Thank you for leading a toy drive for Joyous Toys! Joyous Toys brings Christmas gifts to children across Atlanta; last year, the program provided more than 950 children throughout Atlanta with toys on Christmas morning. Many low-income families struggle throughout the year to make ends meet, and BCM is here to provide food, clothing, and emergency financial assistance when the struggle is overwhelming.

At Christmastime, these families might have some savings for Christmas gifts for their children – but job loss, hospital bills, or even a few weeks off work due to illness or injury can wipe out those savings in a moment. BCM believes that these hardworking families deserve a joyful Christmas morning as they celebrate the birth of our Savior, and Joyous Toys makes that possible for hundreds of children in our community each year.

Parents are given shopping appointments during the week of Joyous Toys. When they arrive at the Toy Store, a personal shopper meets with each parent to walk him or her through the Store. Parents select several gifts for each child, and when the shopping is done, their gifts are wrapped by volunteers. Afterward, parents head for home, filled with the spirit of Christmas and the joy of knowing that their children will wake up to toys under the tree this year, in spite of the troubles the family has experienced. Joyous Toys truly does bring Christmas joy, and we are grateful for your leadership and compassion.

This tool kit is designed to make a toy drive for Joyous Toys a simple and fun process. You’ll have a great time putting this drive together, and on Christmas morning, may you remember the smiles your efforts have brought to hundreds of children across Atlanta.

This tool kit contains:

- A “Most Wanted” Toy List
- A Task List for a Successful Toy Drive
- A Sample Pulpit Announcement
- A Sample Flier
- Contact and Delivery Information

Your hard work will pay off as hundreds of children across Atlanta experience the joy of opening presents on Christmas morning. I am here to help; please don’t hesitate to contact me with any questions.

With warmest and sincerest thanks on behalf of the staff and clients of Buckhead Christian Ministry,

Jessie Modlin  
(404) 239-0058, ext. 111  
jessiemodlin@bcmatlanta.org
“Most Wanted” Toy List

The special thing about Joyous Toys is that parents get to experience the joy of selecting gifts for their children. Shopping for toys can be a fun activity, especially when you find “the perfect gift.” Below is a list of gifts that parents have been most excited about selecting for their children in recent years. Please donate NEW, UNWRAPPED gifts.

It has been our observation over the past six years that children under 10 get very excited about large toys of all prices, even if the small ones have a greater monetary value. The 11-18-year-olds tend to be more brand-conscious.

<table>
<thead>
<tr>
<th>Ages 0-3</th>
<th>Ages 4-7</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Fisher Price/Playschool toy sets (farms, schools, playground)</td>
<td>- Disney Character CD Players</td>
</tr>
<tr>
<td>- Riding toys such as tricycles and wagons</td>
<td>- Table/chair sets</td>
</tr>
<tr>
<td>- African American/Hispanic baby doll sets and accessories</td>
<td>- Play kitchens</td>
</tr>
<tr>
<td></td>
<td>- Art easel sets</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ages 8-11</th>
<th>Ages 12 and Up</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Remote controlled cars/trucks</td>
<td>- Fashion watches (with a big face)</td>
</tr>
<tr>
<td>- Hot Wheel sets (with racetrack, etc.)</td>
<td>- Digital cameras/camcorders</td>
</tr>
<tr>
<td>- Basketballs, soccer balls, skateboards and other sports equipment</td>
<td>- MP3 players</td>
</tr>
<tr>
<td>- Transformers</td>
<td>- CD players</td>
</tr>
<tr>
<td>- Easy bake ovens</td>
<td>- Brand name purses, accessories, etc.</td>
</tr>
<tr>
<td>- African American and Hispanic Barbie fashion doll sets</td>
<td>- Gift Cards (Target or Walmart)</td>
</tr>
</tbody>
</table>

We discourage donations of stuffed animals, as most children already have a favorite stuffed toy.

BCM also needs the following items to help these families have a wonderful Christmas:

- Batteries (AAA, AA, C, D and 9-volt)
- Tape, tags and bows for our complimentary gift wrapping
Task List for a Successful Toy Drive

☐ Get ready!
- Designate a Joyous Toys Liaison.
- Recruit volunteers to help: your Sunday School class, small group, co-workers, preschool parents, etc. – the chances are that some group you know of is looking for a project!
- Designate a toy collection site with your group. This should be somewhere that people see often they come and go.

☐ Spread the Word!
- Place an ongoing announcement in your church bulletin, group publications or office emails.
- If you are hosting a toy drive at your church, secure pulpit announcements with church staff in order to promote the toy drive; a sample pulpit announcement is included in this Toolkit.
- Publicize the toy drive in Sunday School classes, circle groups, prayer meetings, etc., by asking group leaders to announce the drive, where members can drop off toys, and when is the last day to do so.
- Hang posters and distribute fliers to increase visibility among your toy drive donors – this might be in your church, office or other meeting space.
- Get your volunteers to hand out fliers after services or meetings; see the included sample flier.

☐ Deliver the Toys!
- Gather up your volunteers and bring toys to the Toy Store! **Toys can be delivered only by appointment;** appointments can be made through Jessie Modlin. Additional specific information will follow as the time gets closer to the drop off dates.
- **Important:** If you are hosting a toy drive through your church, please be sure to record your church’s donation on the Donation Record.

☐ Have Yourself a Merry Little Christmas!
Sample Pulpit Announcement

Buckhead Christian Ministry is collecting new, unwrapped toys for children in need through their Joyous Toys Christmas program. Each year, more than 900 children wake up to presents under the tree on Christmas morning thanks to this program. Toys needed include preschool toy sets, Hot Wheels sets, tricycles, skateboards, play kitchens, sports equipment, CD players, Easy Bake Ovens, and more. Toy lists are posted [ON BULLETIN BOARD OR IN BULLETIN], and toys should be dropped off at [DESIGNATED SITE AT CHURCH] no later than [DATE].

Sample Flier
(Page 1)

It’s time for BCM’s Joyous Toys! Joyous Toys celebrates the Miracle of Christmas, the birth of the Savior, by bringing gifts and toys to children in families experiencing an emergency. When job loss or hospitalization hit a low-income family, meager savings for Christmas must go to paying off bills, leaving parents with nothing to give their children on Christmas morning. These families need your help to put presents under the tree! The shelves of the Joyous Toys store are stocked with donated toys, ready for parents to come and find the perfect gift for their kids. Last year, 950 children opened presents on Christmas morning thanks to the generosity of our friends and neighbors!
Sample Flier
(Page 2)

Below is a list of gifts that parents have been most excited about selecting for their children over the past five years. Please donate new, unwrapped gifts.

**Ages 0-3**
- Fisher Price/Playschool toy sets (farms, schools, playground)
- Riding toys such as tricycles and wagons
- African American/Hispanic baby doll sets and accessories

**Ages 4-7**
- Disney Character CD Players
- Table/chair sets
- Play kitchens
- Art easel sets

**Ages 8-11**
- Remote controlled cars/trucks
- Hot Wheel sets (with racetrack, etc.)
- Basketballs, soccer balls, skateboards and other sports equipment
- Transformers
- Easy bake ovens
- African American and Hispanic Barbie fashion doll sets

**Ages 12 and Up**
- Fashion watches (with a big face)
- Digital cameras/camcorders
- MP3 players
- CD players
- Brand name purses, accessories, etc.
- Gift Cards (Target or Walmart)

We **discourage donations of stuffed animals**, as most children already have a favorite stuffed toy.

BCM also needs the following items to help these families have a wonderful Christmas:
- Batteries (AAA, AA, C, D and 9-volt)
- Tape, tags and bows for our complimentary gift wrapping

Thank you for bringing Christmas joy to children across Atlanta!
Contact and Delivery

Your contact at BCM:
Jessie Modlin
Volunteer and Church Relations Coordinator
(404) 239-0058, ext. 111
jessiemodlin@bcmatlanta.org

Please contact Jessie for information about the 2011 Joyous Toys store and where to deliver the toys you’ve collected.