



A Year of Connection and Culture: Remitly's Community Impact in 2025

Description

At Remitly, community remains at the heart of everything we do. In 2025, our global engagement efforts reached new heights as we strengthened our presence across the UK, Australia, Spain, Germany, and beyond. Through cultural celebrations, faith-based gatherings, grassroots partnerships, and moments of shared joy, we continued to build meaningful connections with our customers.

Our teams came together across regions to create experiences that honoured heritage, celebrated tradition, and deepened trust. From major city-wide festivals to intimate community events, we showed up for our customers in the moments that matter most.

Celebrating Culture Across Regions. The UK and Australia served as vibrant hubs for some of our most impactful cultural engagements. As a headline sponsor for the Greater London Authority's flagship events — Diwali, Vaisakhi, Eid, and Black on the Square — we were proud to stand at the centre of beloved traditions. The *On The Square* events collectively attracted nearly **100,000 attendees**, offering an energetic environment where our team connected with communities through interactive activities and conversations.



As one of the UK's biggest celebrations of Ghanaian and African culture, Ghana Party in the Park brought thousands together, and Remitly proudly joined in building meaningful connections, honouring heritage, and deepening trust with the diaspora. Remitly also participated in the high-impact ADINA Summit, engaging influential members of the African community and reinforcing its commitment to economic empowerment and the diaspora's vital role in shaping Africa's future.

In Australia, our Sponsorship of Eid and Vaisakhi helped bring together over **33,000 attendees**, while our Holi celebrations saw a major surge in engagement. These colourful, joyful festivals showcased the importance of cultural pride and highlighted our growing relationship with South Asian communities. A standout moment came at the Indian Film Festival of Melbourne, where a spontaneous bhangra performance went viral, garnering more than **20 million views** and amplifying Remitly's connection to this vibrant community.



Honouring Faith, Family, and Shared Traditions. Ramadan once again played a central role in our community efforts. We sponsored the Ramadan Tent Project in the UK, as well as hosted nine bespoke Iftar dinners across London mosques, bringing together more than **5,300** participants for evenings of reflection, connection, and gratitude.



Strengthening Our Presence Across Europe. In Spain and Germany, we extended our reach through culturally resonant, high-impact initiatives. Our much-loved Barcelona waterpark activations returned with a renewed energy, attracting families through games, performances, and engaging activities that resonated with our LATAM audiences. We also brought the community together for a market activation celebrating the launch of WhatsApp Send in the region, drawing **over 2,000** enthusiastic attendees.



In Germany, we joined celebrations such as Berlin's Carnival of Cultures and events in Karlsruhe that brought together Turkish and South Asian communities.

Championing Inclusion. To further demonstrate and strengthen our community commitment we began a multi-year partnership with the England and Wales Cricket Board (ECB, which includes supporting them with their South Asian Cricket Academy (SACA). For many of our customers, cricket is a cultural cornerstone, and this partnership enables us to reach and support communities across South Asian, African, Caribbean, and wider diasporas. This partnership extends our engagement beyond cultural events — embedding Remitly's support into sport, opportunity, and long-term social impact.



Looking Ahead. Throughout 2025, weâ??ve been proud to stand alongside **171,000** members of various communities that makes our global network so vibrant. Whether through festive celebrations, faith-centred moments, or grassroots initiatives rooted in trust, this year reaffirmed the value of authentic engagement in deepening our customer relationships.

As we look to the future, we remain committed to celebrating the traditions that bring communities together and investing in initiatives that reflect the belief: when communities thrive, we all thrive.

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Date Created

12/19/2025

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