

THE TOY PROJECT

November 2017 - November 2018



Our financial year started off with the run up and preparation for Christmas. Being our busiest and most exciting time we provided activities, presents, parties and excitement to those most in need. We started the year by holding doll's house Workshops for children living on the Andover estate. These workshops were possible thanks to Islington's Local Initiative funding. Children decorated and 'kitted' out their houses and were then able to take them home.



We held story telling and puppet shows in the shop for children under 5 and . . .



WON £100 for the best dressed shop window in Archway!



We sent barrels of toys to the council of the disabled in Grenada to give Christmas boxes to 80 children attending schools for children with special needs.



Again, we were extremely happy to have been in a position to provide Christmas presents to children in need. These include children who have fathers in all 4 men's prisons in London, Woodbury Down Family support, 60 children living in Hackney that are under special guardian orders, Pram Depot, referrals from head teachers, social works, community workers and families referred through 'Help On Your Doorstep'. We provided presents for children affected by the Grenfell fire, children attending AKWABA and gave art equipment to hospitals and children attending a bereavement day.



We provided a Christmas party for the children attending Grenfell Nursery. We gave presents, cakes, an entertainer and a father Christmas. We even made it Snow!



The Tiny Box company continued to sponsor us and provide us with our famous fundraising Daisy Boxes.



At the beginning of January, charity director, Jane Garfield, went on a self funded trip to Grenada to open the library that The Toy Project had created. The 'Grand Opening' made Grenada's local news!



She also visited the families and schools that The TOY Project supports. She gave toys and books to those in need from barrels sent over in advance.



This year we attended The TOY Fair at Olympia. Amongst the biggest toys companies in the world we held our own talking about the importance of recycling and keeping their waste out of landfill. We made some strong connections that have lead to thousands of new toys being donated to us to support many of the children we support. We even had to rent a storage place to store the hundreds of doantions.



We took face painters and Disney Princesses' to visit in the children in he Whittington Hospital and to The Royal Free hospital. We took presents for the children that were staying in over night.



As a result of the Toy Fair we took on a large storage unit with Safestore to house the amount of new toys we were being donated.



Donations flooded in after Christmas. Both new and used toys.



We sent small toy bags to Nairobi



And finally had our sign put up at the shop!



We welcomed school visits from local schools to talk about the importance of recycling and giving to others.



On the 1st Of May we were invited to be MONAT UK's charity partner. We attended their UK launch and where we given hundreds of new toys collected by their members. Our trustees John Nicholson and Fran Howat talked about the charity and thanked them for their kindness.



We were runners up in the Time Out 'Love London' awards for our beautiful shop.



Charity director, Jane Garfield, met with the final year student teachers at Middlesex University and gave a presentation on how toys and books would be available to them and their new schools throughout their teaching careers. Many students visited The TOY Project as a result and collected resources for their classrooms. Toys and books were also given out to the students on the day.



In June we sent toys off to Kenya, India and Grenada. We launched the 100 knitted bunnies for India project where we invited our supporters, through social media, to knit a bunny for a child in India. We received 100's of emails and hundreds of bunnies!



We were excited to be invited to the welcoming party for Islington's Syrian refugees. We brought new toys for all the children and enjoyed an afternoon welcoming them to Islington. We worked as charity partners with LOVED Before donating soft toys with 'stories' to sell at events as a means of fundraising. As co founders with Charlotte Leibling we took Loved Before to school fairs, local fairs and to Hugglets Teddy festival in Kensington town hall.



We had a fundraising stall at Ambler summer fair, Highgate's Fair in The Square, Soul in the City, Alma street fair and Archway Summer fair and even had a visit from Jeremy Corbyn!



We held a FREE TOY day for teachers, parents and children to help themselves!



We were lucky enough to have photographer Chris Jepson create a calendar for us.



We used a donated seventy year old teddy and took him around London and created Harvey's London Calendar for 2019. This went on sale during November 2018.

Over all 2018 was an extremely busy year for us. Lots of new projects beginning to take shape. The shop was a huge success and confirmed that being on the high street was a fantastic way of educating both children and adults about our project but more importantly about the need of recycling, reusing and giving to others.

We received funding from The National Lottery, Cripplegate foundation, Comic Relief and London Funders which allowed us to continue with The BIG IZ TOY Give, collecting unwanted toys from Islington schools and business'. Fund the Grenfell Christmas party and workshops and to allow us to take on a larger shop for 2018/19

Jane Garfield

