

# 2024 JOYBANK Trustees' Annual Report

For the period 1 January 2024 – 1 January 2025

Charity Number: 1997830

Charity Name: The JOYBANK

33 Edgehill Road, S7 1SP

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## 1. Reference and Administrative Details

Jessa's JOYBANK is a volunteer-led Toy Bank based in Sheffield. We became a registered Charitable Incorporated Organisation (CIO) in February 2022, following our beginnings as a home-based initiative during the Covid-19 pandemic.

## 2. Structure, Governance and Management

The JOYBANK is governed by a board of trustees all of whom reflect the diversity of our city and give their time voluntarily, receiving no remuneration or benefits. They meet to review progress, assess risks, and oversee strategic development. All decisions are made in accordance with our constitution. Day-to-day operations are supported by a small team of volunteers

In 2024, we further developed our operations by converting our basement storage space at a local church into a fully functioning Donation and Distribution Centre. We were also able to employ a part-time project worker to manage it..

## 3. Charitable Aims and Objectives

Our charity's purposes are:

- To relieve the impact of poverty on children by providing toys and play resources to families experiencing social and economic hardship.
- To promote the importance of play in children's development, learning, and well-being.
- To reduce waste by keeping unwanted toys out of landfill and educating families about sustainability and reuse.

## 4. Activities

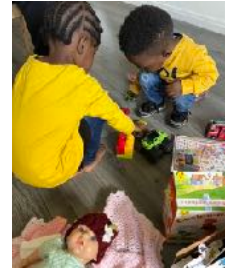
We deliver on our charitable aims through the recycling and redistribution of quality pre-loved toys to families facing hardship. In 2024:

- We collected, cleaned, and re-packaged hundreds of donated toys into carefully curated **JOYBAGS**, which were distributed **free of charge** via referrals from teachers, social workers, midwives, food banks, children's centres, community groups, and other charities.
- We prioritised providing **new toys** for children on birthdays and holidays, preserving family dignity and creating joyful celebrations.
- We supported children in difficult situations, including:
  - Children in temporary accommodation
  - Families fleeing domestic violence
  - Refugee and asylum-seeking families
  - Children with complex needs
  - Young and single parents
  - Those living in chronic poverty



Our ethos is simple: we only provide toys that would delight our own children. We aim not only to relieve financial pressure on families, but to promote dignity, well-being, and play-based learning.

- We offered outreach support, ideas for creative play and choosing age/need appropriate toys
- We collected and distributed culturally and neuro- diverse appropriate toys
- For families with an abundance of unwanted toys we provided a sustainable alternative to landfill, contributing to the circular economy while directly addressing toy poverty in our city. This also encouraged even young children to learn about kindness and helping others.



## 5. Public Benefit

The trustees confirm that they have complied with the duty in Section 17 of the Charities Act 2011 to have due regard to public benefit guidance published by the Charity Commission.

The JOYBANK alleviates play deprivation and poverty by ensuring every child, regardless of background, has access to toys that support healthy development and learning. We regularly consult with our partners and referral agencies to assess need, improve delivery, and ensure that our work remains relevant and impactful.

## 6. The Need

In Sheffield and across the North, **over 1 in 3 children** now live in poverty — significantly above the national average. Many of these children have no books or toys at home. Meanwhile, 1 in 4 families throw away good quality toys that end up in landfill.

Research shows:

- 1 in 4 children leave primary school without meeting the expected reading standard
- These children are six times more likely to drop out of education
- Play is not optional, it is essential for all aspects of development & learning



## 7. Our Story

The JOYBANK began as a response from a group of local mothers concerned about increasing youth violence and the lack of safe, stimulating play opportunities at home. During lockdown, we distributed art & craft packs city-wide — and soon realised the depth of unmet need.

We advertised for unwanted toys and were overwhelmed by the response. Requests came flooding in. It became clear that many families were living in 'toy poverty' — unable to afford basic play resources for their children.

In 2022, we became a registered charity. Since then, we have transitioned from a hand-to-mouth initiative to a growing, sustainable community service with a referral-based distribution model, a physical space, and a city-wide partnership network.

## 8. Legacy and Inspiration

Jessa's JOYBANK is dedicated to the memory of Jessica, the daughter of our founder, who died following a double lung transplant. Jessica lived with joy, dancing through life's challenges even while using oxygen and a wheelchair. This project is her legacy — a tribute to joy, resilience, and love.



## 9. Partnerships and Referrals

We worked in partnership with:

- Other charities & community organisations
- Schools and nurseries
- Social services
- Health visitors and midwives
- Food banks
- Women's refuges
- Asylum and refugee support groups

Referrals were triaged and tailored to ensure every family receives toys suitable to their child's age, interests, and needs.

## 10. Empowering Frontline Work

Health visitors, family support workers, schools and early years practitioners frequently told us that JOYBANK made their work easier and more meaningful. Our ability to provide high-quality, relevant resources – with dignity and care – made a tangible difference in family homes.

*"Toys really helped to support interaction with family members and the little one, who immediately encouraged parents to play with him. On subsequent visits, toys were seen again and were obviously well used and enjoyed."*



## 11. Tackling Toy Poverty Sustainably



While many households throw away high-quality toys, others have none. Our model addresses both sides of this injustice, ensuring that no child goes without

Over 90% of our toys are preloved — high-quality donations saved from landfill and re-homed with purpose. JOYBANK promotes a circular economy of play: reducing waste, increasing joy, and inspiring community involvement in sustainability and generosity.

## 12. Inclusive and Dignity-Based

We treat toys not as charity, but as a right — essential tools for development, bonding, confidence and creativity. Every child deserves the right of play. Every parent deserves the dignity of providing play resources for their children.

### 13. Financial Review

This year we managed our funding carefully, with most of our budget going directly into core activities. We are grateful for grant support and local fundraising, and continue to explore sustainable income strategies.

In the financial year 2024 JOYBANK raised £24,500 from donations, grants, and small-scale sales. Our core expenditure included operational costs including storage, cleaning supplies, and outreach. All financial activity complies with our obligations as a registered CIO.

### 14. Looking Ahead

In 2025 we aim to:

- Develop a city-wide awareness campaign about toy poverty and play deprivation
- Expand our Donation & Distribution Centre space and hours
- Train new volunteers and collaborate with more referral partners
- Establish further satellite toy libraries and toy banks in other parts of Sheffield and region
- Build our core funding base to ensure long-term stability
- Secure larger premises for sorting, storage and outreach.
- Expand our targeted support for children with additional needs.
- Deepen our partnerships with schools and healthcare providers.
- Develop our volunteer base and community fundraising efforts.

We also want to share our initiative more widely as a **replicable approach** to tackling toy poverty, play deprivation and sustainability challenges elsewhere in the UK.



#### 🌟 Highlights 2024 :Bringing Joy through Toys: Tackling Toy Poverty: Playing for a Change

This year, Jessa's JoyBank continued to deliver a tangible impact across Sheffield, and region, providing free, high-quality toys to children and families in need, promoting creative play, reducing toy poverty, and advancing environmental sustainability by rescuing and redistributing hundreds of donated toys.

We supported over 500 families, strengthened ties with local schools, hosted inclusive play days, and welcomed dozens of new volunteers. JOYBANK's reach grew through social media and word-of-mouth, and the quality of our donations remained strong throughout.

In 2024, JOYBANK's impact stretched far beyond simply handing out toys. We empowered families, supported frontline workers, lifted the burden on parents facing crisis, and

sparked joy, curiosity and connection for children of all backgrounds. Our vibrant toy bank is more than just a room filled with toys – it's a welcoming and inclusive community space. Every item is carefully chosen for its creative & educational value and ability to bring joy.

*"My kids have complex needs. Until I found the Joybank, I didn't know what toys to get them. They love going there and always find something they enjoy."*





Participation in community events, school fairs & festivals expanded our ability to meet our neighbours and promote inclusive, quality play.



We established toy libraries and toy stations for other community organisations which enabled us to reach more children and families. Support from generous business donors meant we could give new toys for birthdays and special events. Regular Big Book Giveaways supported school literacy programmes by providing free books to many children who'd never owned one.



As always, Christmas was busy, packing and distributing JOYBAGS. This year we also sent toys to a rural school in Nigeria via our new friends at Utopia Theatre.



### Voices from Frontline Workers & Distribution Partners

Health visitors, family support workers, schools and early years practitioners frequently told us that JOYBANK made their work easier and more meaningful. Our ability to provide high-quality, relevant resources made a tangible difference in family homes.



*"Pure joy from child and parent when I gave them the toys to keep. As a worker, the JOYBANK is such an important service. You select toys with the family in mind and ensure they are great quality and age appropriate. There is no other service like this."*

*"Toys really helped to support interaction with family members and the little one, who immediately encouraged parents to play with him. On subsequent visits, toys were seen again and were obviously well used and enjoyed."*

*"The family now have quality toys to enjoy and spend time together. It was vital to be able to gift these toys to support learning and development at home and encourage bonding and attachment between father and son."*

*“The costumes for World Book Day had a big impact. No child had to come to school without an outfit. Parents were grateful their children could feel included, not ashamed.”*

*“Many of our children have never owned a book. We’re trying to promote a love of reading—so we were thrilled.”*

*“The children were over the moon... An increase in quality toys will certainly help the family environment.”*



### **The Numbers Behind the Joy**

- **1000 + children** supported across the year
- **3,000 + toys rehomed**, diverted from landfill and given new life
- **35 schools, local organisations & statutory services supported**
- **12 events** in neighbourhoods across Sheffield

**THANK YOU! The JOYBANK not exist without the kindness and generosity of all the supporters, volunteers, donors and partners who share our vision and values. Together we make a difference.**

### **Declaration**

The trustees declare that they have approved this report.

Signed on behalf of the trustees by:

Daryl Agnew , Chair of Trustees

Date: 16.07.2025



CHARITY COMMISSION  
FOR ENGLAND AND WALES

Charity Name	No (if any)
The Joybank	1197830

## Receipts and payments accounts

For the period from	Period start date	To	Period end date
	1.1.2024		1.1.2025

### Section A Receipts and payments

	Unrestricted funds	Restricted funds	Endowment funds	Total funds
	to the nearest £	to the nearest £	to the nearest £	to the nearest £
<b>A1 Receipts</b>				
shop sales	17,427	-	-	17,427
TKMaxx Donation	500	-	-	500
Nether Edge Community Fund	600	-	-	600
Stripe	963	-	-	963
Gripple	500	-	-	500
Gripple	126	-	-	126
Gripple	39	-	-	39
Gripple	19	-	-	19
<b>Sub total</b> (Gross income for AR)	20,174	-	-	20,174
<b>A2 Asset and investment sales, (see table).</b>				
	- 0	- 0	- 0	-
	- 0	- 0	- 0	-
<b>Sub total</b>	- 0	- 0	- 0	-
<b>Total receipts</b>	20,174	- 0	- 0	20,174
<b>A3 Payments</b>				
Shop rental	7,425	-	-	7,425
Storage costs - Highfield Church	4,480	-	-	4,480
Insurance & Utilities	77	-	-	77
Wages	7,923	-	-	7,923
Toy purchase InKind	1,522	-	-	1,522
Stationery/packaging	36	-	-	36
Printing/marketing	327	-	-	327
Premises maintenance & fittings		-	-	-
Miscellaneous		-	-	-
<b>Sub total</b>	21,790	-	-	21,790
<b>A4 Asset and investment purchases, (see table)</b>				
	- 0	- 0	- 0	-
	- 0	- 0	- 0	-
<b>Sub total</b>	- 0	- 0	- 0	-
<b>Total payments</b>	21,790	- 0	- 0	21,790
<b>Net of receipts/(payments)</b>	- 1,617	-	-	- 1,617
<b>A5 Transfers between funds</b>	- 0	-	-	-
<b>A6 Cash funds last year end</b>	- 0	-	-	-
<b>Cash funds this year end</b>	- 1,617	-	-	- 1,617

### Section B Statement of assets and liabilities at the end of the period

Categories	Details	Unrestricted funds	Restricted funds
		to nearest £	to nearest £
<b>B1 Cash funds</b>		7,278	-
		-	-

		-	-
	<b>Total cash funds</b>	<b>7,278</b>	<b>-</b>
	(agree balances with receipts and payments account(s))	Agreement Error	OK
		<b>Unrestricted funds</b>	<b>Restricted funds</b>
	<b>Details</b>	to nearest £	to nearest £
<b>B2 Other monetary assets</b>		-	-
		-	-
		-	-
		-	-
		-	-
		-	-
	<b>Details</b>	<b>Fund to which asset belongs</b>	<b>Cost (optional)</b>
<b>B3 Investment assets</b>			-
			-
			-
			-
			-
	<b>Details</b>	<b>Fund to which asset belongs</b>	<b>Cost (optional)</b>
<b>B4 Assets retained for the charity's own use</b>			-
			-
			-
			-
			-
			-
			-
			-
			-
	<b>Details</b>	<b>Fund to which liability relates</b>	<b>Amount due (optional)</b>
<b>B5 Liabilities</b>			-
			-
			-
			-
			-
Signed by one or two trustees on behalf of all the trustees	Signature	Print Name	
		Fiona Cooper	
		Daryl Agnew	



CC16a
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When due (optional)
Date of approval
5.11.2024
5.11.2024