



# QUARTERLY NEWSLETTER

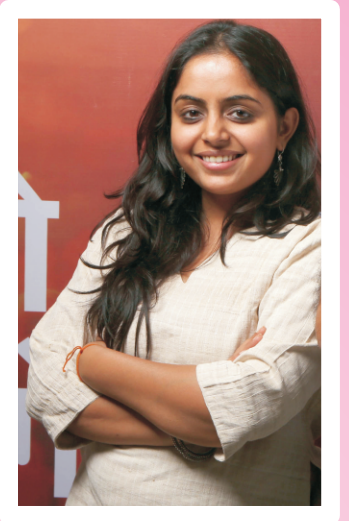
## APRIL - JUNE 2017



## From the Director's Desk

*“No one leaves home, unless home is mouth of a shark”* – a line so powerful, written by Warsan Shire, that no matter how many times I have read it, it still has the same impact on me.

The last quarter we saw a certain section of the society talking about, debating, spreading awareness on the conditions of refugee children on the International Day for Refugees. There were people talking about the environment and the circumstances forcing families to seek refuge and run away from their abode. However, there is also a certain section of the society which remains or chooses to remain blissfully unaware of these perils.



Being an organisation that deals with underprivileged children, it felt that we share the onus of creating awareness among the general public on refugees especially with regard to children. We brought out a video which received a humungous response from our friends and well wishers telling us how this was a step in the right direction.

And that is what we always strive for. A step in the right direction.

A step in the right direction could be making the privileged section aware about the different realities that exist around them or about making them aware that they can contribute to changing the scenario or making the children from privileged backgrounds aware that there are children of the same age who don't have the access to something as basic as toys.

I am hopeful that we at The Toy Bank will be able to expand to more than the current count of 16 states and will be able to spread more smiles among the children.

**Vidyun Goel**

Director

The Toy Bank



## Toy Distribution to Differently-Abled Children

The Toy Bank sent toys to children with Autism, Down Syndrome, Learning Disability etc. to their centre. These toys will be used as an aid in every individual class for each child. While sending toys to institutions working with mentally challenged children, we ensure that we send them musical/light-and-sound toys and/or toys that help them with their sensory integration.

Appreciating the efforts of The Toy Bank, Subhashini Prabhaker, Program Manager wrote, “It was so exciting to see their faces light up with excitement at the joy of receiving the special toy.”

Sumathi, Executive Director wrote to The Toy Bank saying, “Rattling toys, musical toys, toys with texture, cuddly toys, puzzles, balls, toys which cause sensory stimulation are all loving gifts to children with intellectual disabilities who are otherwise deprived of going to a play school or nursery like their siblings or peers. They are all from low socio-economic communities and rarely get to play with toys of this quality and variety.”





# Toy Libraries in Day Care Centres for underprivileged children in Goa

The Toy Bank successfully created its first set of toy libraries in collaboration in Goa. We created toy libraries in select 5 day care centres catering to 535 underprivileged children.

The centre also caters to orphans, street children and children who hail from economically weaker backgrounds. It is in centres which run as schools in the slum areas that the children are able to access quality education and also regular health check-ups. The Toy Bank has sent approximately 1070 toys for the creation of 5 toy libraries in their centres.



## CREATION OF TOY LIBRARIES IN DELHI/NCR

Toy libraries were created in Vasant Kunj (Delhi) and Gurgaon (NCR) for underprivileged children. These centres operate as educational centres for children who cannot afford education otherwise.





## Breaking Gender Barriers Using Toys in Pothia Village, Bihar

Creation of 28 Toy Libraries in Pothia Village for the children of the village was done in the month of June. About 2122 toys were sent which would impact 1061 children in 28 centres. Once the toy libraries were created, we received a lot of photos among which was one wherein a boy was playing with a Barbie.

One of the main reasons we create toy libraries is because in the course of time we realized that when distributions happen, the teachers or anganwadi workers would give out 'separate' toys to boys and girls. It was then that toy distribution was discouraged and toy libraries were created to give the children the freedom to come and play with any of the toys/board games or sport equipment. As an organisation, we believe that it is extremely important to question the inherent bias and gender stereotypes we are brought up with. It is with this belief, that we only encourage creation of toy libraries that all the children work, play and share in this process.



## Collaboration for creating toy libraries

The Toy Bank created 3 toy libraries in schools of Delhi working with underprivileged children. We impacted the 545 children they are working with.



We felt more energized and encouraged once we received a feedback from an official who wrote to us saying that, "Our children now love playing with toys, and it makes their school day even more fun. It has also helped them settle down." He told us that one of the parents also commented on the enthusiasm of their child to attend school now, "He loves school so much that he does not want to stay at home even if he is sick!"



## Increase in enrolment in Non Formal Education centres in Gurgaon

The Toy Bank created toy libraries in 10 centres in Gurgaon. The centres cater to school dropouts in providing them with Non Formal Education. We have been extremely excited after we got to know that one of the parents commented "The schools look complete now. This element was missing and now after the toy libraries have been set up, the schools look complete now!"

Zuber, the Programme Director also called and told us that the children are extremely happy and excited after the creation of toy libraries. In fact, one of the major achievements was that there enrolment has witnessed an increase all of a sudden.





## TOY LIBRARIES IN JAMMU AND KASHMIR

The Toy Bank successfully managed to create toy libraries in orphanages in Jammu and educational centres catering to underprivileged children in Kashmir. This has impacted over 40 students. The setting up of toy libraries was also mentioned in one of the local newspapers in Kashmir.

### BOOKS & TOYS DISTRIBUTED BY NGO IN BARAMULLA



Arawat Mehraj  
Baramulla 20 July ,

Play way equipments & books were distributed among poor & orphans and many other play way schools in collaboration with Toy bank Delhi, in baramulla by Kashmir humanity foundation,

The non-governmental organization, KHF has been running its orphans support programme since 2013 in Baramulla has now extended it to various places of Jammu & Kashmir.the Kashmir humanity foundation is a leading non governmental organisation with having FCRA registration.



# PARTICIPATION IN AWARENESS BUILDING

## Fair by PHD Chamber of Commerce

CSR Fair was organised in PHD Chamber of Commerce wherein The Toy Bank had actively participated. Vidyun Goel, Director had also talked on the working of The Toy Bank in one of the sessions. She stressed on the importance of inculcating values of sharing in the children and also on the importance of making the children aware about the difference between dumping and donating. Once the people had got to know about this initiative, they were highly appreciative of the work.



## CSR Meet in Pragati Maidan

The Toy Bank also participated in CSR Meet Pragati Maidan. In this platform, the team got a chance to interact with a lot of corporate companies, and ideas to collaborate with them by conducting collection drives in their offices were discussed.



## Toy Biz in Pragati Maidan

We were also a part of The Toy Biz that was organised by the Toy Association of India wherein we got a chance to interact with toy manufacturers and retailers. They were extremely interested in collaborating as they told us that they have a lot of discarded or discontinued stock, most of which is usually simply thrown away. A lot of manufacturers and retailers told us that they would definitely donate the reusable items from their stock.

## CSR Awards in Shangri La

A CSR award meet was also organised in Shangri La for which The Toy Bank was a part of. A lot of collaborations were successfully made in this meet with various organisations working with children.

## Participation in a session on Inclusion by Ekal Vidyalaya

Ekal Vidyalaya works to bring education to each and every child in rural and tribal areas. In a session organised by them on inclusion, Vidyun, Director of The Toy Bank spoke on how the work done by The Toy Bank specifically caters to the basic needs of children who are excluded in the mainstream/popular ideas of 'children playing with toys'.



## Upcoming Projects:

**Ekal Vidyalaya:** The Toy Bank is collaborating with Ekal Vidyalaya to create Toy Libraries in their intervention schools. This would impact about 14 lakh children.

**Kailash Satyarthi Foundation:** The Toy Bank is collaborating with Kailash Satyarthi Children Foundation to set up toy libraries in all their centres which would collectively affect close to 75,000 children.

## Launch of new website

We are extremely excited to announce the launch of our new website! Visit our new website at [www.toybank.in](http://www.toybank.in).

## Opening of new Collection Centres

Our ever expanding collection centres are now in Mumbai, Ghaziabad, Panchkula and Bhopal. The details of which can be found below and also on the website.

### Mumbai

**Address:** 109 Shaheed Bhagat Singh Colony, JB Nagar, Andheri East (behind Sangam Cinema)

**Contact:** Sandeep Banga | 9819748617

**Address:** Flat 502, Tower 8, Orchard Residency, Ghatkopar West, (behind R City mall)

**Contact:** Sandeep Banga | 9819748617

### Bhopal

**Address:** House No 9, Albert Ekka Vihar, Gulmohar, E-8, Arera Colony, Bhopal - 39

**Contact:** Akanksha Prakash | 8527164792

### Ghaziabad

**Address:** Plot #69, Gyan Khand – II, Indrapuram, Ghaziabad, Uttar Pradesh – 201014

**Contact:** Mallika Dasgupta | 8240900852

### Panchkula

**Address:** Flat No 701, Tower C, Bhai Mati Dass Housing Society, GS 1, Sector 23, Panchkula

**Contact:** Gyan Deep Banga | 07381077373



## Statistics for this Quarter

**Number of Children impacted**

2917

**Numbers of Toys Given out**

5824

**Number of Organisation parnered with**

7

**Number of Toy Libraries Created**

46

Contact Us:

011-23782020, 7290938205, 9971798209 or Email us at: [info@toybank.in](mailto:info@toybank.in)

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