



Woolly Wednesday

29th Oct 2025

Help us to keep everyone warm this winter by supporting Woolly Wednesday 2025

1. **Wear** your woollies.
2. **Share** (or like) our social media posts.
3. **Care** - Enter our raffle and support our work.

www.newstraid.org.uk/woollyweds25



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What is Woolly Wednesday?

Woolly Wednesday is an awareness day that promotes the support available from NewstrAid for those struggling to cover the cost of heating over the winter.

When does it take place?

In 2025 Woolly Wednesday will take place on **Wednesday 29th October**. This coincides with the distribution of NewstrAid's Winter Comfort grant which provides around 350 of the charity's beneficiaries with a small financial boost in October to help them stay warm during the colder months.

How will it help?

NewstrAid receives applications for help from hundreds of people who are struggling to make ends meet every year. Woolly Wednesday aims to help spread the word so that as many people as possible from the newstrade know about the support available. It will also help to raise funds for the charity through a winter raffle.

How can I get involved?

Being part of Woolly Wednesday is simple!

1. Wear (your woollies)

On Weds 29th October wear something woolly (jumper, cardigan, scarf, hat, gloves, etc) and if you are on social media, feel free to post a selfie using the hashtags #NewstraidWoollyWednesday and #WearShareCare.

2. Share

Comment, like or share our Woolly Wednesday posts on social media to help us spread the word about the support we can offer.

NewstrAid Social Media accounts: *Facebook:* @NewstrAid.benevolentfund

Instagram: @newstraid_ *LinkedIn:* NewstraidBenevolentFund *Twitter (X):* @NewstrAid

3. Care

Contribute to the financial help NewstrAid provides by entering the NewstrAid Christmas Raffle. Scan the code below or visit: www.newstraid.org.uk/xmas2025 for more information.

The raffle draw will take place at NewstrAid's Carol Concert Reception on Monday 1st December 2025

