

## **Family Action launches its annual Toy Appeal to create happy Christmas memories for disadvantaged children**

Christmas is a special time for many of us, as we share quality time together; enjoy eating and drinking with family and friends and take pleasure in giving carefully chosen presents to those who mean most to us. However, the sad fact is that every year thousands of families don't have the money or circumstances to enjoy Christmas in the way so many of us can. That is why the charity Family Action has launched their annual Christmas Toy Appeal to help ease the financial burden of Christmas and ensure that no child supported by the charity goes without a gift.

Family Action has run the Christmas Toy Appeal since 2009, delivering thousands of toys every year to some of the most disadvantaged children and young people supported by their services across the country. They match businesses and groups with local Family Action services, asking them to donate gifts for the children supported by that particular service (including wrapping and delivery). The presents are then given out to the children at special Christmas parties. Alternatively, people can give donations of money – these help Family Action keep the Toy Appeal running and to buy gifts where physical donors cannot be found.

Family Action works with some of the country's most vulnerable children and families, giving them the practical and emotional support they need to tackle problems such as mental health issues, being a young carer, or living in poverty. The charity understands that when facing such complex and difficult issues, the added cost and stress of Christmas can often be too much for families – making Christmas a miserable time, rather than something magical.

David Holmes CBE, Chief Executive of Family Action said:

*"Family Action aims to give thousands of children a happier Christmas through our annual Toy Appeal which provides gifts to some of the most disadvantaged children we work with. Heartbreakingly, for many of these children, this may be the only gift they receive. Supporting our Toy Appeal is a simple way for companies and local social and community groups, to spread some seasonal cheer. It's a lovely and very effective way to make a real difference to a child who needs your support this Christmas."*

Last year, Family Action gave out over 7,500 presents and we have requests for over 8,000 this Christmas! To find out more, please contact [toy.appeal@family-action.org.uk](mailto:toy.appeal@family-action.org.uk) or visit [www.family-action.org.uk/toy-appeal](http://www.family-action.org.uk/toy-appeal).

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**Family Action** is a national charity marking its 150th anniversary in 2019. It supports around 45,000 families and hundreds of thousands of children every year – helping them with their mental health and wellbeing, behavioural issues and parenting challenges, family conflict and domestic abuse, social isolation, poverty, addiction and much more. It is committed to building stronger families and brighter lives by delivering innovative and effective services and support. It seeks to empower people and communities to address their issues and challenges through practical, financial and emotional help. Its work is wide-ranging and includes help for parents-to-be, the provision of Children’s Centres, intensive family support, emotional health and wellbeing services, counselling, mediation and therapies, support in schools - including the provision of breakfast clubs and holiday hunger support, and financial grants programmes. Family Action is also recognised as a leading provider of training and consultancy.

Registered charity number: 264 713

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