



ANNUAL REPORT

[2016-2017]





MESSAGE FROM THE DIRECTOR

We celebrated the not so popular World Laughter Day recently with the social media overflowing with jokes and inspirational quotes. Some even shared tips on how to be happy and a lot dwelled on self improvement, self introspection etc. Not that they are wrong, but I am going to add on more mantra for happiness.

Donate your happiness.

The books that you read when you were young and the characters that you loved to visualize while growing can be experienced and loved by someone else too. The toys that you used to play with but have now out grown them can be useful for another child.

From the years of experience that I have managing The Toy Bank, there is one thing that I can absolutely vouch upon, and that is the feeling of happiness one gets when one donates. I have been a part of innumerable collection drives and donation drives and have been witness to children feeling extremely joyful while giving out their favourite toys to someone else. And after each such drive, I feel more motivated and rejuvenated to spread the happiness and cheer to other children who won't have access to something as basic as playing with toys.

The Toy Bank has been working extensively in collecting, refurbishing and redistributing toys along with story books, stationary items, sports equipment etc. all across India. We are currently working in 10 states of India and are expanding to North-East as well with a recent collaboration with the Manipur Government.

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 Language Skills: Language develops as a child plays and interacts with other kids. This begins with babies playing cooing games. Learning to cooperate, taking turns and playing by the rules facilitates development of communication skills.

Development of Emotional Well-being: A child overcomes fears and bad experiences through play. When the children at play feel safe and successful, they gain important principles of positive emotional health.

Means of Development for Differently-abled: 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.

How attendance increased in Anganwadis because of toys in the tribal area of Kaprada District, Gujarat

Kaprada is a predominantly tribal Taluka situated in Valsad District of Gujarat. Poverty, lack of health care, less access to water etc. are problems faced by the tribal community in this area. The villagers in Kaprada also face a high rate of malnutrition with a large number of malnourished children in the village. Implementation of Integrated Child Development (ICDS) was conceived as a comprehensive early childhood intervention to mitigate and eradicate this issue, but to date, it faces a number of challenges in its effective implementation. On a usual routine day, few kids in the neighborhood collect milk and breakfast and return to their houses while some wait till lunch is served.



Taking into account the aforementioned conditions, the toy Bank decided to work in this particular area and was able to impact around 506 children in Anganwadis in Diksal, Chavsala and Narvad villages of Karpada.

“I had distributed the toys via The Toy Bank to the Anganwadi a week ago and on my surprise visit to the Anganwadi, I found that the box was still present, filled with toys and I felt jubilant when I was informed that the Anganwadis worker curated the toys and did not permit the kids to take the toys home”, says Shravani.

“The toys are really helpful; the kids are visiting the Anganwadi and staying back.”
— Kumudben, (AWW)

Once the toys presented, they played mostly in the Anganwadi premises unlike earlier when the toys were not available. They Played with the building blocks and were able to assemble a train and also managed to fashion a building. It was very visible how their young minds were stimulated and intrigued on how to use the toys. The Anganwadi worker Ms. Kumudben Chaudhari said “The toys are really helpful; the kids are visiting the Anganwadi and staying back.” She also talked about how she was able to carry out some documentation while the kids were kept occupied with the toys.

Another Anganwadi in Dikshal village also witnessed the same change in trend of children coming in and staying in the Anganwadi instead of going back home after receiving their daily quota of edible consumables. It was quite conspicuous how the energy level in the kids was through the roof but their attention span was really short.

Toy Distribution in tribal and remote villages of Dewas District in Madhya Pradesh

Toy distribution was done in 15 villages of Dewas District in Madhya Pradesh. Approximately 817 children were benefitted from the villages. Kalam Talai is a village situated approximately 12 kilometers interior of Bagli District of Madhya Pradesh. Surrounded by a forest, the children of the Anganwadi in this village never had the chance of playing with toys. Once they received toys, they started staying back and regularly visit the Anganwadi to play with the toys. One of the Anganwadi workers said, “It has been many years that kids in this village played with toys. It is probably the first time that these generations of kids finally have the access to something so basic.”



Another achievement was that an Anganwadi in Peepal Pati with strength of about 66 children started to witness regular attendance from the children there. An Anganwadi worker in Rupali Pura said, “I think the toys are helping the kids develop their thinking and creativity and toy distribution should definitely be continued”.

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 pre-school. 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 practicing the things they are learning in school will increase their retention of those things.

Toy Distribution Drive in Schools of Ahmedabad

Toy distribution drives were conducted in 28 schools in Ahmedabad which impacted approximately 2100 children spread across 70 classrooms. Children from Grade 3, 4 and 5 received age appropriate toys. Few of the schools we impacted were MG Primary School, Brighton English Medium School, Dani Limda Public School, Republic Primary School, two schools in Kuber Nagar, Chhipa Welfare Girls School, BRAMS English Schools, FD Jamalpur English Primary School etc.

It was interesting to note how the children played with the toys they received. Some of the children assigned characters to the stuff toys to play with them. Puzzles and building blocks were the most sought-after category of toys as the children loved to play with it. One quality that noticeably developed among the children across all grades was responsibility and ownership as they made sure to keep the toys safely back into the almirah.

One of the school teachers said, "Playing together with the toys has brought the children closer and helped them imbibe the qualities of a team leader". Children have been able to mingle and work in a team while playing with the toys. *Smrithi Sharma, who teaches the Fourth Grade said, "Children have started to come early to school to play with these games which has also helped them improve their language learning abilities as well as their memory."*

Chaitanya, another Fourth Grade teacher said, "The sentence starter kit helped the kids to make sentences in a more interactive manner". She further added that it also helped them absorb values of sharing as they would always have to play in groups and share the toys with other kids too. Dart board games especially have helped in concentration skills among the kids.

Creating Toy Libraries in Panchayat Ghar, Uttarakhand

We had distributed toys to Panchayat Ghar in Champavat District, Uttarakhand. In this process, a large number of 2758 children were impacted. In order to establish collaboration with the local governing body, The Toy Bank decided to set up toy libraries in the Panchayat Ghar with the local community which also happened to be a woman headed Panchayat. The Panchayat Ghar is now open every day from 4 p.m. to 6 p.m. for children to play and learn with the toys. Once the children and their families got to know about the newly installed toy library in the Panchayat Ghar, they were open to let their children visit and play with the toys.





It was encouraging to witness the increase in the interest of children in crafts and other creative activities also how they work in a team together and bond with each other while playing. Currently, the youth in the village are voluntarily looking after the Toy Library that was set up. Since the Toy Library was a success in this village, neighboring villages and schools have also requested The Toy bank to set up Toy Libraries in their respective villages.

Rehabilitation Connect

In order to impact all the children, we reached at rehabilitation centre and distributed toys. The toys distributed will be a source of fun, positive and nurturing environment which will

help us to achieve Right to Play.

Toy distribution drive in Tihar Jail

We had distributed toys among the children of Tihar Jail inmates. It was a big step for The Toy Bank as this was an untouched area by us. About 20-25 children received toys from us and were overwhelmed with joy. The mothers, who are inmates in the jail, also thanked us for conducting a distribution drive for their kids.

SCHOOL PARTNERSHIP

- Alcon International School, Mayur Vihar
- ASN, Mayur Vihar
- Bal Bharti School, Dwarka
- Cambridge School, Noida
- Cambridge Foundation, Rajouri Garden
- Delhi Public School, Dwarka
- Delhi Public School, Vasant Vihar
- Gyan Bharti Public School, Saket
- Paramount International School, Dwarka
- Sri Ram School, Vasant Kunj
- Sri Ram Millenium, Noida
- St. Angels School, Gurgaon

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

Central Delhi

Address : 10 Ashoka Road

Contact person : Ms Laita/ Mr Krishan

Phone : 011-23782233/ 011-23782020

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

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



Community awareness in German Chamber of Commerce

We had set up a stall in German Chamber of Commerce in order to spread awareness about our work. About 500 individuals visited our stalls and expressed interest and appreciation of our work. Many also told us that they are interested in volunteering for this noble cause.



However, we were overjoyed in having kids come and take interest in our work. We were delighted to have children tell us that they are interested in donating toys, and not only the ones they don't play with anymore, but also their current favourite toys. One of the children who visited our stall, in fact, told us that she would love to collect toys from her friends and then donate it to us.

UPCOMING PROJECTS

We are happy to announce that we are entering Kakching District in Manipur. Having recently signed an MoU with the Manipur Government, our project will impact approximately 38,000 underprivileged children in 176 schools and around 500 Anganwadi Centres including Mini Anganwadis.



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

