



✦ 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 comfort: It's about sharing time, gifts and conversation with family and friends. It encourages well-worn traditions and evokes the magic of childhood and past times spent.

From our work, however, we know that not everybody sees Christmas this way - whether that's because of increased family pressures, difficult memories or the fallout of a historic and challenging year.

We believe that all children and their families should get the chance to spend 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 during the festive season.

About Family Action

Family Action passionately believes in the strength within families. Families may be very different in how they look and work, but they should all be empowered and supported to enable all members to thrive. Family Action believes that well-functioning and supported families are a driving force for happy, healthy individuals and communities.

We support over 60,000 families and hundreds of thousands of children and young people a year through 200 community-based services, as well as supporting thousands more through national programmes and grants.



The Christmas Toy Appeal

Family Action's annual Christmas Toy Appeal aims to make Christmas magic for the children we work with by providing them with a gift, when otherwise they might have had nothing.

Each year, we receive requests from our services for toys that they can give to the families they support. In 2020 alone, we distributed over 13,000 presents to 11,000 children across the country. For many children, the present they receive from the Toy Appeal is the only one they will get at Christmas.

We could not deliver our Christmas Toy Appeal without supporters like you. Every year, more than 100 companies and organisations take part to collect and distribute gifts to children and their families.

Joining our Toy Appeal is a great way to spread some festive cheer and help to support vulnerable children and young people. This year more than ever, we need your help.

How can you help?

There are a few simple ways to get involved in the Christmas Toy Appeal.

Buy presents!

You can choose and buy presents for the families you have been matched with. Why not get your friends or colleagues involved by creating a wish list and asking them to buy a present each! We will work with you to arrange delivery to the families!

Please note, if you buy presents then we ask for a £100 contribution to join the Toy Appeal. This helps us cover the running costs to ensure we can deliver presents to families year after year.

Fundraise!

You can collect monetary donations that either you can use to buy presents, or we will purchase them on your behalf. This is a fantastic option for organisations who have offices spread across the country, or who have many colleagues working from home!

Do both!

You can choose to buy presents and fundraise, helping us to reach even more children and their families!

You will be supported throughout the Toy Appeal by our dedicated and experienced team. If you have any questions or would like to discuss your options further, please contact the [Toy Appeal inbox](#).

How do you take part?

Step 1. Register to get involved!

To register, please click on the link below and complete the form.

Register here!

You will need to provide information on your location, contact details, whether you'd like to fundraise or buy your gifts, and how many gifts you think you might be able to provide.

Step 2: Your perfect match...

We will match you with a Family Action service that have requested gifts, based on the information you have provided. We match you with a service based on geographical proximity, and overall suitability. We will 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 [suggestions](#) on what to buy! If you're involving friends or colleagues, here are some ideas on how to allocate who buys what:

- 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 have created this handy [template](#) for you to keep track of all the gifts coming in. Once you have collected all the gifts, it is up to you to wrap them! Remember to add a tag or note down what is in the gift!

2) If you're fundraising to buy gifts, donations can be collected from colleagues using [PayPal Money Pools](#) which you can then use to buy presents. If you would like us to buy gifts on your behalf we suggest setting up a fundraising page linked to our [Christmas Toy Appeal page](#). JustGiving pays us your fundraising around once a week, enabling us to order gifts with plenty of time!

Step 4: Arrange Delivery

It is up to you to arrange a mutually suitable time to drop off the gifts with the Family Action service. Depending on the service, you may be able to take the gifts along to a Christmas party or celebration. If you are buying and sending gifts online, please coordinate deliveries to arrive on the date(s) requested by the service. Services may be unable to receive multiple deliveries from couriers.

Step 5: Share your stories!

We would love to see pictures and stories of you taking part in the Christmas Toy Appeal! If you share on social media, please tag us using the handles and hashtags below so we can easily find your posts and help spread the word!

- **Hashtags:** #Christmas #ToyAppeal #MakeTheirsMagic #ChristmasMagic #ChristmasTraditions #GivingBackAtChristmas #ChristmasSpirit #Christmas2021
- **Instagram:** @family_action
- **Twitter:** @family_action
- **Facebook:** @familyaction
- **LinkedIn:** @familyaction

We would also love it if you can share any pictures or images with us that we can use in future materials to highlight the joy the Christmas Toy Appeal and giving back brings to so many of us. Please send them to the [Toy Appeal inbox!](#)

FAQs

Q: How do we buy gifts?

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

- Each member of staff buys a present
- 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?

Here are some [suggestions](#) on what to buy! We ask you to spend around £10-£15 on a new present (not second hand) as many of the children we work with do not have the privilege of opening something new that belongs to them alone, so this is important to the children receiving the present.

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 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 Family Action 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 others 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 team at toyappeal@family-action.org.uk.

