

# The Great Toy Giveaway

## What

The Great Toy Giveaway is a school-wide service project hosted by [The Great Kindness Challenge](#) and [The Toy Foundation](#), providing students an opportunity to joyfully put their compassion into action. The project is fueled by toy company donations to The Toy Foundation. Participating schools will receive donated toys and lovingly distribute them to children in need. Students at participating schools will be guided to identify the needs within their own communities with one goal in mind - to bring smiles and joy to kids in need. To make the project extra meaningful, students will add a personalized note of friendship to each toy delivered. At some sites, students will elevate the experience even more by not only delivering the toys, but also connecting with each other as they enjoy the toys together, truly “playing it forward”.

## When

**May 2 - 14, 2019** The Great Toy Giveaway pilot schools sign up.

**May 2019 - Fall 2019** Participating schools receive toy donation shipments.

**September 2019 - January 2020** Schools organize their Great Toy Giveaway projects and distribute donated toys to children in need.

## Why

Because as kids joyfully give to other kids, an enthusiasm for giving and a lifetime commitment to kindness will be sparked.

## How

1. Invite one or more schools in your community to also be a Great Toy Giveaway pilot school. An ideal scenario would be to invite your neighboring elementary, middle or high school.
2. Provide the name and contact info of the invited school(s) to Jill at [info@greatkindnesschallenge.org](mailto:info@greatkindnesschallenge.org)
3. Accept the delivered toys from the shipping company.
4. Arrange with the invited school to pick-up a determined amount of toys (we will leave this up to your two schools to determine how many toys each school will distribute) from your school to be stored at their school until distribution of the toys in the fall. Or arrange for toys to be picked up after summer break, if that is easier.
5. Store the toys in a secure location until ready to be distributed to kids in need in the fall. (In most cases, the toys will be shipped to your school prior to summer break, so the toys will need to be stored over summer vacation until school resumes in the fall.)
6. In the fall, gather a group of students (student council, kindness club, entire classroom, etc.) and invite them to lead The Great Toy Giveaway for your school:
  - Take a look at the stored donated toys and assess the appropriate age level of the kids who will receive the toys.
  - Brainstorm appropriate locations for the distribution of the toys. Think of local hospitals, shelters, military bases, Boys and Girls Clubs, community centers, neighboring schools with low-income families, etc.
  - Have the students contact the desired locations to ask if they'd like to receive the toys, and if so, how many kids are at the location. You may need to select a variety of locations to distribute all your toys.
  - Schedule a date(s) for the distribution of the toys.
7. Invite your entire student body to create notes of friendship to accompany each toy that will be given to each child in need.
8. Collect all notes of friendship and attach them to the toys.
9. Organize two or more students to distribute the toys to your selected locations.
10. If possible, arrange for some of your students to create meaningful connections with the children receiving toys by playing with some of the toys together.
11. PHOTOS & VIDEO! Be sure to capture the joy with photos and videos. Please take pictures of the students planning, creating friendship notes, and delivering the toys. Please feel free to share the photos on social media using [#TheGreatToyGiveaway](#). Please also email the photos to [info@greatkindnesschallenge.org](mailto:info@greatkindnesschallenge.org).
12. Complete the simple [GTG project report](#).
13. Smile big knowing you have brightened the lives of hundreds of youth! Your kindness matters!!



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