



NBCC



Chairperson's Report



— AGM 2025 —





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“ *The past year has once again demonstrated the incredible power of community spirit, kindness and volunteer dedication across South West Scotland.* **”**

1 A Year of Growth

Over the course of the year, NBCC supported just under **8,000** individuals, including children, young people and vulnerable adults. What began as a small initiative has continued to grow into a large-scale community effort operating throughout the year, alongside fundraising, partnerships and community engagement across Ayrshire and beyond.

2 Partnerships and Fundraising

Support came from schools, theatre groups, healthcare teams, football clubs, cafés, choirs and local businesses. Fundraising events included race nights, coffee mornings, tea parties, sponsored walks, Kiltwalk participation and seasonal community events.

During the festive period, support from organisations including Stagecoach West Scotland, Ayr United Football Club, Ayrshire Hospice, Synergy, Arnold Clark, hospital teams, local retailers and community venues helped Red Bags Full of Joy reach individuals and families across South West Scotland.

3 Recognising Our People

We extend our heartfelt thanks to the ladies who work every Monday, Wednesday and Friday preparing and packing items throughout the year, the Christmas team who organise and distribute Red Bags Full of Joy during the busiest period, and trustee Kenneth Hutcheson for his outstanding commitment and organisation.

We also recognise Jaimie and Jon for their work on new IT systems, social media and website development, Scott, Lucy and the Kilmarnock Santa Sleigh team for raising thousands of pounds, and Karen and the Baby to Teen team for their continued support.

4 Looking Ahead

Work is progressing on a new referral system designed to strengthen the management and coordination of referrals, improving efficiency, accountability and communication as the scale of support continues to grow. The campaign remains committed to ensuring that no child, young person or vulnerable adult feels forgotten.

KEY HIGHLIGHTS



Just under 8,000 individuals supported



Community choirs raised £6,500



New referral system in development



Powered by volunteers, donors and community partners



The trustees place on record their sincere thanks to every volunteer, supporter, donor, partner organisation and member of the public who contributed throughout the year.

Compiled by Jodie McFarlane and Isabel McFarlane



Impact at a Glance

CHRISTMAS 2025



In December 2025, NBCC volunteers, packers and partner organisations across Ayrshire came together to deliver thousands of personal, age-appropriate, dignity-first gifts to families and individuals facing hardship over Christmas. Every Red Bag Full of Joy was hand-curated for the person receiving it, taking into account age, gender, identity and individual interests so that nobody was forgotten.



7,657

Red Bags Full of Joy
delivered across Ayrshire
in 2025.



30

communities
reached, from
Girvan to Largs



944

gifts to babies and
toddlers aged 0 to 3



528

gifts to vulnerable
adults in need



Just under
8,000

individuals supported
overall

Who We Reached, by Age

0-12 months:	182	12-15 years:	1,719
1-3 years:	762	16-17 years:	587
4-7 years:	1,663	18+ vulnerable adults:	528
8-11 years:	1,990	Unknown:	226

Dignity,
choice and
warmth sit at
the heart of
everything
NBCC does.



Every number represents a person. Every bag represents care. Thank you for helping us bring hope, joy and dignity to those who need it most.



Where the Joy Landed

Communities Reached Across Ayrshire



NBCC reached families and individuals in 30 named communities.

From Girvan to Largs, Red Bags Full of Joy reached every corner of Ayrshire and beyond.

★ TOP 10 COMMUNITIES BY REACH

1	Ayr	2,096 (27.4%)
2	Kilwinning	692 (9.0%)
3	Stevenston	547 (7.1%)
4	Kilmarnock	532 (6.9%)
5	Auchinleck	510 (6.7%)
6	Maybole	370 (4.8%)
7	Dalmellington	332 (4.3%)
8	Ardrossan	301 (3.9%)
9	Irvine	280 (3.7%)
10	Girvan	205 (2.7%)



Why It Matters

Behind every number is a person. A newborn whose first Christmas might otherwise have passed unmarked. A teenager who would have woken up to nothing. A parent, carer or vulnerable adult struggling quietly. Every Red Bag Full of Joy is curated by age, gender, identity and personal interests, because dignity, choice and warmth are at the heart of everything NBCC does.



How We Did It

A volunteer-led packing operation in Annbank, working hand in hand with schools, social work teams, community groups and referral partners across Ayrshire. Every referral is reviewed and every recipient is matched to a personalised gift.



Reaching communities of every size is only possible through collaboration, compassion and the incredible network that makes NBCC what it is.

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Fundraising, Supporters & Partnerships

COMMUNITY SUPPORT AT SCALE



Our Impact in Numbers (2024–2025)



£43,000+
total campaign
donations



£26,000+
direct
donations



£16,000+
community
fundraisers



60+
fundraisers



500+
donations

Where Support Came From



Local
community
campaigns



School
fundraising
initiatives



Business
donation
drives



Sponsored
fitness
challenges



Cheer Day
campaigns



Corporate
workplace
collections



Social media
fundraising
appeals

Highlighted Supporters & Partners



Community Spotlight



Rock Choir Ayrshire and Glasgow Southside have become an important supporter of the campaign through community fundraising, awareness building and participation in seasonal support initiatives.

Community choirs also raised an incredible **£6,500** through fundraising performances.

Public Engagement



Facebook remains NBCC's strongest communication and engagement platform, with high community interaction, emotional storytelling, strong sharing and visible seasonal momentum during November and December.



Together, we achieve more. Every donation, every hour volunteered and every partnership strengthens our mission and brings hope to children, young people and vulnerable adults.

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A New Home for NBCC

AGM 2025 OPERATIONS SUMMARY



“

NBCC started with paper, pen and whiteboards, then took early digital steps with Google Forms, Monday boards and WhatsApp threads. Now, for the first time, the charity will have one home designed around the way it actually works, from the first school referral in October to the last delivery on Christmas Eve, and onwards through the year.

”

What It Means for Everyone



Schools will submit referrals with confidence, free from duplicates and lost forms.



Volunteer Elves will pick shifts, claim tasks and pack bags with gentle checks that catch mistakes before they leave the hall.



Head Elves will see the whole campaign in one view, with safeguarding kept in its own protected channel.



Drivers will follow routes that work even when the signal does not.

Safe, Year Round, and Unmistakably NBCC



Donations will be tracked properly for the first time.



Every action will sit inside a safe, auditable record.



A one-tap safety button lives on every screen.



Safeguarding has its own red-bordered shortcut.



The most sensitive actions need two people to sign off.



Every volunteer is trained before they are given access.



The platform speaks the language of NBCC: warm, plain and friendly.



'Children, young people and vulnerable adults' are always treated with dignity.



*The hard work will always belong to the people.
The system simply means the people no longer
have to work around the tools.*



Looking Ahead

NBCC enters its next phase with stronger systems, growing partnerships, increasing digital visibility and the same commitment to kindness, dignity and compassion.

Donate. Volunteer. Partner. Refer.



The trustees place on record their sincere thanks to every volunteer, supporter, donor, partner organisation and member of the public who contributed throughout the year.



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Thank you for your support



thenightbeforechristmas.co.uk

