

MESSAGE FROM THE DIRECTOR



I wish you all a very Happy New Year, 2019.

“Children learn as they play. Most importantly, in play, children learn how to learn.” -O. Fred Donaldson

Play has many different forms and definitions. We all have observed that whenever we were taught any new topic by our teachers through play way method, we were able to retain more. It allowed us to be more creative, also refine gross and fine motor skills. By playing children also learn to socialize and explore.

Just as the silkworm needs mulberry leaves for growth, a child needs to PLAY for its holistic development. But unfortunately, children living in vulnerable conditions do not have any access to toys and storybooks leading to an unhealthy childhood. To bridge the gap between the privileged and underprivileged children we conduct the Toy Collection Drive in schools. It acts as a medium to sensitize the privileged children with the values of sharing and caring in one hand and giving access to toys, board games and storybooks to underprivileged children in the other. To acknowledge their support The Toy bank family organized “School to School” to celebrate “Importance of Play” and ensuring that each child gets to experience a healthy childhood. After receiving a marvellous response from the school, I feel more motivated and refreshed to spread happiness to the children through toys, who have no access to toys to play with. And, when I look back, I'm filled with the sense of gratification for successfully creating 4883 Gender Neutral Toy Libraries impacting more than 5 Lakh children in 24 states of India by recycling approximately 15 lakh toys and storybooks.

This year we are hoping to reach out to 50000 children and make our presence in all 29 states and union territories of India. We are also in the process of creating a play curriculum which will help the teacher to explain the concepts in a more effective and engaging way through toys.

Vidyun Goel
Director
The Toy Bank



Creation of Toy Library for 77 children in Ludhiana

Play provides children with cerebral palsy the opportunity to communicate, make choices and relieve tension. They uncover the elements that make life enjoyable and develop interests and hobbies. Plays also boost their self esteem, stimulate creative thinking, release emotion and provide opportunities to practice their skills and different roles.

To enable the play therapy for Cerebral palsy children, The Toy Bank has successfully created a Toy Library for 77 children with Ashirwad NICPA collaboration. The library will provide therapeutic benefits and holistic development to the children.



Creation of 2 Toy Libraries for the children in Delhi

Children who are in school can enhance their learning with engaging and educational toys. The Toys are not only source of entertainment but for learning new things in a more creative way.

The Toy Bank has successfully created 2 Educative Toy Libraries for 25 children living in Sant Nagar Ghars, Delhi in partnership with Udayan Care. The libraries will provide educational and social improvement opportunities to the children between the age group of 6-18 years.

Creation of 3 Toy Libraries for 65 children in Mizoram

Shelter homes are not generally viewed as centers for literacy interventions like home schools. This situation arises from a societal perception that the role of shelters is merely to provide a temporary housing facility for people who are not stable financially. Shelters serve as abode for a large number of children living below poverty line, expanding the roles of shelter homes beyond a basic housing facility becomes difficult. Engaging children in literacy activities is of utmost importance, given that education is considered to be the key differentiator in breaking the cycle of homelessness.

To address the need, The Toy Bank has successfully created Toy Libraries at shelter homes in Mizoram in collaboration with Light For Comprehensive Development. The library will provide a healthy space for the children where they can express feelings and practice different roles. Board games like monopoly, chess and word power allowed them to think critically, build vocabulary and general reasoning skills.



Creation of 4 Educative Toy Libraries for 180 children in Ahmedabad, Gujarat

For young children play become the basis for creativity in art or music expression. The toys help the children to express, imagine and creative through play. The Toy Bank has created Educative Toy Libraries in government school and community library in collaboration with Teach For India. A Fellow from Teach For India told us that the children are always excited to play with the toys.

Creation of 3 Toy Libraries for 84 children in Gujarat

The Toy Bank has created 3 Toy Libraries in the Anganwadis of Kundiamba village, district Narmada of the state Gujarat in collaboration with Aga Khan Foundation.

The Anganwadi teachers could hardly contain their happiness when they saw the children exploring and playing with different kinds of toys for the first time in their lives. The teachers believed that the toys have brought a lot of positive impact on the children.



Creation of Toy Library for 86 children in Odisha

Play therapy helps the children in concentration, retention, analysis and inference. These attributes are extremely helpful in understanding various concepts and theories later in their lives.

The Toy Bank has successfully created a Toy Library with Gram Vikas under the BAFLA Project. The library is impacting 86 children in Tangri Village, Odisha.

Gram Vikas team believes that the creation of Toy Library has led to an increase in the attendance of the children. It has also lead to an increase in children's interest in understanding basic mathematical concepts of subtraction, addition e.t.c. as teachers are using toys in the classrooms to explain them.



Creation of 21 Toy Libraries in Villupuram, Tamil Nadu

The Toy Bank has successfully created Toy Libraries for 500 children of Danish Mission Higher Secondary School in Kalrayan Hills, Tamil Nadu.

The School Headmaster wrote to us that after seeing the toys, children cheered in joy and started embrace them to express their happiness. Most of them are playing with toys for the first time. And now, they are very excited to visit the school and play with them.



Creation of Toy Libraries for 370 children in Arunachal Pradesh

When a child is impulsive and has a tendency to react with violence. Play acts as a treatment. It allows to resolve different emotional difficulties and achieve optimal growth. It creates a healthy ambience for the children which is very important for their emotional well being.

The Toy Bank has successfully created 3 Toy Libraries for 370 children staying at Children Home & Specialized Adoption Agency and OJU Mission School in Naharlagun and Seppa district of the state Arunachal Pradesh. The Libraries were created under the partnership of OJU Welfare Association.

Nilav J. Gohain, Executive Director, OJU Welfare Association wrote to us, "We appreciate your noble endeavour to benefit such underprivileged children by establishing Toy Libraries".

Creation of Toy Libraries for 200 children in Ranchi, Jharkhand

Children learn effectively when they are taught by play way method. But, there are many children living in tribal areas who do not have access to toys and storybooks. And, to provide them the access, The Toy Bank has created 2 Toy Libraries for 165 children between the age group of 5-18 years in collaboration with Aahan Tribal development foundation.

The toy Libraries will cater to the children living in the tribal areas for both educational and leisure activity. Games like puzzle, blocks, monopoly will keep them engaged and improve their physical and mental skills.



Creation of 2 Prison Toy Libraries in Noida, Uttar Pradesh

A parent in the prison means a crisis for that child. As per the Supreme Court guidelines, a child till the age of six is allowed to stay with their mother in prison especially when there are no close relatives to take care of them. Unfortunately, it makes the child unaware about the things happening outside the prison. The basic necessities essential for the child's healthy development are not available making it difficult for them to adapt new surroundings.

The Toy Bank has successfully created Toy Library in Firozabad and Gautam Budh prison in collaboration with Ranganathan Society. The library will impact 40 children. Toys in the libraries are not only for leisure activity but will also help the children to learn and develop fine motor skills which will help them in future.

Creation of Toy Library for 115 children in Udaipur, Rajasthan

Play promotes joy, which is essential for a child. The child should have a healthy environment where the process of learning is self-sustained as it is on a natural love of playful engagement life. And, in order to achieve that The Toy Bank has created age graded Educative Toy Library for 115 children from the age group 1-13 years in partnership with Alfa Educational Society.

The library caters to the children belonging to economically weaker section of the society who do not have any access to toys and storybooks. The creation of the library allows the children to play together which will enhance their social and leadership skills.

Creation of Educative Toy Libraries in Uttar Pradesh

Children studying in the school know how to continue their classroom learning with educational toys and games. To encourage the experiential play learning, The Toy Bank has created Educative Toy Libraries for 218 children in government school library of Neemka and Mahabalipur village in collaboration with Ranganathan Society.

The library will provide access to toys, storybooks e.t.c., and a platform where they all have a healthy protective ambience to play, learn and grow.

INCREASING OUR REACH

The Toy Bank entering Kerala

The Toy Bank is present in 23 states until now.

We feel proud to announce that we have entered Ernakulum District, Kerala to create 3 Toy Libraries impacting 86 children. This is done in partnership with Unnati. The toys and games will help to create an environment which keeps on improving their social skills as they will learn to play in groups.



Collection Drives in Schools in Delhi:

We had organized collection drives in the schools across Delhi-NCR. One of the most encouraging aspects was that the children were extremely happy and interested in donating their favourite toys and books to the underprivileged children in need, which not only included their used and discarded toys but also their current favourite that they play with.

Since the school which would manage to collect the maximum number of toys was promised a trophy, we saw an increased interest among the children to organize the collection drive and collect as many toys as possible. We thank all the schools which participated in the collection drive and supported us immensely.

Manav Sthali School, Rajinder Nagar	Lotus Valley International School, Noida
Basava International School, Dwarka	The Indian School, Sadiq Nagar
Vidya Bharti School, Rohini	Bal Bharti Public School, Pusa Road
Ambience Public School, Safdarjung Enclave	ASN Senior Secondary School, Mayur Vihar



EVENTS

School to School

The Toy Bank organized an event “School to School” on 21st December 2018 at India International Centre. Fashion Designers Charu Parashar and Rina Dhaka were the keynote speakers who stressed on “Importance of Play” and ensuring that each child gets to experience a healthy childhood. The event felicitated the work done by its 100 schools partners on organizing toy collection drive in their respective schools.

The Toy Bank also organized a competition on the same day between schools, where students expressed themselves on the topic “Importance of Play”. Each school presented on the topic either by performing a dance, theatre or speech.



MoU signed with Ashoka University, Haryana

The Toy Bank has signed an MOU with Ashoka University, Haryana to create Toy Libraries in the villages of Haryana state. The Toy libraries would increase the access of toys and storybooks to the children living in vulnerable conditions. The Toy Kits provided by The Toy Bank will affect 1,241 children in Sonipat villages like Seoli, Asawarpur, Aurangabad, Tanda and many more.

Till Now, The Toy Bank has created 5 age-graded Educative Toy Libraries for 648 children in 5 villages of Sonipat. The School Principal told us that children are already excited to visit the Toy Library. Also, it will minimize the gap between the privileged and unprivileged children as they are getting equal opportunity to play and learn with toys and storybooks.



AWARDS

The Toy Bank Director, Vidyun Goel, has been awarded "Delhi Star Awards 2018" on 6th December 2018 by Adhikar Manch for her contribution towards society.



STATISTICS FOR THIS QUARTER

Number of Children impacted

2694

Number of Toy Libraries created

61

Number of Organisations Partnered with

13

Number of Children Sensitized

24000

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