



# The Great Toy Giveaway

- During a Global Pandemic -  
2020 - 2021 Year 2 Program Report

# About The Program

## Great Toy Giveaway - Year 1 Impact

The Great Toy Giveaway, a peer-to-peer toy giving program, launched in 2019 with great success. Nearly 8,000 students in 5 states lovingly distributed over 13,000 toys to 10,519 children in need. You may see the joy and the far-reaching impact of the Great Toy Giveaway Year 1 program [here](#).

## Year 1 Impact: 18,314 Total Youth Impacted



**13,172**  
Toys Lovingly Distributed

**10,519**  
Receiving Children

**7,795**  
Giving Students

**70**  
Benefitting Facilities

**29**  
GTG Pilot Schools

# COVID-19 & GTG Year 2

In 2020, due to COVID-19, the scope of the project changed significantly. We faced many challenges. With stay-at-home orders, students learning remotely, ongoing restrictions on in-person events and the ever-changing safety guidelines, the 2020 program implementation required much flexibility and adaptation.

We knew however, that with COVID-19 severely impacting many families, the need to bring joy to kids and families was more important than ever.



# GTG Year 2 Partners

## Three Passionate GTG Partners

In addition to the Kids for Peace home community of Carlsbad, CA, we involved two amazing partners in Kansas and New Jersey to facilitate The Great Toy Giveaway events. We knew that despite COVID-19, the selected partners would rise up to the challenge and ensure a safe and responsible delivery of thousands of beautiful toys to families in need.

### Leonard V. Moore Middle School in Roselle, New Jersey

We were thrilled to have Leonard V. Moore Middle School participate in The Great Toy Giveaway for the second year in a row. They went above and beyond during the year 1 toy distribution and we knew we just had to engage their school and students again! Under the leadership of Mira Septimus, we were amazed to see how their local Great Toy Giveaway event turned out.



# GTG Year 2 Partners

## Lucy's Kids for Peace in Kansas City, Kansas

Lucy's Kids for Peace chapter is a group of trailblazing young peacebuilders with years of experience in giving back to their community and uplifting the lives of the most vulnerable. Under the leadership of Jill Chalfie and Bev Weber, we knew they would mobilize their community and organize an epic Great Toy Giveaway, serving those who need it the most.



# Receiving Toys

**May - June 2020**

Close to 1,000 toys were shipped directly to LV Middle School in New Jersey. Two 18-wheeler trucks in total delivered 48 pallets of toys to Kansas and California. Each location, in accordance with their safety protocols, received and stored the toys until it was safe to distribute them to families in need.

## **Marines to the rescue!**

With ongoing COVID restrictions and limited volunteer power, we were truly grateful for the mighty Marines from Camp Pendleton who helped unload and store the California toys.



# Organzing Toys

**December 2020**

A team of Kids for Peace volunteers of all ages sorted and organized the toys in preparation of the Great Toy Giveaway distribution events.







# GTG Distribution Events

## Bringing Joy During The Holiday Season

Our team was determined to host the 3 Great Toy Giveaway events during the 2020 winter holidays. With so many families being financially impacted by COVID-19, we knew that the gift of new toys couldn't come at a more perfect time. One of the California event recipients shared:

*"Thank you for the toy drive thru..... the only presents under our tree." Lisa L.*

The 3 Great Toy Giveaway events in California, Kansas and New Jersey all took place on Giving Tuesday, December 3rd, 2020. We loved the synergy and the media appeal of aligning our Great Toy Giveaway events with this global day of giving. Each event was hosted in accordance with local health and safety guidelines and protocols. We hosted a drive-through toy distribution event in California, an outdoor community event in New Jersey and an indoor event in Kansas.



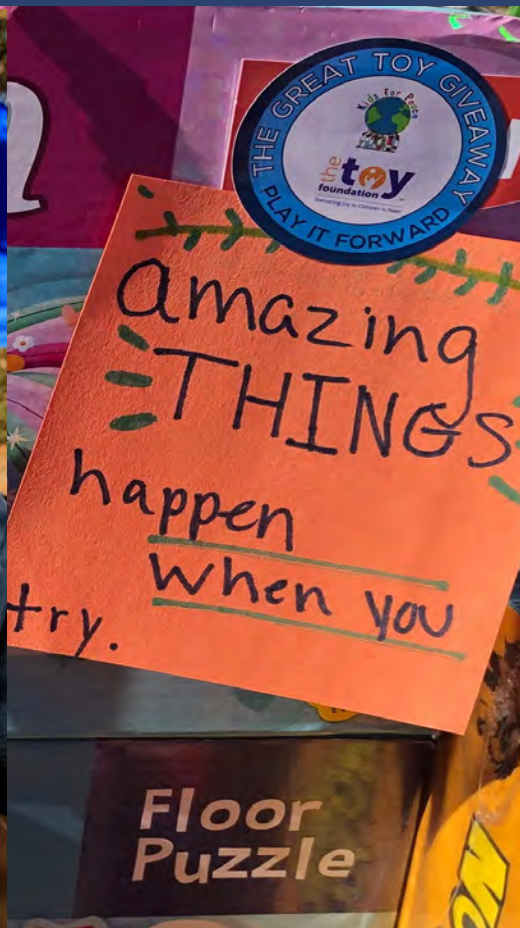
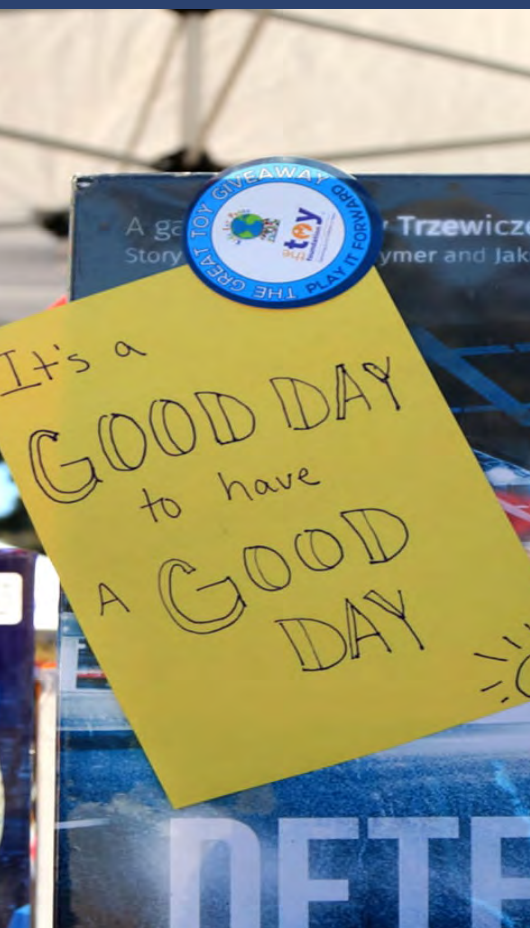
# GTG Carlsbad, CA Event

With strict COVID-19 restrictions in place in Carlsbad, CA, we organized an invitation only drive-through event. Sixty-six families from a local title-1 school (a federally recognized low income school), a local Boys and Girls Club and other vulnerable families received toys during the drive-through Great Toy Giveaway event.

The timing of the Carlsbad event was particularly important due to the cancellation of the local Carlsbad Christmas Bureau, a program which for the past 50 years has provided hundreds of local low-income families with Christmas gifts. We are grateful to have been able to fill that community need thanks to the generosity of The Toy Foundation.

Despite the face masks, smiles and holiday cheer were abundant!







# The Great Toy Giveaway

♥ Play it forward! ♥

Students lovingly distribute toys to kids in need through children's hospitals, homeless shelters, military bases, schools, foster care organizations and community centers.



Brought to you by









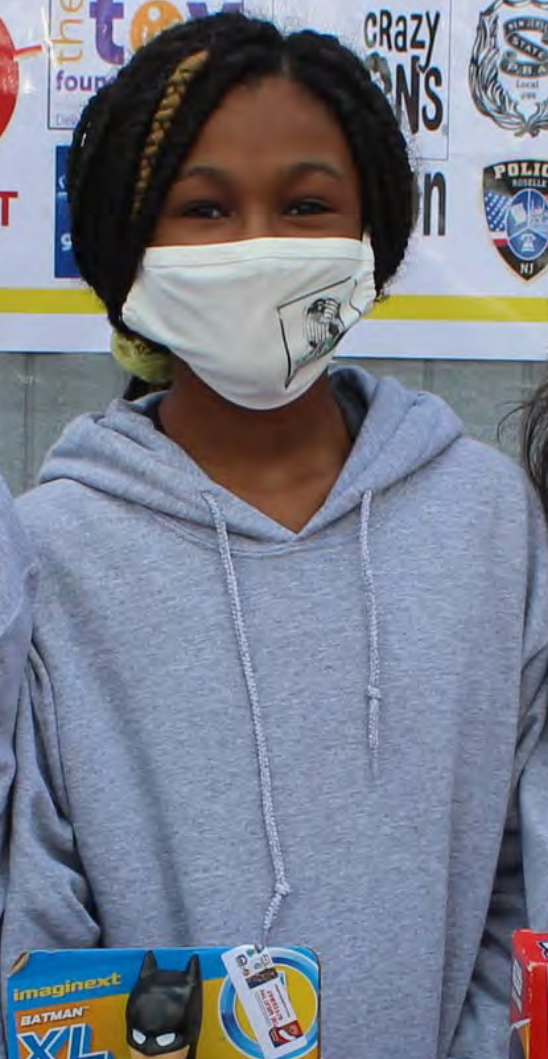
# GTG Roselle, NJ Event

The Leonard V. Moore Middle School Generation On Kids Care Club in partnership with the Roselle Police Department, hosted a community-wide Great Toy Giveaway event. On a first-come, first-served basis, the event attracted families from Roselle Public Schools including Harrison Elementary, Polk Elementary, Washington Elementary and Kindergarten Success Academy.

Over 1,000 toys, all thoughtfully displayed on tables set up in the Leonard V. Moore Middle School parking lot, were joyfully distributed to children and families. We are so happy to know that children of Roselle felt loved and cared for through the gift of new toys.



Thank you to our Sponsors







# GTG Kansas City, KS Event

Our friends in Kansas made us proud! They hosted an amazing holiday Great Toy Giveaway event in partnership with Sporting KC, their professional soccer team. The Children's Mercy Park Stadium in Kansas City, Kansas was a perfect venue to share hot cocoa, Santa Claus and hundreds of toys with 66 vulnerable families and over 200 grateful children!

In the spirit of giving, hundreds of toys were also safely delivered to the following community organizations: Children's Mercy Hospital, Shadow Buddies, KVC Health Systems, Shawnee Community Services, the Shawnee Police & Fire Departments, Sunrise Senior Living, Phoenix Family, The Jared Box Project and Benninghoven Elementary. These organizations ensured the toys were delivered to additional kids in need, extending the reach of The Great Toy Giveaway.

Special thanks go to the students from Benninghoven Elementary, Mill Creek Elementary, Trailridge Middle School, and Shawnee Mission Northwest High School for creating the notes of friendship to accompany each toy!







# GTG In The Media

We are very thankful for the extensive Great Toy Giveaway media coverage!



THE GREAT TOY GIVEAWAY HELPS CHILDREN



Thank you for giving us the opportunity to put compassion into action and to come together to serve our most vulnerable communities during this challenging time. The gift of new toys was much appreciated by the families and greatly enjoyed by the children. This year, the smiles on children's faces were more precious than ever. Thank you for bringing joy to our communities! We are truly grateful.

