**The ELBA & BIG Alliance Toy Appeal 2023 – How to donate**

The Toy Appeal is an annual event where we ask for toys to be donated to children in East London and Islington. The toys are distributed to children that, because of their circumstances, may not receive a toy at the end of the year. It is not right that in some parts of East London, over 50% of children live in poverty. We believe that every child deserves to feel the joy of opening a present at the end of the year.

This year, ELBA has a number of ways you can donate toys:

**1) Internal Toy Drive / Drop off to the Toy Appeal Grotto**

If you would like to run a toy drive, you can collect toys with your colleagues and then organise them to be delivered to our grotto.

**We will be based in Jubilee Place Retail, part of the Canary Wharf shopping centre:** [ELBA Toy Appeal Grotto](https://goo.gl/maps/C7vWtJxwFifFyCxh6) *(opposite the lifts/first unit to the left of the escalators). We will be there Monday to Saturday, 10am to 4pm, from 20/11/23 until 15/12/23).* If you’re not doing a toy drive, you can still visit us in person and drop off a toy at the grotto.

**2) Donate or fundraise for the Toy Appeal**

You can donate directly to our Toy Appeal and all money raised will be spent on toys. You can find our campaign page here: <https://www.justgiving.com/campaign/elbatoyappeal2023> *QR Code on the right*

On the campaign page, you also have the option to set up your own fundraising page by clicking “Start fundraising.” You could set up a fundraising page for your company, team, colleagues, friends, family etc. and keep track of this.

**3) Buy from other online retailers**

If you have a local toy shop that you would like to support, please feel free to order from them. Full guidelines for buying gifts and gift ideas are on the next page, followed by a suggested list of stores and discount codes. You just need to arrange the delivery to ELBA’s grotto.

Delivery address: **ELBA**, **Unit 1, Jubilee Place, Canary Wharf, E14 5NY**

*Please ensure the delivery date is between 20/11/23 and 11/12/23*

We also have a John Lewis Gift List set up. John Lewis provides high quality toys that many families would not be able to afford. You can purchase from our Gift List at the link below and use the delivery details above.

<https://www.johnlewis.com/wish-list/DKHKVPV>

**ELBA Toy Appeal 2023 – Guidelines and ideas**

If you’re purchasing a toy from a local retailer or coming to drop a toy off at our grotto, you can use the guidelines and ideas below to help you purchase a toy.

**Guidelines:**

* We ask for **new toys** between the **value of £10 and £18**.
* **Please ensure the presents are unwrapped**. This is so community organisations can choose which children the gifts are most suited to.
* Toys should have **the Lion Mark CE** to show they are child friendly and safe for use.
* **No toys that require batteries**. It’s ok if the toy comes with batteries included.
* **No war toys or toys that portray fighting such as tanks, soldiers and guns.** Some children may be asylum seekers fleeing war. Star Wars and superheroes are fine.
* **No iTunes/Google Play vouchers**. Most children that benefit from the Toy Appeal won’t have access to an account. Cinema vouchers are more appropriate.
* **No second hand donations**. Many of our community partners cannot accept second hand toys due to health and safety reasons. Also, the quality often varies greatly. For many children, this will be the only toy they receive so we would like it to be a new toy.

**Gift Ideas:**

* **0-12 months:** rattles, teething rings, comforters, colourful/tactile things for little fingers
* **1-3 years:** wooden and soft toys, books, Duplo, shape sorters, push/pull toys, play pretend
* **3-5 years:** Playmobil, blocks, colouring books, jigsaws, play dough, farm animals
* **5-8 years:** cars, footballs, Lego sets, arts and craft sets, Pokemon cards, dolls
* **8-11 years:** craft kits, magic sets, stationary sets, K’nex, science kits
* **11-13 years:** Bags, footballs, skateboards, gift sets, board games, Lego Technic, £10 cinema vouchers, sports equipment, water bottles
* **13 - 16 years:** Toiletries, make up bags, fashion accessories and bags, gift sets, water bottles, board games, sports equipment
* Please bear in mind that some children have special needs. Sensory toys are always very popular, for example colourful toys for those with hearing problems and noisy ones for those with visual impairments are encouraged.

**If you have any questions about the Toy Appeal, please contact:**

Stanley Shepherd - [stanley.shepherd@elba-1.org.uk](mailto:stanley.shepherd@elba-1.org.uk) / 07538 965364

**Buy Local**

After Noah <https://afternoah.com/categories/toyshop/elba-toy-appeal-2023>

020 7359 4281

[WEBORDERS@AFTERNOAH.COM](mailto:WEBORDERS@AFTERNOAH.COM)

[121-122 Upper Street,](https://www.google.co.uk/maps/place/After+Noah/@51.5386128,-0.1024292,15z/data=!4m5!3m4!1s0x0:0x65918b0bff8d645b!8m2!3d51.5386128!4d-0.1024292) [Islington,](https://www.google.co.uk/maps/place/After+Noah/@51.5386128,-0.1024292,15z/data=!4m5!3m4!1s0x0:0x65918b0bff8d645b!8m2!3d51.5386128!4d-0.1024292) [London, N1 1QP](https://www.google.co.uk/maps/place/After+Noah/@51.5386128,-0.1024292,15z/data=!4m5!3m4!1s0x0:0x65918b0bff8d645b!8m2!3d51.5386128!4d-0.1024292)

From building blocks to the alphabet we have lots of retro toddler toys ways teach your kids the basics. View our range of vintage toddler toys today.

Discount Code: **ELBA23**

Just Williams <https://justwilliamstoys.com/>

[info@justwilliamstoys.com](mailto:info@justwilliamstoys.com)

0208 299 3444

106 Grove Vale, London, SE22 8DR

Just Williams is a traditional toys shop filled to the brim of toys suitable from new-borns up. They have everything from the latest must haves to the more traditional toys.

Discount Code: **ELBA23**

Just Like Me Toys <https://justlikemetoys.com/>

07946 169045

152, 160 City Rd, London EC1V 2DW

My name is Monica Smith. I am an early years teacher and the founder of Just Like Me Toys. We specialise in sourcing, commissioning and selling good quality black and ethnic dolls and accessories for children.

Discount Code: **EK9KSKA2SBT8**

Luna And Curious <https://lunaandcurious.com/>

[info@lunaandcurious.com](mailto:info@lunaandcurious.com)

020 3222 0034

24-26 Calvert Ave, London E2 7JP

High quality craftsmanship, traditional skills and excellent design are the benchmarks that Luna & Curious use to select the finest products internationally. Behind every product is a story, whether it be about the maker, the material or the process, narratives are at the core of what we do.

Discount Code: **ELBA23**

| Molly Meg <https://www.mollymeg.com/toys-gifts-c15>  [molly@mollymeg.com](mailto:molly@mollymeg.com)  020 7359 5655  111 Essex Road, N1 2SL  Molly Meg, is an Independent design led children's store established in 2009. We offer an edited selection of furniture, home decoration, toys, gifts & party supplies, showcasing innovative design for children to be enjoyed by the whole family. |
| --- |
| Roly Pony <https://rolypony.co.uk/product-category/toys/>  [customercare@rolypony.com](mailto:customercare@rolypony.com)  020 3859 9542  41 Cross St, N1 2BB  Dive into a world of fun and learning with our thoughtfully selected range of toys, games, activities and outdoor play at Roly Pony. (small chain) |
| Selbys <https://www.james-selby.co.uk/children/toys/>  [info@james-selby.co.uk](mailto:info@james-selby.co.uk)  020 7607 2466  384 – 400 Holloway Rd, N7 6PR  Bring to life all of your child’s favourite characters from a top branded collection of toys & accessories. Delve into their imagination & get interactive, whilst enabling your child to develop & learn through play. |
| Map Gift Shop <https://mapgiftshop.com/collections/gifts-for-children>  020 7687 4005  93 Junction Road, N19 5QX  This great Archway shop has an amazing and unique gift selection to suit any occasion. Look no further for designer jewellery, children’s toys, candles and toiletries. |
| Space <https://www.ifounditinspace.co.uk/>  [jo@ifounditinspace.co.uk](mailto:jo@ifounditinspace.co.uk)  020 7837 1344  25 Exmouth Market, EC1R 4QL  Established in 1998, we’re a Mum and Daughter team who somehow fell into retail and found that there’s a whole lot of fun to be had when you’re selling good stuff to good people. |