# Dunelm's Delivering Joy!

## by East Preston resident, Bailey Hackett

Christmas arrives famously early in the retail calendar. Decorations adorn the shelves, festive anthems begin to appear on shop playlists, all before customers have had the time to bid farewell to Summer. But at Dunelm Rustington, their Christmas season this year was kick-started in September by an extremely worthy cause.

Their Delivering Joy campaign, now entering its fifth year, was launched and is being led by the store's community support champion, Grace Meachim. Dunelm as a company started the campaign during the COVID-19 pandemic, aiming to help many nationwide who were likely to go without or be alone at Christmas. The Delivering Joy initiative is a community campaign where customers take a tag from the wish tree at the front of the store, buy, make, or donate what has been requested, and return to the store by 10th December. In collaboration with FSW Family Support Work and Worthing Hospital, each of the tags placed on Dunelm's Wish Tree are requests made by children, families, and senior adults to support those in need and help bring them some Christmas cheer.

On a local level, the success of the campaign is reflected through the year-on-year growth and since the campaign began, over 14,000 gifts have been delivered to its recipients.

Speaking to Delivering Joy leader Grace Meachim, her pride in the astounding accomplishments of the campaign is clear. Asking her about the personal significance of this campaign, she said: "Delivering Joy is particularly important to me as over the past five years, we have helped give many a little something to bring them a little Christmas spirit. This campaign also shows what an amazing community we have with so many customers and followers of the store's community Facebook page getting involved."




Grace also recounted how much of a pleasure and heartfelt honour it was to hand over the gifts over the years, and highlighted the number of thank you messages and photos she and the Dunelm Rustington team received from the recipients. This year, there is determination to make Delivering Joy the biggest this year that it has ever been!

If you would like to get involved, head down to Dunelm Rustington and take a tag from the Wish Tree at the front of the store. Buy, donate, or make what is requested, and then return to the store in a giftbag, unwrapped, by the 10th December for the team to deliver.

For more information, speak to Grace via the Dunelm Rustington Community Support Facebook page!




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