



DANISH RED CROSS CHRISTMAS AID

Facts about 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.

22.458

Families received Christmas aid in 2024.

↑ 7%

An increase compared to 2023, when 21,000 families received Christmas aid.

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.