THE TOY PROJECT

CHARITY NUMBER 1164282

2024 - 2025

ANNUAL REPORT

THE TOY PROJECT

The TOY Project works to ensure everyone has access to play and achieves this through the rehoming anad reusing of toys.

By providing toys to children and families in need, to schools, hospitals, hospices, bereavement services and other community serving organisations, The Toy Project supports everyone in accessing play within their own homes and within educational and community settings.



















THE PLAYROOM

The Playroom is The Toy Project's dedicated community play-space. The Playroom hosts free and accessible play-based sessions, after-school clubs and holiday playschemes. The Playroom fulfils a key part in ensuring everyone has equal access to play and facilitates play at the community level. Within the last financial year The Playroom facilitated and average of 170 service users per week. Creating approximately 25,000 opportunities for children and adults to access play.

170~ SERVICE USERS PER WEEK

25,000~ SPACES FOR PLAY

60%~ CHILDREN WITH ADDITIONAL NEEDS



SUMMER SCHEME

395
total places taken over the 5 weeks

76
individual children accessed free play and experiences

100%
with waiting lists

£24.90
cost of staffing per space taken

44%
places taken by children with additional needs

£5,092
spent on additional workshops/outings

THE GALLERY AT THE PLAYROOM

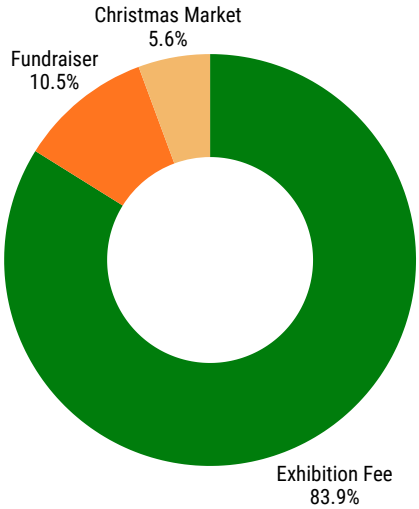
'The Gallery at The Playroom' is an eclectic and proactive community art space for adults and children. Here, we host exhibitions of the work of artists, students and members of the community. The Gallery delivers a channel of artists to share skills, styles and experiences through curating their own shows and running inclusive workshops. The space gives artists a platform to showcase their work and an opportunity to give back to the local community. This develops a culture of shared creativity by facilitating an exploration of visual arts to locals, giving them the opportunity to engage freely in art they may otherwise not have access to.







Artists are charged a weekly exhibiton fee of £250 towards the gallery's yearly rent of £15,000. in 2025 this produced a total income of £9,538.



Working with a local artist, we curated a fundraising exhibtion of an eclectic mix of artists' work around the theme of 'PLAY'. This raised a total of £1,000 for The Toy Project.





THE TOY PROJECT TEAM






















ARTIST WORKSHOPS

Our playroom currently sees an average of 170 services users per week attending professionally lead arts and creative workshops. This provides an opportunity for the community to develop their cultural capital and creative skills as well as improving social communication and wellbeing. Our sessions are offered to all, from newborn to 99+, and are focused on inclusion and community. Sessions range from school visits and workshops for children with SEND and SEMH needs, children from disadvantaged backgrounds, and preschool sessions to sessions for over 50's to reduce isolation and maintain brain health through creative play. In addition to the sessions that we offer in our play space, we also take workshops into hospitals, hospices, community spaces/events and to the children's family days in prisons across London.

















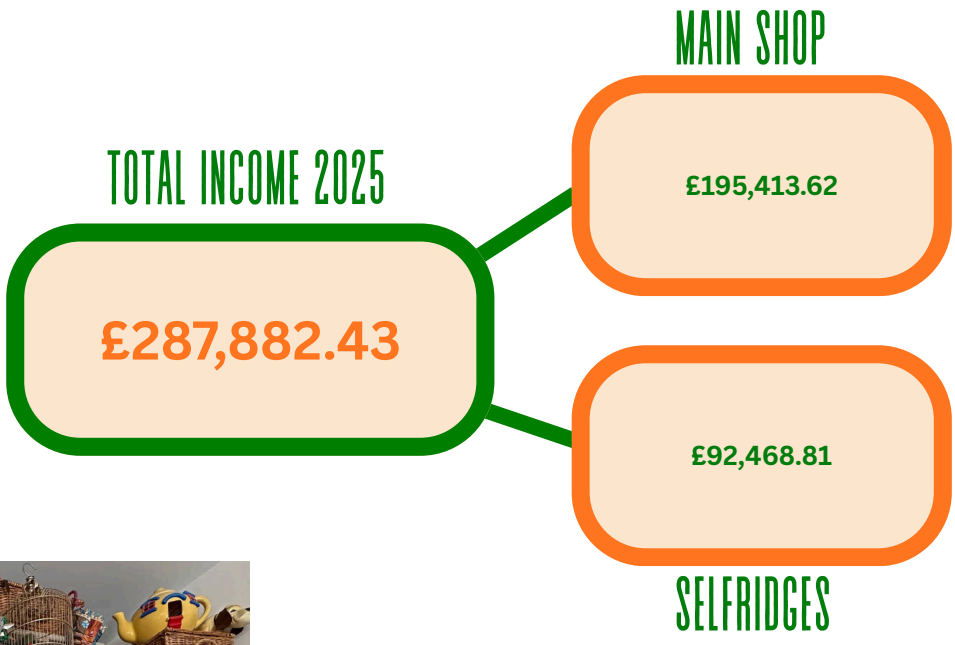
RETAIL

We have two retail spaces where we recieve and resell unwanted toys, diverting them from landfill.

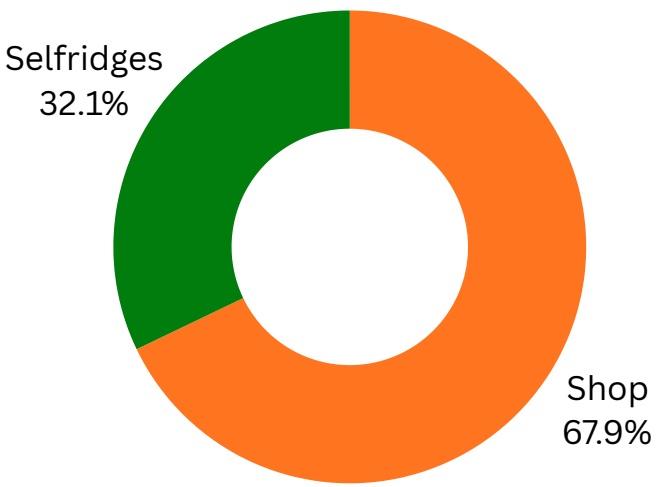
Our Flagship store, in Archway N19, is our main point for donations receiving hundred of donations monthly. It is also our primary source of income, taking £195,413.62 in 2025. The money made in our retail spaces is used to fund projects in our playroom, events and at other sites such as hospitals and prisons. The shop is targeted at children and families, with affordable price points, daily free toys and books, and a base for referrals.

Our concession in Selfridges, where higher price point items are resold, serves as an important base for us to make connections outside of Islington and to further our reach.













REFERRALS

Every day, children and families are referred to us in need of toys and books for their homes. These referrals come from local, nationwide and worldwide organsations.

Additonally, we provide resources and toys to organsiations to use in their space for their services users.

2,195
christmas referrals done in 2024

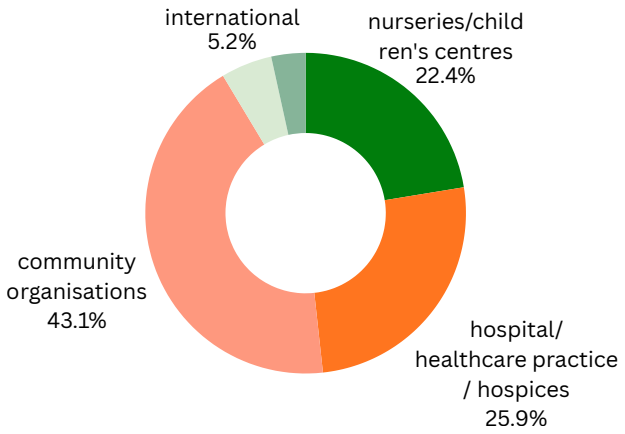
167
organisation referrals

100%
positive feedback

ORGANISATIONS

schools	108
nurseries/children's centres	13
hospital/ healthcare practice / hospices	15
community organisations	25
international	3
prison services	2





"The Toy Project is an outstanding resource for educators to support the progress of children and quality of their learning experiences. The resources we have received helped the children learn, grow, and be happier- you can't ask for more."

SPONSORSHIP AND FUNDING

JANUARY	LIMI LONDON	
FEBRUARY	LIMI LONDON	£5,000
MARCH	LIMI LONDON	
APRIL	JOHN LEWIS & PARTNERS	£1,300
MAY		£3,000
JUNE	CONNETIX®	£1,500

SPONSORSHIP AND FUNDING

JULY	Snapchat	£1,500
AUGUST	Arrow Valves	£5,000
SEPTEMBER	NHS PROPERTIES	£1,500
OCTOBER	Rainbow Designs SINCE 1971	£1,500
NOVEMBER	David Astburys	£816
DECEMBER	SURREAL	£7,000

VOLUNTEER DAYS























ADDITIONAL FUNDING

FitchGroup	£250
minto	£1,000
cashforkids	£6,000
Clear.Bank®	£1,000
DC	£419.51

DONATIONS

Over Christmas, and throughtout the year, many companies donate surplace stock so we have enough new toys to give to children in need. The following companies gave toys during this period.

Sophie Home, Alex Delamee, Unity Working, Thanks Ben, DOC Cleaning, SPC/25 Cares, Melissa Muchema, Potentia Insight, B2C2, Socar Trading, Norman Broadbent, AVIVA, Databricks, Vayner Media, US Marines, Playtime PR, Structure Tone, IHSS, Emma Nelson, Strabag UK LTD, True Layer, A&M Capital, Fleishman Hillard Group LTD, Susan Thompson, Rainbow Designs LTD, Alleycat Games, Moose Toys, Connetix, Tesco, Mattel











EVENTS





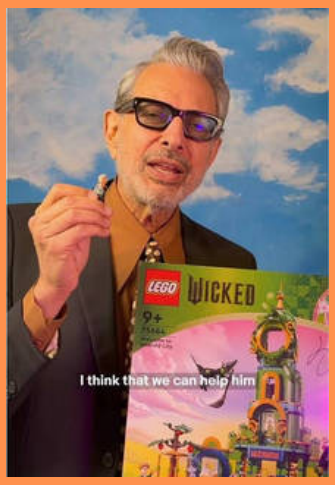
ANNUAL TOY FAIR

STREET FESTIVAL











JEFF GOLDBLUM COLLABORATION

PRIDE WORLD BOOK DAY





EVENTS





SHARON KING CHAI COLLABORATION

TFL COLLABORATION









WHOLE STAFF SAFEGUARDING TRAINING

RAMP SPONSORSHIP





COMING IN 2026...

JOHN LEWIS, PETER JONES CONCESSION

John Lewis, Peter Jone's concession
A decision has finally been made to welcome us in to John Lewis at the Peter Jones branch in Sloane Square for early 2026.
It has been agreed that we will sell our boxed plushies, Vintage LEGO and Playmobil bags.
This will be a shelved area in the toy department and will not require staffing.





REHOMING CENTRE





Rehoming Centre
We have been offered and have accepted a new retail space next to our Gallery and aim to open London's first teddy bear rehoming centre by early 2026.
This will be a space where families can donate unwanted soft toys and buy used rather than new.
The shop will be used in conjunction with our playroom inviting schools for sustainable sessions run my our in house team of experts.

SHOPIFY

Shopify
We are excited to open our first online shop that will be attached to the rehoming centre.
We will be using the Shopify platform to list 24 plushies each Sunday.