



Red Cross Christmas AID



RED CROSS' CHRISTMAS MISSION

As Christmas approaches, many children in Denmark start to feel a knot in their stomach. They grow up in vulnerable families where there is no money for a Christmas dinner, a tree, or presents. And when the other children in their class or neighbourhood are full of excitement and making wish lists, they are not able to join in. Christmas makes them feel left out. And for their parents, the season is filled with deep worries, stress, and deprivation. How can they possibly give their children the Christmas they dream of?

Every year, we see a growing number of families applying for the Red Cross Christmas Aid. Last year, as many as 22,458 families with children received our support. These families are already struggling to make ends meet, and for many, this help is essential to getting through the holiday season.

With Christmas aid, we provide vulnerable families with a much-needed bright spot in a challenging daily life. Specifically, we make it possible for these families to afford some of the things others take for granted: a nice Christmas meal, gifts, and treats. We help parents ease their worries and regain some peace of mind. And we give children the opportunity to experience the joys of Christmas on the same terms as their peers. So no child has to feel left out.

But we also support these families when Christmas is over and everyday life returns. We help them build networks, invite children to holiday camps, assist with homework, and provide financial support so they can enjoy a fulfilling and active childhood just like other children.

Thank you for your support, which allows us to help as many vulnerable children and their families as possible at Christmas - and throughout the year.



FACTS ABOUT THE RED CROSS CHRISTMAS AID


- Every year, we see a large number of families seeking a helping hand at Christmas. In 2024, 22,458 families with children received our Christmas Aid.
- Each family receives a gift card to COOP worth 900 DKK or a Christmas hamper filled with holiday food items. Often, the children also receive a small gift.
- The Christmas aid is distributed locally by our volunteers across 195 Red Cross branches nationwide.
- Whenever possible, we collaborate with municipalities to select the families who will receive aid. This ensures that the help reaches the most vulnerable families.
- Christmas also serves as a gateway. We offer help and support to families throughout the rest of the year by inviting them to participate in our family activities, such as homework help for children and holiday camps.



YOUR SUPPORT MAKES A DIFFERENCE

- For **DKK 900**, we can provide Christmas Aid to **one vulnerable family** in Denmark.
- For **DKK 2,700**, we can provide Christmas Aid to **three vulnerable families** in Denmark.
- For **DKK 10,800**, we can provide Christmas Aid to **12 vulnerable families** in Denmark.
- For **DKK 22,500**, we can provide Christmas Aid to **25 vulnerable families** in Denmark.
- For **DKK 45,000**, we can provide Christmas Aid to **50 vulnerable families** in Denmark.





"I can tell from the others that
what I have isn't good enough."


"I get sad because I can't have
the same as everyone else"

"The kids at school say I'm
poor."

"I feel left out when everyone is
talking about the same things."

"I can sense from mom and
dad when it's the end of the
month."

"The Christmas Aid means that I
get a Christmas present. I'm not
used to getting presents at all."



"It means so much to get a helping hand this Christmas. It means I can let go of my worries for even a little while, and I am so grateful for that!"

"Without the Christmas Aid, we wouldn't have Christmas at all. It's the only day of the year when the family receives presents.."

"It means everything to our little family. We are truly happy and grateful."

"It has meant that I've been able to give my children the kind of Christmas I feel they deserve. One that reminds me of the Christmas I remember myself."

"It was nice to know that someone cared."