



make
their
magic

Toy Appeal Information Pack 2023

For families struggling this Christmas,
your support is magic!



Supporting families this Christmas

For many of us Christmas is a magical time, when friends and families come together for festive traditions, great food, good cheer, gifts and goodwill. From our work, however, we know many families struggle with the additional financial and emotional pressures of the festive season. What's more, due to the impact of the cost-of-living crisis, this year many families who were already struggling must now make impossible decisions, such as whether to heat their home, purchase food or buy their children a present.

We believe that every family deserves a magical Christmas – it's what our 'Make Theirs Magic' campaign is all about. With your help we can make sure no child or family goes without the basic ingredients that make Christmas magic, such as warmth, food and gifts.

This year, more than ever, your support would mean the world to a vulnerable child and their family.

About Family Action

Family Action passionately believes that all families, regardless of how they look or work, should 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 170 community-based services, as well as supporting thousands more through national programmes and grants.



The Toy Appeal

Family Action's annual Toy Appeal aims to make Christmas magic for the children and families 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. Over the past three years, we distributed over 30,000 presents to children across the country. For many of them, 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, dozens of organisations take part to collect and distribute gifts. Joining our Toy Appeal is a great way to spread some festive cheer and help to support vulnerable children and young people. This year due to the cost-of-living crisis, more than ever, families need your help.

"The Toy Appeal means a lot to the families that haven't got a lot and especially to the kids that haven't got anything. Something so little can mean the world to them; it definitely means that to me." Toy Appeal Mum

How can you help?

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

1. Classic Toy Appeal - Buy individual presents/gifts

You could choose and buy presents for the children and 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.

2. Extending the Magic - Create bespoke gift bags or donate practical family items

Gift Bags

This year, we are aiming to provide some of our most vulnerable young people with a little bit extra. Gift bags could include a book, a voucher, a piece of sports equipment etc, with 5 or so presents to spread cheer to a young person through their most challenging times.

Practical Family Items

We support thousands of families each year via our FOOD Clubs, providing affordable food sources to those experiencing food insecurity. This year, we would like to add some 'non-essential' festive cheer to the weekly box before Christmas e.g. a family board game, supermarket voucher, sweet treats.

3. Fundraise - Raise money for the Toy Appeal

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

4. Mix and Match

You could choose to buy presents and fundraise, helping us to support even more children and their families during the festive period.

How do you take part?

Step 1: Register your interest & desired level of involvement

[Register your interest](#)

We will ask you to confirm your location, some contact details and your desired level of involvement. We will then personally reach out to you to discuss details further, to make sure the plan is right for you.

Step 2: Your perfect match...

Depending on your desired type of involvement, we will:

- Match you with a Family Action service that has requested gifts based on the information you have provided, 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.
- Match you with local Family Action FOOD Clubs to support you to extend the magic to whole households at Christmas time.
- Match you with a member of the Toy Appeal team who will be able to offer you some advice and guidance around fundraising for Family Action.

Step 3: Shopping and fundraising time!

If you're planning on buying your own gifts, here are some [suggestions](#) for 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.

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!

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 2023](#) 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, depending on the Family Action service you're working with. 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 Toy Appeal. If you share on social media, please tag us using the handles and hashtag below so we can easily find your posts and help spread the word:

Hashtag: #MakeTheirsMagic



Family Action



@family_action



Family Action



@family_action

We would also love it if you could share any pictures or images with us that we can use in future materials, to highlight the joy the 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 them.

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 unless requested specifically by a service
- Anything that assumes the family to have something for the toy to be of use (e.g. a DVD, video game or toy requiring batteries)
- Anything including blades or sharps e.g. scissors, sharpeners



Q: We are 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.