



Toy Appeal Information Pack 2025

family
action

Toy
Appeal

Keeping the magic of Christmas alive

At Christmas one of the most magical things is seeing the wonder and joy on children's faces when they wake on Christmas morning.

But we know families are struggling to keep the magic of Christmas alive. They're having to make impossible decisions, such as whether to heat their home, buy food and essentials or presents for their children.

By being part of our Toy Appeal, you can give an extra special gift that will bring joy to a child at Christmas and beyond and take the pressure off a family who are going through a tough time.



About Family Action

We are Family Action: the charity for every family in need and anyone without family support.

There are many ways to be a family, we're here for everyone. We're here for families struggling to make ends meet, for everyone who feels their family is falling apart right now, and for all whose experience of family is painful.

Through specialist support, direct grants and community projects across England and Wales, we protect children, support young people and adults and give practical help to families.

We're here because, for better and worse, family shapes us throughout our lives.

You can help make sure it's better



About The Toy Appeal

Each year, we receive requests from our services for toys that they can give to the children and families they support.

Then, dozens of generous organisations, like yours, take part to collect and distribute these extra special gifts.

Last year, together, we made sure over 12,000 children had at least one present to open on Christmas morning.

With your support, we can keep the magic of Christmas alive again this year.



"For those people who donate to the Toy Appeal, I don't think you could ever understand what impact your generosity has. It might feel small to you, but it plays such a huge part in the bigger picture."

Toy Appeal Mum .



Getting involved

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

1. Classic Toy Appeal – Buy individual presents

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 – Donate 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. We are looking for bulk donations e.g. a family board game, supermarket voucher, sweet treats.

3. Fundraise – Raise money for the Toy Appeal

There are two options, you can pool together monetary donations that you could use to buy presents. Or, alternatively, you could fundraise to go towards our bigger pot to support our families this Christmas and beyond. These are fantastic options 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 to take part

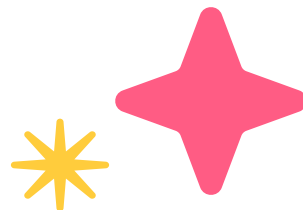
Step 1: Register your interest & desired level of involvement

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 and 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 [GiftRound](#) which you can then use to buy presents.

If you would like to fundraise to go into our bigger pot, please set up your fundraising page linked to our [Christmas Toy Appeal 2025](#) page.



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 below so we can easily find your posts and help spread the word:

Facebook: Family Action

LinkedIn: Family Action

Twitter: @family_action

Instagram: @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](#).



1 in 6

parents can't afford a present
for their child at Christmas*

*Family Action 2024 Christmas survey

FAQs

Q. How do we buy gifts?

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

- Each member of staff buys a present
- Money pool in your office and buy all the presents in one go
- Set a company budget to purchase the presents

Q. What can I 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.

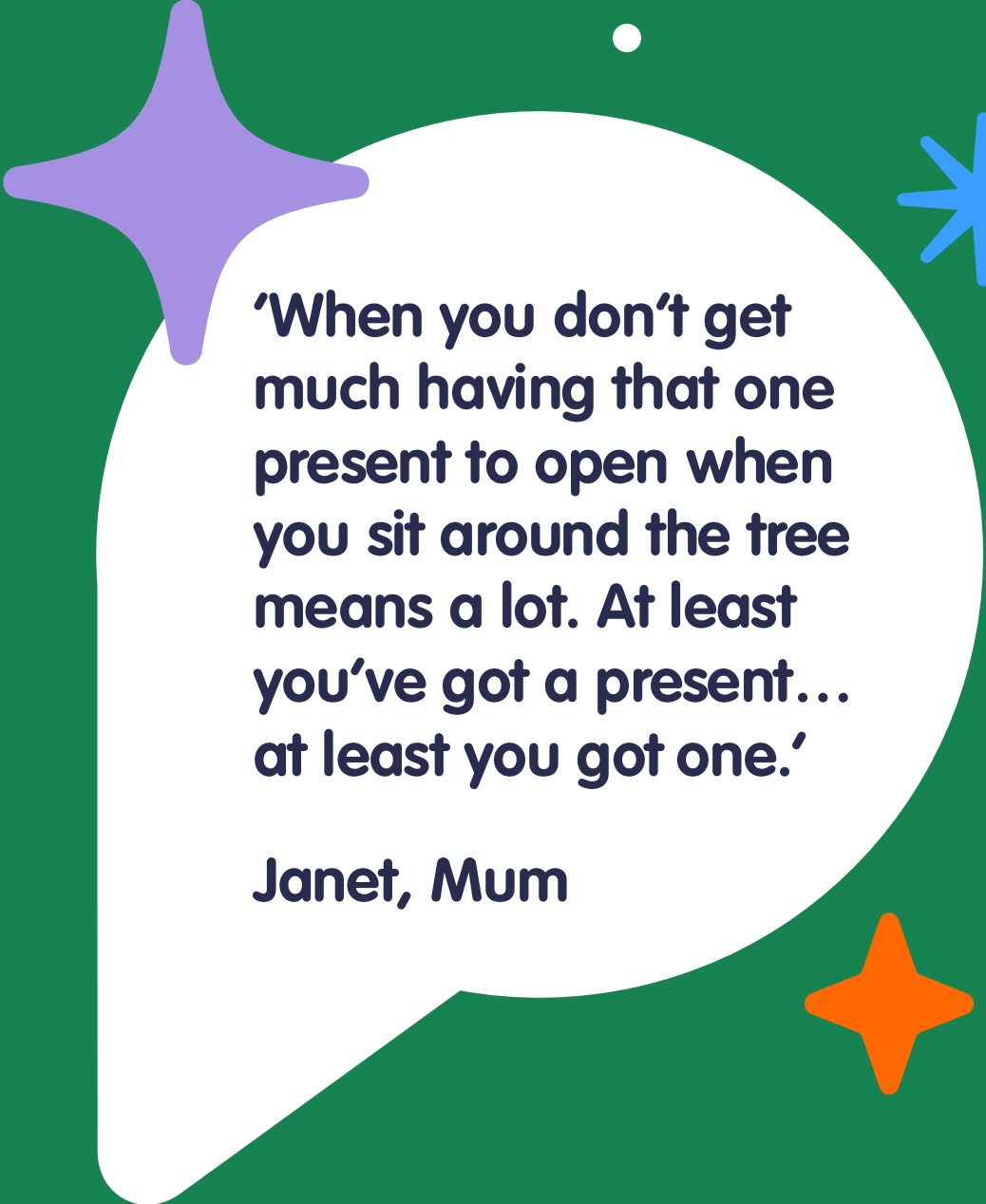
FAQs continued

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.



‘When you don’t get much having that one present to open when you sit around the tree means a lot. At least you’ve got a present... at least you got one.’

Janet, Mum



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