

Charity impact story

See the real world impact Neighbourly has helped generate by hearing from our charity network and the beneficiaries they serve



Fresh Start

Fresh Start (Scotland) partnered with Lidl Edinburgh Granton & Craigleith stores as part of the Lidl Toy Bank initiative, where community members donated new toys at participating stores for distribution to vulnerable families.

The program targets families where financial constraints mean basic necessities take precedence over holiday gifts, ensuring children can still experience Christmas joy.

The initiative successfully supported over 50 families and approximately 80 children during Christmas 2023, transforming a potentially stressful time into a season of celebration.

The program provides crucial relief from Christmas financial pressure, allowing parents to focus on quality time with their children rather than worrying about gift-giving, demonstrating how simple toy distribution restores dignity and ensures every child's right to Christmas joy regardless of economic circumstances.

📍 Scotland, UK 🕒 July - December 2023



Real stories, real impact.



£15,301

Total financial impact

The calculated financial value for society based on the total value of all donations.

Resources donated



● Surplus food ● Financial

Donors



2,817
Meals

0.05t
Products

£9,530
Money

4
tCO2e saved

People supported

Through their mission delivery, this charity directly improved outcomes for the following people.

50
Families

80
Children

Charity leaders at Fresh Start

On behalf of everyone at Fresh Start and all the vulnerable families that we support I would like to say a huge thank you to the Lidl Toy Donation scheme.

For many of the people we support Christmas can be a really stressful time where money doesn't often stretch to put food on the table or buy gifts for their children. Through your support we were able to help over 50 families and approximately 80 children to get lovely presents, relieving the financial pressure and stress they were facing at this time of the year.

The families that we supported were overwhelmed by the generosity of the Lidl shoppers and the gifts they will be able to give their little ones this Christmas.

Data is accurate up to 30/05/2025