



ANNUAL REPORT

2017-2018

MESSAGE FROM THE DIRECTOR



“There are children playing in the streets who could solve some of my top problems in physics, because they have modes of sensory perception that I lost long ago” – a quote that is attributed to J. Robert Oppenheimer, a well known American Physicist and Professor, who is often called 'Father of Atomic Bomb'. What Oppenheimer also hinted at was how play is extremely important in the life of a child. And indeed it is. Play is not only a leisurely activity. It aids in the holistic development of a child. Whenever I come across parents asking their children to stop playing during exams, I have often wondered and tried to figure out the relation between the two. Unfortunately, a lot of us still believe that playing is merely 'fun' and not educative.

Since the beginning of The Toy Bank 15 years back, I have been a strong advocate of play and games being educative and hence necessary for children. Unlike the popular belief, children indulging in play – both indoor and outdoor activities - have always benefitted. I am yet to find a downside to play. I wonder if Mithali Raj had been asked to study and not play would she have shattered records to become the first player to score 6000 runs in women's ODI cricket.

I believe that the step I took 15 years ago which involved distribution of my toys to a nearby slum area was a step in the right direction. Indeed a small step, but a necessary one for the larger goal. That one action created ripples which led to volunteers joining in, collection centres being created across the cities and even schools partnering with us, all of which has led to the growth of The Toy Bank.

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

Curating Gender Neutral Toy Kits for our Toy Libraries was a step which created a lot of doubts in the minds of our partners. In one of our events, there happened to be a discussion on how as a society it is important that we go through the process of unlearning and how that is a step in the right direction. When questions were raised as to how we can ensure that children don't stick to the gender based stereotypes while playing, we ended up questioning ourselves. How easily do we as adults break these stereotypes? Do we still poke fun at a boy/man dressed in pink?

In the past 15 years, The Toy Bank has had its share of ups and downs. There have been stages where we have been at the verge of collapse. And each time that happens, I end up reading a story on how toys have helped the children. Messages from teachers also come with a tone of surprise. Most teachers are amazed at the degree of positive impact created by toys. Teachers are finding it easier to interact and engage with children because of the toys. They have started using toys to teach numbers, alphabets, mathematical operation such as addition, subtraction etc.

It is at this point that I feel my mission to change the perspective about toys being used for education and not only for leisure is being accomplished. And I strongly feel that it is time that we as individuals and as a society try to bring change at both microscopic and macroscopic level.

VISION AND MISSION

Vision: The Toy Bank envisages a society where the underprivileged children have the Right to Play and get their childhood back by actively involving them in educative toys and story books in order to help them gain an active and enriching life.

Mission: To enable every underprivileged child an opportunity to have holistic development through toys, games and story books to bridge the gap between the privileged and underprivileged children by instilling values of sharing and caring in each child

WHY TOYS ?

Toys, apart from being a source of entertainment, also help in the holistic development of children. Toys help in fostering the mental, social and emotional development of children. A child's brain is developed by the age of four. Playing games enhances the development of physical and motor skills, and spur growth of cognitive abilities and social skills in children. It is in the light of these facts, we believe in Recycling Toys – Recycling Smiles.

Development of Physical Skills: Physical and gross motor skills are developed as a child learns to reach, grasp, crawl, run, climb, and balance. Fine motor skills are developed as children handle small toys.

Development of Cognitive Thinking: Children move on to higher levels of thought as they play with educational toys. Children also learn colours, numbers, size, and shapes.

Development of Language Skills: Language develops as a child plays and interacts with other kids. This begins with babies playing cooing games. Learning to cooperate, take turns and play by the rules facilitates development of communication skills.

Development of Emotional Well-being: A child overcomes fears and bad experiences through play. When the children at play feel safe and successful, they gain important principles of positive emotional health.

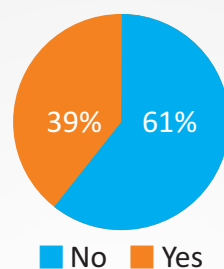
Means of Development for Differently – Abled: The aforementioned points also go on to emphasise that engagement in play is beneficial to differently-abled children as well. Indulging in play helps children with Autism, Down Syndrome, Learning Disabilities etc. to develop their skills much faster.



Gender Neutrality through Toys: The Toy Bank also believes in creating gender neutrality through toys. And it is with this vision that Toy Libraries are created. Toy Libraries give the children freedom to choose and play with what they want.

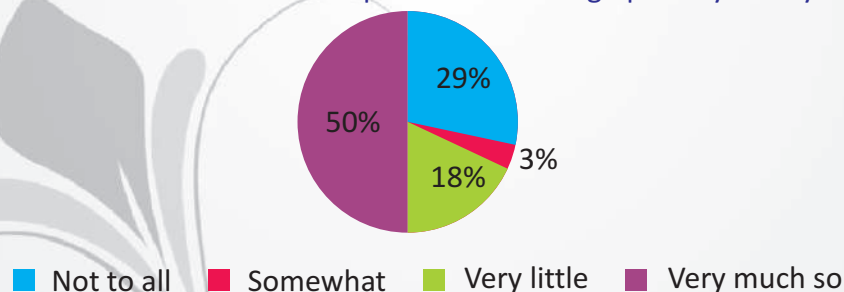
Toys, therefore, play a multi-faceted role in the development of a child. Before the creation of Educative Toy Libraries in the current existing project areas, the children hardly had access to toys and therefore hardly had the opportunity to indulge in different kind of play.

Participation of Children in Play Before Setting Up of Toy Libraries



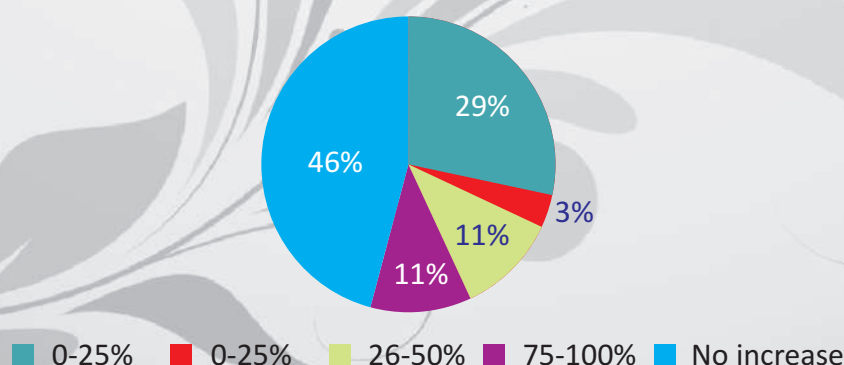
Around 60% respondents said that the children never indulged in play or games before the setting up of our Gender Neutral Educative Toy Libraries. This goes on to show the lack of access to toys in the existing structures. In fact, to ensure that Right to Play of an underprivileged child is reinforced, Toy Libraries become extremely important.

Extent to decrease in dropouts after setting up of toy library



Once the Gender Neutral Educative Toy Libraries were created, it was observed that children's interest in remaining in the schools/anganwadis/educational centres increased manifold. More than 50% respondents have shared that there has been a drastic decrease in the dropout rates after The Toy Bank intervention. The Educative Toy Libraries are keeping the children engaged and unlike before, they are choosing to stay throughout the regular school hours. This will ensure that the children will be able to settle in the mainstream educational system.

Increase In Attendance After Intervention



Not only has there been a decrease in dropouts, nearly 50% schools and anganwadis centres with Toy Libraries have also witnessed an increase in attendance. This goes on to prove that with proper infrastructural support which also takes into account the fact that toys/games/playgrounds are necessary for proper education, children will get positively impacted. The increase in attendance ensures that the children will be accessing mainstream education.

Success Story:

The Toy Story: How attendance increased in Anganwadis because of toys in the tribal area of Kaprada District, Gujarat

Kaprada is a predominantly tribal taluka situated in Valsad District in Gujarat. Poverty, lack of health care, less access to water etc. are problems faced by the tribal community in this area. The villagers in Kaprada also face a high rate of malnutrition with a large number of malnourished children in the village. Implementation of Integrated Child Development (ICDS) was conceived as a comprehensive early childhood intervention to mitigate and eradicate this issue, but to date, it faces a number of challenges in its effective implementation. On a usual routine day, few kids in the neighbourhood collect milk and breakfast and return to their houses while some wait till lunch is served.

Taking into account the aforementioned conditions, The Toy Bank decided to work in this particular area and was able to impact around 506 children in anganwadis in Diksal, Chavsala and Narvad villages of Kaprada.

“I had distributed the toys via The Toy Bank to the Anganwadi a week ago and on my surprise visit to the Anganwadi, I found that the box was still present, filled with toys and I felt jubilant when I was informed that the Anganwadi worker curated the toys and did not permit the kids to take the toys home”, says Shravani.

Once the toys were presented, they played mostly in the Anganwadi premises unlike earlier when the toys were not available. They played with the building blocks and were able to assemble a train and also managed to fashion a building. It was very visible how their young minds were stimulated and intrigued on how to use the toys. The Anganwadi worker Ms. Kumudben Chaudhari said “The toys are really helpful; the kids are visiting the Anganwadi and staying back.” She also talked about how she was able to carry out some documentation while the kids were kept occupied with the toys.

Another Anganwadi in Dikshal village also witnessed the same change in trend of children coming in and staying in the anganwadi instead of going back home after receiving their daily quota of edible consumables. It was quite conspicuous how the energy level in the kids was through the roof but their attention span was really short.



PROCESS

In order to create and sustain Gender Neutral Educative Toy Libraries, the following methodology is adopted:

Collection

House Hold Collection: We gather used and unused toys through our dropping centres spread across India. These are homes or offices of volunteers who have offered a small place in their premises for collecting toys.

Collection Drives: We periodically carry out collection drives in various private schools, housing complexes and corporate houses.

Refurbishing/Recycling

The collected toys are washed, cleaned, refurbished and/or recycled and given a makeover to make them reusable. The toys are then repackaged into Age Graded Toy Kits.

Creation of Toy Libraries

Once the Toy Kits reach the centres, they are unboxed in front of the children. The Toy Bank as a principal doesn't encourage individual distribution. Instead, the toys are stored in rooms/cupboards of the centres which are referred to as Toy Libraries. Toy Libraries act as safe spaces of play for children. It also gives the children the freedom to play with any toy that they want irrespective of their gender.

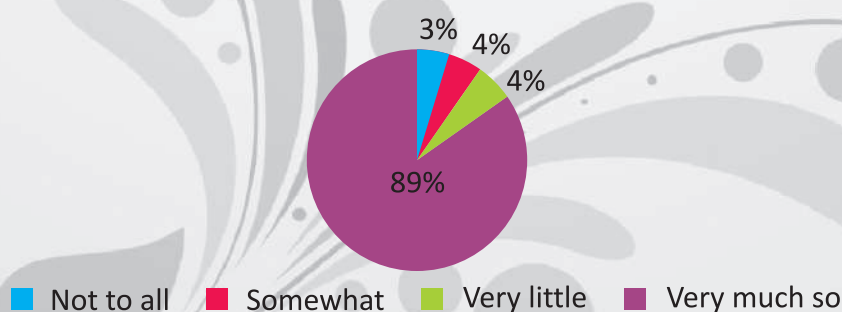
Implementation of Play Curriculum:

Once the creation of Gender Neutral Educative Toy Libraries is completed, The Toy Bank implements the Play Curriculum in each centre the Toy Library is established. This is done in order to explore and introduce creative ways of indulging in play and games with the children. This also helps the teachers to use one game in different styles to interact with the children and teach them.

Impact Assessment:

Quarterly Impact Assessment is also done to ensure the proper running of the Toy Libraries. Every quarter our Toy Libraries are assessed on the basis of the impact it is creating among the children. Usage of toys by teachers to impart education is also assessed

Satisfaction with the Process of Creation of Toy Libraries



In fact, a majority of 93% respondents shared that they were satisfied with the process of creation of Toy Libraries. We ensure that we send across our Toy Kits to the closest railway station to the partner organizations which makes it easier for them to access the Toy Kits. Our Toy Kits are marked centre-wise, and therefore, they can be directly taken to the respective centres to be unboxed. Partners don't have to un-box or sort through toys to segregate them.

PROJECTS

Anganwadi Connect

Under the Anganwadi Connect Project, we undertake creation of Gender Neutral Educative Toy Libraries across Anganwadis in rural and tribal areas. Targeting of Anganwadis is done to create an impact on children from the very early age. Toddlers can play with a wider variety of toys, for example, shape sorter are great for toddlers as it teaches them how to match similar items and provide parents with the opportunity to teach them the names of the shapes. Lego blocks provide an opportunity to learn more about colours and symmetry while they develop their motor skills.

We have created 101 Toy Libraries in 101 Anganwadis spread across Bihar, Uttarakhand, Odisha, and Jaipur.



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.

Creation of 10 Toy Libraries for 486 Children in Anganwadis in Uttarakhand

We were able to create 10 Toy Libraries for 486 children in ten Anganwadis in Uttarakhand. Anvi, our volunteer told us that the kids in these areas haven't had access to any toys in a long time. In fact, some of them try and make toys from wood. And therefore the new toys create a huge impact on the children. She continued, "For some children receiving the toys is a big deal! I have seen some of the kids get better and better at playing with the board games. They had struggled with the same initially, but them getting better at this is a sure sign that their focus and concentration is getting better day by day!"

School Connect

In the School Connect Project, we create Gender Neutral Educative Toy Libraries in schools for underprivileged children. Taking into account their age group and/or grade the Toy Kits are curated. When children reach preschool age, it's time to start learning about letters, numbers and language skills. There are lots of toys that encourage this type of learning, from simple alphabet puzzle to high-tech electronic gadgets. Kids who are in school can supplement their learning with fun and educational toys. Giving them the opportunity to have fun while practicing the things they are learning in school will increase their retention of those things.

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!"

We have created 36 Toy Libraries in schools spread across Delhi and Hyderabad.



Creation of Three Toy Libraries for 120 Children in Schools in Delhi/NCR

The Toy Bank was successfully able to create three Toy Libraries for school going children in three centres in Delhi/NCR. The Toy Libraries were created for 120 children.

Sonia, Chief Academic Officer, told us that the children were super excited to receive the Toy Kits. She also appreciated the fact how The Toy Bank gave out Toy Kits to suit skill sets of various age groups of the children. Continuing, she said, "When the boxes were opened the little ones were literally sitting inside the boxes! It was so exciting to see them! The toys targeted all the skill sets like cognitive skills, motor skills etc. which actually helps me in teaching as well"



Creation of Three Toy Libraries in Schools in Delhi

In partnership with Teach For India, we created three Toy Libraries in collaboration with Teach For India impacting 292 children.

Richa Gupta, a Fellow with Teach for India, wrote to us 'A simple, yet powerful idea which brought a lot of smiles. The kids learnt the value of gratitude and sharing through this initiative. There were a variety of toys and none of the kids felt left out.' She thanked The Toy Bank for creating the Toy Library in her school.

Rural Connect

The Gender Neutral Educative Toy Libraries are sometimes created in community resource centres. In Uttarakhand, we had created Toy Library in a Panchayat Ghar. In this process, a large number of 2758 children were impacted. In order to establish collaboration with the local governing body, The Toy Bank decided to set up toy libraries in the Panchayat Ghar with the local community which also happened to be a woman headed Panchayat. The Panchayat Ghar is now open every day for children to play and learn with the toys. Once the children and their families got to know about the newly installed toy library in the Panchayat Ghar, they were open to let their children visit and play with the toys.

Currently, the youth in the village are voluntarily looking after the Toy Library that was set up. Since the Toy Library was a success in this village, neighbouring villages and schools have also requested The Toy bank to set up Toy Libraries in their respective villages. In this aspect, the Toy Library ends up becoming a community resource. The community members become responsible for taking care of the Toy Library.

We have created 131 Toy Libraries in Rural Areas spread across Odisha, Bihar, Jharkhand, Lucknow etc.

Creation of 10 Toy Libraries in Kalahandi District, Odisha for 250 children

We created Toy Libraries in 10 Anganwadis in Kalahandi District in Odisha. Siddharth, who was overlooking the project, told us that the children loved the toys and were very excited to receive them.

Siddharth also told us that the team was extremely happy with the kind of toys that they received. Most of them were educative toys which would help the children in their overall growth and development.

The Toy Bank ensures that the Toy Kits given out to children are age-graded. In this process, we make certain that we focus on toys and games that help in the growth of children. We gave out educative toys like puzzles which will help increase their concentration as well as their cognitive skills. Memory can also be enhanced with the usage of increased indulgence in puzzles and board games. In fact, Fine Motor Skills which help in specialized hand movements, handwriting etc. can be bettered by indulging in these kind of games.



Slum Connect

Toy Libraries are created across slum areas in cities like Delhi, Bangalore Mumbai by way of Mobile Toy Libraries or establishment in day care centres. Children of construction workers are the major beneficiaries under this program.

We have created 183 Toy Libraries across Delhi/NCR, Bangalore, Goa, Chennai, Noida, Kolkata etc.

12 Toy Libraries in for 405 children of Construction Workers in Day Care Centres and Shelter Homes in Bangalore

Striving to uphold our vision and mission, we try and reach out to every underprivileged child to ensure they get their Right to Play. We recently were able to successfully create Toy Libraries for children in six Shelter Homes in Bangalore which are run for abused, runaway children, and rescued children etc. Along with that we were also able to create six more Toy Libraries in Day Care Centres which are run mostly for children of construction workers in Bangalore. The total number of children impacted was 405.

Creation of Mobile Toy Library for School Run on Footpath in Gurugram

For the first time, underprivileged children in Gurugram are already a part of a school run and we were able to add educational toys for them.

The Toy Bank ventured into creating mobile Toy Library for Gurugram. The school run on the footpath for them

153 children are already a part of a school run and we were able to add educational toys for them.

Varun, Project Head, wrote to us saying, "When we unpacked this box at Santra market center, children were so curious that gathered in a circle to see the toys. And that those toys are for them when they came to know marking the toys for them only! They even started tumhara, fir hum sath main saying "ki ye wala mera, wo wala for me, and then we shall play!" (..that toy for you, the other one)

khelege together)

This statement from the kids goes on to prove that creation of Toy Libraries creates an environment which encourages them to share the toys. It helps in the bettering of their social skills as they interact with other children and play by sharing. The children also learn the nuances of working within a team and develop leadership skills as well.

46 Toy Libraries in Balwadis in North Shahdara, Delhi

We created 46 Toy Libraries in partnership with Pratham impacting 1012 children. As a part of evaluating and understanding the kind of impact that toys have on children, we visited the Balwadis in Seelampur. Interaction with the children helped us gain knowledge on how kids are benefitting with the use of toys.

We are often asked how dolls and teddy bears come under the umbrella of educative toys. Role playing is also an important aspect in the growth of children. When children do role plays, they naturally become someone or something else. Role play stimulates their imagination and enhances their social development, encourages friendship through cooperation, listening and turn taking". Therefore, role play is a really vital activity for our children. It is no surprise that child therapists use play therapy to help children process and cope with difficult situations and experiences.



4 Toy Libraries in Chennai and Karnataka for 543 Underprivileged Children

Striving to uphold our vision and mission, we try and reach out to every underprivileged child to ensure they get their Right to Play. In partnership with El Shaddai, we were able to create 4 Toy Libraries in Chennai and Karnataka.

These Toy Libraries were created for underserved children from a slum area.

John Thomas, City Coordinator, tells us that the children were overjoyed at seeing the Toy Kits. He added "Some children have already selected their favourite toys and sometimes it becomes difficult for them

to share those toys as well. They are in fact, learning colours too using these toys." Elaborating on the same, he said that, puzzles are also a popular game among the children and they end up learning a lot during the simple process of rearranging according to the pictures/colours.



Creation of a Toy Library for 100 Children Living in Slum Areas in Mumbai

A Toy Library was created in Mumbai in partnership with Aarambh for children of migrant workers. The seasonal migrant labor population of India is estimated by some migration scholars to be as high as 100 million. Labor migrants face barriers in accessing social services and settling permanently in urban areas and often prefer to keep their link with the village, especially during the agricultural season. As a result, they "circulate" between their village and various "destination areas" for labor work, spending significant portions of the year away from home.

While migration can open new economic possibilities for families, it also comes with high risks. These risks are disproportionately felt by the children of migrants who are often compelled to travel to worksites with their parents because of which their education suffers. We were able to create Toy Libraries for migrant children in partnership with Aarambh.

Shobha Murthy, Trustee, told our team that the children jumped with joy when they first saw the toys being unpacked. In fact, it was not only the small kids that were overjoyed but also older kids started spending time with the toys. She continued "Time is being very well managed now. The older kids don't just loiter around anymore. Once the classes are done, they come in and play. Sometimes, they even refuse to go back with their parents!"



10 Toy Libraries In Gurgaon For 506 Children Of Construction Workers



We created 10 Toy Libraries in partnership with SANTOSH impacting 506 children of construction workers. Even though a lot of relevant research has been done to identify the reasons why these children are at construction sites and not in schools, yet the access to education of these children are abysmally low. In order to achieve our mission, we created Toy Libraries for these children in centres run by SANTOSH.

Santosh Jha, Chief Functionary, told us that some of the children were getting to play with toys for the first time and their happiness knew no bounds. The teachers have started using these as a medium of imparting education. They are using these to teach children numbers, colours and alphabets. In fact, children engaging in puzzles and blocks have actually helped better their concentration and grasp on subjects.

Inclusive Social Development

In our attempt to impact all children, we create Toy Libraries for children with Psycho-social and other developmental & learning disabilities. Specific toys like musical toys, light and sound toys, toys with different textures and surfaces are selected to be curated into Toy Kits. We also ensure that we create impact for orphaned children, rescued child labourers, survivors of trafficking by ensuring their right to play is reinforced etc.

We have created 82 Toy Libraries spread across Delhi/NCR, Mumbai, Goa etc.

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.

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 for 233 Differently – Abled Children in Jaipur

Play is essential for a holistic development of a child. It becomes even more important in the case of children with Autism, Learning Disability, Down Syndrome etc. For them it is not just 'play' anymore, it becomes also a part of therapy.

During the sorting process, toys/games are also separated on the basis of whether they would be suited for therapy for differently – abled children. The Toy Bank was able to create four Toy Libraries for 233 differently abled children in schools in Jaipur.

Creation of Toy Library for 132 Children in a Shelter Home in Delhi on International Girl Child Day
International Day of the Girl Child (Day of the Girl) is celebrated annually on October 11 to highlight issues concerning the gender inequality facing young girls. This year's theme is “The Power of the Adolescent Girl: Vision for 2030”

There are nearly 600 million girls aged 10 to 19 in the world today, each with limitless individual potential, however they are disappearing from public awareness and the international development agenda. Between inequities in secondary education to protection issues, adolescent girls are uniquely impacted and should benefit from targeted investments and programmes that address their distinct needs. Investing in adolescent girls can have a formidable ripple effect to create a better world by 2030.

In collaboration with the National Commission for Protection of Child Rights (NCPCR) and Department of Women and Child Development (WCD), we have created a Toy Library in a girl's Shelter Home in Delhi.

Rupa, Member of NCPCR says, “NCPCR works on the lines of Right To Recreation for children. For the same, we decided to use toys to help the children. Since, NCPCR works with children and tries to provide them with a friendly and stress free environment, we thought that a toy library would work wonderfully! In fact, we want to scale it up across Delhi now and make sure more toy libraries can be created”

Creation of 8 Toy Libraries for 320 rescued child labourers

The Toy Bank was successfully able to create eight Toy Libraries for children who were rescued as child labourers and school drop outs of the Banjara Community. The Toy Libraries were created for 320 children. Banjaras is a large nomadic community and usually their children also happen to be deprived of proper education.

We wanted to extend our work to this community because it also happens to have a lot of child labourers. Our partnership with Kailash Satyarthi Children's Foundation helped us to reach these children and also create toy libraries for them.

Adesh, Project Officer, told us that the children were extremely excited and jumping with joy once the Toy Kits were unboxed. Till now they have had only access to cricket bats and balls. However, with the range of toys that were sent by The Toy Bank, the younger kids also were involved in playing. The children started playing in groups a change along with few toys.

He also added that the parents and the community were very happy with this concept. “The children in fact, told me that have started feeling homely”, he added.



Creation of 4 Toy Libraries for 762 orphaned children

We created four Toy Libraries in Mumbai in partnership with Amcha Ghar for 762 children. We created the libraries for orphaned children in their educational centres in Mumbai.



Agatha, Founder, wrote to us, “We would like to thank the toy bank for donating toys to us. Usually it is always thought that toys are for small kids, but we never guessed how effective it would be for the students of higher standards. It was indeed surprising for the students as well as teachers to know how important role would toys play in their learning process. Amcha Ghar is ever grateful to you for providing us with toys. It's helping our students, enjoy studying & get engrossed more & more in learning something new daily.”

Very often, the fact that toys can be educative across all ages is ignored by people at large. This misconception usually happens because toys are seen only as medium of play. However, it develops cognitive skills as well as motor skills in the children.

Creation of a Toy Library in Delhi for Children with Autism and other Developmental Disabilities and Underserved Children

At The Toy Bank, we create Toy Libraries for children with psycho-social disabilities and other developmental disabilities. We partnered with Tamanna to create Toy Libraries for children with Autism, Learning Disability etc. This was done partly with the help of students of British Council School who raised funds for us and bought new toys to be given to these children. We were able to impact 70 Children.



Since, we receive lesser donations of toys that can be used for children with learning disabilities, buying of new toys definitely helped us reach out to more children.



Rashmi Wahi, Director – Projects and Programs wrote to us, “Thank you for the lovely gesture. Our children were delighted and enjoy playing with these toys. They love dancing and singing along to the tunes of the musical toys. Tamana will be forever grateful to you for smile on the faces of these and spreading joy in their

bringing a children lives.”



IMPACT AND OUTREACH

Children Impacted: 16924

Toy Libraries created: 533

Collection Centres : 23 spread across Delhi/NCR, Haryana, Madhya Pradesh and Maharashtra.

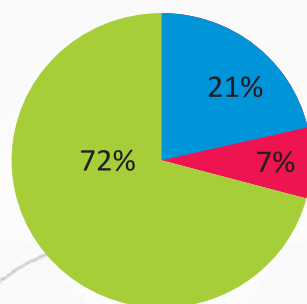
School Partners : 85

Reduction of Carbon Foot Print

Our major component in the process is refurbishing and/or recycling of toys. The toys that we receive as donations from privileged households and schools are reused which in the longer run keeps a check on the discarding of plastic materials. The re-using of toys helps create a safer environment while simultaneously connecting the privileged section with the underprivileged.

Increase in Opportunities for children to play

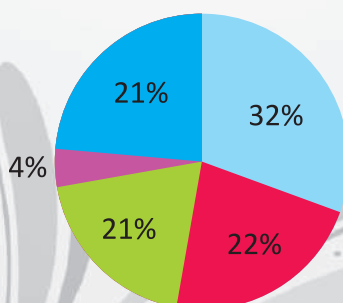
Increase In opportunities for children to play in groups



■ Somewhat ■ Very Little ■ Very much so

Creation of Toy Libraries is done in order to increase group play among the children. Playing in groups helps enhance their social and leadership skills. Over 90% of the respondents said that the creation of Toy Libraries have increased opportunities for children to play in groups.

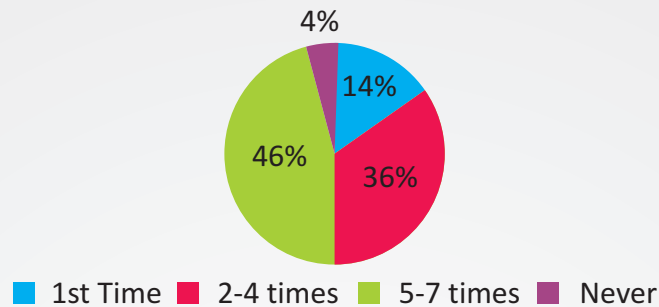
Children Engaging in Learning From Story Books



■ 1 time ■ 2-4 times ■ 5-7 times ■ Never ■ Not Applicable

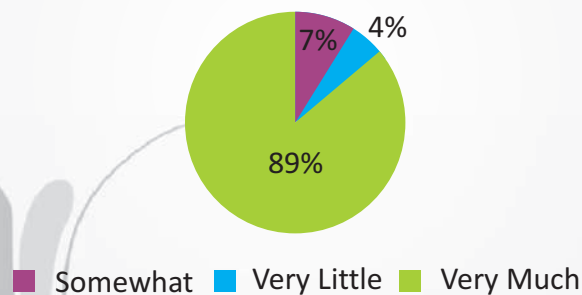
Our Gender Neutral Educative Toy Libraries not only consist of toys and games but also story books. We ensure that in accordance with the age of the child, the libraries consist of story books that will help the child develop reading and learning skills. This is done to ensure that the libraries aid the children's education thereby making it easier for them to be a part of the mainstream education. Over 40% respondents shared that the children indulge in reciting rhymes/reading from story books more than once in a day. More than 30% respondents shared that at least once in a day children indulge in reading books.

Children Engaging in indoor games/Activities



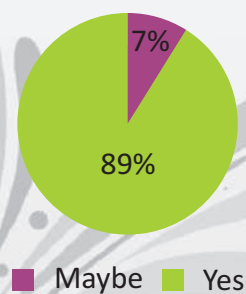
Majority respondents (86%) have shared that children indulge in indoor activities and play. In order to encourage indoor activities, we include board games and building blocks with alphabets or numbers on it. This helps the children learn alphabets/numbers while engaging in play within the schools /anganwadis/educational centres. These games also help them enhance their concentration and learning skills.

Satisfaction on the toy received



Apart from Indoor games, we ensure that children engage in outdoor games as well. Therefore we send across badminton rackets, footballs, basketballs etc. to encourage children to become physically active. This helps in enhancing their motor skills as well as helps them gain leadership skills.

Would you like to receive toys from us in the future ?



Nearly 90% respondents have shared that there has been a considerable improvement in the learning skills of the children once the Educative Toy Libraries were established. This again goes on to prove the absolute necessity for children to indulge in play and games since it is not only for purposes of leisure but also proves to be an aid to education. Play and games helps the children improve their concentration levels, motor skills which impacts their learning skills as well.

STORIES OF CHANGE

Creation of Toy Libraries in tribal and remote villages of Dewas District in Madhya Pradesh

Toy Distribution was done in 15 villages of Dewas District in Madhya Pradesh. Approximately 817 children were benefitted from the villages. *Kalam Talai* is a village situated approximately 12 kilometers interior of Bagli District of Madhya Pradesh. Surrounded by a forest, the children of the anganwadi in this village never had the chance of playing with toys. Once they received toys, they started staying back and regularly visit the anganwadi to play with the toys. One of the Anganwadi workers said, "It has been many years that kids in this village played with toys. It is probably the first time that this generation of children finally has the access to something so basic."

Another achievement was that an angawadi in *Peepal Pati* with strength of about 66 children started to witness regular attendance from the children there. An Anganwadi worker in Rupali Pura said, "*I think the toys are helping the kids develop their thinking and creativity and toy distribution should definitely be continued*".

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 so exciting to see

efforts of The Toy Bank, Subhashini Prabhaker, Program Manager wrote, "It was their faces light up with excitement at the joy of receiving the special toy."

Sumathi, Executive texture, cuddly toys, children with or nursery like their and rarely get to play

Director wrote to The Toy Bank saying, "Rattling toys, musical toys, toys with puzzles, balls, toys which cause sensory stimulation are all loving gifts to intellectual disabilities who are otherwise deprived of going to a play school siblings or peers. They are all from low socio-economic communities with toys of this quality and variety."

Shubhan, a child rattling toy which of toys and in box and therapy at

with mild mental retardation and physical disability chose a he found fascinating. He was so excited to see a box full spite of his difficulty in walking he picked toys from the shared it with other children who were undergoing the early intervention unit.

Breaking

Creation of 28 village was sent Once the photos with a Barbie.

Gender Barriers Using Toys in Pothia Village, Bihar

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

One of the main reasons we we realized that when distributions would give out 'separate' toys to boys and discouraged and toy libraries were created to give of the toys/board games or sport equipment. As important to question the inherent bias and gender belief, that we only encourage creation of toy libraries that all the children work, play and share in this process.

create toy libraries is because in the course of time happen, the teachers or anganwadi workers girls. It was then that toy distribution was the children the freedom to come and play with any an organisation, we believe that it is extremely stereotypes we are brought up with. It is with this



Toys impacting children with psycho-social disabilities

Sumathi, Executive Director of Samadhan 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.”

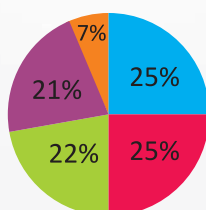
Shubhan, a child with mild mental retardation and physical disability chose a rattling toy which he found fascinating. He was so excited to see a box full of toys and in spite of his difficulty in walking he picked toys from the box and shared it with other children who were undergoing therapy at the early intervention unit.

MESSAGE FROM PARTNERS

12-year-old student, Khushboo, who learnt playing basketball through basket ball rings received from the Toy Bank picked up the game really fast. Once, during the play, she committed a foul when she was about to score; she herself came forward to accept her fault. After this incident, the requirement of a referee was terminated and this simple act of hers through basketball taught the kids a very important trait of life. – **Rahul Aggarwal, Swatantra Talim, Lucknow**

The anganwadis we cater to exist in remote, tribal areas of Kalam tai, borpada, rupli pura, and kandiya. These villages are about 12 kilometers away from main roads. These anganwadis never had toys earlier and kids too were unwilling to come there. But now after receiving toys, these centres are bustling with enthusiastic kids. More than 350 children across six villages are receiving benefits because of toy bank. – **Anganwadi Worker, Madhya Pradesh**

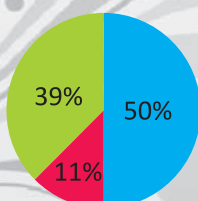
Children Engaging in Outdoor Activities



■ 1st Time ■ 2-4 times ■ 5-7 times ■ Never ■ Not Applicable

A majority of 96% are satisfied with the toys in the Toy Libraries. Utmost care is taken in cleaning and refurbishing of the toys before they are repackaged in Age Graded Toy Kits. The toys are segregated on the basis of age of the child it will be impacting but never on the gender of the child. Similarly, a lot of attention is paid to the Toy Kits being prepared for children with Autism, Down Syndrome, Cerebral Palsy etc.

Extent to which learning skills have improved



■ Somewhat ■ Very Little ■ Very much so

Because of our thorough process, 93% respondents shared that they would definitely partner with The Toy Bank in the future.

OUR PARTNERS

Our NGO Partners :

- Samaj Pragati Sahyog
- LV Prasad Eye Institute
- Orane Foundation
- BAIF
- Halfway Homes
- Meena Devi Charitable Trust
- Chetna Welfare Society
- Government of Manipur
- Project Khel
- Prayas
- Sakshi
- Sikkim Himalayan Foundation
- UPAY
- Bachpan Bachao Andolan
- Moumita Ghosh's Learning Center
- Kashmir Humanity Foundation
- Teach for India
- Chaya Foundation
- Udaan Foundation
- Kushi Girls home
- Saksham Foundation
- Swabalambam Foundation
- The Provuise Foundation
- Azad India Foundation
- Amcha Ghar
- Protsahan
- Samarpan
- Sparsha
- Agragamee
- Arpan Seva Sanstha Charitable Foundation
- Kailash Satyarthi Children's Foundation
- In Association with Ratnakar Bank
- Youth Educational Organization
- Swatantra Talim Foundation
- Tihar Jail
- YWAM Okhla
- Shri Shri Bal Vidhyalaya
- Cambridge Foundation
- Agape Foundation
- El Shaddai Charitable Trust
- Sahyog Village
- Samadhan
- Swadhina
- Effect.org

Corporate Partnership

- Dewan P. N. Chopra & Co.
- P. M. Relocations Pvt. Ltd.
- Selandia Ship Management Pvt. Ltd.
- Vodafone
- Genpact

Schools Partnership

- Vishal Bharati Public School, Paschim Vihar
- Springdales Education, Dhaura Kua
- Apee Jay School, Pitampura (Sainik Vihar)
- Century Tagore School, Ashok Vihar, Phase I
- Tagore International School, Vasant Vihar
- Adarsh Public School, Safdarjung Enclave
- Ramjas School, Anand Parvat
- Chinmay Vidyalaya, Vasant Vihar, Poorvi Marg
- Holy Child Anxlium School Vasant Vihar
- Bal Bharati Public School, Dwarka, Delhi
- Paramount International School, Dwarka
- Ahlcon International School, Mayur Vihar-1
- The Shriram Millennium School, Noida
- Gyan Bharati School, Saket
- Delhi Public School, Vasant Vihar
- Bal Bharati Public School, Rohini
- Universal Public School
- SM Arya Public School, West Punjabi Bagh
- Rossary Public School, Kingsway Camp
- Raghubir Singh Junior Modern School, Humayun Road
- St. George School, Alaknanda, Near G.K.-II
- Bal Bharati Public School, Sec-14, Rohini, Delhi
- Ramjas Nursery Primary School, Daryaganj
- St. Mary School, Safdarjung Enclave, Pitampura
- Salwan Public School, Mayur Vihar, Phase III
- Cambridge Foundation School, Rajouri Garden
- Delhi Public School, Dwarka
- ASN School, Mayur Vihar, Phase-1
- Cambridge School, Noida
- Bal Bharati Public School, Noida
- St. Angel's School, Gurgaon, Haryana
- The Shri Ram School, Vasant Vihar
- Mahavir Senior Model School
- Pathways World School

COLLECTION CENTRES

20 Collection Centres in 5 States

Central Delhi

Address: 10 Ashoka Road, Pataudi House,
Contact: Ms Lalita/MrKrishan | 011-23782233, 23782020

Address: B- 36, Malcha Marg, Chanakyapuri
Contact: Mr Deepak Singhi | 9899757574

North Delhi

Address: AadharshilaVatika Preschool, GujrawalaTown , G.T Karnal Road, Delhi -
Contact: Mr Alahwat | 011-27437000

North-West Delhi

Address: Aadharshila Vidhyapeeth School, CD Block, Pitampura
Contact: 9312020477

Address: 549-550, 2nd floor, Sector A-6, Pocket 1, Narela, Delhi – 110040
Contact: Dr. Rashmi Mishra | 9818538294

West Delhi

Address: 252 Ambika Vihar, PaschimVihar
Contact: Mr Tarun Khurana | 9650600654

Address: 1st Floor, V-247, Rajouri Garden
Contact: Ms Rupal | 9871010030

South-West Delhi

Address: D2A 301, Golf links Residency, Sector 18B, Dwarka, Delhi – 110078
Contact: Mr Pranay Ranjan | 9818535579

South Delhi

Address: 245, Kailash Hills, East of Kailash, Delhi – 110065
Contact: Ms Palak Mittal | 9899547213
Email ID: palakspa1986@gmail.com

Address: W-1, Greater Kailash Part 1, Delhi – 110048
Contact: Priyanka Singh | 9711595943

East Delhi

Address: 39, Preet Vihar, Delhi - 110092
Contact: Mr Dipanshu Suneja | 9999299978



Noida

Address: B- 17, Sector 39, Near Shashi Chowk, Noida – 201303
Contact: Mr Rajat Singh | 9899670080

Address: A-902, Antriksh Greens, Plot F-7, Sector 50, Noida – 201303
Contact: Mr Amol Pandey | 9810508169

Ghaziabad

Address: Plot #69, Gyan Khand – II, Indirapuram, Ghaziabad, Uttar Pradesh – 201014
Contact: Mallika Dasgupta | 8240900852

Gurgaon

Address: 1335, Sector 45, Near DPS School, Gurgaon – 122003
Contact: Neha Aggarwal | 9871265503

Address: C-63, The Belaire, Golf Course Road, DLF – 5
Contact: Sakshi Jain | 9818436523

Faridabad

Address: 1357 Sector 14, Faridabad, Haryana – 121007
Contact: Aditi Jain | 9999917300


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



EVENTS

Panel Discussion on 'Aiding Child Development Through Toys and Play'

The Toy Bank organized panel to discuss the importance of play and games for a holistic development of children. Discussions were done on gender neutrality and how toys/games can be a medium to reach that. Focus was also laid on how toys/games/sports create an impact on children with psycho-social disabilities.

Roopa Ganguly, MP, Rajya Sabha addressed the audience as the Key Note Speaker stressing on the importance of ensuring that each child gets to experience childhood. She also stressed on how Right to Play needs to be reinforced in our existing institutions.

The panel constituted of Rupa Kapoor, Member National Commission for Protection of Child Rights (NCPCR), Dr. Geet Oberoi, Founder, Orkids; Sonal Kapoor, Founder Protsahan; Dr. Nandita Babu, Professor of Psychology, DU; Dr. Neerja Sharma, Managing Trustee, Pratham; Yuman Hussain, Founder, Azad India Foundation and Vidyun Goel, Director, The Toy Bank.

The panelists talked about how toys can play an important role in early childhood development and stimulation as well as how toys are crucial for children with psycho-social disabilities like Autism, Down Syndrome etc. and other developmental disabilities. The panel also shared examples on how toys can lead to empathy and social bonding between children which are as important as teaching them mainstream subjects. Finally, the panel focused on how toys can play an important role in breaking gender barriers and how adults should let them decide the toys for themselves.

Vidyun Goel, Director of The Toy Bank, moderated the session and shared that one of the major reasons she organized this event was because she realized that Rights of Child to play is completely ignored and it is high time we engage in discussions on these. She also talked about how the major focus should be on providing a holistic early childhood development through toys and play since it is during these early years that a child develops social, cognitive, physical and emotional skills that forms the foundation needed to succeed in life. Highlighting their reach, she mentioned that The Toy Bank has impacted the lives of 5 lakh children from the rural and tribal households.

Presentation and Toy Collection Drive in KR Mangalam

Vidyun Goel, Director, had been invited as the Chief Guest for the Annual Presentation in KR Mangalam School in Gurgaon. Students of Class Fourth and Fifth had put up a presentation on the city of Delhi. explored the history and politics of Delhi City and also put up a presentation on the famous shopping along with popular food in the city.

The Primary School students had also donated toys to us. Vidyun Goel, in her speech, thanked the administration for encouraging children to donate toys for a cause as well as for encouraging them to put up a presentation on the city of Delhi. She also stressed on the fact that it is important for us adults to inculcate these values in our children since they learn from us. And most of the learning happens through children observing us.

Participation in the event – Toy Fair – by Apeejay School, Saket

Apeejay School (Saket), celebrated Children's Day on 18th November by organizing a fair called Toy Land. The Toy Bank team along with Vidyun (Director) visited the fair. The



World
They
areas

event was very well organised with various stalls of handmade toys set up by the children.

Each stall had a different kind of toy displayed along with a board can be used for educative purposes as well as how they help in the motor skills and cognitive skills in a child. There were separate the parents of the children as well. Those games were specifically aimed at helping the parents relive their childhood.

We were extremely happy to be a part of this wonderful initiative Apeejay School. We thank the teachers and especially the Principal, Ms. Anita Paul for giving us the opportunity to be a part of this.



Children's Day Celebration at PHD Chamber of Commerce



'Sparsha' - an event by Confluence Foundation at PHD Chamber of Commerce was organized on 14th November, to celebrate and acknowledge Children's Day. Other NGOs like Tathastu, Donate an Hour, Divya Trust etc. participated in the event along with the children the respective organizations work with.

As the Chief Guest for the event, Vidyun, tried to encourage the children to try and pursue their dreams which they have set for themselves. She urged the children to not give in to the pressures of the society or their parents. Recalling how she had decided to do an MBA because her friends were doing the same, she told the crowd, that it was after that she realized her calling was for something other than the regular job.

Encouraging the crowd to follow their passion, Vidyun, asked each one of them to be true to their calling and not just blindly follow the crowd. She ended the speech by reminding everyone that it is only hard work that is going to guarantee them success.

Participation in a Panel Discussion on Education

The Toy Bank Director, Vidyun Goel, participated in a panel discussion which was organized by BD Foundation. The panel involved the members of BD Foundation along with few other noted social change makers. The discussions revolved around the idea of how education happens to be a sure shot way of empowerment especially among the girls.



Vidyun argued that it is important that with proper access to education, we have good teachers for the children, proper facilities to help the girl child continue education in the school and also empower our girl children enough that they do have the courage to fight for their rights at every stage.

She concluded by saying that we need to keep education locally relevant. Instead of making elite schools and colleges the ultimate goal for girls from poor and rural areas, we need to stop and question what girls themselves, and how we can improve the overall concept of formal

dream
we can learn from these

schooling. As more and more “top” schools focus on churning out students solely focused on degrees and careers rather than learning, we must re-evaluate our definition of education and not just emulate blindly.

Talk on Mechanics of Creativity and Innovation at Women's Economic Forum, Delhi

The Toy Bank Director, Vidyun Goel, participated in Women's Economic Forum and talked about how innovation and creativity are important the growth of an organisation. Beginning from how the idea of The Toy Bank was conceived, Vidyun talked about how she brought in changes at every step in the running of the organisation whenever she felt the need. Citing an example, she talked about how the team realized that it is important to not send out gendered Toy Kits to the children.

Currently, The Toy Bank team is also bringing out a research paper on how children are socialized with gendered behaviour from the very young age. At the meet, Vidyun also said, “Children are not naturally inclined to choose certain kinds of toys. It is we, parents and the society, that come with a preconceived idea and imposes them on our kids”.

She further talked about how as adults, 'unlearning' is also an important aspect to be creative and innovative in our personal as well as professional lives.



HOW YOU CAN HELP ?

How you can help:

The Toy Bank is in operation for past 15 years and maintains impeccable record in creating lasting impact for children. You can help us spread smiles through:

Option 1: Adopting a Toy Library

Contribution can be made to The Toy Bank by adopting a Toy Library. You can help us cover the collection process, packaging process, and the dispatch process to the concerned area. You can contribute to reaction of one Toy Library which includes one school or one anganwadi – the areas for which can be selected by you after looking at our list of pipelined projects. We maintain full transparency in our financial and operational matters which are periodically documented in our annual report. Additionally, we publish quarterly reports on statistical and anecdotal impact made in the lives of children through our activities.

Option 2: Funding for One Toy Kit

Contributions can also be made to fund one Toy Kit. These toy kits comprises of toys, books and stationary for the various toy libraries. You can select from our projects in the pipeline to sponsor a toy kit for a specific area/school/anganwadi. Selection can also be made to donate Toy Kits to children with Autism, Down Syndrome, Learning Disabilities etc. an existing project or a new project in the your area of intervention or choice. We would monitor and evaluate the project activities to present an impact-report for your financial donations. Kindly note that all the toys packaged in the Toy Kits will be new)

Option 3 : In Kind Support

You can support us in kind by providing new materials to set up toy libraries in slums or Anganwadis.

Option 4: Opening of Collection Centres

You can host collection centres at your homes/offices for people to come and give their donations.

Option 4 : Collection Drives

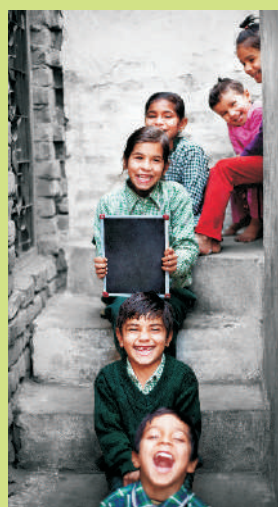
Carry out collection drive by enabling your employees to donate toys and other kids-related materials.

AWARDS AND RECOGNITIONS

Our Director Vidyun Goel has been awarded by "PHD Chamber of Commerce and Industry" and "Premia Projects Ltd." towards "Social Responsibility"

"International Women's Day Award 2018" for excellence in the "Field of Philanthropy" was presented to our Director Vidyun Goel by Ministry of Women and Child Development





Contact Us: 011-23782020, 7290938205, 9971798209
Email us at: info@toybank.in



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