



Trustees' Annual Report for the period

From	Period start date				Period end date		
	01	01	2024		31	12	2024

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
(e.g. trust deed, constitution)

Constitution

CIO

Trustee selection methods
(e.g. appointed by, elected by)

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

No changes since charity registered	
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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 due to ill-health, disability, financial hardship or other disadvantage, across the North West UK Region, including Greater Manchester, Cheshire and Lancashire, through the provision of - 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

The charity has storage facilities in Crewe and Wilmslow, where donated teddies and books can be dropped off to be checked and sorted. We also use these storage facilities to store all the toys we purchase from wholesalers.

Review of donated toys

We sort through all the donated books and teddies ensuring they are 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 2024 this equated to approx. 7000 teddies and over 20,000 books.

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

We now purchase the majority of the toys required to fill the toy sacks and very few are now provided through donations of toys (companies or individuals). We raise funds via a JustGiving page, donations direct into the Toy Appeal account or by holding fundraising events throughout the year.

Toy sort days

We run several toy sort days with our volunteers across a year.

- 1) Sort days 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 where we pre make all the toy sacks for the age groups storage them until December when we distribute them – this is between March and October
- 4) Engaging with the schools, social workers and food banks to assess their demand for Toy sacks for the current year – usually June to Sept
- 5) Creation of teenage present sacks – Sept to Nov
- 6) Logistics and delivery days - in December over 5 days, we have all the toy sacks 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 distribution of 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, normally in early December.

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.

n/a

Section D

Achievements and performance

- Summary of the main achievements of the charity during the year

- 2024 was a challenging year due to the volume of requests we received. We were able to support over 11,000 children with amazing support from our supporters & fundraisers.

- 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 items in the sack are age appropriate.

The contents are worth approx. £25 (wholesale) per toy sack.

Everyone involved with The Toy Appeal is a volunteer.

The Toy Appeal not only brings joy to 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.

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 each year, to enable us to purchase toys in Q1 the following year, to is also to ensure the wholesalers can meet our toy demand. This way we can say with confidence by Q2 how many children we can support that year and communicate that with the schools and social workers so they can plan accordingly. This also ensures we can start creating the toy sacks in Q2, spreading out the work throughout the year, and removing the big dependency on doing all the work in Nov / Dec.

Details of any funds materially in deficit

NA

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 at the of 2024 are £346,312, which is £158,883 more 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 2025.

We spent £152,696 in 2024. 78% of our costs went on the purchase of toys. 22% of our costs went on logistics, vans for delivering toy sacks, storage, and associated costs for the toy sort days.

Our fundraising added £153,507 to our funds for 2024, the majority of this as raised via 2 events; 1) A golf Day held in May 2024 and 2) Our Charity Ball, held in November.

Also note that we leased a new storage facility in August 2023 and paid the lease costs for the new facility up front for 2 years i.e. £20,447 for 2024 and £20,448 for 2025.

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

The charities' main source of income for the charity is donation and fund raising. We are very fortunate to have so many generous supporters of The Toy Appeal.

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 (e.g. Secretary,
Chair, etc.)**

Chairman

Treasurer

Date

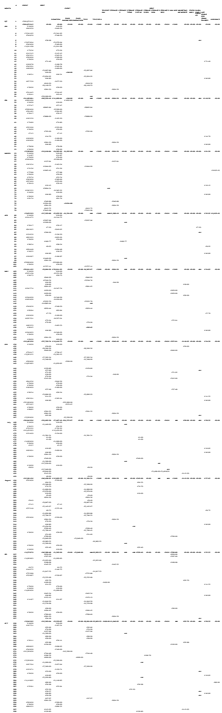
9/9/25.

THE TOY APPEAL 2024 SUMMARY

Income & Expenditure Account	Expenditure in 2023 for 2025	Expenditure in 2023 for 2024	December 2024	December 2023	December 2022
<u>Income</u>					
Donations			£158,072	£172,567	£143,949
Fund Raising		-£4,440	£153,507	£90,306	£118,595
<u>Total income</u>			£311,580	£258,433	£262,544
<u>Expenditure</u>					
Toys		£47,469	£118,875	£206,941	£130,066
Toy Sort Day			£3,498	£3,105	£3,296
Storage	£20,448	£20,447	£20,575	£29,596 *	£20,159
Van Hire			£5,162	£4,564	£4,136
Marketing inc Website			£341	£555	£525
Stationary/Packaging/Logistics			£2,267	£856	£6,859
Just Giving Fees/Bank charges			£700	£758	£630
Insurance			£1,278	£1,143	£1,001
<u>Total Expenditure</u>			£152,696	£335,881	£166,672
BANK ACCOUNT					
<u>Start of year</u>			£187,429	£264,876	£169,004
Credits			£311,580	£258,433	£262,544
Debit			£152,696	£335,881	£166,672
<u>End of year</u>			£346,312	£187,429	£264,876

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

[illegible]



[illegible]

Figure 1 illustrates the experimental setup. A participant is seated at a table, looking at a screen. On the screen, a 3D model of a building is shown. A red dot on the building indicates the target location. The participant is instructed to move the target to a specific location. The diagram includes labels for the participant, the screen, the 3D model, and the target location.

[illegible]

MEMO	DATE	DEBIT	CREDIT	DEBIT
87	1	451,861.70		
88	2	452,812.70		
89	3	453,763.70		
90	4	454,714.70		
91	5	455,665.70		
92	6	456,616.70		
93	7	457,567.70		
94	8	458,518.70		
95	9	459,469.70		
96	10	460,420.70		
97	11	461,371.70		
98	12	462,322.70		
99	13	463,273.70		
100	14	464,224.70		
101	15	465,175.70		
102	16	466,126.70		
103	17	467,077.70		
104	18	468,028.70		
105	19	468,979.70		
106	20	469,930.70		
107	21	470,881.70		
108	22	471,832.70		
109	23	472,783.70		
110	24	473,734.70		
111	25	474,685.70		
112	26	475,636.70		
113	27	476,587.70		
114	28	477,538.70		
115	29	478,489.70		
116	30	479,440.70		
117	31	480,391.70		
118	32	481,342.70		
119	33	482,293.70		
120	34	483,244.70		
121	35	484,195.70		
122	36	485,146.70		
123	37	486,097.70		
124	38	487,048.70		
125	39	487,999.70		
126	40	488,950.70		
127	41	489,901.70		
128	42	490,852.70		
129	43	491,803.70		
130	44	492,754.70		
131	45	493,705.70		
132	46	494,656.70		
133	47	495,607.70		
134	48	496,558.70		
135	49	497,509.70		
136	50	498,460.70		
137	51	499,411.70		
138	52	500,362.70		
139	53	501,313.70		
140	54	502,264.70		
141	55	503,215.70		
142	56	504,166.70		
143	57	505,117.70		
144	58	506,068.70		
145	59	507,019.70		
146	60	507,970.70		
147	61	508,921.70		
148	62	509,872.70		
149	63	510,823.70		
150	64	511,774.70		
151	65	512,725.70		
152	66	513,676.70		
153	67	514,627.70		
154	68	515,578.70		
155	69	516,529.70		
156	70	517,480.70		
157	71	518,431.70		
158	72	519,382.70		
159	73	520,333.70		
160	74	521,284.70		
161	75	522,235.70		
162	76	523,186.70		
163	77	524,137.70		
164	78	525,088.70		
165	79	526,039.70		
166	80	526,990.70		
167	81	527,941.70		
168	82	528,892.70		
169	83	529,843.70		
170	84	530,794.70		
171	85	531,745.70		
172	86	532,696.70		
173	87	533,647.70		
174	88	534,598.70		
175	89	535,549.70		
176	90	536,500.70		
177	91	537,451.70		
178	92	538,402.70		
179	93	539,353.70		
180	94	540,304.70		
181	95	541,255.70		
182	96	542,206.70		
183	97	543,157.70		
184	98	544,108.70		
185	99	545,059.70		
186	100	546,010.70		
187	101	546,961.70		
188	102	547,912.70		
189	103	548,863.70		
190	104	549,814.70		
191	105	550,765.70		
192	106	551,716.70		
193	107	552,667.70		
194	108	553,618.70		
195	109	554,569.70		
196	110	555,520.70		
197	111	556,471.70		
198	112	557,422.70		
199	113	558,373.70		
200	114	559,324.70		
201	115	560,275.70		
202	116	561,226.70		
203	117	562,177.70		
204	118	563,128.70		
205	119	564,079.70		
206	120	565,030.70		
207	121	565,981.70		
208	122	566,932.70		
209	123	567,883.70		
210	124	568,834.70		
211	125	569,785.70		
212	126	570,736.70		
213	127	571,687.70		
214	128	572,638.70		
215	129	573,589.70		
216	130	574,540.70		
217	131	575,491.70		
218	132	576,442.70		
219	133	577,393.70		
220	134	578,344.70		
221	135	579,295.70		
222	136	580,246.70		
223	137	581,197.70		
224	138	582,148.70		
225	139	583,099.70		
226	140	584,050.70		
227	141	585,001.70		
228	142	585,952.70		
229	143	586,903.70		
230	144	587,854.70		
231	145	588,805.70		
232	146	589,756.70		
233	147	590,707.70		
234	148	591,658.70		
235	149	592,609.70		
236	150	593,560.70		
237	151	594,511.70		
238	152	595,462.70		
239	153	596,413.70		
240	154	597,364.70		
241	155	598,315.70		
242	156	599,266.70		
243	157	600,217.70		
244	158	601,168.70		
245	159	602,119.70		
246	160	603,070.70		
247	161	604,021.70		
248	162	604,972.70		
249	163	605,923.70		
250	164	606,874.70		
251	165	607,825.70		
252	166	608,776.70		
253	167	609,727.70		
254	168	610,678.70		
255	169	611,629.70		
256	170	612,580.70		
257	171	613,531.70		
258	172	614,482.70		
259	173	615,433.70		
260	174	616,384.70		
261	175	617,335.70		
262	176	618,286.70		
263	177	619,237.70		
264	178	620,188.70		
265	179	621,139.70		
266	180	622,090.70		
267	181	623,041.70		
268	182	623,992.70		
269	183	624,943.70		
270	184	625,894.70		
271	185	626,845.70		
272	186	627,796.70		
273	187	628,747.70		
274	188	629,698.70		
275	189	630,649.70		
276	190	631,600.70		
277	191	632,551.70		
278	192	633,502.70		
279	193	634,453.70		
280	194	635,404.70		
281	195	636,355.70		
282	196	637,306.70		
283	197	638,257.70		
284	198	639,208.70		
285	199	640,159.70		
286	200	641,110.70		
287	201	642,061.70		
288	202	643,012.70		
289	203	643,963.70		
290	204	644,914.70		
291	205	645,865.70		
292	206	646,816.70		
293	207	647,767.70		
294	208	648,718.70		
295	209	649,669.70		
296	210	650,620.70		
297	211	651,571.70		
298	212	652,522.70		
299	213	653,473.70		
300	214	654,424.70		
301	215	655,375.70		
302	216	656,326.70		
303	217	657,277.70		
304	218	658,228.70		
305	219	659,179.70		
306	220	660,130.70		
307	221	661,081.70		
308	222	662,032.70		
309	223	662,983.70		
310	224	663,934.70		
311	225	664,885.70		
312	226	665,836.70		
313	227	666,787.70		
314	228	667,738.70		
315	229	668,689.70		
316	230	669,640.70		
317	231	670,591.70		
318	232	671,542.70		
319	233	672,493.70		
320	234	673,444.70		
321	235	674,395.70		
322	236	675,346.70		
323	237	676,297.70		
324	238	677,248.70		
325	239	678,199.70		
326	240	679,150.70		
327	241	680,101.70		
328	242	681,052.70		
329	243	682,003.70		
330	244	682,954.70		
331	245	683,905.70		
332	246	684,856.70		
333	247	685,807.70		
334	248	686,758.70		
335	249	687,709.70		
336	250	688,660.70		
337	251	689,611.70		
338	252	690,562.70		
339	253	691,513.70		
340	254	692,464.70		
341	255	693,415.70		
342	256	694,366.70		
343	257	695,317.70		
344	258	696,268.70		
345	259	697,219.70		
346	260	698,170.70		
347	261	699,121.70		
348	262	700,072.70		
349	263	701,023.70		
350	264	701,974.70		
351	265	702,925.70		
352	266	703,876.70		
353	267	704,827.70		
354	268	705,778.70		
355	269	706,729.70		
356	270	707,680.70		
357	271	708,631.70		
358	272	709,582.70		
359	273	710,533.70		
360	274	711,484.70		
361	275	712,435.70		
362	276	713,386.70		
363	277			

THE TOY APPEAL 2023 SUMMARY

Income & Expenditure Account	Expenditure in 2023 for 2025	Expenditure in 2023 for 2024	December 2023	December 2022	December 2021
<u>Income</u>					
Donations			£172,567	£143,949	£168,895
Fund Raising		-£4,440	£90,306	£118,595	-£2,500
<u>Total income</u>			£258,433	£262,544	£166,395
<u>Expenditure</u>					
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
<u>Total Expenditure</u>			£335,881	£166,672	£145,174
BANK ACCOUNT					
<u>Start of year</u>			£264,876	£169,004	£147,783
Credits			£258,433	£262,544	£166,395
Debit			£335,881	£166,672	£145,174
<u>End of year</u>			£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

THE TOY APPEAL 2022 SUMMARY

Income & Expenditure Account	December 2022	December 2021	###
<u>Income</u>			
Donations	£143,949	£168,895	£129,813
Fund Raising	£118,595	-£2,500	£55,048
<u>Total income</u>	£262,544	£166,395	£184,861
<u>Expenditure</u>			
Toys	£130,066	£123,249	£52,560
Toy Sort Day	£3,296	£58	£1,870
Storage	£20,159	£12,998	£8,693
Van Hire	£4,136	£3,270	£3,239
Marketing inc Website	£525	£278	£667
Stationary	£0	£0	£7
Packaging	£6,859	£4,315	£1,324
Just Giving Fees	£630	£562	£562
Insurance	£1,001	£445	£0
<u>Total Expenditure</u>	£166,672	£145,174	£68,922
BANK ACCOUNT			
<u>Start of year</u>	£169,004	£147,783	£31,844
Credits	£262,544	£166,395	£184,861
Debit	£166,672	£145,174	£68,922
<u>End of year</u>	£264,876	£169,004	£147,783

THE TOY APPEAL 2021 SUMMARY

Income & Expenditure Account	December 2021	###	###
<u>Income</u>			
Donations	£168,895	£129,813	
Fund Raising	-£2,500	£55,048	
<u>Total income</u>	£166,395	£184,861	£0
<u>Expenditure</u>			
Toys	£123,249	£52,560	
Toy Sort Day	£58	£1,870	
Storage	£12,998	£8,693	
Van Hire	£3,270	£3,239	
Marketing inc Website	£278	£667	
Stationary	£0	£7	
Packaging	£4,315	£1,324	
Just Giving Fees	£562	£562	
Insurance	£445	£0	
<u>Total Expenditure</u>	£145,174	£68,922	£0
BANK ACCOUNT			
<u>Start of year</u>	£147,783	£24,695	£24,695
Credits	£166,395	£184,861	£0
Debit	£145,174	£68,922	£0
<u>End of year</u>	£169,004	£140,634	£24,695

Miss JH Dorricott CGMA
41 Worcester Road,
Swinton,
Manchester
M27 9RP
7th September 2025

Christine Yeates
Treasurer – The Toy Appeal

Dear Christine,

Many thanks for the opportunity to independently examine the 2024 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 2024

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

I look forward to examining the 2025 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