



Helping vulnerable children overseas

# CHRISTMAS SHOEBOX APPEAL

## Corporate Resource Pack



Team Hope is a company limited by guarantee, registered in Dublin, Ireland (Company no. 359820). Team Hope is a Registered Charity (no. 20047627) granted tax exemption by the Revenue Commissioners (CHY14524).



2024 TRIPLE LOCK MEMBER  
Promoting Trust



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## Who are Team Hope?

Team Hope is an Irish, Christian, International Development Charity working to help children affected by poverty in Africa and Eastern Europe. Founded in 2010, we work in 12 countries across Africa and Eastern Europe to help children affected by poverty or marginalisation.

## What is the CHRISTMAS SHOEBOX APPEAL?

Team Hope is best known for the Team Hope Christmas Shoebox Appeal, an annual campaign where thousands of individuals in Ireland donate shoeboxes filled with gifts to be given to children affected by poverty. Each year we encourage businesses big and small; their staff families and friends, to #MakeAChildSmile by creating shoebox gifts, either physically or online.

## Corporate Partnerships

Every year Team Hope receives amazing support from businesses who help us make a difference in the lives of children affected by poverty. Giving something back through supporting a charity is a wonderful opportunity to help others and often can be the highlight of many people's year. We understand that "one size doesn't fit all" so please contact us and we'll work to see how best you and your organisation can help.

Team Hope is registered with the Top Matching Gifts platforms used by corporates in Ireland.



## Our Corporate Partners



## Corporate Support

Corporate groups can:

- Collect Christmas Shoeboxes as an organisation/team and drop them to one of over 400 drop-off points nationwide. For 50+ Shoeboxes, Team Hope's volunteer network will endeavour to collect them from you.
- Run an in-house Christmas Shoebox Workshop- let us know and we'll help you to get started
- Apply to help at one of our 50+ Shoebox checking centres around the country – limited places available
- Donate items for making Christmas Shoeboxes to your local centre.
- Collect donations and build Christmas Shoeboxes online
- Sponsor a Christmas Shoebox Appeal truck, Make a Christmas Donation on behalf of your employees, offer skill based volunteers, etc.



### Running an in-house Christmas Shoebox Appeal Workshop

Gathering your team to build Christmas Shoeboxes is a great way to offer team bonding as well as making a real difference!

You will need:

1. A Team Hope Christmas Shoebox Appeal [leaflet](#) per employee
2. Shoeboxes. You can use any shoeboxes you like provided they aren't too big or too small.
  1. You can purchase Team Hope Shoeboxes in bundles of 50 for €95 directly from [Team Hope](#).
  2. You can purchase Team Hope Shoeboxes in packs of 3 for €6 in Dealz/Pepco.
3. [Items](#) to fill your Christmas Shoeboxes with (as below)
4. Wrapping paper
5. A €5 donation per box (this can be added to each box or made [online](#)).

## How to Build a Christmas Shoebox

1. Cover a regular sized shoebox in colourful paper.
2. Use the label from your [leaflet](#) to decide if your box is for a boy or a girl and the age group.
3. Insert items from the “4 W’s” completely filling your box. (Wash, Write, Wear and WOW!).
4. Include your €5 donation\* in your Team Hope envelope or donate [online](https://www.teamhope.ie/donate) at [www.teamhope.ie/donate](https://www.teamhope.ie/donate) and close your box with just an elastic band
5. Leave your box at one of our [400+ drop-off points](#)



## How to Build a Christmas Shoebox Online

Every [€25 donated](#) will enable Team Hope’s overseas partners to create a Christmas Shoebox and deliver out into the hands of a child affected by poverty.

You even have the option to personalise your Shoebox by adding items with our fun online [packing tool](#)!

A screenshot of the online packing tool interface. On the left, there is a virtual shoebox filled with various items like a teddy bear, a ball, and a book. On the right, there is a list of items to be added, categorized by the '4 W's':

- Write:** COLOURING PENCILS X, PENCIL CASE X, RULER AND RUBBER X
- Wash:** TOWEL X, SPONGE/WASHCLOTH X, TOOTHBRUSH AND TOOTHPASTE X
- Wear:** GLOVES X, SOCKS X, HAT X
- Wow:** PUZZLE TOY X, BALL X, SOFT TOY X

At the bottom, there are two buttons: "Start again" and "I'm finished, donate my box >".

## Vadim McEvoy, Boston Scientific, Galway



Originally born in Belarus he spent part of his childhood in an orphanage where he received a Christmas Shoebox. He says that he knows first-hand how much joy and happiness a simple shoebox full of small gifts brings to a child.

**“Receiving a gift from people halfway across the world is a core memory I’ll never forget”.**

Since moving to Ireland and beginning his work at Boston Scientific in Galway, Vadim has encouraged and engaged with his colleagues to create and donate Christmas Shoeboxes to Team Hope, either online or building them together in their offices. His passionate support has also resulted in the national media coverage of his story in the Health & Living section of the Irish Independent. Thanks to Vadim thousands of people were encouraged to make a Christmas Shoebox and a lifelong impact for impoverished children.

## Adas Rakauskas, Guidewire, Dublin



Adas Rakauskas, received Christmas Shoebox as a child in Eastern Europe in the 1980's. He told his colleagues of the incredible impact it had on him and his family.

Adas and his colleagues in Guidewire make Christmas Shoeboxes every year and with support from Guidewire's HR and ESG teams, over €30,000 has been received by Team Hope in the

form of Matching Gifts and donations through Benevity.

This significant support for Team Hope enables the charity to fulfil its mission, helping vulnerable children overseas, in many ways. It means more shoebox gifts get into the hands of other vulnerable children like Adas, plus the charity gets to deliver sustainable development projects Addressing Poverty and Hunger, as well as Clean Water and Village Savings and Loans Associations (micro credit unions) in Africa.

## How to Promote the Christmas Shoebox Appeal

### Physical Resources

We have a number of physical resources available. These include leaflets which can be ordered through our [website](#) then distributed to your colleagues. We also have posters available which can be displayed in noticeboards and reception areas.

### Intranet Resources

We also have videos and PowerPoint presentations which can be delivered in person or online.

### Resource Links

Christmas Shoebox Appeal homepage: <https://www.teamhope.ie/christmas-shoebox-appeal/>

View our 2024 leaflet [here](#)

Print a label for your shoebox [here](#)

Link to how to build your shoebox [here](#)

Link to building a shoebox online [here](#)

### Social Media Resources

You can follow, share and amplify our social media content here:

<a href="#">LinkedIn</a>	Team Hope
<a href="#">Facebook:</a>	<a href="#">@team.hope.ireland</a>
<a href="#">Instagram:</a>	<a href="#">@teamhopeireland</a>
<a href="#">Twitter:</a>	<a href="#">@teamhopeireland</a>

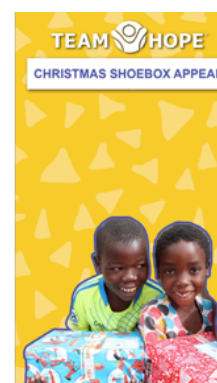
### Campaign Tags

#ChristmasShoeboxAppeal

#EveryBoxCounts

#MakeAChildSmile

## Graphic Assest



Download these graphics [here](#)

## Social Media Campaign Timeline

- |   |   |
|---|---|
| <b>Mid-September</b>                      | <ul style="list-style-type: none"><li>• The official Christmas Shoebox Appeal campaign launch!</li><li>• Our official campaign video will be on our social channels</li><li>• We will be sharing loads of Christmas Shoebox stories</li></ul>   |
| <b>First Week after Schools Half-Term</b> | <ul style="list-style-type: none"><li>• Shoebox Week!</li><li>• We will have lots of media engagement including print and broadcast features</li></ul>  |
| <b>Final date</b>                         | <ul style="list-style-type: none"><li>• The final date for Christmas Shoeboxes to be dropped off is November 10th. (An extension to Nov 15th is often issued)</li></ul>   |
| <b>Nov 15th -Dec 23rd</b>                 | <ul style="list-style-type: none"><li>• When the deadline has passed we encourage people to build their Christmas Shoebox online at <a href="http://www.teamhope.ie">www.teamhope.ie</a>. Each €25 donation is used to make more Christmas Shoeboxes, that are delivered to vulnerable children. Online Christmas Shoeboxes can be donated until December 23rd.</li></ul> |
| <b>December 23rd</b>                      | <ul style="list-style-type: none"><li>• We will announce our total number of Christmas Shoeboxes!</li><li>• And issue a huge THANK YOU!</li></ul>   |



Apply to help at one of our Shoebox checking centres around the country

Our Christmas Shoebox Appeal uses 50+ volunteer run centres, nationwide to collect, check, package and load Christmas Shoeboxes onto trucks, headed for their new homes. Over 2,500 volunteers to help us annually in October and November to collect shoeboxes from our various drop off points, businesses and schools, to check the contents of the donated shoebox gifts, to pack them into cartons and to load them onto trucks sending them to their final destinations in countries in Eastern Europe and Africa.

From 1-100 hours, you can volunteer your time to get together in a fun environment to help in your local checking centre.

Our corporate volunteer hours fill up fast so [get in touch early](#) if you'd like to get your team involved.



Where do your Christmas Shoeboxes go?

Team Hope sends Christmas Shoeboxes to our local partners in 12+ countries annually, who work in areas affected by poverty. This year, Team Hope aims to send Shoebox gifts to children in Romania, Transnistria (Moldova), Ukraine, Albania, Burkina Faso, Burundi, Democratic Republic of Congo, Lesotho, Eswatini, Malawi, Kenya and Rwanda. Team Hope will continue to send shoeboxes to Ukraine to children affected by the ongoing war, as long as it remains logistically possible.

## Team Hope's Overseas Partners

Team Hope works with like-minded, locally based partners in all our international project and programme countries across Eastern Europe and Sub-Saharan Africa. Motivated by a similar ethos to our own, they are engaged in tackling poverty in their communities and are well placed to reach those on the very margins of society.

## Team Hope's Year Round Work

Team Hope's strategic goals are aligned with the UN Sustainable Development Goals, focusing on No Poverty, Zero Hunger and Clean Water and to that end we deliver life changing sustainable development initiatives. By working with partner communities overseas, we are building strong, safe and progressive environments for vulnerable children and establishing real change for a brighter future. Since 2010 Team Hope has supported at least 150 sustainable development projects in 20 countries across Africa and Eastern Europe. We work closely with our local partners who provide a direct link to the communities we operate in.

For information and examples of Team Hope's year round project work please check out our [Changing Communities page](#).

### Case Study: AerCap

AerCap Ireland Ltd, a global leader in aircraft leasing and aviation finance, provided substantial support to Team Hope's in 2023 with donation of €10,500 towards Team Hope's work. Their generous donation has made a huge difference to local [communities](#).



## Support Team Hope's Year Round Work

To get your team/organisation involved in supporting our year round work please contact our International Programme Manager, Eithne Brennan at [ebrennan@teamhope.ie](mailto:ebrennan@teamhope.ie) We will be happy to work with you, to meet your organisations goals as you make a lasting difference.

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