



Trustees' Annual Report for the period

	Period start date				Period end date		
	01	01	2023		31	12	2023
From							

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

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:

- i) Presents, toys, teddies, craft items and books to children aged 0-17 who would not otherwise receive them.

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 toys

We have storage facilities in Crewe and Hale Barns where donated presents, teddies and books can be dropped off to be checked and sorted. We also use these storage facilities to store all toys we purchase. We hired a temporary storage facility in Sharston, Manchester to store some of the 12,500 toy sacks we pre made in 2023.

Review of donated toys

We sort through all the donated books and teddies ensuring they are a high quality. Any not of a sufficient quality or which have been defaced in some way are either repaired, recycled or donated to other charities within the area. All teddies donated are washed, dried and stored until needed, in 2023 this equated to approx..8000 teddies and over 20,000 books. We buy any additional books and teddies that are required.

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) Sort day at the storage facility – usually in January to sort any donated books into age groups.
- 2) Sort day at the storage facility – usually in February to sort any donated teddies into age groups.
- 3) Toy sack creation days for ages 7 to 12 years, where we pre make all the toy sacks for these ages and send them to storage until December when we distribute them – this is between May and October
- 4) Engaging with the schools, social workers and food banks to assess their demand for Toy sacks for the current year – usually in Sept
- 5) Creation of teenage present sacks – Sept to Nov
- 6) Final sort and delivery day - once a year in December over 5 days, we have all the toys held in our storage facilities delivered to Egerton Football Club who donate their facilities for free. Over this period 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.

Section D

Achievements and performance

Summary of the main achievements of the charity during the year

2023 was a challenging year due to the volume of requests we received. We were able to support over 12,500 children with amazing support from our donors and supporters.

In each toy sack we were able to add -

A main present

Books

Craft item

Sports item

teddy bear (age appropriate)

Game

stocking filler

All are age appropriate

The contents equate to approx. £25 (wholesale) per toy sack

In addition we moved to a new storage facility making the storage for the Toy Appeal fit for the future. This has taken time and effort to organise but is now working well and will help with Toy Sorts in 2024.

Our requests increased by another 2500 children in 2023 and we saw some further increases in the price of toys (wholesale) also.

Everyone involved with The Toy Appeal is a volunteer.

The Toy Appeal bring joys to not only the children and families we support as well as a huge financial relief to the parents we support, but also to those individuals 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.

The chair of the toy appeal was awarded the BEM in 2022 for services to charity and the chair and treasurer representing the toy appeal attended a garden party in 2023 to celebrate the coronation of King Charles III

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 clearance 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-Q2 to ensure they can deliver our demand.

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 £187,429 which is £77,447 less than the previous year. In addition to our financial assets we have some books / teddies donated and stored in our storage facilities ready for the toy sacks in 2024.

We spent £335,811 in 2023, of which £247k was for 2023 costs, the remaining £88k was for expenses related to 2024 & 2025 – see below.

Of the £247k spent for 2023 - 84% of our costs went on the purchase of toys. 16% of our costs went on logistics, hire of vans for delivering toy sacks, storage, marketing and costs for the toy sort days (marquee hire etc).

Our fund raising added £85,866 to our funds for 2023 (note we paid up front for the deposit for the 2024 Charity Ball hence the debit of £4,440).

It should be noted that we leased a new storage facility in 2023 and paid to make it fit for purpose, which is why storage fees are higher than in previous years.

In addition to the £247k spent in 2023 (see above) we paid the storage fees for the new facility up front for 2 years i.e. £20,447 for 2024 and £20,448 for 2025, to secure the rent at the 2023 lease rates, which means our storage costs in these years will decrease. We also purchased £47,469 of toys wholesale to be used by the toy appeal in 2024

No-one is paid for any of the work done for the charity - all time is given voluntarily.

The main sources of income for the charity is public donations, company donations and fundraising.

Section F

Other optional information

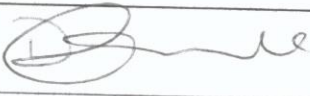
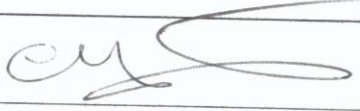
Section G

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

Full name(s)

Dee Drake

Christine Yeates

Position (eg Secretary,
Chair, etc)

Chairman

Treasurer

Date

31 / 5 / 2024

THE TOY APPEAL 2023 SUMMARY

Income & Expenditure Account	Expenditure in 2023 for 2025	Expenditure in 2023 for 2024	December 2023	December 2022	December 2021
Income					
Donations			£172,567	£143,949	£168,895
Fund Raising		-£4,440	£90,306	£118,595	-£2,500
Total Income			£258,433	£262,544	£166,395
Expenditure					
Toys		£47,469	£206,941	£130,066	£123,249
Toy Sort Day			£3,105	£3,296	£58
Storage	£20,448	£20,447	£29,596 *	£20,159	£12,998
Van Hire			£4,564	£4,136	£3,270
Marketing Inc Website			£555	£525	£278
Stationary/Packaging/Logistics			£856	£6,859	£4,315
Just Giving Fees/Bank charges			£758	£630	£562
Insurance			£1,143	£1,001	£445
Total Expenditure			£335,881	£166,672	£145,174
BANK ACCOUNT					
Start of year			£264,876	£169,004	£147,783
Credits			£258,433	£262,544	£166,395
Debit			£335,881	£166,672	£145,174
End of Year			£187,429	£264,876	£169,004

* Includes new storage facility start up and 2 years hire fees for new storage facility plus existing storage fees

Miss JH Dorricott CGMA
41 Worcester Road,
Swinton,
Manchester
M27 9RP
7th April 2024

Christine Yeates
Treasurer –
The Toy Appeal

Dear Christine,

Many thanks for the opportunity to independently examine the 2023 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 2023

The improvements in control and auditability have allowed me to sample check the Accounts again this year.

I look forward to examining the 2024 Accounts in the near future.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Jo Dorricott', with a stylized flourish at the end.

Jo Dorricott CGMA