

# Toy Sale Fundraising Guide



**WILL YOU** organise the world's most important toy sale?

We Save the Children  Will you?

## Thank you for choosing to hold a toy sale for Save the Children.

Every year 10 million children die before their 5<sup>th</sup> birthday. That's one child every three seconds. The shocking reality behind these figures is that over six million of these children are dying from a lack of food and basic healthcare. Two of the three main killers responsible for the lives of these children are malaria and diarrhoea, but we know that oral rehydration salts and malaria nets – items that cost less than two pounds each – would keep these children alive.



An incredible £2.2 billion is spent each year on toys in the UK. Many of these toys end up sitting unused under the bed. Just imagine what good the sale of these toys could do for the millions of children who have to go without their basic rights.

Here are some examples of how every contribution can make a massive impact on the children who most need our help:

- Just £4 could pay for life saving anti-malarial treatment for a child in Sierra Leone
- £7 could buy a week's supply of Plumpy'nut®, a special high-protein, high-energy peanut butter that will help a severely malnourished child to get well
- £21 can buy 5 mosquito nets treated with insecticide, to keep disease carrying mosquitoes away, so children can sleep safely at night
- £80 can buy a full first aid kit for a health centre, to provide the vital equipment it needs
- £285 can pay for equipment to provide safe drinking water for an entire school in Afghanistan

Within the following pages you will find everything you need to run a successful toy sale event in your community and help save lives.

## What can I sell?

You could collect and sell anything from board games to computer games, toy figures to musical instruments – it's up to you! Think of some of the great toys from your day – Action Man, Barbie, Transformers, Super Mario Brothers – the list goes on!

However, you must ensure all the toys sold are safe. Only offer for sale, nearly new, unbroken and complete toys. Avoid toys for the very young (under 36 months) unless unopened and from reputable suppliers.

If you are in any doubt of its safety, don't sell it!



## How do I get toys to sell?

There are a number of ways that you can get toys for your sale. You could:

- Ask friends, family and neighbours to contribute unwanted toys and games to your sale
- Put a small advert in your local shop or post office asking people to make a donation – and to attend your sale- and remember to say that it is for Save the Children!
- Ask friends and colleagues at school or work to donate something to your sale
- Immediately after New Year may be a good time to appeal for toys, when families are often having a clear out of the things they no longer need. However, any time of year can work, just allow yourself plenty of time!
- If you do not have the storage space for the toys, find someone that is happy to hold them for a while, such as your place of work. This could also act as a drop off point, making it as convenient as possible for people to donate.

## Where can I hold the toy sale?

The great thing about having a toy sale is that you can have it anywhere. Here are just a few ideas:

- Find out where your local car-boot sale is and get a stall there
- Hold a stall in your canteen at work
- Have your toy sale during lunch-break at school
- Find out if you can do something in your local church or village hall
- Organise a Bring and Buy event with the local scouts, guides, brownies, sports club, church group, or Woman's Institute

## When should I hold my toy sale?

The exact day may depend on when you can book the venue or attend the local car boot sale. However, bear in mind, public sales are more likely to be attended at the weekend, but avoid holding your sale on the same day as any large local or sporting event.

## How do I tell people about my toy sale?

The most important thing is to promote your toy sale – so that plenty of people come! You can do this in a number of ways:

- Use the posters and flyers provided with this pack to get maximum advertising for your sale. If you require extra posters or flyers then please contact your local fundraising representative (details at the end of this pack)
- Let people know that you are running a toy sale through word of mouth – make sure you tell all of your friends!
- Let your local newspaper and radio station know about the sale. You can request our template press release to guide you.
- Contact your local school, nursery and parent and toddler group – they may have things to donate – and may come along too!

## How do I price the toys?

We owe it to the children we work with to get the best possible price for the toys. Hopefully you will have sourced good quality toys, but you may have to remove any broken or dangerous toys. As a general rule, price the good quality toys at about half the original sale price. Use catalogues from toy retailers such as Argos or Toys R Us as a guide. You may find it easiest to group toys together by price, rather than pricing each individual toy.



## How do I raise even more?

You could also serve refreshments – even hold a coffee morning with the toy sale – a great way to raise extra money! And why not use the more valuable toys you have collected as part of a tombola or raffle to bring in even more? There are plenty of creative ways to raise that extra cash. Take a look at our free fundraising guide for further advice. It's available from your local fundraising representative or online – [www.savethechildren.org.uk/givetime](http://www.savethechildren.org.uk/givetime)

## Who should I contact if I have further questions?

If you have any further questions, please do not hesitate to contact us. The details of your local fundraising representative are on the cover letter of this mailing. They can also provide you with any resources you need, such as posters, stickers and further information on Save the Children. Or you can contact Supporter Care on 0845 606 4027, or at [supporter.care@savethechildren.org.uk](mailto:supporter.care@savethechildren.org.uk).

## What do I do once I have completed my toy sale?

Please bank all money you have raised and make a cheque for the total amount, payable to Save the Children. Complete the remittance form provided and return to:  
Supporter Care, 1 St Johns Lane, London, EC1M 4AR, unless otherwise instructed by your local fundraising representative.



## How else can I help?

If you are unable to hold a toy sale, there are a number of other ways that you can help:

- Take your good, clean, complete toys and games to your nearest Save the Children shop. You can find details of your nearest shop at [www.savethechildren.org.uk/givetime](http://www.savethechildren.org.uk/givetime). Don't forget Save the Children shops also accept good quality clothing, bric a brac, books, music and films.
- Sell your toys from the comfort of your own home on eBay and donate the proceeds of the sale to Save the Children. Go to [www.ebay.co.uk/ebayforcharity](http://www.ebay.co.uk/ebayforcharity) to find out how. eBay will even refund the usual selling fees, meaning it won't hit you in the pocket.
- For more ways to get involved visit our website [www.savethechildren.org.uk](http://www.savethechildren.org.uk).

**Thank you for supporting Save the Children and helping to create dramatic change for children.**

**Your local fundraising representative:**

**NAME:** .....

**TELEPHONE NUMBER:** .....

**EMAIL ADDRESS:** .....

**10 MILLION** children die every year  
before their 5<sup>th</sup> birthday

**WE** are working flat out to stop this

**YOUR** toy sale means we can

Save the Children is the world's independent children's charity. We're outraged that millions of children are still denied proper healthcare, food, education and protection. We're working flat out to get every child their rights and we're determined to make further, faster changes. How many? How fast? It's up to you.

[savethechildren.org.uk](http://savethechildren.org.uk)  
0845 606 4027

**We Save the Children**  **Will you?**