



## Kind to Kids Holiday Toy Drive bringing happiness & love to Delaware's foster children



Imagine you are a child who was beaten, abused or neglected, and had to be taken from your mother and father and placed in a new home with new people and new rules.

Even though you were safe from harm, everything was different. It was so hard to make sense of the painful changes in your life.

Now imagine how that child's face would look when he or she was told there would be no holiday gifts. Often foster face financial struggles in addition to caring for a busy family. Most family income is used to pay critical expenses.

In some instances, families make difficult decisions about how to spend their limited funds. When this happens, other items, such as birthday gifts, school field trips, and holiday gifts, seen as less of a necessity are eliminated from the budget.

But to a child, that one gift can make all the difference in the world.

You have an opportunity to help bring a joy to a child this holiday season. What seems a small effort to you is seen through a child's eyes as magical. Your help is critical. Often the staff members at social service agencies have little time to devote to collecting gifts for the families they serve.

YOU can organize a Kind to Kids toy drive to benefit foster children in your community. The toys collected can be from few to many, depending on the time you have to designate to the project.



## How To Conduct a Toy Drive

These steps are provided as a general guide for holding a Kind to Kids Toy Drive. This is not an extensive list and it can be revised to suit your community.

### Step 1: Contact Kind to Kids Foundation

Contact Kind to Kids and express your desire to help collect gifts for the children they serve, and ask about our current needs and if this type of donation would be helpful. If we are open to being recipients of your generosity, proceed with planning the toy drive. Contact Office Manager, Catherine Pardo [catherine@kindtokids.org](mailto:catherine@kindtokids.org) or call (302) 654-5440.

Interested in sponsoring? Call Caroline Jones, Founder & Executive Director or email [carolinejones@kindtokids.org](mailto:carolinejones@kindtokids.org)



Be sure to get permission to use Kind to Kid's name and logo if you plan to use it as part of the toy drive. Remember, some individuals may request a receipt for tax purposes or may want to give a cash donation. Please discuss this with us and we can establish a plan for providing these receipts. The two simplest ways to do this are 1). We can provide a generic form that you can complete and give to those donating toys as the items are donated, or 2) you can keep a list of all donated items with the contact name and address of the donor so Kind to Kids can process and acknowledge the donation like they would any other that was given directly to the agency.

### Step 2: Determine type of toy drive.

Holiday gift collections take many forms. They can be as simple as asking your friends and family to contribute or as elaborate as coordinating a high school or community wide effort. They can occur in one day or be extended over time. Each type has positive and negative aspects to consider. Decide what size of commitment is reasonable considering your other commitments. If you have limited time to devote to this effort, consider asking groups with whom you are personally affiliated. If you have the time and resources, consider approaching larger groups or associations to assist in the effort.

### Step 3: Establish a reasonable estimate.

Establish a reasonable estimate for the number of items you will be able to collect. Notify Kind to Kids of your estimate so that we can plan accordingly. *Please remember*, children count on your commitment. Estimate conservatively as not to cause disappointment.

### Step 4: Identify individuals or groups.

Identify individuals or groups you will ask to provide items for the children. Some target groups may be more convenient for you to approach than others. Consider asking groups where you have an established relationship: places of worship or employment, book clubs, parent-teacher associations, yours or your child's sports teams, health and wellness classes (yoga, weight watchers, etc.), religious

study/reflection groups, membership groups such as professional associations, service groups, country clubs, or even a card playing group.

If you have decided that you want this effort to be a larger community effort, consider approaching groups such as the Chamber of Commerce and the Better Business Bureau and asking them to solicit members to participate.

Contact local media sources such as radio stations, newspapers and TV stations and request their assistance either by sponsoring a toy drive or promoting one you have planned. Approach retailers and ask if you can set up a table outside their store on a weekend afternoon and customers can purchase gifts in the store as they shop for their items and drop them off with you as they leave the store.

Enlist other local elementary, middle and high schools to participate. Contact local theatre groups, movie theatres, and sports teams asking them to designate a one performance where patrons are invited to bring a toy to gain admission or receive a reduced rate.

#### **Step 5: Determine a time line and general plan.**

Determine a time line and general plan for the toy drive. When will it begin and end? Will you distribute a wish list, give out a list of gift ideas and allow the donor to determine what to buy, create a list of families with multiple children for those that want to "adopt" a family? This will also be influenced by the feedback you get from the benefiting agency. They may request general items instead of providing a wish list so there is an equal distribution of gifts, especially if they are given to families at an agency party or gathering.

#### **Step 6: Advertise.**

This is a crucial element for a successful drive! Make sure that people know when and how to participate and the final destination of the donated items. If you are asking a large groups such as a school, faith community, or company to participate consider multiple announcements of the event. Have signs and posters for collection sites. Consider having a small item for those who donate, such as a single wrapped lifesaver, a chocolate kiss or hug.

#### **Step 7: Begin collecting items.**

Things to consider:

- Storage and transporting the items
- Providing donation receipts to those who request them
- Having people on hand to collect and load the gifts



#### **Step 8: Deliver items to recipient agency.**

Make arrangements before completing the toy drive regarding delivery or pick-up of donated toys. Kind to Kids has limited resources to pick up the items. We can arrange to have the items picked up, however it is also a great blessing to have the items delivered.

*Important consideration:* Confidentiality is a top priority of foster care agencies. Foster children are not identified to protect their confidentiality. Please understand if you are not given an opportunity to meet any of the recipients when you deliver the gifts. All gifts will be distributed to foster care children through agencies throughout the state of Delaware

**Step 9: Consider other ways to assist Kind to Kids Foundation.**

Collect or donate items such as school supplies, crayons and art paper, toiletries such as shampoo for teens, and various holiday treats. Use your network to disseminate the other needs for Kind to Kids services.

Ask friends and relatives to consider contributing to the toy drive effort as their gift to people who “have everything”. Ask that people give you checks made out to **Kind to Kids Foundation** instead of buying a gift - and you can donate all the funds to benefit children, perhaps request that the money be used to provide birthday gifts to a child. Designate Kind to Kids Foundation during any workplace giving campaign including the Combined Federal Campaign (CFC) and the United Way. Inform co-workers of the need for Kind to Kids support services and provide them with the CFC/United Way number (#12694) for local or national organizations. Check in for new opportunities at [www.kindtokids.org](http://www.kindtokids.org)

- “Like” Kind to Kids on Facebook – it’s free and it helps to keep others informed about our work for children in need!

<https://www.facebook.com/KindtoKids>

**Step 10: Remain informed about foster children and children in poverty in Delaware and throughout the United States.**

Regular electronic newsletters are distributed by Kind to Kids. Please contact local and state health departments to learn about how your local area is helping foster children. Links and information are available on the Kind to Kids website [www.kindtokids.org](http://www.kindtokids.org).

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**Kind to Kids Foundation is a nonprofit 501c3 agency, and works with all Delaware government agencies that serve foster children.**  
*Thank you for your kindness to children in need.*

