



**Habitat**  
for Humanity®  
Great Britain



2025

# THE CHRISTMAS POP-UP SHOP

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Toys, Gifts & Joy Galore at ReStore!



# HELP US BRING THE CHRISTMAS SPIRIT *HOME*

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**The Christmas Pop-Up Shop is Habitat for Humanity Great Britain's inaugural toy and gift donation drive. Arriving in ReStore, our flagship home improvement and DIY charity shop, this December.**

**The Christmas Pop-Up Shop aims to provide everyone in the community, no matter their income level, with an affordable and sustainable way to bring Christmas into their home this year.**

By selling donated toys, gifts, and Christmas decorations at a highly discounted rate, we hope to make Christmas more affordable for families this year, while also reducing waste and promoting the circular economy for goods so that less goes to landfill.

Proceeds from the Christmas Pop-Up Shop will help support Habitat for Humanity's efforts to create affordable housing and promote sustainable communities.

## **Read on to find out:**

- Ways in which your company and team can get involved
- The direct impact your support will have on our local communities this festive season
- Fun and festive ways to celebrate and raise funds for Habitat through your workplace

The holiday season is all about joy and it's even more meaningful when your Christmas celebrations helps make a difference too!

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## THE HOLIDAYS START WITH A HOME

Habitat for Humanity GB fundraise all year round to help tackle poverty at home and abroad. With a donation of £500 to £5,000, your support will help us create a Christmas Pop-Up Shop that can benefit the whole community, no matter their income level. Even a small donation can make a big difference.

### With your support, we can:

- Provide vouchers to women and families in our community, empowering them to choose meaningful gifts for their loved ones at the Christmas Restore.
- Offer food hampers to those experiencing food insecurity during the holiday season.
- Ensure all pre-loved items are cleaned and prepared for their new homes.
- Supply wrapping paper so every gift can be beautifully presented.

Your generosity helps us bring dignity, joy, and choice to those who need it most this Christmas.

## HELP US BRING CHRISTMAS HOME

**We welcome your support of the Christmas Pop-Up Shop. Together, we build homes and holiday cheer this December.**

This year, Habitat for Humanity Great Britain and our Community Hub are partnering with local organisations in the London Borough of Havering to make Christmas even more affordable for those who need it most. We want everyone in our community to be able to celebrate Christmas with joy and hope this year.

Within the London Borough of Havering, housing instability is a pressing issue. The social housing waitlist has increased by more than a third (from 1,922 households in 2022 to 3,063 in 2024). Many women struggle with unstable housing, but their challenges are hidden. They may earn less money, have less savings, and carry the responsibility of caring for others, making it harder to find safe and suitable homes. Our Community Hub initiative is dedicated to supporting women who are experiencing housing-related insecurity in the London Borough of Havering including women: at risk of homelessness; living in unsafe or poor, inadequate housing; experiencing financial or social barriers to stable housing; lacking legal housing status or leaving institutions without secure housing.

By partnering with local services in the London Borough of Havering, we will support families facing housing-related insecurity by providing vouchers to the Christmas Pop-Up Shop so they can get all their needs for the Christmas season at no cost. Your donation will help us provide assistance to these families for Christmas, such as toys, gift wrapping, or food. Your donation can help us support local families through the Christmas Pop-Up Shop to ensure they can celebrate Christmas this year with joy and dignity.





## CELEBRATE THE CHRISTMAS SEASON WITH US!

Our vision is a world where everyone has a safe place to call home. A decent home helps to permanently break the cycle of poverty and allows families to achieve strength, stability and self-reliance. Together, we can build holiday cheer and homes.

We are thrilled to announce our 2025 inaugural Christmas Pop-Up Shop! Join us in celebrating the Christmas season throughout December by participating in meaningful giving and volunteering. Unite with colleagues to reduce waste and give back to our communities while helping support Habitat for Humanity's mission. Don't miss this chance to blend the festivities with impactful giving! Your support can transform lives.

## HOW THE CHRISTMAS POP-UP SHOP HELPS

### Affordability

Studies show that the average UK household will spend £1,811.70 on Christmas festivities, which is 80% of the average monthly UK income. Meanwhile, the cost of living crisis in the UK shows no signs of ending, as households around the country face higher food, electricity, and fuel costs. This is particularly true for the poorest households in our communities, who typically must spend a higher proportion of their income on food and housing costs. This makes Christmas a difficult time of year for so many families. ReStore directly tackles poverty in local communities by helping families access low-cost home improvement materials. Our Christmas Pop-Up Shop extends this model to one of the most expensive times of year, helping families access affordable, high-quality, gently loved toys and decorations to bring Christmas home.

### Sustainability

Around 381 million new toys are bought in the UK every year, and approximately 80% of these eventually end up in landfill. Near Christmas, families clean out old toys and decorations their children no longer use to make room for new items. Traditional charity shops get so overwhelmed, however, that they frequently stop accepting these items from November. Christmas is also the most wasteful time of year—more than 38,500 tonnes of plastic alone are wasted each Christmas season.

Our Christmas Pop-Up Shop provides a place for these items to find a second home, reducing waste and increasing circularity while bringing joy to children. Through supporting the Pop-Up Shop, you help us create more sustainable ways to celebrate.







## HOW YOU CAN JOIN

The Christmas Pop-Up Shop offers two ways to get involved and you're welcome to participate in both!



### Collect donations

An in-office donation drive. Help reduce waste around Christmas by hosting a donation station in your office. Colleagues are invited to donate gently loved or new toys, gifts, and Christmas decorations throughout November. To support your donation drive, we have provided posters, signage, suggested donations lists, and collection support.



### Sponsor the Christmas Pop-Up Shop

Sponsor our Christmas Pop-Up Shop. By making a financial donation to the Habitat Christmas Shop, we can make Christmas more affordable to families in our community, whilst sharing inspirational stories which your company employees and customers can be proud of.



### Volunteer with us

Your employees are invited to support us through a variety of activities, whether they would like to help us decorate the shop, work as Santa's Elves and sort toys and get them ready for their next adventure and owner! There is something for everyone to make an impact and bring hope this festive season.

## Partnering with Habitat for Humanity Great Britain

The work that Habitat for Humanity Great Britain do would not be possible without the unwavering support of our partners. Working with us offers an opportunity to make a lasting impact on the issues that matter most. Our programmes to address furniture poverty and housing insecurity are a valuable way to give back at any time of year. Together, we can address the housing crisis at home and around the world.





# WHAT CAN I DONATE TO BRING JOY THIS YEAR?

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## TOYS, GOODIES, AND GIFTS

All toys, new and gently loved, must be clean, complete, and in good working order. Boxed toys and games must be in their original packaging.

### Yes:

- Plastic & wooden toys
- Board games, jigsaws, and card games
- Ride on toys and rockers
- Dolls and dollhouses
- Robots and action figures
- Electronic goods in good working order
- Musical instruments
- Arts & crafts
- Books (0-2, 3-6, 6-8, 8-10, 11+)
- Sporting goods
- Soft plush toys (e.g. teddy bears) with the fabric seam tag still attached
- Non-perishable stocking stuffers
- Unopened self-care, makeup, or hair products for boys and girls

### No:

- Incomplete toys
- Broken toys
- Stained or marked toys

## HOLIDAY DECORATIONS

All decorations must be clean, complete, and in good working order.

### Yes:

- Stockings
- Tinsel decorations
- Christmas lights
- Festive garlands
- Snow globes
- Christmas baubles
- Non-perishable outdoor wreaths
- Non-perishable (faux) Christmas Trees
- Christmas candlesticks
- Christmas tablecloths and other kitchen swag

### No:

- Broken decorations
- Malfunctioning electronics
- Overly delicate goods



These are suggestions of items that can help us spread cheer this Christmas, but you can also use your imagination to identify what can make someone smile. Please use your discretion when selecting items to donate; gifts can come in all shapes and sizes.



# GET YOUR OFFICE INVOLVED

*Join us for our Christmas Pop-Up Shop to spread festive cheer this December!*



## STEP TWO

Partners are invited to host an in-office donation drive. You will be provided with a list of gifts and decorations that Habitat is able to accept for the drive, as well as posters, signage, and suggested internal comms to help advertise the event. We ask that you choose an accessible and convenient place in the office to place a box where colleagues can easily drop off items. There will be two pick-up dates that your office can choose from.



## STEP THREE

Throughout November and December, we invite partners to spend a full or half-day volunteering at the Christmas Pop-Up Shop. Volunteers will be guided by our Christmas Shop Manager, who will lead them to sort, test, clean, and price the items, add them to displays, and offer any other support needed in ReStore so the community can see all the fun Christmas goods you and others have brought in.



## STEP FOUR

Fundraise for our vital work this Christmas. Any donations to our appeal will support our work by covering the cost of skilled technicians to help serve a community with safe drinking water. By getting your office involved in festive engagement events such as a Lunchtime Christmas Quiz, office decorating challenge, a bake sale, etc., employees can contribute directly to our work around the world.

Finally, we love to show our community getting into the Christmas spirit, and that means YOU! Don't forget to take plenty of photos and videos while you celebrate and give back. When you upload to your social media tag us and use our dedicated hashtag: **#ChristmasAtReStore**

Get into the Christmas spirit with us throughout December. We will be keeping our eye out for your posts and will even be resharing a few to show that together, we build a merry Christmas for all!



@habitatforhumanitygb



@Habitat for Humanity Great Britain



@Habitat for Humanity Great Britain



@HabitatFHGB

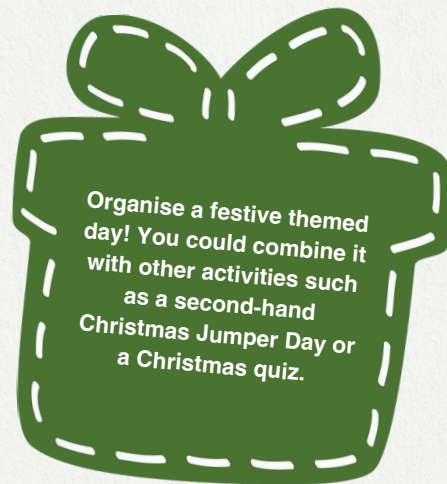
**Feel proud to have supported our mission to fight housing poverty!**







# CELEBRATE WITH THE ENTIRE TEAM

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Once you've joined the Christmas Pop-Up Shop initiative, the fun has only just begun! Why not get your whole office involved to embrace the sustainable Christmas spirit this year?



Share photos of your lovely celebrations and volunteering days on social media throughout December. Don't forget to tag us and use our hashtag **#ChristmasAtReStore**. We will be keeping our eye out for your posts and even resharing a few to show off your amazing work!

 [@habitatforhumanitygb](https://www.instagram.com/habitatforhumanitygb)  
 [@Habitat for Humanity Great Britain](https://www.linkedin.com/company/Habitat%20for%20Humanity%20Great%20Britain)  
 [@Habitat for Humanity Great Britain](https://www.facebook.com/Habitat%20for%20Humanity%20Great%20Britain)  
 [@HabitatFHGB](https://twitter.com/HabitatFHGB)



# Habitat for Humanity Great Britain Christmas Donation Drive



**Bring in gently-loved toys, gifts, and holiday decorations**

When:

Where:

More details:

**For more details on what to donate, scan here:**





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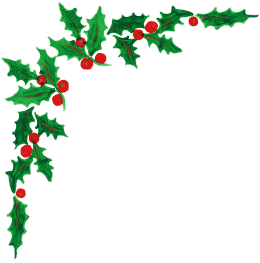
Where:

More details:

**For more details on what to donate, scan here:**







# SUPPORT THE CHRISTMAS POP-UP SHOP

**Bring in gently-loved toys, gifts, and holiday decorations**

**When:** \_\_\_\_\_

**Where:** \_\_\_\_\_

**More details:** \_\_\_\_\_

\_\_\_\_\_

**For details on what to donate to support making Christmas affordable for our communities this year, scan here:**







# THANK YOU FOR TAKING PART

CHRISTMAS POP-UP SHOP 2025



[WWW.HABITATFORHUMANITY.ORG.UK/THE-CHRISTMAS-POP-UP-SHOP/](http://WWW.HABITATFORHUMANITY.ORG.UK/THE-CHRISTMAS-POP-UP-SHOP/)