiative for the Muslim @ Employee Resource Group to partake in.”

Emma Choudhury PR Specialist  
**Film- EMEA, Netflix**

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# THANK YOU

Thank you to all our  
volunteers, supporters,  
and partners for making  
Wrap Up 2023 a success.

HEAD OFFICE  
Human Appeal  
Pennine House  
Carrs Road  
Cheadle, Cheshire  
SK8 2BL  
United Kingdom

[humanappeal.org.uk](http://humanappeal.org.uk)  
[customercare@humanappeal.org.uk](mailto:customercare@humanappeal.org.uk)  
T: +44 (0) 161 225 0225

