



Sponsorship Opportunities

Action Syria Carols

1 December 2025

St Bartholomew the Great, London

Action Syria is the operating name
of the Hands Up Foundation.
Charity no. 1156491.



What we do

We're a small, forward thinking charity working with local partners to make sure Syrian communities have the medical care and education they need, every day and when emergencies strike.

Since the conflict began, we've raised over **£8 million** for humanitarian aid. December 2024 marked an extraordinary shift in Syria with the fall of the Assad regime. While there is optimism, the humanitarian needs remain staggering.

Today, **16.7 million** people need humanitarian assistance, **90%** of the population lives in poverty, and **2 million** Syrian refugee children are out of school.

We're working with our local partners to assess how we can best respond in Syria's new phase post the Assad regime. As Syria begins to rebuild, we're here for as long as we're needed.

Who we help

Right now, we are providing a school for **80 Syrian refugee children** and delivering **prosthetics to amputees** in north-west Syria. We also mobilise when there is an emergency, such as an earthquake or bombing.

In the second half of 2024 we helped over **17,500 Syrians**, funding:



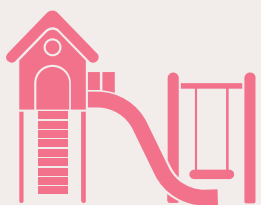
17,661 medical consultations



Education for 80 children, 54% girls



Salaries for 10 medical staff, 6 education staff, and 47 support staff



Two playgrounds for 2,400 children



13 prosthetics and 76 orthotic devices



Emergency supplies for 650 displaced people and hot meals for 550 displaced people



The event

Action Syria Carols is our flagship fundraiser — an unforgettable evening of candlelit carols, celebrity readings, and live performances from Syrian and UK artists. The night ends with a drinks reception and a Middle Eastern feast by Toum & Tahini, all set in the breathtaking surroundings of St Bartholomew the Great, London's oldest surviving church.

Each year, this event brings together influential voices in support of Syrian communities who, after over a decade of conflict and displacement, are stepping into a new chapter with hope.

In 2024, we welcomed **500+ guests**, raised over **£80,000**, and reached **20,000+** online. This year, we aim to raise **£90,000** — and we need sponsors to help us get there.

With the fall of the Assad regime, Syrians are returning home, rebuilding, and reconnecting. But millions still face poverty, displacement, and shrinking international aid.

That's where you come in. You can support us to reach this target and make a real difference—helping Syrians shape this new chapter.



Our audience

Our Carol Services have brought together some of the UK's most loved and respected figures from the stage, film, journalism and politics. Previous guests have included:

- Cate Blanchett
- Toby Jones
- Tom Hollander
- Lyse Doucet
- Clare Balding
- Jeremy Irons
- Dame Joanna Lumley
- David Miliband
- Sir Michael Morpurgo
- Peter Capaldi

This year's Service will be hosted by pianist and award-winning broadcaster, **Iain Burnside**. The Service will feature readings from celebrity guests, a performance from a Syrian musician and Poppy Ackroyd, and of course, candlelit carols.

Our celebrity line up so far includes **Christy Lefteri**, Sunday Times bestselling author of *The Beekeeper of Aleppo*, **Shaun Evans**, actor and **Adjoa Andoh**, actress and writer pencilled in.

This is your chance to stand beside them — and be seen doing so.





Sponsorship opportunities

We are actively seeking a Lead Partner to headline this year's event — someone who wants to be visibly part of this turning point for Syria.

At the same time, we know that a strong community of partners at the £5,000 level will also be essential to the event's success.

Partnering with us is also a unique chance to associate your brand with essential humanitarian efforts, showcasing your dedication to CSR principles and working towards your ESG objectives. What's more, your sponsorship opens doors to valuable networking opportunities, helping you engage with an exclusive audience.

Every level of sponsorship helps provide life-changing healthcare, education, and emergency relief — and places your brand in front of an influential, values-driven audience.

Lead partner

From £10,000

For a brand ready to take centre stage.

- 6 tickets (2 VIP + 4 standard)
- Back cover and centre spread in programme
- Primary logo on all event materials
- Verbal thanks from stage
- Bespoke social media campaign
- Full use of professional event photos
- Mention in post-event newsletter

Key partner

From £5,000

Together, the heart of making this event happen.

- 4 tickets (2 VIP)
- Full-page ad in programme
- Prominent logo across materials
- Group social media feature
- Recognition from the stage
- Mention in post-event newsletter

Supporter

£3,000

A simple, powerful way to show your support.

- 2 guest tickets
- Half-page ad in programme
- Logo in programme
- Mention in post-event newsletter
- Group social post recognition

We are especially keen to welcome partners at these levels — your contribution will directly shape the success of Action Syria Carols 2025.



In the press

VANITY FAIR

“alongside Johnnie Barnett and political illustrator George Butler they established the Syrian Supper Club, to show their Syrian friends they hadn't been forgotten.”

VOGUE

“The E5 Bakehouse hosts a Syrian themed Christmas supper club, with a Middle Eastern feast of stuffed vine leaves, mouth-watering fattoush salads and fig and walnut pastries. Glut to your heart's content, as all proceeds go towards supporting urgent humanitarian relief in the country.”

HUFFPOST

“I really hope people will get behind Singing for Syrians this Christmas and help raise money... People living in Syria still need help from you and me.”

The National

"As the Syrian Civil War began taking a deadly turn most foreigners fled. Describing a feeling of hopelessness Ms Lukas and her friends set about creating what would become Hands Up... It all began with food – the Syrian Supper Club..."

The Guardian

"Hands Up has now raised £165,000 for its Emergency Earthquake Appeal, with, so far, £80,000 spent on staff wages at clinics, self-dialysis kits and baby formula."

Thank you

Thank you for considering sponsorship for Action Syria Carols 2025.

Your support isn't just a donation — it's a commitment to Syrian communities, helping them rebuild their lives after more than a decade of conflict.

This year marks a turning point. Hope is returning — and with it, the chance to shape something better.

If you'd like to find out more or discuss a bespoke sponsorship package that reflects your values and goals please reach out using the details below.

Together, let's make this our most meaningful Carols yet — and support Syrians during this hopeful chapter.

To find out more or discuss sponsorship options, get in touch:

Elisha Matthews

Head of Development

elisha@actionsyria.org.uk

07980135639



Action Syria is the operating name of the Hands Up Foundation, Charity no. 1156491

