



**family  
action**



**Toy  
Appeal**

**Corporate toolkit**

# Thank you for being part of the Toy Appeal



Every year, amazing organisations like yours take part, collecting and distributing gifts. In 2024 together we distributed over 15,000 presents to children and young people across the country.

For some children, this present might be the only one they'll open this Christmas. We couldn't do this without you – thank you for making it happen again this year!



# Toy Appeal Messaging 2025

This Christmas, parents and carers will have to choose between feeding their children, keeping them warm or giving them a Christmas present. Many feel ashamed and worried they've let their children down.

Christmas should be a magical time for kids—but parents have told us that their children will be anxious about presents, even thinking they've been “naughty” if they don't get one.

But there is hope. Family Action's Toy Appeal is helping to restore joy by providing gifts to children who might otherwise go without. It offers relief to parents that their children will have something to open on Christmas morning.

Last year, the Toy Appeal reached thousands of families, and this year, the need is even greater. Donate to bring joy to a child and relief to a parent struggling to make ends meet.

# Quotes from parents and carers



In many ways the people giving to the Toy Appeal are like Santa, because the magic of that belief is really about giving.  
Toy Appeal Mum

Last year, when Family Action got in touch about the Toy Appeal, I was deciding on whether to buy presents or food. I hope the people donating know that the presents mean a lot to us and have made us smile.'  
Toy Appeal Mum

'I'd say that without the people who donate my children would have gone without last year, and not having the resources to provide made me feel useless as a mum.'  
Toy Appeal Mum



# Christmas stats 2024

- Last year, with your help, we distributed over 15,000 presents. The need is even greater this year.
- Nearly half (48%) of parents or carers surveyed feel they have failed their children because they cannot afford the gifts their children are hoping for this Christmas.
- Over 3 in 10 (31%) of parents or carers surveyed are concerned that their children will be worried about the cost of Christmas and family finances this year.
- Over a quarter (28%) fear that their children will think they've been 'naughty' as they won't receive gifts because their parents can't afford to buy them this year.

## Methodology

The research was conducted by Censuswide for Family Action, among a sample of 1017 parents/carers of children under 18 years. The data was collected between 23.07.2024 - 05.08.2024. Our 2025 research is embargoed at the moment.

# Examples of photography

Family Action source stock photography from Getty, because of licencing we can't share the images. However you are welcome to source your own images for your communications if you would like. These are examples of images we use for the Toy Appeal, they reflect sadness and joy. Please don't use these – source your own versions.



# Logos

We have a proud to support logo that your organisation can use if you're taking part in the Toy Appeal. Please see the colour and whiteout versions below.

Proud to support



Proud to support

