



# Information pack



# Keep the magic of Christmas alive

Families are having to make impossible decisions, such as whether to heat their home or buy food and essentials. Last year 1 in 6 told us they couldn't even afford a Christmas present for their child.

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



# About Family Action

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

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.

Last year, together, we made sure over 10,000 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**



# Sponsor the Toy Appeal in 2026



Become a Festive Friend, Festive Sponsor or Festive Partner to make a bigger impact for families facing hardship this Christmas.

Our sponsorship opportunities offer meaningful ways to engage your employees, raise your profile, and demonstrate your commitment to supporting families in your community.

With a range of partnership levels available, you'll receive tailored benefits including employee engagement opportunities, campaign recognition, PR support, and exclusive access to Family Action services and events.



# Other ways to join in



## Buy individual presents

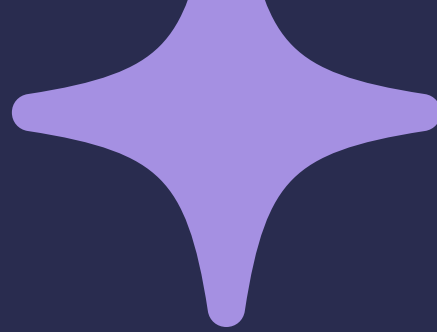
You could choose and buy presents for the children and families you have been matched with. Why not get your friends or colleagues involved by creating a wish list and asking them to buy a present each? We will work with you to arrange delivery to the families.



## 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.

# How to take part



## Step 1: 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 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 [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](#).



# FAQs



## Q: How do we buy the gifts?

However you like, get creative and make it part of the fun!

You could:

- Each member of staff buys a present, like Secret Santa!
- Set up a “giving tree” with gift tags for employees to pick from
- Money pool in the office, and buy the gifts in one go – a fun team activity!
- Set a company budget for the presents

## Q: What should we buy?

- We will provide you with a gift guide 📖
- Anything educational, fun and appropriate
- Each present should be to the value of £10–15
- We ask that the gifts are new, as this may be the only gift the child or young person receives. ❤️



## Q: What is the minimum pledge?

- We ask for a minimum of 30 gifts 🧑

## Q: Is there anything we shouldn't buy?

We ask that you refrain from buying:

- Toys or games that promote violence or aggression
- Edible items, unless they have been specifically requested
- Anything that relies on the family already having something for it to work (e.g. DVDs, video games, or battery-operated toys).
- Toys that contain anything sharp (e.g., sharpeners, scissors etc.)



## Q: Should we wrap and label the gifts?

- This will depend on the preferences of the service you're matched with, some prefer gifts wrapped, others unwrapped.
- To help us match each present to the right child, please label gifts with the age, gender, and a brief description of the contents.

## Q: We've got more presents than expected, what should we do?

- If you contact us at [toyappeal@family-action.org.uk](mailto:toyappeal@family-action.org.uk) we will allocate these extra gifts to another service for you 🎄



## Q: How and when do the presents get delivered?

- Once you have been matched with one of our services, we will provide a requested delivery date.
- Please aim to deliver the gifts at least one week before this date, to give the service plenty of time to prepare.

## Q: Can we support a service that is local to us?

- We always aim to match companies with a local service where possible. However, this isn't always feasible, some of our services are in more remote locations, and it's important to us that they also receive the gifts they need. 📦

## Q: We are a large company, with many offices, can we get involved?

- Absolutely!
- We have services all across the country, and we can match your company to more than one!
- We ask that we have one contact for your company, to avoid any confusion 🎄


## Q: How do we become a Toy Appeal sponsor?

- All you need to do is send us an email at: [toyappeal@family-action.org.uk](mailto:toyappeal@family-action.org.uk) and we'll book in a call to discuss the details 😊

## Q: How do we fundraise for you?

- Start by creating your page here: <https://www.justgiving.com/create-page?campaignGuid=f2b26dfd-5093-4511-9c59-d7d31cf52b37>
- Follow the steps to set up your company page, adding your logo, story, and fundraising target
- Once you're live, share your page with colleagues, clients, and your wider network to start raising funds
- When you sign up, you'll have the option to support the appeal with a £100 admin fee to help cover essential costs, ensuring more funds go directly to families in need. ❤️





“Being part of the Toy Appeal over the past few years has been an incredibly heart-warming and rewarding experience, knowing that our efforts contribute to making someone’s festive period a little brighter fills us with pride and happiness.”

**Claire Hogg, Barclays**





**Thank you for taking part in the Family  
Action Toy Appeal.**



If you have any further queries, please contact the  
Toy Appeal team at:

**[Toyappeal@family-action.org.uk](mailto:Toyappeal@family-action.org.uk)**

