

PRESS RELEASE

FOR IMMEDIATE RELEASE

London, UK
23rd November, 2025

HomelessNest.org Launches Winter Warm Packs to Protect Rough Sleepers This Winter

Urgent appeal launched as freezing temperatures put lives at risk

Summary

London, UK — [23rd November, 2025] — As temperatures drop and thousands face winter on the streets, HomelessNest.org has launched its Winter Warm Packs initiative: emergency survival kits designed to protect rough sleepers from cold, illness, and hunger during the harshest months of the year.

Each pack contains thermal gloves, hat, scarf, blanket, reusable thermos flask, hot water bottle, warm drink sachets, protective hygiene items, and high-energy snacks — essential items that can mean the difference between survival and severe harm.

HomelessNest.org, a registered charity supporting people who are homeless or at risk (Charity No. 1214974), is calling for urgent donations to help distribute 1,000 packs across London and the South East before Christmas.

A Growing Crisis

Over 280,000 people in the UK are currently experiencing homelessness. For those sleeping rough, winter is not just difficult — it is deadly.

Exposure, infection, malnutrition, and circulatory failure are among the top preventable causes of death for rough sleepers during cold months.

“Our volunteers meet people sleeping in doorways with numb hands, soaked blankets, and no way to stay warm,” says Emily Carter, Administrator at HomelessNest.org. “A warm pack isn’t just a bundle of items — it’s a lifeline. It protects someone long enough for us to connect them with food, shelter, and support.”

More Than a Pack — A Pathway to Help

When a volunteer hands over a Winter Warm Pack, it is often the beginning of a longer journey.

Alongside warmth and nutrition, HomelessNest.org provides:

- Essential items
- Housing support referrals
- Access to dental & healthcare initiatives
- Hygiene essentials

- Compassionate one-to-one assistance
- Mental Health support and Employability workshops

"The pack is the first point of contact," says Carter. "From there, we can pull someone out of the cold — literally and figuratively."

A Call for Community Support

HomelessNest.org is asking individuals, businesses, and community groups to donate, fundraise, or sponsor full packs.

Support the Winter Warm Packs Campaign

Donate here: <https://www.crowdfunder.co.uk/p/homelessnest>

A single pack costs £18–£25 depending on contents.

Larger donations can support bulk distribution events in areas of high rough-sleeping.

A Volunteer's Perspective

"People think homelessness is about housing — it's also about safety and dignity," says Chad Ali, Trustee at HomelessNest.org. "When someone receives a winter pack, they feel seen. They feel cared for. And that small moment of humanity can change the course of a life."

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Notes to Editors

About HomelessNest.org

HomelessNest.org is a registered charity in England and Wales (Charity No. 1214974) supporting individuals and families who are homeless, vulnerably housed, or at risk. The charity provides grants, essential items, winter warm packs, and practical services including SASSY weekend dental clinics for vulnerable people.

Website: <https://homelessnest.org>

Donate: <https://www.crowdfunder.co.uk/p/homelessnest>

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Suggested tags for PR platforms:

Homelessness, Winter Crisis, Charity Appeal, London Homelessness, Rough Sleeping, Community Support, Homeless Outreach, Winter Warm Packs

