



✦ make
their
magic ✦

Toy Appeal Information Pack

For families struggling this
Christmas - **your gift is magic!**



Supporting families this Christmas

For many of us, Christmas is a special time for giving, sharing, and spending quality time with family and friends.

However, for many families across the country, this isn't the case.

With over 4 million children growing up in poverty¹, one in four adults experiencing a mental health issue each year², and seven million children and adults providing care for a loved one³ – pressure on family life can mean Christmas is miserable, rather than magical.

We believe that all children and their families should have the chance to have a happier Christmas together. That's why we need your help to give them the support they need to manage the pressures of family life.

Come together this Christmas with Family Action to help make Christmas a time to enjoy for some of the country's most vulnerable families.

The financial impact of Covid-19 has caused an unprecedented challenge for thousands of the most vulnerable low-income families and individuals across the UK. Thousands of people have lost their jobs due to their workplace closing and have been particularly hard hit just before Christmas.

We have had a 50% increase for request for presents this year, rising from 8,000 in 2019 to 12,000 requests for 2020. This year more than ever, a present from you would bring joy to a vulnerable child and help make their Christmas magic.



¹ <https://www.gov.uk/government/statistics/households-below-average-income-199495-to-201617>

² <https://digital.nhs.uk/data-and-information/publications/statistical/adult-psychiatric-morbidity-survey/adult-psychiatric-morbidity-survey-survey-of-mental-health-and-wellbeing-england-2014>

³ <https://carers.org/key-facts-about-carers-and-people-they-care>



The Christmas Toy Appeal

Each year, supporters like you help to make Christmas a little more special for many of the children we work with through our annual Christmas Toy Appeal. In 2019 we were able to give over 8,000 children a gift to open, when otherwise they might have had nothing. This year we're expecting to reach 12,000 children through the Toy Appeal, with a record number of present requests already in!

Joining our Toy Appeal is a great way to spread some festive cheer and engage your office to support vulnerable children and young people. For many children, the present they receive as part of the Toy Appeal is the only one they will get this Christmas. This year more than ever, we need your help.

There are a few simple ways to get involved:

- Colleagues can buy presents individually, and through their Toy Appeal coordinator arrange for them to be delivered to your Family Action service.
...Alternatively, nominate a Toy Appeal coordinator to collect monetary donations from colleagues who can buy presents using online services (useful for those working from home) on behalf of colleagues.

- Collect monetary donations from your colleagues and we will select and deliver the presents for you.

If you're planning on buying gifts, please note that we do ask, if you're able, to make a £100 donation to join the appeal. This helps us cover the running costs of the appeal and ensure we can keep it going year after year.

We know this year's appeal will be different for many companies due to the change in working arrangements and government restrictions. If you would like to discuss your options further please contact the [Toy Appeal Assistant](#).

How do we take part?

Step 1. Register to get involved!

Now that the appeal has officially launched, you can register to take part by following the link here:

Register here!

You'll need to tell us where you're based, whether you'd like to fundraise or buy your gifts and how many gifts you think you might be able to provide.

Step 2: We'll find your perfect match...

Using the information you registered with, we'll match you with one of Family Action's services or projects that's looking for gifts. We'll then provide you with details about your match – including a breakdown of the children and young people they work with by age and gender, and a little about the work they do.

Step 3: Shopping or Fundraising Time!

- 1) If you're planning on buying your own gifts here are some [gift suggestions](#) on what to buy, and here are some ideas on how to allocate them:
 - Let those who want to take part pull an age and gender out of a hat, and ask them to buy a gift for that child
 - Write all the ages and genders out on gift tags, and hang them on your Christmas tree or noticeboard. Those who want to take part can take a tag and buy a gift for that child.

We've drawn up [a sheet for you to use to keep track of all the gifts](#) coming in. Once wrapped, add a number to the tag or wrapping, then note down on the sheet what's in the gift – this will allow us to give out the gifts to the best homes while not spoiling the surprise!

You may want to organise present buying through an internal Toy Appeal coordinator. If you wish to buy presents through an internal coordinator, monetary donations can be collected from colleagues using [PayPal Money Pools](#). The coordinator can then buy and send gifts when appropriate.

- 2) If you're fundraising for gifts (for us to buy on your behalf), we suggest setting up a fundraising page here linked to our wider [Christmas campaign](#). JustGiving pays us your fundraising around once a week, enabling us to order gifts with plenty of time!

To promote the appeal in your office you can use our [handy poster template](#) to let anyone who is interested know who to speak to about getting involved.

Step 4: Arrange Delivery

When you're given the details of your match, we'll also give you a delivery location and preferred delivery date. You'll also have the details of your service contact to help arrange a mutually suitable time to drop off the gifts, and depending on the project you may be able to take them along to a Christmas party or celebration. It is your responsibility to deliver the presents to the service unless otherwise agreed with the service contact. If buying and sending online, please coordinate deliveries to arrive on the specified date(s) requested by the service. Services may be unable to receive multiple deliveries from couriers.

FAQs

Q: How do we buy gifts?

This is up to you! A few ideas...

- Each member of staff buys for an assigned child or young person
- Fundraise as an office and buy all the presents in one go
- Set a company budget to purchase the presents
- Fundraise for us to buy presents on your behalf

Q: What can I buy?

We ask you to spend around £10-£15 on a new present (not second hand); many of these children and young people do not usually have the privilege of something being new and their own so this is an important part of the Toy Appeal.

Q: Are there any presents we can't buy?

We ask that you refrain from buying...

- Toys or games suggesting aggression or violence; we work with many children who have been exposed to the above at a young age
- Sweets or other edible items
- Anything that assumes the family to have something for the toy to be of use (e.g. a DVD or video game)

Q: We're a large company with multiple offices – can they all get involved?

Yes! We have projects all over England and Wales and we would be delighted to match you to more than one.



Q: How do the presents get delivered and when?

Once you are matched to a service we will give you the date(s) you need to make/ arrange the delivery.

Q: Shall we wrap and label the presents?

This depends on the wishes of the service you are matched with. Some services prefer the presents wrapped while other prefer them unwrapped. To help us distribute your gift to the child who would love it the most – please label all

gifts with age + gender, and a brief description of the contents. [There is a template gift sheet you can use here.](#)

Thank you for taking part in the Toy Appeal! If you have any queries please contact the Toy Appeal Assistant at David.Bean@Family-Action.org.uk or [07816409528](tel:07816409528)

