



ANNUAL REPORT 2015-2016





MESSAGE FROM THE DIRECTOR

Play has psychological and physiological benefits, Lawrence K. Frank, author and lecturer on human growth and development.

For a child, a play is an occasion to drill their capacities in different ways which are pleasurable and self-rewarding. Play is so important for development but unfortunately, forces like child labour, violence and limited resources are taking away their basic Right to Play. Playing is a therapy for optimal child development and growth. Playtime should not be interpreted in a negative impression but as therapy which will bring a balance in the child's life, which will create the highest development allowing them to prepare for the future in respect of academics, social and emotional development.

Since the beginning of The Toy Bank almost 15 years back, I have a strong belief to advocate play and games being educative and hence necessary for children. As I believe that the step I took years ago which involved distribution of my toys to nearby slum areas was a step in the right direction. Indeed a small step, but a necessary one for the larger goal. This one action created ripples which led to a volunteers joining in, collection centers being created across the city and also schools began partnering with us, all of which has led to the growth of The Toy Bank.

The Toy Bank is working extensively in collecting, refurbishing and creating toy libraries all across multiple states in India. We are currently working in 6 states and hoping to expand our project in more states with aim of impacting more children.

Vidyun Goel

Director | The Toy Bank

VISION AND MISSION



Vision: The Toy Bank envisages a society where the underprivileged children have the Right to Play and get their childhood back by actively involving them in educative toys and story books in order to help them gain an active and enriching life.

Mission: To enable every underprivileged child an opportunity to have holistic development through toys, games and story books

To bridge the gap between the privileged and underprivileged children by instilling values of sharing and caring in each child.

WHY TOYS?



Toys, apart from being a source of entertainment, also help in the holistic development of children. Toys help in fostering the mental, social and emotional development of children. A child's brain is well developed by the age of four. Playing games enhances the development of physical and motor skills, and spurs the growth of cognitive abilities and social skills in children. It is in the light of these facts, we believe in Recycling Toys – Recycling Smiles.

Development of Physical Skills: Physical and gross motor skills are developed as a child learns to reach, grasp, crawl, run, climb, and balance. Fine motor skills are developed as children handle small toys.

Development of Cognitive Thinking: Children move on to higher levels of thought as they play with educational toys. Children also learn colours, numbers, sizes, and shapes.

Development of Language Skills: Language develops as a child plays and interacts with other kids. This begins with babies playing cooing games.

Means of Development for Differently–Able: The aforementioned points also go on to emphasise that engagement in play is beneficial to differently-abled children as well. Indulging in play helps children with Autism, Down Syndrome, Learning Disabilities etc. to develop their skills much faster.

Gender Neutrality through Toys: The Toy Bank also believes in creating gender neutrality through toys. And it is with this vision that Toy Libraries are created. Toy Libraries give children the freedom to choose and play with what they want.

Toys, therefore, play a multi-faceted role in the development of a child. Before the creation of Educative Toy Libraries in the existing project areas, these children hardly had access to toys and therefore hardly had the opportunity to indulge in different kind of play.

PROCESS



In order to create and sustain Gender Neutral Educative Toy Libraries, the following methodologies are adopted:

Collection

House Hold Collection

We gather used and unused toys through our dropping centres spread across India. These are homes or offices of volunteers who have offered a small place in their premises for collecting toys.

Collection Drives

We periodically carry out collection drives in various private schools, housing complexes and corporate houses.

Refurbishing/Recycling

The collected toys are washed, cleaned, refurbished and/or recycled and given a makeover to make them reusable. The toys are then repackaged into Age Graded Toy Kits.

Creation of Toy Libraries

Once the Toy Kits reach the centres, they are unboxed in front of the children. The Toy Bank as a principal doesn't encourage individual distribution. Instead, the toys are stored in rooms/cupboards of the centres which are referred to as Toy Libraries. Toy Libraries act as safe spaces of play for children. It also gives the children the freedom to play with any toy that they want irrespective of their gender.

PROJECTS



Anganwadi Connect

Under the Anganwadi Connect Project, The Toy Bank undertakes the creation of Gender Neutral Educative Toy Libraries across Anganwadis in rural and tribal areas. Anganwadis are focused upon as they connect to the roots of rural child care. Targeting of Anganwadis is done to create an impact on children from a very early age. Toddlers can play with a wider variety of toys, for example, shape sorters are great for toddlers as it teaches them how to match similar items and provide parents with the opportunity to teach them the names of the shape. Lego blocks provide an opportunity to learn more about colours and symmetry while they develop their motor skills.

Creation of Toy Libraries in Bagli, District Dewas, Madhya Pradesh



The Toy Bank created Toy Library for the children of Anganwadis supervised by the Samaj Pragati Sahayog. We impacted around 440 children they are working with. The children are more than delighted to have toys.

The Anganwadi worker witnessed the change in the energy level of children as they want to spend more time in Anganwadi and learn colour name and shapes with the help of toys.

School Connect

In the School Connect Project, we create Gender Neutral Educative Toy Libraries in schools for underprivileged children. Taking into account their age group and/or grade the Toy Kits are created. The prime age for children to start learning about letters, numbers and basic language skills is when they reach preschool. There are a lot of toys that encourage this type of learning, from simple alphabet puzzle to high-tech electronic gadgets. Kids who are in school can supplement their learning with fun and educational toys. Giving them the opportunity to have fun while practising the things they are learning in school will increase their retention of those things.

We have created Toy Libraries for underprivileged children in Delhi

The Toy Bank successfully created Toy Libraries in Chhaya Foundation which is dedicated to the upliftment of underprivileged children.

The centre caters to orphans, street children and children who hail from economically weaker backgrounds. The centre is giving the services on important issues like Education, shelter to old, health to promote social awareness on social evils and environment to create harmony in the community.

Toy Distribution Drive in the slum area of Ghaziabad (U.P.)

We had distributed toys and games among the slum children of the school run by the Ashish Charitable Trust. As these toys will help in nurture the mental, physical and social development of the child.

100 Toys distribution in Delhi

The Toy Bank distributed 100 toys to the less privileged children of Kadim Muslim Kabristan.

These children lead an extremely hard life as they have to supplement their family income by working as rag-pickers and are left out to enjoy even the basic privileges that one's life can offer.



Sending Toy Gifts in Lucknow

We have sent amazing toy gifts to children residing in the villages of Uttar Pradesh. Our collaboration with Swatantra Talim Foundation helped us to reach these children and able to give away some amazing gifts.

Rahul, the Secretary, believes that The Toy Bank is a unique idea of collecting toys from the urban areas and disseminating it to the not-so-privileged children providing a fun element in their life along with the concrete learning.



Toys Distribution in Kalyanpuri, Delhi

The toys are donated to less privileged children of Meena Devi Charitable Trust. The toys will help to create an environment which helps in improving their social skills as they interact with other children and learn to share, play and grow.

Toy Libraries are created in the District of Bhuj, Gujarat

The Toy Bank was successfully able to create 8 Toy Libraries in different Villages near the District of Bhuj, Gujarat impacting more than 1000 rural children.

The Toy Libraries are aimed at creating an environment where a child is able to learn different shapes and colours as well as learn the values of sharing and caring and many other which will help in carving an adequate environment for the holistic development of the child.

Toy Library created in Half way Home

The Toy Bank created Toy Library for 50 boys from the age group of 7 to 16 years who belong to lower income families and are in the recovery or prevention phase from substance abuse.

The Toy Library will bring the closure and help the children to regulate their emotions and behaviour.

Toys distribution in Government school of Faridabad, Haryana

Distribution of age-graded toys was done in Government Primary School, Faridabad. The toys are distributed to the children between the age group of 5 – 10 years. The toys not only brought a big smile on their face but also improved their overall attendance, as they plan and choose one day before that with which toy they want to play.

Creation of Toy Library in Okhla, Delhi

The Toy Bank created Toy Library for the children from the age of 13 to 15 years with YWAM collaboration. These children are living near the street and under the flyover near New Friends Colony. The toys will provide children with an entertainment and aiding in education as they have very limited outlets for the constructive and creative task.

Victoria, Project Manager, told us that the toys we have provided are an invaluable addition in the daily work of the volunteers at the shelter, and a source of joy and excitement to children as well.

Created Toy Libraries in Maharashtra

The Toy Bank successfully created Toy Libraries in rural parts of Maharashtra in collaboration with Thinksharp Foundation impacting around 450 underprivileged children.

Dr Shraddha Bhangre from Thinksharp told us that the approach of using a simple "toy" to bring in such a huge change in the life of those children who are in need. Also, I like the way you and your team have kept you work to focus on one thing and are doing your best to fulfill your vision and mission.

Creation of Toy Library in Delhi

The Toy Bank created three Toy Libraries at three different centres of NGO Arpan Seva Sansthan Charitable Trust, one is for visually impaired children, second is for girls from Underprivileged communities and third for underprivileged children,

Toy Libraries are created in the shelter home centres where the survivors of sexually abused and trafficked are healing. The play therapy will relieve the emotional distress of sexually abused through a variety of expressive play material and imagination. It will also strengthen the mental health and potential for self-esteem within the child.

Toy library for 100 children in Delhi/NCR

The Toy Bank created Toy Library for underprivileged children coming to Saksham Foundation, Delhi. The library impacted more than 100 children who are involved in rag picking.

The Toy Library provides a platform to the student where they will not only learn the values of sharing but also enhances the mental, physical and social disabilities.

Creation of Toy Libraries in Pune and Mumbai, Maharashtra

In partnership with Teach For India, we created 20 Toy Libraries in collaboration with Teach for India impacting more than 2500 students in Pune and Mumbai.

A Fellow from Teach for India told us that age-graded toys from grade II to X have made an overall development as it acts as a medium of fun and source of learning. Children are always to visit the Toy Libraries in the school as it gives them an opportunity to enjoy while practicing the things they are learning in the school. She thanked The Toy Bank for creating the Toy Library in the schools.

Donating toys in Primary School, Ghaziabad, Uttar Pradesh

The Toy Bank donated 96 toys to the underprivileged children studying in Shri Shri Bal Vidyalaya, Ghaziabad. Nisha Mittal, Principal wrote to us, “The toys bring immense joy and pleasure as they hardly get such generous and kind gifts. We all thank you with our heart and good wishes.”



Inclusive Social Development



In our attempt to impact all children, we create Toy Libraries for children with psycho-social and other development & learning disabilities. Specific toys like musical toys, light and sound toys, toys with different textures and surfaces are selected to be curated into Toy Kits.



Creation of Toy Library in children eye hospital in Hyderabad

The Toy bank created Toy Library by donating toys like rattles, cars, soft toys, blocks and puzzles to the children who visit L. V. Prasad Eye Institute, Hyderabad. 50 children were benefited from the toys. The children/ patient were overjoyed at the distribution.

Being at the hospital is disruptive to a child's life. Play is one way to reconnect with family and maintain home life experiences. It distracts them from the pain and worry. The more a child can play, the happier the child will be which will lead to a fast recovery.



Creation of a Toy Library in Delhi for Children with Autism and other Developmental Disabilities and Underserved Children

At The Toy Bank, we create Toy library for the children with psychosocial disabilities and other developmental disabilities. We partnered with "Orane Kids" school for differently disabled children. The toys not only served as a source of entertainment but also a play method to learn and explore by themselves, the environment at both home and outside.

Sonia Jaitly, Director wrote to us, "The toys with fine/ gross motor manipulation will without doubt abate the development of the same. Last and most important, the toy play will give way to meaningful leisure, companionship and sharing."

Toy Libraries in Bengaluru

The Toy Bank was able to set up Toy library in Bengaluru with Promise Foundation collaboration. The library aims to impact hundreds of children within the age group of 4 to 17 years.

The age-graded Toy Library aims at creating an environment that helps in the growth of the child. Play-based learning method will allow children to have multiple opportunities to develop and practice their collaboration skills as they participate in a variety of play.

OUR PARTNERS



- Arpan Seva Sansthan Charitable Trust
- Ashish Charitable Trust
- Chayya Foundation
- Halfway Home
- LVPE
- Meena Devi Charitable Trust
- Promise Foundation
- Saksham Foundation
- Samaj Pragati Sahayog
- Swatantra Talim Foundation
- Swabalamban
- Shri Shri Bal Vidyalaya
- Saksham Foundation
- Teach for India
- Thinksharp Foundation
- Udaan
- YWAN

SCHOOL PARTNERSHIP

- Amity International School, Mayur Vihar
- Alcon International School, Mayur Vihar
- Bluebells School International, Kailash Colony
- Bal Bharti School, Pusa Road
- Bal Bharti School, Pitam Pura
- Cambridge School, Noida
- Indraprastha International School, Dwarka
- Modern School, Barakhamba Road
- The Shri Ram School, Vasant Vihar

COLLECTION CENTRES



North Delhi

Address : AadharshilaVatika Pre School (Monday to Saturday – 8am to 3pm)
Gujrawala Town , G.T Karnal Road, New Delhi – 110009.

Contact person : Ms Payal Nagpal

Phone : 011–27437000

Address : 7678 Singh Sabha Road , Near SabjiMandi , GhantaGhar
Near Amba cinema

Contact person : Datri Sodha

Phone : 9999206728

Central Delhi

Address : 10 Ashoka Road

Contact person : Ms Laita/ Mr Krishan

Phone : 011-23782233/ 011-23782020

Address : Flat no. 247/6B , Railway Officers Colony, Basant Lane,
Connaught Place , New Delhi – 110001

Contact person : Mr Ritu Saurabh

Phone : 9717041816

Address : B- 36, Malcha Marg, Chanakyapuri

Contact person : Mr Deepak Singhi

Phone : 9899757574

North-West Delhi

Address : AadharshilaVidhyapeeth (School) (Mon to Sat :8am to 3pm)
CD Block , Pitampura

Contact person : Mr Alahwat

Phone : 9312020477

West Delhi

Address : 252 AmbikaVihar , PaschimVihar , New Delhi – 110087

Contact person : Mr Tarun Khurana

Phone : 9650600654

Address : V- 247 RajouriGarden, 1st Floor, Delhi
Contact person : Ms Rupal
Phone : 9871010030

Dwarka

Address : D2A 301, Golf links Residency, Sector 18B, Dwarka – New Delhi – 110078
Contact person : Mr Pranay Ranjan
Phone : 9818535579

South Delhi

Address : 984 Sector A Pocket B, Vasant Kunj, New Delhi – 110070
Contact person : Mr Akshay Kakkar
Phone : 9971791225

Gurgaon

Address : 1335, Sector 45, Gurgaon – 122003, Near DPS School
Contact person : Ms Neha Aggarwal
Phone : 9871265503

Noida

Address : A-902, Antriksh Greens, Plot F-7, Sector 50, Noida-201303
Contact person : Mr Amol Pandey
Phone : 9810508169

Address : B- 17, Sector 39, Noida, Near ShashiChowk, Noida
Contact person : Mr Rajat Singh
Phone : 9899670080

East Delhi

Address : A – 39, Preet Vihar, Delhi – 110092
Contact person : Mr Dipanshu Suneja
Phone : 9999299978

Faridabad

Address : 1357 Sector 14, Faridabad, Haryana – 121007
Contact person : Ms Aditi Jain
Phone : 9999917300

EVENTS



Inauguration of new Collection Centre

Women and Child Development Minister Smt. Maneka Gandhi today inaugurated the 'Central Toy Bank' at Bengali Market. The international fashion designer Ritu Beri; the famous singer Jasbir Jassi and DDA Vice-chairman Mr Arun Goel also came to the event to lend their support to the noble cause of The Toy Bank. The Toy Bank is run by the Toy Bank Charitable Trust and VAES.



Smt. Maneka Gandhi also highlighted that toys also help to build the intellectual quotient of kids and suggested that Toy Bank should collect more such toys that help in the educational learning of the kids. After the inauguration ceremony, Smt. Gandhi distributed toys to more than a hundred kids present at the event. The kids were excited to see thousands of toys at The Toy Bank office.



Toy Collection Drive by Cadbury India Limited

Toy Collection Drive was conducted by the Cadbury India Limited under CSR activity. We have received a big number of toys, books and board games.

These toys will be sent to the sorting centre where they will be cleaned and washed up and making them reusable. These toys will be further repackaged into age-graded Toy Kits.

Toy collection Drive by Vodafone India Limited

Toy collection Drive was conducted by the Vodafone India Limited during "Joy of Giving" week (Oct 2 - Oct 8). We have received a good number of soft toys, dolls, puzzles and board games.

We were more than delighted to see the toys, board games and other that we have received from the activity which will bridge the gap between the privileged and underprivileged children by inculcating the values of sharing and caring in the children.

New Toy Collection Centre was set up in collaboration

In collaboration with Simba Toys, The Toy Bank was able to create 7 new collection centres in different cities of India i.e, Mumbai, Thane, Jamshedpur, Kolhapur and Udaipur. It will allow us to collect more and more toys which will help us to meet the target of creating more Toy Libraries in rural and tribal areas of India.

HOW CAN YOU HELP?

1. How you can help:

The Toy Bank is in operation for past 10 years and maintains impeccable record in creating lasting impact for children. You can help us spread smiles through:

1.1. Option 1: Adopting a Toy Library

Contribution can be made to The Toy Bank by adopting a Toy Library. You can help us cover the collection process, packaging process, and the dispatch process to the concerned area. You can contribute to reaction of one Toy Library which includes one school or one anganwadi – the areas for which can be selected by you after looking at our list of pipelined projects. We maintain full transparency in our financial and operational matters which are periodically documented in our annual report. Additionally, we publish quarterly reports on statistical and anecdotal impact made in the lives of children through our activities.

1.2. Option 2: Funding for One Toy Kit

Contributions can also be made to fund one Toy Kit. These toy kits comprises of toys, books and stationary for the various toy libraries. You can select from our projects in the pipeline to sponsor a toy kit for a specific area/school/anganwadi. Selection can also be made to donate Toy Kits to children with Autism, Down Syndrome, Learning Disabilities etc. an existing project or a new project in the your area of intervention or choice. We would monitor and evaluate the project activities to present an impact-report for your financial donations. Kindly note that all the toys packaged in the Toy Kits will be new)

1.3. Option 3 : In Kind Support

You can support us in kind by providing new materials to set up toy libraries in slums or Anganwadis.

1.4. Option 4: Opening of Collection Centres

You can host collection centres at your homes/offices for people to come and give their donations.

1.5. Option 4 : Collection Drives

Carry out collection drive by enabling your employees to donate toys and other kids-related materials.



The TOY Bank

Recycling toys-recycling smiles

