

The logo features the text 'Roots + Wings' in a purple, sans-serif font. The text is positioned inside a large, light purple circle. The right side of the circle is filled with a halftone dot pattern, creating a gradient effect from solid purple to white.

Roots  
+ Wings

**Roots + Wings Factsheet**  
**Christmas Charity Appeals Research**  
**March 2023**

## Overview

- Newspaper Christmas Appeals in 2022 raised over £8m.
- Most appeals focused on the cost-of-living crisis in the UK. Only The Times/Sunday Times supported an international charity (Afghanaid, alongside 3 UK charities).
- The Evening Standard and Independent 'On the Breadline' campaign raised the most it ever has in a month (£3.7m) for anti-poverty charities.
- The Guardian and Observer had their most successful charity appeal since 2016, raising £1.56m. This was shared between grant-making organisation Locality, which supports grassroots community organisations tackling poverty across the UK, and Citizen's Advice services in deprived neighbourhoods.
- Philanthropists Julia and Hans Rausing donated a total of £2.6m to Christmas appeals in 2022 - their largest Christmas donation to date, made in response to the UK cost of living crisis. It included contributions of £200,000 to Age UK (The Telegraph) and £250,000 to Comic Relief (Evening Standard and The Independent). The Rausing's also donated £10m to food banks across the UK.

## The Telegraph

**Charity partners:** Age UK, Macmillan Cancer Support, Action for Children and Royal British Legion Industries

**Total raised:** £726,000

**Theme/messaging:** Cost of living crisis. 'It is a tough winter ahead. We are cutting back and doing our utmost to ensure our loved ones are warm and cared for. But what about those facing unimaginable challenges in the dark days ahead?'

- Four chosen charities focussed on different groups that are particularly vulnerable during times of economic hardship: older people, children, people with cancer, and military veterans experiencing homelessness and unemployment.
- Ran from 5 November 2022 to end of January 2023
- It was the second-highest total The Telegraph has raised in the last ten years - its highest was the 2020 Covid appeal.
- Age UK story focussed on the charity's Advice Line for older people suffering with loneliness and isolation. This specific story prompted a £200,000 donation and [public endorsement](#) from Julia and Hans Rausing. The appeal coincided with the launch of Age UK's film, Fred's World, to

raise awareness of the issue of loneliness among over 60s, featuring a voiceover by Gabby Logan.

### Example stories:

- ['Simple things like painted nails made all the difference during my cancer treatment.'](#)
- ['The cost-of-living crisis left me living on bread and water.'](#)
- ['I self-medicated after serving in Afghanistan – I didn't fit into the military or society.'](#)

## The Evening Standard and The Independent

**Charity partners:** The Childhood Trust, Comic Relief

**Total raised:** £3.7m during the 5-week campaign period - £1.2m for the Childhood Trust and £2m via Comic Relief. This rose to over £4m by February.

**Theme/messaging:** 'On the Breadline'. Funds donated to The Childhood Trust will be given out in grants to organisations helping children living in poverty in London. Funds raised via Comic Relief will fund community projects across the country, to help people of all ages struggling with the cost-of-living crisis.

- The Childhood Trust pledged to match reader donations up to £500k; Comic Relief pledged £1m.
- Promoted by celebrities including Sir Lenny Henry and Rita Ora. Endorsed in the ES by Sadiq Khan, who called on the Government to match or exceed the campaign's fundraising efforts.
- Corporate partnerships: On the Breadline received six-figure donations from Sainsbury's, Amazon, British Airways, eBay, the TK Maxx & Homesense Foundation and Neptune Energy. British Airways customers donated more than £8,000 of their rewards points which was converted into cash. Ernst & Young employees raised more than £10,000.
- The appeal also received £100,000 from The Barratt Foundation (for Comic Relief) and £75,000 from The Haberdashers' Company (for The Childhood Trust).
- Individual donors included Julia and Hans Rausing, the Duke of Westminster, and the founder of The Childhood Trust, Grant Gordon – all of whom gave over six figures.
- Readers of ES and The Independent contributed over £100,000 via online donations.
- Since the official end of the campaign, the ES and Independent have continued to share stories on the organisations and beneficiaries impacted, and received a further £360k in donations. On 10 February they announced that the appeal had already distributed £2.78 million in grants to 208 charities - £1.5 million via Comic Relief and £1.28 million via The Childhood Trust.

**Example stories:**

- ['I have to do my sums just to take my children on the bus.'](#)
- ['Tensions at home aren't just battles over bread and milk.'](#)
- ['It's our job to catch people who fall through the gaps into despair.'](#)

## The Times / The Sunday Times

**Charity partners:** Magic Breakfast, the Campaign Against Living Miserably (CALM) and Afghanaid

**Total raised:** £1.16m for Magic Breakfast, £616k for CALM and £419k for Afghanaid

**Theme/messaging:** 'We are supporting organisations providing food for schoolchildren, running life-saving services and giving aid to one of the world's most deprived communities.'

- Alongside human stories, the papers provided 'shopping lists' with suggested donation amounts for each charity ranging from £10 to £1,000.

**Example stories:**

*Magic Breakfast*

- [Lucy Beaumont: 'For the kids the breakfast club is a lifeline, it's inspirational'](#)
- [How Magic Breakfast club fuelled dream of studying at Oxford](#)
- [Parents struggling to feed kids given leg up by Magic Breakfast](#)

*CALM*

- [Strictly's Shirley Ballas: I feel guilty about my brother's suicide](#)
- [How CALM helped me to stop lying about my father's suicide](#)
- [Joe Marler: I was crying, saying, 'I don't want to be here any more'](#)

*Afghanaid*

- [The past year in Afghanistan has felt like the slow death of a nation](#)
- [Sanitation from Afghanaid gives girls faith in studying](#)
- [Joy as Afghan lives are rebuilt from the rubble](#)

## The Guardian / The Observer

**Charity partners:** Citizens Advice and Locality

**Total raised:** £1.56m including Gift Aid.

**Theme/messaging:** Cost of living crisis – focussing on local, grassroots community organisations. ‘We are partnering with two charities at the heart of the voluntary response to rising poverty and hardship in some of the UK’s most deprived neighbourhoods. Their vital work delivers immediate crisis support and hope for the future.’

- 38-day-campaign was the most successful Guardian and Observer charity appeal since 2016. Circa 13,400 people donated.
- It is the eighth year in a row that the Guardian and Observer’s annual charity appeal has raised more than £1m. Recent appeal causes have included climate justice, coronavirus and young people, Windrush and immigration injustice, and refugees.
- Locality’s share of the money is supporting grassroots community groups across the country in the form of small grants (up to £10k each). Funding will be targeted at smaller community organisations who are delivering services to support people in the most disadvantaged communities and people in racially minoritised communities.
- Citizens Advice is using funds to support general services and innovative outreach work in some of the UK’s most deprived neighbourhoods.
- The papers featured the work of both charities, as well as local community organisations benefitting from Locality grants, in print, online and in films.
- For one day, some of the best-known Guardian and Observer journalists took calls and donations from the public at their charity appeal telethon.
- Throughout the appeal, the papers published messages from readers talking about why they donated, which were gathered via the online donation page.

### Example stories:

- [A stepping stone back into society: the gardening club helping recovering addicts](#)
- [‘It’s made a huge difference’: Citizens Advice comes to East End schools](#)
- [Digging in: the deprived Bristol area that’s learning to help itself](#)

## The Mirror

**Charity partner:** Warm Welcome, which is powered by a coalition of UK charities coordinated by the Good Faith Foundation, including Salvation Army, Libraries Connected, Muslim Council of Britain,

Neighbourly, Christians Against Poverty, Acts 435, Safe Families, Edge Ministries, and the Together Coalition among others.

**Total raised:** £92k (including gift aid) against £100k target

**Theme/messaging:** Warm Hearts Christmas Appeal. 'Christmas should be a joyous time... But this year many families are facing a bleak festive season. They are worried about how they will pay their bills and how they will heat their homes. That is why we are calling on warm-hearted Mirror readers to help make sure nobody is left out in the cold this winter.'

- Donations raised are helping to pay for the cost of heating buildings involved in the scheme and, where possible, providing food, hot drinks and toys for children.
- Supported by Ricky Tomlinson and Gordon Brown, who made a video thanking readers for contributing.

**Example stories:**

- ['Desperate tears of pensioner never before overdrawn as her energy bills shoot up £100'](#)
- ['Thousands disconnecting electricity and disabled people rationing ventilator use'](#)
- ['I feel like I'm failing as a parent...'](#)