

Shelter: Christmas Appeal (Spec Script)

Length: 30s

[0:00–0:05]

Visuals: It's night time. A traditionally decorated glass front door fills our first frame, complete with wreath. Warm light shines from inside. Outside is frosty and clearly cold.

Audio: The audio is sparse and haunting, yet familiar. The broken piano notes are "Do They Know It's Christmas?"

Action: As we move closer to the glass we see a small child's hand pressing against it. The hand is bare, instantly leaving an impression on the frost. The child's breath fogs the pane of glass as they try to feel the warmth from inside.

SUPER (bottom corner): Christmas, outside the door.

[0:06–0:15]

Visuals (child's POV which is blurred through the glass):

- A Christmas tree lit up and sparkling inside the lounge.
- Silhouettes of adults dancing and raising wine glasses.
- A bottle tips over, somebody laughs raucously, several merry voices begin to sing.

Audio: Muffled drunken singing now blends with the piano, sounding like they're inside while we're with the child on the outside: "Do they know it's Christmas time at all?"

Cutaway: The child's feet stand on a slushy pavement, remnants of snow mixed with water and brown grit, their shoes are thin and worn. We return to the hand on the glass.

VO (measured, bleak): "Every day, even at Christmas, children are left outside. On the streets, in hostels, in borrowed beds - shut out by eviction, by impossible rents, by a broken system."

[0:16–0:24]

Visual: The hand of the child slowly slides down the frosted glass, the movement sad, the hand leaving a clear streak where their little body warmth has melted the frosting. The shadow of the child lingers on the pavement outside.

Audio: The singing from the party guests begins to swell: "...it's Christmas time..."

VO (cutting in, sharp, deliberate): "Yes. They do know it's Christmas."

[0:25–0:30]

Visual: Fade to Shelter red.

SUPER (large, white, centre): No child should spend Christmas locked out.

VO (firm, urgent): "Your gift can help us open the only door that matters: a safe, permanent home."

CTA Screen (final 2 seconds): Shelter logo • QR code • Scan to give £3 • shelter.org/christmas

Audio: The singing cuts off mid-line. Then silence.