

Warm Welcome Week: 19-25 January 2026

#WarmWelcomeWeek



Activation Ideas for Warm Welcome Spaces

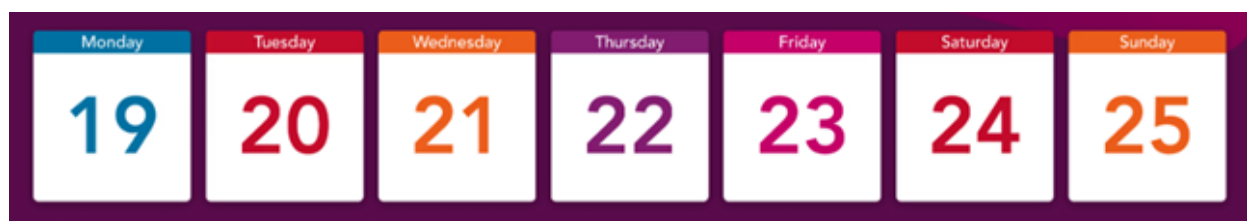
Chase the **blues** away...
with red, orange, purple & pink!

Starting on Blue Monday (19 January 2026), Warm Welcome Week is a week that shines a light on the work of **Warm Welcome Spaces** like yours. We want everyone to find a place of connection during the coldest and darkest time of year. Join us to make Warm Welcome Week pop with colour, by chasing away the blues with **red, orange, pink, and purple**.

This pack has ideas for you to engage with Warm Welcome Week. We've come up with 7 themes for 7 days as inspiration for you. Choose your favourite, mix and match, and what works best for your space.

We'd love to hear your stories and see your Warm Welcome Week photos. Share everything you do on social media using **#WarmWelcomeWeek** and add some coloured hearts on your messages 🧡💛💜💖

Share your stories and photos at info@warmwelcome.uk



1. Wear the Warmth

Host a Warm Colour Welcome day. Dress yourselves and your space in warm colours and serve hot drinks.

Invite your volunteers and community to wear warm colours, decorate your space with **colourful art, bunting or create a colourful Paper Chain of Kindness.**

Fundraising Tip: Why not make this into a fundraising campaign by posting your Warm Welcome Week looks on social media with a donation link?

Spread warmth with a **Warm Wall of positivity, a Colour Wall of Kindness or a Paper Chain of Hope.** Invite guests to write kind, hopeful and positive messages on colourful paper or on paper chain links and add to this throughout the week.

Create a shared community collage; guests can add a handprint, doodle, or word in Warm Welcome Week **colours** on a large canvas or paper roll.



2. Create and Share

Celebrate learning, sharing, and creativity as ways to feel connected.

Knit & Natter: Invite knitters to make scarves or hats for donation or display.

Set up a Craft & Connect Corner: Supply yarn, paper, or fabric in campaign colours.

Fix-It Table: Hold a repair session where people can bring and fix clothes, toys, or small tech with community volunteers.

Skill Swap Hour: Pair people to teach and learn (e.g., crochet, baking, budgeting).

Message Pebbles: Decorate stones with warm messages and scatter them in the community or gift them to guests.

Wear the warmth: Get guests to bring in colourful scarves, hats, clothes, coats to donate or swap.



3. Games and Good Company

Host a Game Café with puzzles, jigsaws, hot drinks, and colour-themed snacks.

Provide simple materials for guests to invent and name their own card or board game. You could also ask people to bring their favourite game to share and play.

Fundraising Idea: Host a games night or quiz in your warm space as a fundraiser.

Why not organise a **warm-up** fitness class or community walk?

Encourage people to wear their **brightest workout clothes** to your regular classes.

Remember to consider what form of exercise is most suitable for your community, such as Zumba, dance, a walk, chair yoga, or stretching.

4. Read and Reflect

Books offer quiet warmth and shared connection, sometimes 'in the company of strangers,' which can be just what's needed.

Reflect & Share Circle: Host a discussion about favourite books, quotes, or poems. Creating colourful bookmarks in your space.

Warming reads: Create a book display of your most vibrantly coloured books.

Book Borrowing Table: Create a community book donation table, and invite guests to bring a book to share that has helped them chase away the blues.

Fundraising Idea: Read 7 Chapters in 7 Days Challenge: Read a chapter each day, share a quote, and raise £7.

Social Media Idea: Use our social media pack to invite your guests and staff to share a photo of them reading their favourite book in warm colours.



5. Share a Cuppa

Set up a Tea and Talk Table: Offer a warm brew, a space to sit and chat with someone new.

Why not have a 'tea of the day' station for example berry, chamomile or peach. You could add a little conversation starter jar on the table with fun questions or gentle prompts to help break the ice.

Fundraising Idea: Invite people to make an optional donation to cover the cost of the next person's cup of tea.

Kindness Card Station: Invite people to write a card that they can post to a friend or someone they know who is having a tough time. Or leave a message of kindness that someone else can take.



6. Gather and Eat

One-Pot Wonder Lunch: Offer a free or pay-what-you-can soup lunch.

Choose a warm welcome-coloured soup (e.g. carrot and coriander or tomato).

Fundraising Idea: Run a "Bowl of Warmth" Fundraiser: guests pay what they can for a soup and bread option.

Food from Home event: Everyone brings a dish from their culture to share at your normal community meal. If you have the facilities, why not hold a cooking lesson, inviting people to cook and eat a meal together?

Host a Warm Welcome Bake-Off: Share the warmth with hot drinks and by inviting people to bring and share baked goods inspired by the concept of warmth or in warm colours.



7. Rest and Reconnect

Create space for rest, reflection, and gentle joy. January is also for slowing down.

Wellbeing Workshop: Host a simple session on mindfulness, gentle movement, chair yoga or self-care. Share one thing that you're grateful for at the end of the session.

Hot Drink, Quiet Hour: Offer warm beverages and a calm space. Set aside a time for calm activities, reading, or journaling together.

Create Reflection Prompts on coloured cards for journaling or reflective art prompts.

Fundraising Idea: 7 Minutes of Stillness Challenge: Each day, pause for 7 minutes in silence, meditation, or journaling. Ask friends to sponsor you £1 per day.

Get Support

If you need support accessing Warm Welcome Week resources or want to share what you're doing to celebrate the week, please email us at info@warmwelcome.uk

