



## Tips on Conducting a Kind to Kids Holiday Toy Drive

**Thank you for bringing joy to children in foster care!**

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. Many times, 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 toy drive to benefit Kind to Kids and foster children right here in our Delaware community. The toys collected can be from few to many, depending on the time you have to designate to the project.

There are 800 children in Delaware's foster care system. The amount of toys can be distributed to smaller groups by age, county, etc.



## How to Conduct a Toy Drive

These steps are provided as a general guide for holding a 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.

Contact Office Manager, Catherine Pardo [catherine@kindtokids.org](mailto:catherine@kindtokids.org) or call (302) 654-5440. Interested in sponsoring so that Kind to Kids purchases the toys? Sponsorships are welcomed! Call Caroline Jones, Founder & President [carolinejones@kindtokids.org](mailto:carolinejones@kindtokids.org)



**\*\*Please 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. Some individuals may request a receipt for tax purposes or may want to give a cash donation. If so, please provide a list of donated items with the contact name and address of the donor, and Kind to Kids will process and acknowledge the donation.

### 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. It is helpful to 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. It is best to 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.

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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 for certain age groups, give out a list of gift ideas, and/or allow the donor to determine what to buy? This will also be influenced by the feedback you get from the donor group. They may prefer obtaining general items instead of purchasing items for a specific age group or population.

### **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, or a chocolate kiss candy.

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

Things to consider:

- Storage and transporting the items
- 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 the children 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 the organization.**

Collect or donate items such as party supplies, crayons and art paper for use in waiting areas, children's books, school supplies, and various holiday treats. Use your network to disseminate the other needs expressed by the agency.

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.

You can donate funds to benefit children. Designate Kind to Kids Foundation during any workplace giving campaign including 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.

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

Updates are provided online via [www.facebook.com/kindtokids](http://www.facebook.com/kindtokids), or through our website, [www.kindtokids.org](http://www.kindtokids.org). Also, electronic newsletters are distributed by Kind to Kids. In addition, you can also contact Delaware's children departments to learn about how your local area is helping foster children.

Links and information are available on the Kind to Kids website <http://kindtokids.org>

Want to learn about additional opportunities? Visit [www.kindtokids.org](http://www.kindtokids.org) or call (302) 654-5440



thank  
you!

*Thank you for your kindness  
and bringing joy to the children!*