



Trustees' Annual Report for the period

From	Period start date			Period end date		
	01	01	2021	31	12	2021

Section A

Reference and administration details

Charity name

The Toy Appeal

Other names charity is known by

Registered charity number (if any)

1179080

Charity's principal address

Thornfield Cottage

Twemlow Green

Holmes Chapel

Crewe

CW4 8BJ

Names of the charity trustees who manage the charity

Trustee name	Office (if any)	Dates acted if not for whole year	Name of person (or body) entitled to appoint trustee (if any)
1 Deirdre Drake	Chairman		
2 Christopher Drake	Secretary		
3 Christine Yeates	Treasurer		
4 Angela Kinder	Media Specialist		

Names of the trustees for the charity, if any, (for example, any custodian trustees)

Name	Dates acted if not for whole year

Names and addresses of advisers (Optional information)

Type of adviser	Name	Address

Name of chief executive or names of senior staff members (Optional information)

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Section B

Structure, governance and management

Description of the charity's trusts

Type of governing document
(eg. trust deed, constitution)

Constitution

CIO

Trustee selection methods

Appointed by trustees

Additional governance issues (Optional information)

You **may choose** to include additional information, where relevant, about:

- policies and procedures adopted for the induction and training of trustees;
- the charity's organisational structure and any wider network with which the charity works;
- relationship with any related parties;
- trustees' consideration of major risks and the system and procedures to manage them.

No changes since charity registered

Section C

Objectives and activities

Summary of the objects of the charity set out in its governing document

The relief of need of people who are in need by reason of youth, age, ill-health, disability, financial hardship or other disadvantage, across the North West UK Region, including Greater Manchester, Cheshire and Lancashire, through the provision of:

- Toys, teddies, craft items and books to children aged 0-17 who would not otherwise receive them.
- Essential products such as toothpaste, soap, sanitary towels and blankets to families in need

Summary of the main activities undertaken for the public benefit in relation to these objects (include within this section the statutory declaration that trustees have had regard to the guidance issued by the Charity Commission on public benefit)

Storage of donated toys

We have a number of drop off points where people can donate toys throughout the year. There are picked up periodically and stored in safe storage in Cheshire.

Review of donated toys

We sort through all the donated books, teddies and toys ensuring they are a high quality. Any not of a sufficient quality or which have been defaced in some way are either recycled or donated to other charities within the area. All teddies donated are washed, dried and stored until needed.

Identification of Children/Families in need

All children requiring support from The Toy Appeal are referred to us via their school, social worker or food bank. The Toy Appeal liaises only through these methods and does not engage directly with the children or their families.

Fundraising events

Approximately 5% of the toys required to fill the toy sacks are provided through donations of toys (companies or individuals), meaning 95% of the toys need to be purchased through wholesalers, we do this by holding fundraising events through the year and also through a Justgiving page, where people can support a child by funding their Christmas sack.

Toy sort days

We run several toy sort days across a year.

- 1) Small sort day at the storage facility – usually in January to sort any donated books into age groups.
- 2) Small sort day at the charity's HQ – to pre make the toy sacks for the 0 to 3 years ages usually in April
- 3) Preparation for the large sort day -usually in September a sort of donated toys to date and assess their suitability (must be new), allocate to an age group and store until December.
- 4) Engaging with the schools, social workers and food banks to assess their demand for Toy sacks for the current year – usually in Oct-Nov
- 5) Final sort and delivery day - once a year in December over 4-5 days, we have all the toys held in our storage facilities delivered to Egerton Football Club who donate their facilities for free. Over these days we prepare the room for the selection of toys by our volunteers into age groups and type, ensuring each sack is filled with 8 different items suitable to their age. Once the sacks are created for the children, we distribute the sacks to the schools, food banks, and social service facilities who have nominated the children to receive a toy sack, these are delivered in time for Christmas.

Additional details of objectives and activities (Optional information)

You **may choose** to include further statements, where relevant, about:

- policy on grantmaking;
- policy programme related investment;
- contribution made by volunteers.

Throughout the year we can be contacted by companies or individuals who have unwanted gifts that they would like to distribute e.g, a company who had collected 100 Easter eggs. Although we don't accept food items we are able to put these companies in contact with food banks etc to ensure the items do not go to waste.

Section D

Achievements and performance

Summary of the main achievements of the charity during the year

In each toy sack we are able to add to each toy sack:

A main present

2 books

Craft item

Sports item

teddy bear

Game

stocking filler

All are age appropriate

The contents are worth approx. £25 per toy sack

2021 was again a challenging year due to Covid & lockdowns, we didn't schedule any fundraising events due to risk of cancellation in light of Covid. However, we received more requests for toy sacks than any other year, up another 30% to 9156 toy sacks. We were extremely proud to be able to fulfill every request for a toy sack, although it was a challenge due to lack of fundraising opportunities.

Everyone involved with The Toy Appeal is a volunteer.

The Toy Appeal bring joys to not only the children and families we support, but also to those who support us and know what a difference they are making to a child who doesn't expect any presents to open on Christmas morning as well as huge financial relief to families who do not need to worry about purchasing Christmas presents for their children and instead use their funds to buy food/heating etc.

Section E

Financial review

Brief statement of the charity's policy on reserves

Any funds not used in the current year are held in reserve at the end of the each year to enable us to purchase toys in the January sales for the following years event. We always try to ensure we have some funds to commence the following year, as due to the number of children we support and the number of toys, books and teddies required, we need to place toy orders with the Wholesalers in Q1 to ensure they can deliver our demand in time for the year ahead.

Details of any funds materially in deficit

Further financial review details (Optional information)

You **may choose** to include additional information, where relevant about:

- the charity's principal sources of funds (including any fundraising);
- how expenditure has supported the key objectives of the charity;
- investment policy and objectives including any ethical investment policy adopted.

Our current assets are £169,004 which is £21,221 more than the previous year. In addition to our financial assets we have toys purchased or donated and stored in our storage facilities ready for the toy sort in December 2022. We spent £145,174 in 2021. 85% of our costs went on the purchase of toys. 15% of our costs went on logistics, vans for delivering toy sacks, storage and costs for the toy sort days. No-one is paid for any of the work done for the charity - all time is given voluntarily. Main source of income for the charity is donation and fund raising. We still struggled with covid restrictions in 2021 but we were thrilled to still receive so many financial donations. 2022 is our 10th year and we hope to help at least 10,000 children in our 10th anniversary year.

Section F

Other optional information

Section G

Declaration

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

Signature(s)



Full name(s)

Dee Drake

Christine Yeates

Position (eg Secretary, Chair, etc)

Chairman

Treasurer

Date

10/7/2022

THE TOY APPEAL 2021 SUMMARY

Income & Expenditure Account	December 2021	December 2020	December 2019
Income			
Donations	£168,895	£129,813	£72,566
Fund Raising	-£2,500	£55,048	£10,175
Total income	£166,395	£184,861	£82,741
Expenditure			
Toys	£123,249	£52,560	£57,588
Toy Sort Day	£58	£1,870	£2,093
Storage	£12,998	£8,693	£6,453
Van Hire	£3,270	£3,239	£4,001
Marketing inc Website	£278	£667	£1,099
Stationary	£161	£7	£228
Packaging	£4,154	£1,324	£3,798
Just Giving Fees	£562	£562	£331
Insurance	£445	£0	£0
Total Expenditure	£145,174	£68,922	£75,592
BANK ACCOUNT			
Start of year	£147,783	£31,844	£24,695
Credits	£173,898	£184,861	£82,741
Debit	£152,677	£68,922	£75,592
End of year	£169,004	£147,783	£31,844

Miss JH Dorricott CGMA

41 Worcester Road.

Swinton

Manchester

M27 9RP

25th June 2022

Christine Yeates

Treasurer –

The Toy Appeal

Dear Christine,

Many thanks for the opportunity to independently examine the 2021 Accounts for the Toy Appeal. I am able to confirm that I have reviewed and sample checked the attached Accounts and supporting documentation and believe they represent a true and fair view of the financial activities of the Toy Appeal in 2021

The improvements in control and auditability continue year allowing me to sample check them this year.

I look forward to examining the 2022 Accounts in the near future.

Yours sincerely



JH Dorricott CGMA