



Community Christmas

Community Christmas was an initiative founded by Gail (a Drinks21 Group director) and a number of the Drinks21/ Ooberstock team, as well as a local mum based in Ascot, who had led numerous charitable campaigns since March 2020.

The mission of Community Christmas was to provide underprivileged kids within Berkshire area, the magical Christmas that they deserved after such a difficult year. Families were referred to us via local schools, food banks, social services and care providers looking for a small donation of gifts for families who could not afford it last year.

We were able to collect thousands of donations from hundreds of community members, charities and companies. This ultimately allowed us to create fantastic gift sacks for 374 kids, each sack with a RRP of over £100.

These were then distributed to the families, who were able to give their kids an amazing Christmas experience, regardless of their household income.



Community Powered

Community Powered is another initiative set up by the same local mum. The aim of this was to make the transition for kids being home-schooled easier by increasing access to technology. The project sought donations of new, used or broken laptops, which were then repacked and refurbished for kids that had limited access, making schooling even harder.

The Drinks21 Group, donated 5 brand new laptops all of which went to local families to aid in education efforts.

Thank you Drinks 21-Ascot for this amazing donation of 5 Brand new laptops!

