

CSR CASE STUDY

THE WELLSPRING WINTER CLOTHES APPEAL

1 NO
POVERTY



3 GOOD HEALTH
AND WELL-BEING



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



PROJECT OVERVIEW

As part of Maple’s commitment to supporting local communities, we organised a company-wide Winter Clothes Appeal in support of The Wellspring Homeless Charity.

The initiative aimed to provide warm clothing and essential items to people experiencing homelessness during the coldest months of the year. Donations were also timed to support Wellspring’s annual Christmas dinner event, helping the charity prepare seasonal gift packages for those in need.

	CLIENT	The Wellspring
	LOCATION	Stockport
	DATE	December 2025
	SOCIAL VALUE THEME	Giving



THE OPPORTUNITY

Winter can be an especially challenging time for people experiencing homelessness, with access to warm clothing and practical essentials becoming even more important.

Maple had the opportunity to support The Wellspring Homeless Charity by collecting winter essentials that could be distributed directly to those most in need. The timing of the appeal also helped ensure the charity had suitable items available to give out as Christmas gifts during its annual Christmas dinner event.

Our aim was to:

- ✓ Provide warm, practical items for people experiencing homelessness
- ✓ Support Wellspring during the winter and festive period
- ✓ Contribute to a local charity making a direct community impact

1

THE OPPORTUNITY

2

WHAT WE DELIVERED

3

PROJECT IMPACT

4

SOCIAL VALUE



WHAT WE DELIVERED

A collection point was set up in the Maple office throughout November, with staff encouraged to donate warm clothing and practical essentials.

Items requested included socks, gloves, scarves, hats, insulated flasks, personal care items and warm clothes. Staff from across the business got involved, with Val and Anastasia providing key organisational support by coordinating communications, managing donations and arranging the final drop-off to Wellspring.

The Maple team delivered:

- ✓ A company-wide Winter Clothes Appeal
- ✓ Donations of warm clothing and essential items
- ✓ Final delivery of donations to The Wellspring

2

WHAT WE DELIVERED

3

PROJECT IMPACT

4

SOCIAL VALUE

1

THE OPPORTUNITY



PROJECT IMPACT

Wellspring staff expressed their appreciation for the donations, while the Maple team found it meaningful to support a cause making a direct difference within the local community.

“

Thank you to everyone at Maple for helping us bring warmth and dignity to people who need it most this winter.”

**Representative from
The Wellspring**



3

PROJECT IMPACT

4

SOCIAL VALUE

1

THE OPPORTUNITY

2

WHAT WE DELIVERED



SOCIAL VALUE THEMES

The initiative supported several UN Sustainable Development Goals:



Supporting individuals experiencing hardship by providing practical essentials during winter.



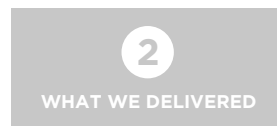
Helping protect health, comfort and wellbeing through access to warm clothing and personal care items.



Providing support to vulnerable members of the local community.



Supporting a local charity that helps create a stronger, more caring community.



MAPLE

Find out more

T: 0161 456 6644

E: sales@maplefacades.co.uk

W: maplefacades.co.uk

Maple Façades

Units 11a-11d

Bramhall Moor Technology Park

Pepper Road, Hazel Grove

Stockport

SK7 5SA



**THE WELLSPRING CLOTHES APPEAL
CASE STUDY**

The
Wellspring

Building Futures
Beyond Homelessness