



News announced: Thursday 19th November

## **'Tis the season of goodwill: Women Santas across the country unite to help women living in poverty**

*Festive initiative from Peanut launches today in collaboration with family support charity*



As poverty rates in the UK rise during the pandemic and women continue to be disproportionately affected,\* [Peanut](#) today launches **Santa is a Woman**.

Partnering with [Stripey Stork](#), the nationwide initiative sets out to spark a movement of women supporting other women living in poverty, as Christmas fast approaches.



The ask is simple: match with Santa on the Peanut app, request a shoe-sized box, fill it with essential items and return it with the address label provided. Each box will then be delivered directly to women living in poverty across the country. Peanut has set an ambitious goal of delivering over 7,000 boxes of festive magic before 25th December.

**Michelle Kennedy, CEO and founder of Peanut said:** *“With the cost of living spiraling, more families than ever before find themselves struggling to make ends meet. Women will sacrifice everything for their families to be fed and clothed which often means they are the ones who go without.*

*“This Christmas, we want to help these inspirational women get access to the essential items they so frequently forfeit. We want them to feel recognised and supported. And so we are recruiting an army of women Santas around the country to help us with this mission and spread some much-needed magic.”*

Peanut, the app that helps women throughout all stages of motherhood, first launched the campaign in 2018. After a yearlong hiatus, it has brought back Santa is a Woman to address a particularly solemn festive period. In the year of launch, the boxes – which are free to order – were snapped up within just 24 hours and garnered widespread support from celebrities such as Fearne Cotton, Erin O’Connor MBE and Chloe Delevingne. This year the platform expects the same response and has produced 25 times more boxes to ensure as many women can assume the role of Santa as possible.

This year’s charity partner was selected by Peanut for the tremendous work it has done to support women and families. Stripey Stork collects donations of toys, clothes and other essential items for babies and children and, after checking they meet current UK safety standards, re-homes them with local families experiencing hardship.

**A spokesperson from the charity Stripey Stork commented:** *“With poverty rates rising, this Christmas is going to be tough for many women. We’ve seen a 150% increase in referrals since March and we don’t want anyone to go without on Christmas Day. The #SantalsAWoman campaign will help us provide thoughtful gifts to women experiencing hardship. The boxes are a big act of kindness that will mean the world to those struggling.”*

Christmas will undeniably feel harder for many households across the country. New research\*\* from Peanut’s community of almost 2M women reveals that three quarters (73%) are worried about the financial burden of the Christmas and holiday period. The number of conversations around financial concerns in the build up to this period has doubled across the app.

*“The pandemic has hit homes hard this year,” continues Kennedy. “Yet there still remains pressure on women - especially on mums - to create memorable festive gatherings and gifts that keep spirits high. The Santa is a Woman boxes are simple acts of kindness that will mean a lot to women who aren’t always able to put themselves first.”*

**Send a Santa is a Woman box to a woman in need this winter by downloading the Peanut app [www.peanut-app.io/](http://www.peanut-app.io/) and signing up for free. To follow along or share on social media, please use #SantalsAWoman.**

**-ENDS-**

For more information, to request a Santa is a Woman box, or interview time with Michelle Kennedy, please contact: Peanut@manifest.group.

**Notes to editors:**

\*<https://www.wrc.org.uk/women-and-poverty-during-the-pandemic>

\*\* Research conducted with the Peanut user database in November 2020

**About Peanut**

Peanut is the first social network to connect women throughout all stages of motherhood. Their mission is to provide a safe space for mothers, expectant mothers and those trying to conceive to build friendships, ask questions and find support. Introducing you to women nearby who are at a similar stage in life, the app provides access to a community of women who are there to listen, share information and offer valuable advice. Whether it's understanding IVF, adoption, pregnancy, first years or nursery and beyond, Peanut is a place to ask questions and join groups relating to your stage in life. With over 20m posts, the app has become a coveted destination for women looking to connect.

**About Santa is a Woman**

Users on Peanut who match with Santa in the app are then able to order their free box which will be delivered to their door. Once they have filled the box, they must attach the pre-addressed label to return it.