

Delivering Joy: Dunelm aims to provide over a quarter of a million gifts to those most in need this Christmas

- Now in its sixth year, the hugely popular Delivering Joy campaign encourages shoppers to choose a tag from an in-store tree and gift someone in need this festive season.
- More than 200 Dunelm stores across the UK and Ireland will be working with local charities and organisations in the community to donate 260,000 presents.
- The retailer will also host a series of festive events in partnership with its official charity partner, Age UK.
- In-store tags launched on 16 September with over 27,000 gifts already returned. Gifts are required to be returned to stores by the date shown on the tags



Dunelm - the Home of Homes - has launched its much-loved annual Delivering Joy campaign, aiming to make sure no one goes without a gift this Christmas. Building on five years of heartfelt support, the retailer is once again rallying shoppers and colleagues to help bring Christmas magic to those who need it most.

How It works

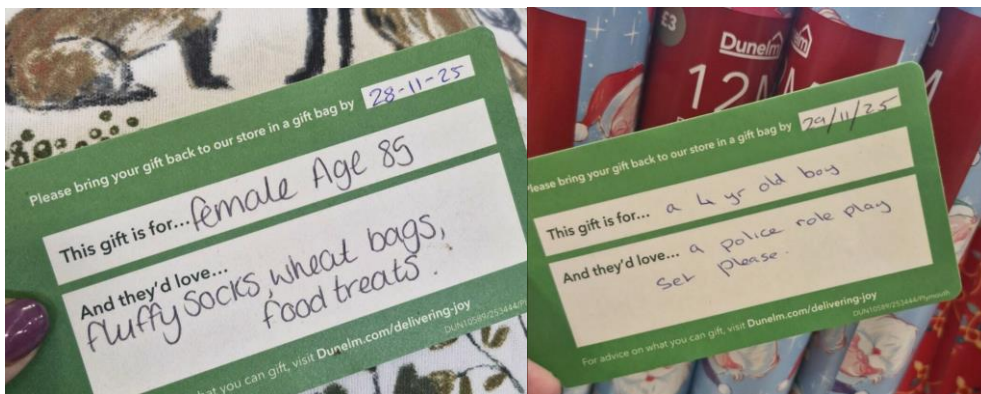
In the lead-up to the launch, Dunelm colleagues connected with local care homes, schools, refuges and charities to collect gift requests. Each one is then turned into a tag, including the recipient's age, gender and chosen gift. Each tag is placed on Delivering Joy trees in stores, ready for shoppers to pick up and follow three simple steps:

1. Collect a tag from a Delivering Joy tree in-store
2. Once a tag is selected people can either buy or make the requested gift (*gifts do not have to be purchased in-store and can also be bought or handmade*)
3. Gifts are delivered back to the Dunelm store by the requested date on the tag, with the tag attached

Once all gifts have been collected, Dunelm will arrange the delivery to the recipients in time for Christmas. Any unclaimed gift tags will be fulfilled by the retailer to ensure that everyone receives their gift. With over 27,000 gifts having already been returned this year – and some stores such as Dunelm Rochdale having all tags claimed – Dunelm is encouraging people to head to their local stores as soon as possible to ensure they can take part.

Amid the ongoing cost-of-living crisis, the retailer saw a high level of requests for everyday essentials last year, a trend that has continued in 2025, with many labels requesting winter warmers including warm socks, hats and blankets alongside toiletries and festive food - highlighting how even small gifts can make a big difference.

When it comes to the younger generations, the retailer has seen a high number of requests for toys including teddy bears, dressing up items and board games.



In addition to the gift donations, Dunelm will host festive events with several charities including Age UK to support older people who may feel isolated during the season. Selected stores will invite local Age UK members to enjoy activities such as bingo sessions, festive lunches, and school choir performances, hosted in Pausa, our in-store cafés. These events form part of Dunelm's ongoing partnership with Age UK, which aims to help create communities that feel like home for older people by combatting loneliness and providing more practical support over the phone and in local communities.

Supporters can use their local Dunelm community Facebook group to keep up to date with the programme and see the results of the gifting in their local area as well as regional festive events.

Amanda Cox, Stores & People Director, says: *"This is the sixth year of our Delivering Joy initiative, and we're proud to continue supporting those who might need it most in our communities. The gift tags in our stores represent real wishes from local causes, often small requests that can make a big difference, at what can be a difficult time of year. We're so grateful for the continued generosity of our customers and colleagues, and if any tags go unfulfilled, Dunelm will make sure no one misses out on a gift this Christmas."*

For more information on the campaign and different ways you can get involved visit <https://www.dunelm.com/info/delivering-joy-at-christmas> or head to your local Dunelm Facebook Community Group.

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For further information or details please contact dunelm@tinmancomms.com

Notes to Editor

About Dunelm

Dunelm is the UK's market leader in homewares with a purpose 'to help create the joy of truly feeling at home, now and for generations to come'. Its specialist customer proposition offers value, quality, choice and style across an extensive range of c.70,000 products, spanning multiple homewares and furniture categories and including services such as Made to Measure window treatments.

The business was founded in 1979 by the Adderley family, beginning as a curtains stall on Leicester market before expanding its store footprint. The business has grown to 184 stores across the UK and has developed a successful online offer through [dunelm.com](https://www.dunelm.com) which includes home delivery and Click & Collect options. Most stores include Pausa coffee shops, where customers can enjoy a range of hot and cold food and drinks.

From its textiles heritage in areas such as bedding, curtains, cushions, quilts and pillows, Dunelm has built a comprehensive offer as 'The Home of Homes' including furniture, kitchenware, dining, lighting, outdoor, decoration and DIY. The business predominantly sells specialist own-brand products sourced from long-term, committed suppliers. Dunelm is headquartered in Leicester and employs over 11,000 colleagues.