Press release

24th November 2025

Red Kite Community Housing launches 12 Days Of Kindness campaign 2025

Starting next Monday, Red Kite Community Housing's '12 Days Of Kindness' Christmas social media campaign will give local community groups the chance to get their hands on a £200 voucher every day for 12 days.

Each weekday (excluding Fridays) between Monday 1st and Thursday 18th December, friends and supporters of local community groups and charities can look out for daily posts on Red Kite's Facebook and Instagram channels. They can then nominate their chosen organisation simply by naming them in a comment. Comments close at 3pm each day, with the winner being announced after 4pm. Organisations not chosen can be nominated again on the following day.

Sophie Field, Head of Resident & Community Engagement at Red Kite, explains:

"We're keen to support smaller local groups that we haven't previously helped – if the group is recognised within the community it'll be considered. If you know of any that could benefit from a financial boost, tell them about 12 Days Of Kindness and make sure they get involved.

"We'd also encourage people to get their friends, family, and fellow community members to join in - and to share our posts on their own social media, using the hashtag #12DaysOfKindness, to help spread the word."

This is the third year that Red Kite has run 12 Days Of Kindness – last year's campaign saw over 600 nominations in total, and an average of 27 groups nominated each day, with £200 vouchers going to organisations ranging from local foodbank One Can Trust to the RiverLife Toddler and Community Group in Marlow.

Ends

Notes to editor:

- Full terms and conditions are available at redkitehousing.org.uk/terms
- The campaign is being promoted on social media using the hashtag #12DaysOfKindness
- Red Kite has two community funding streams which are open to applications year-round:
    - **Starting Blocks** (redkitehousing.org.uk/startingblocks) offers grants of up to £2,000, with a focus on supporting a project or an event that makes a difference in the community
    - **Springboard** (redkitehousing.org.uk/springboard) provides larger grants to charities or groups that play a vital role in supporting our communities.
- Details of winning organisations will be available on the day after each draw is made, by request to communications@redkitehousing.org.uk. Photographs of the winners receiving their voucher will also be available.

More about Red Kite:

- Red Kite Community Housing is a tenant-led, not for profit, charitable housing organisation that was formed on 12 December 2011

- Red Kite owns and manages more than 6,600 homes all within 15 miles of High Wycombe, in the south of Buckinghamshire

- Red Kite's mission is to build a strong foundation for tenants and communities centred around safe, warm and affordable homes. This will be delivered through responsive, transparent, and cost-effective services, influenced and shaped by our diverse tenant voices. We will embrace innovative ways of working, recognising our responsibility to meet our wider challenges and ambitions to create sustainable communities and homes.