



## Impact Report 2024



# **Festival of Kindness** Impact in numbers

**Over  
310,000**



&



Gifts, meals and essential items distributed to individuals and families experiencing homelessness and food poverty



**237,866**

Free meals funded UK-wide over the winter period

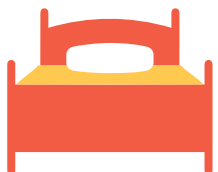
**805  
volunteers**

gave



**3,045  
hours**

of their time to make Festival of Kindness happen



**865 nights**

The number of nights emergency accommodation funded



**195**

Towns, cities and communities across the UK where your support reached people through grassroots projects providing Christmas dinners and winter meals





## Christmas meals, gifts and accommodation support



### Christmas & winter meals

With your support, we made Christmas a little brighter for people experiencing homelessness.

- Every Christmas Eve and Christmas Day, Social Bite coffee shops across Scotland open their doors to provide a free Christmas dinner with all the trimmings and a thoughtful gift, alongside warm, welcoming company. These moments offer more than a meal—they create space for connection, support, and a step toward a brighter future. We served **701** Christmas dinners in our coffee shops and provided over **83,000** free meals during the festive period and beyond in our Social Bite coffee shops.
- We spread kindness across the UK through our partnership with **20** grassroots organisations, reaching communities through projects in over **190** towns and cities—funding over **150,000** meals nationwide for people in need.
- We delivered **10,000+** Christmas meals we prepared through charity partners in Scotland and London.

### Christmas gifts

We ask charities to provide a wish list of items that people experiencing homelessness and poverty need and value over the Christmas period, with dignity and lived experience being at the heart of the campaign.

Supporters and members of the public are then invited to donate gifts and essential items from the wish list at our Trees of Kindness in the run-up to Christmas.

In 2024, we distributed over **72,000** gifts and essential items to people in need throughout Scotland and across London. We did this through our own services and through our network of **80** charity partners and grassroots community projects. These organisations were chosen because they align with Social Bite's mission and values and work to support people experiencing homelessness and poverty.

### Accommodation & support

One of the objectives of the Festival of Kindness, alongside distributing meals and gifts, is to provide shelter and support for people in need over the winter months.

Since 2021, we have provided funding to charities in Scotland and London for emergency accommodation, supported accommodation, and support for people experiencing homelessness over the winter period.

This winter, Social Bite funded over **850** emergency bed nights for people in Scotland and London.

Each of the charities embodies our mission, vision and values and is responding to the homelessness crisis within their own community.



## Trees of Kindness

How you supported the campaign, which made it possible for us to share the gift of kindness and make Christmas a little brighter for people experiencing homelessness and food poverty



### Edinburgh



You donated **£6,383.76** at the Tree



You volunteered over **381** hours at the Tree

You donated **32,273** gifts and essential items at the Tree and funded **11,074** more, which were distributed to local people in need in time for Christmas.



We delivered **2,209** meals and **44,470** gifts and essentials just in time for Christmas to local people in need.



We partnered with **33** amazing local charities,



### Glasgow



You donated **£8,689.54** at the Tree

You volunteered over **408** hours at the Tree



You donated **3,231** gifts and essential items at the Tree which were distributed to local people in need in time for Christmas

We partnered with **13** amazing local charities to reach over **4,000** vulnerable people in the area



We delivered **4,124** Christmas meals locally to people experiencing homelessness and food poverty

### Aberdeen



You donated **£4,249.63** at the Tree



You volunteered over **62** hours at the Tree

You donated **1,357** gifts and essential items at the Tree which were distributed to local people in need in time for Christmas

We partnered with **7** amazing local charities, to reach over **2,000** vulnerable people in the area



We delivered **1,195** Xmas meals locally to people experiencing homelessness and food poverty



### Dundee



You donated **£921.28** at the Tree

You volunteered over **89** hours at the Tree



You donated **1,056** gifts and essential items at the Tree which were distributed to local people in need in time for Christmas



We partnered with **6** amazing local charities, to reach over **800** vulnerable people in the area

We delivered **826** Xmas meals locally to people experiencing homelessness and food poverty



### London



You donated **£2,612.26** at the Tree



You volunteered over **275** hours at the Tree

You donated **13,441** gifts at the Tree and funded **4,989** more. Which were donated to local people in need in time for Christmas

We partnered with **17** amazing local charities, to reach over **3,000** vulnerable people in the area



We delivered **1,616** meals and **18,430** gifts and essentials just in time for Christmas to local people in need.





**Thank you to the following organisations, who helped make the campaign a success:**

## Key partners and supporters



### Tree of Kindness and gift-in-kind supporters

Bon Accord  
Build A Bear  
Dundee City Council  
Grosvenor Hotel Glasgow  
Livi Self Storage  
Network Rail  
NSL  
Red Torpedo  
Robert Mackie of Scotland  
Scotland's Garden Scheme  
Scottish Book Trust  
Shaftesbury Capital  
Sky Cares  
Soctopus  
Star & Garter  
The City of Edinburgh Council  
Thorntons Solicitors  
Unique  
Visit West End  
Walker The Jeweller



**From all of us at Social Bite, a huge thank you for supporting Festival of Kindness. Our team may be small, but together with you we can create a big difference to end homelessness.**

Already we know that 2025 is a tough year. Across the UK, over 150,000 children are living in temporary accommodation, and every 16 minutes, a UK household finds themselves in a situation of homelessness that they never asked for or expected.\*

We continue to believe in a society where no one should have to be homeless. Your support not only helped people at Christmas and through the winter, it also ensured we can run long-term projects all year round such as:

- Offering free food, no questions asked, in our coffee shops year-round. More than just a meal, each and every hot drink, breakfast, lunch or dinner is an opportunity to access support that could turn someone's life around.
- Building two new Social Bite Villages, providing people with a safe place to call home and designed to help break the cycle of homelessness.
- Employment opportunities through our Jobs First programme, placing people who have experienced homelessness into meaningful work.
- Providing wrap-around support, helping people to work towards a stable, independent future.

**We have been truly humbled by your support and generosity. Thank you.**