

Half a million moments of generosity.

Gift It Forward 2026.
Partner Impact Report.



Executive Summary

Surplus, redirected. Communities, reached.

Gift It Forward is Dubai Holding’s award-winning philanthropic initiative, organised in collaboration with the Community Development Authority (CDA). It transforms brand-new surplus inventory into meaningful support for communities across the UAE, connecting corporate sustainability goals with meaningful social impact in a single, structured programme.

The initiative champions the circular economy by repurposing donated inventory into gifts for those in need. Partners contribute surplus goods; Dubai Holding coordinates collection, quality review and distribution through tech-enabled marketplace events, where beneficiaries choose items that match their individual needs. Every item is digitally tracked from donation to distribution, giving partners full traceability and auditable impact data.

What makes Gift It Forward distinctive is the dignity it places at the centre of the philanthropic model. Beneficiaries are not gifted pre-packed boxes. They walk through organised marketplace events, browse categories and select items for themselves and their families. The result is a choice-based experience that ensures agency and genuine, measurable household value rather than one-size-fits-all relief.

The initiative also supports strategic national agendas such as the UAE Circular Economy Policy 2021-2031 and the Dubai Integrated Waste Management Strategy 2041.

“Gift It Forward reflects Dubai Holding’s commitment to philanthropy that delivers long-term value,” said Huda Buhumaid, Group Chief Impact Officer, Dubai Holding. “We drive tangible impact across communities while supporting a shift towards circularity. Gift It Forward is strengthened by an ecosystem of prominent partners whose contributions drive our growing impact. We look forward to facilitating collective action and enabling the nation’s vision for sustainable development for the good of people and the planet.”

“
We drive tangible impact across communities while supporting a shift towards circularity. Gift It Forward is strengthened by an ecosystem of prominent partners whose contributions drive our growing impact.

HUDA BUHUMOID · GROUP CHIEF IMPACT OFFICER, DUBAI HOLDING

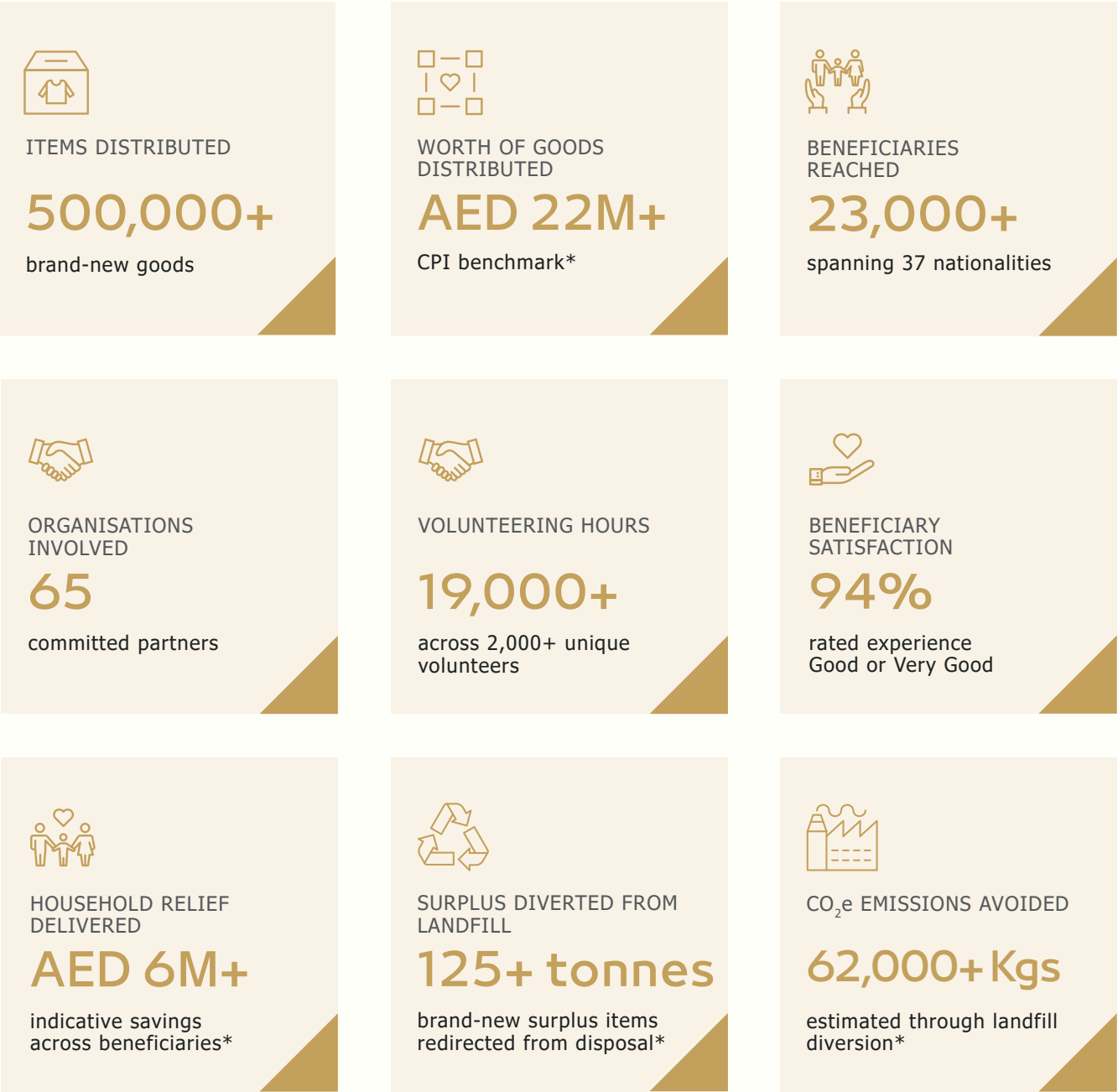
Awards

Recognised Locally, Regionally and Globally



The most ambitious edition yet.
By every measure that matters.

Impact in Numbers



Methodology Note

⁽¹⁾ Inventory value uses The Surpluss Circular Pricing Index (CPI), which adjusts donor value for market reality, item condition, and category benchmarks. ⁽²⁾ CO₂e avoided is estimated using a DEFRA-based landfill diversion factor of 0.496 kg CO₂e/kg and excludes wider lifecycle savings. ⁽³⁾ Household savings are based on AED 260 average relief per household from 3,406 beneficiary surveys, applied across the 23,319 beneficiary reach.

Beneficiary satisfaction

One in five beneficiaries surveyed reported finding everything they needed, a strong signal of model quality at this scale of redistribution. Beneficiary satisfaction averaged 4.7 out of 5. Every partner surveyed confirmed their willingness to participate again.

Communities served

Gift It Forward 2026 reached multiple community groups across marketplace events and targeted activations, including blue-collar workers, People of Determination, orphans low-income families, school communities, taxi drivers, single mothers and household workers, women workers, aviation workers, and other community groups supported through outreach partners.

Household impact

Across the communities reached by Gift It Forward 2026, estimated household savings ranged from AED 175 to AED 411. Low-income Emirati families reported the highest average saving at AED 411, while taxi drivers and women workers reported consistent savings in the AED 218 to AED 277 range.

BENEFICIARY GROUP	AVERAGE HOUSEHOLD SAVING
Low-income Emirati families	AED 411 average
Single mothers and household workers	AED 277 average
Taxi drivers	AED 260 average
Women workers	AED 218 to 221 average
Blue-collar workers	AED 175 to 255 average

“The feeling that you are the reason behind someone’s smile, a child’s joy, or making things easier for someone in need. That feeling is truly priceless.”

CORPORATE VOLUNTEER • GIFT IT FORWARD 2026

Contributing Partners



هيئة تنمية المجتمع
Community Development Authority



ZADEA



مجموعة أباريل
APPAREL GROUP



مجموعة الشايح
ALSHAYA GROUP



سنتر پونت
centrepont



BFL GROUP
SPREADING SMILES. FOR LESS



homesrus



AL GURG GROUP



L'OCCITANE
EN PROVENCE



THE GIVING MOVEMENT
داجنچ موقمت



brandsku
OUTLET



max



نابكو الوطنية
napco national



modesh



JUMEIRAH



DUBAI RETAIL



Adeco Technologies



al bushra
printing press llc
www.albushraprintingllc.com



الجابر للنظارات
Al Jaber Optical



AL MADANI
TAILORING GROUP LLC
مجموعة البستاني للخياطة اريدمم



amazon.ae



bildits
Ready. Set. Create



BinSina
PHARMACY
ابن سينا
صيدلية
منذ 1965



CHALHOUB
GROUP
SINCE 1955



earthbags®
www.earthbags.com



انفيرو
serve
سرف



GRIT+TONIC
.com



GMG



GREENLINE



JA
THE RESORT



mom+store



NAZIH
WHERE BEAUTY BEGINS



P&G



RESTOFAIR
RAK



RIXOS
HOTELS



ROVE
HOTELS



SUPER
SPORTS



THE FIRST GROUP
HOSPITALITY



THE
SURPLUS
LOCAL SYNERGIES, GLOBAL IMPACT

Purpose Meets Impact

Real impact begins when purpose turns into a lasting change.

Gift It Forward grew from an idea into an award-winning platform - to turn giving into a shared purpose & make a meaningful difference.

Below is a reflection of the scale of that impact, by turning excess into a new beginning for our people, our partners and our planet - together, **for the Good of Tomorrow.**

GIFT IT
FORWARD

11.3 M

Views* in the UAE
our story reached millions and led to awareness at scale

220 M

Estimated reach
extending the impact of our story across diverse audiences

51

Roxy cinema screens across 6 locations
connected with our audiences on the big screen, in an environment of storytelling

250+

Digital screens across 30+ locations in Dubai
carried a message of hope and generosity into the heart of the city

108 K

Read about our impact
through online digital publisher partnerships where our story extended across audiences

6

Announcements
across Dubai Holding and partner organisations

2.1M

Reach* via ARN radio social channels
covered our story across Virgin, Dubai Eye and City 101.6, amongst their followers

10,000+

Dubai Holding employees engaged
and followed our journey across the group, through the program

7

Media interviews
helping share the story with communities across the UAE

335+

Articles published
amplifying our message to people across the region

*Cumulative numbers; may include duplication across platforms.

 **DUBAI** GIFT IT
HOLDING FORWARD

GIFT IT
FORWARD

Thank you for
being part of
this journey.

Your partnership helps Gift It Forward continue
turning surplus into meaningful
community impact across the UAE.



EXECUTION PARTNER: THE SURPLUS.

Partner with us for Gift It Forward 2027

To learn more about the next edition of Gift It Forward, visit:
giftitforward.dubaiholding.com/en