

# Gift It Forward 2025

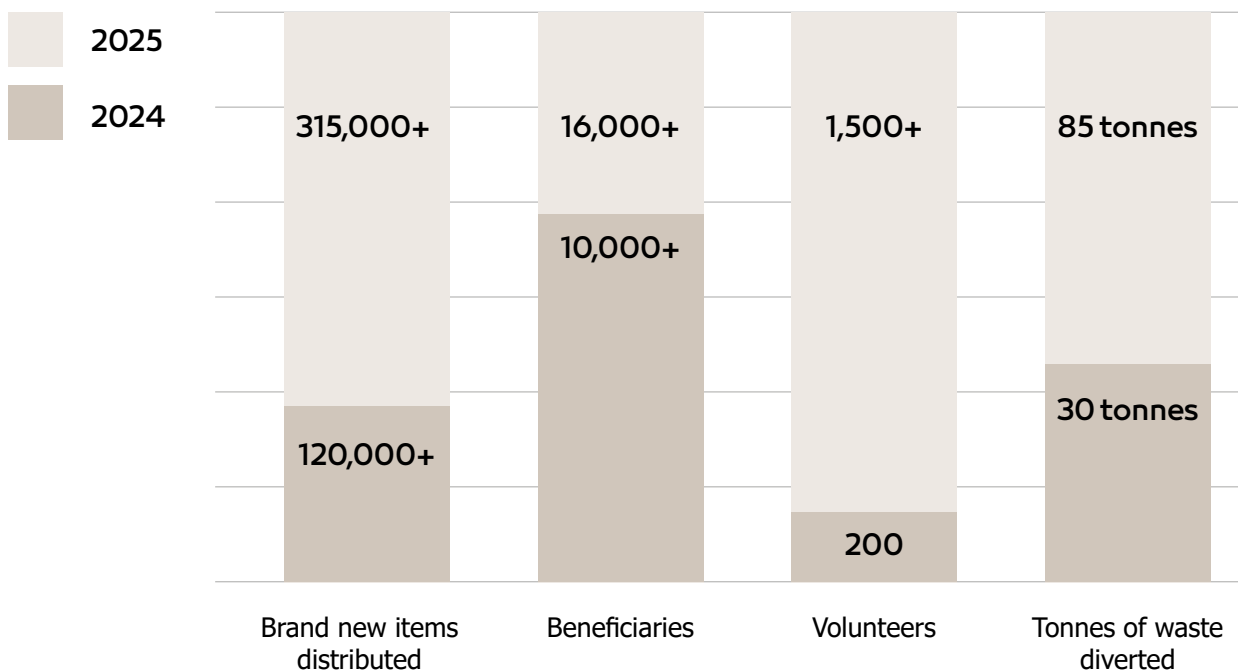
## Impact Report

# GIFT JOY HOPE CARE FORWARD

## Overall Impact of Gift It Forward 2025

Gift It Forward is an award-winning philanthropic initiative by Dubai Holding that collects and repurposes surplus items into meaningful gifts for low-income communities during Ramadan. Aligning with the UAE's Year of Community, the second edition held in March 2025, mobilised partners and volunteers to distribute donations through dignified, market-style pop-up events, while promoting environmental awareness.

Gift It Forward combines the spirit of giving with Dubai Holding's philanthropic strategy. By transforming new inventory items from across the Group's portfolio companies and contributing partners into valuable products for those in need, the initiative promotes responsible practices, in line with the United Nations Sustainable Development Goal 12.



Gift It Forward 2025 expanded significantly, reaching more than 16,000 beneficiaries across 22 market-style volunteering events that were organised in 11 locations across the UAE thanks to a wider reach, a bigger impact and the generous contributions and support from our partners. More than 315,000 brand new items were distributed to low-income beneficiaries.

#### **Building social inclusion**

Beneficiaries were welcomed into immersive marketplaces and invited to select gifts for themselves and their families, according to their needs, creating a more empowering and dignified experience and enabling them to Gift It Forward. These beneficiaries included single mothers, taxi drivers, students and blue-collar workers across the UAE.

#### **Collective action of partners**

The campaign was launched in partnership with the Community Development Authority and DHL Global Forwarding. More than 25 partners from Dubai Holding and partners joined this campaign: Jumeirah, Global Village, Dubai Parks and Resorts, AZADEA Group, L'Occitane en Provence, Virgin Megastore, Apparel Group, Alshaya Group, GMG, The Giving Movement, Fairmont Printing Services, Greenline FZC, Restofair RAK, Rove Hotels, Accenture Middle East, Adeco Technologies LLC and Earthbags, as well as outreach partners Beit Al Khair Society, Dar Al Ber and SmartLife. Execution partners include Lapis Group, Innov8 Tech Education Services and The Surpluss.

#### **Donor feedback**

Overall, 93% of partners rated their experience positive and 75% confirmed their willingness to participate in the next edition.

#### **Volunteer mobilisation**

More than 1,500 employees across Dubai Holding and partner organisations volunteered to facilitate the marketplaces where beneficiaries selected their gifts from a wide range of clothing, personal items, accessories, homeware, toys, etc. Volunteer experience survey results showed that 88% of volunteers rated their experience as excellent and 98% reported making new connections with people they wouldn't normally meet.

#### **Expanding sustainability knowledge**

Delivered alongside every market, a total of 8 interactive sustainability training sessions for volunteers equipped them with sustainability knowledge and practical skills, empowering them to take meaningful action in their daily lives, while contributing to a circular economy and amplifying the campaign's positive environmental impact. Participants' correct responses to the sustainability questionnaire rose from 34% to 75% by the end of the session, reflecting a significant improvement in understanding. Additionally, 70% of attendees pledged or identified specific actions to support eco-friendly practices.

#### **Supporting waste diversion and climate action**

The initiative diverted 85 tonnes of material from potentially ending up in landfills. By redistributing donated goods with an estimated 41,281kg CO<sub>2</sub>e in embodied emissions, contributing partners have extended product life cycles.

#### **Marketing and comms reach**

- One outdoor hoarding/ advertisement at Umm Suqueim 1 in Dubai, featuring the campaign and the partner's logos.
- 100 destination screens featuring the campaign key visual and partner's logos across key locations in Dubai including Bluewaters Island, Nakheel Mall, JBR, City Walk, Box Park and many more.
- Campaign shortlisted in UAE's Majra Sustainable Impact Challenge 2025.
- Featured in Government of Dubai Media Office #RamadanInDubai campaign.
- Five press announcements issued by Dubai Holding campaign partners and two influencers engaged at on-ground events. 324 pieces of media coverage resulting in \$1.2mn advertising value and 157mn audience reach.
- 100% positive and neutral sentiment across all media coverage.
- 15 pieces of internal communications (newsletters) sent to Dubai Holding's portfolio companies.
- 43 owned and earned social media posts published.
- Social media content reached a total of 5.25 million impressions.
- Videos generated 68,415 views.
- Total engagement reached 44,076, with an engagement rate of 2.86%.
- Instagram and Facebook stories garnered 16.5 million impressions.



// Volunteering at the donation drives was a humbling and deeply meaningful experience. What struck me most was realising that the few hours I gave made a far greater impact on the recipients than I expected. Seeing their gratitude reminded me how small acts of kindness can make a real difference in someone's life. It put everything into perspective and reinforced the importance of showing up for our community.

Volunteer at GIF market

// I'm overwhelmed and short of words. I want to thank you so much for putting smiles on our faces and bringing us joy.

Beneficiary at Ejadah Camp

// I was truly grateful for the chance to be part of something so impactful and look forward to participating in future drives.

Volunteer at GIF market

Thank you for being  
a vital part of this journey.