



**TOYBOX**

Changing the world  
for street children

**WELCOME TO TEAM TOYBOX!**



## **A WELCOME FROM ISLA EVENTS TEAM**

Welcome to Team Toybox, we are delighted to have you join our team! We will be cheering you on every step of the way.

By taking on a challenge for Toybox you can help protect children from violence, abuse, neglect, and exploitation.

Every step you take will help build a world where no child has to call the streets home. Every pound you raise will help change the world for street children.

We are excited to support you with your training and fundraising over the next few months. But in the meantime, have a flick through this welcome booklet to find all the tips and tricks for running for Toybox.

If you have any questions, please get in touch. You can email [events@toybox.org](mailto:events@toybox.org) or call 01908 360050.

# TOYBOX AT A GLANCE

## STATISTICS ON STREET CHILDREN:

- ⬡ THERE ARE AN ESTIMATED 30-170 MILLION STREET CHILDREN AROUND THE WORLD
- ⬡ 1 IN 5 CHILDREN AND YOUNG PEOPLE ARE NOT IN SCHOOL. THAT IS AN ESTIMATED 263 MILLION CHILDREN MISISING OUT ON EDUCATION
- ⬡ TODAY 1 IN 4 CHILDREN UNDER 5 DO NOT OFFICIALLY EXIST



Toybox has spent over 30 years working alongside children in street situations. Created to help children marginalised and abused by those who should be protecting them, Toybox exists to see a world where no child will have to live or work on the streets. Over the last 12 years, Toybox has supported over 221,202 children, parents and caregivers. We partner with local organisations, who understand their communities, to help children access identity documents, education and support. We listen to the children, their families, and our local partners first, and build programmes around what they need.

# MEET WHO YOU'RE RUNNING FOR

## Carmen

Carmen from Guatemala City in Guatemala, has been helping run her parents' fruit stall since the age of 10. Around four years ago, Carmen was introduced to Toybox's local partner, Puerta de Esperanza, and learned about the Caminar Juntos project.



*Carmen explains, "My dad took me to the project after they helped my family with my brother so he could study. We met the teachers and they told us that they could help. Before I started at the project, I struggled a lot with school, I didn't understand. My parents couldn't help. At the project, they help me with my homework, give us food and share with us. Now I feel very good - I'm happy. Now I can read and write."*

*The Puerta de Esperanza team shared the changes they've seen, "Carmen entered the school reinforcement programme at the age of ten, not knowing how to read or write. She was re-enrolled in public school in first grade along with her younger sister. With courage and ambition, both Carmen and her little sister are now reading and writing independently. This year they will enter the 4th grade of primary school."*

*Reflecting on the future, Carmen shares, "At the moment, my studies are the most important thing in my life. I want to continue with them, work in a company and have a career. I would like to learn how to run a company. My dream is to save money and buy a plot of land. I don't want to rent because at any moment, the landlord could kick us out. If I were President of my country I would address the lack of jobs for people."*

# MEET WHO YOU'RE RUNNING FOR

## Rojesh

8-year-old Rojesh lives with his relatives by the river in Kathmandu, Nepal. He shares his experience of living on the streets and being supported by Toybox's partner in Nepal, SathSath.



*"After my mother passed away, I lived with my step-father in Pashupati who neglected me. So, I used to go out in the streets with other street children for begging and to collect the money in the cremation area. I lived in the streets for about a year and then my relatives took me under their wing. Before, I felt that street was like my home. I did not know the risk, or the importance of education.*

*The biggest challenge for street children is to survive on our own means. It is dangerous since children living and working in the streets have a lot of accidents and sometimes have nothing to eat.*

*SathSath met me in the streets of Pashupati. Later, after living with my Auntie (my Mother's sister), she reconnected with SathSath through the local volunteer. I received support for my education, my birth registration certificate, stationery and other related needs. I learned that living in the streets is very dangerous. Guardians are needed to help understand the importance of education and teach us how to live. I love to go to Learning Centre and participating in the programmes. I always meet new friends there.*

*With the death of my mother, I felt that I could not get my birth registration since I had no parents. SathSath convinced my step-father and I got my birth registered. Now, living with my relatives, I have started school and am very happy"*

# THE DIFFERENCE YOUR STEPS MAKE

Every mile you run is another step towards safety, identity and hope for children living and working on the streets.

## YOUR FUNDRAISING COULD PROVIDE A CHILD OR YOUNG PERSON:

£5 - A nutritious meal and drink

£8 - Art therapy workshop

£19 - Clean clothes

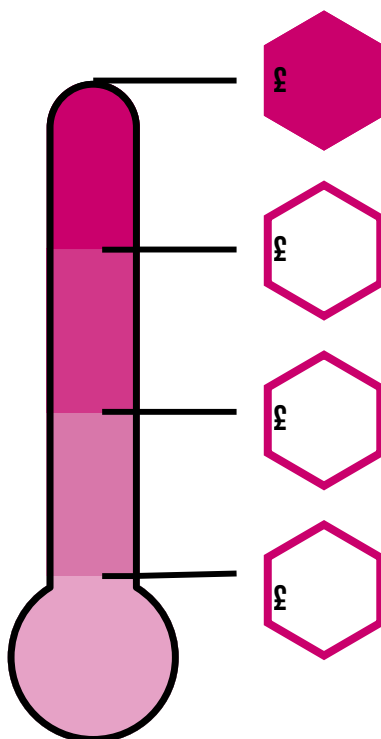
£36 - Back to school bundle

£44 - A birth certificate

£115 - A small business start-up kit

## SET YOUR GOALS

The more you raise, the more children whose lives you help to change



I'M RUNNING FOR TOYBOX BECAUSE.....

.....

# YOUR FUNDRAISING TOOLKIT

Your miles have power! You're already doing something courageous by taking on this event. When you invite friends and family to sponsor you, you multiply that courage, and the impact for children on the streets.

## SET UP YOUR PAGE

To set up your JustGiving page, follow [this link](#).

For guidance on setting up a page, [click here](#).

## MINI-EVENT IDEAS

- Bake sale
- Work dress-down day
- Guess my finish time sweepstake

## GETTING STARTED

- Add a photo
- Write 2-3 sentences about why you're running
- Share the page 5 times

## EMPLOYER MATCHING

Could your workplace double your impact?

Ask your HR or CSR team



# HOW TO ASK FOR DONATIONS

We know that it can feel awkward and that it can be difficult to know how to ask for money when you're fundraising. We have put together some scripts that you can personalise, when asking your friends, families, and colleagues for donations online.

**"I'm running the [event name] for Toybox, helping street children access safety, support, and a future off the streets. If you're able to sponsor me, even a few pounds will make a difference [fundraising link]"**

**"Hi! I've signed up to run the [distance] at [event] for Toybox, a charity that supports children living and working on the streets. I'd love your support – any amount will help children access safety, identity and hope. You can sponsor me here: [link] Thank you!"**

**Hey everyone, I'm going to be running the [event name] for Toybox! Every pound raised will help street children build a better future. Please donate if you can: [Fundraising page link].**

P.S. You can also include a link at the bottom of your work email signature! Just let people know what event you're running and where they can donate.



# WE'LL HELP YOU GET TO THE FINISH LINE

Together we're opening up new paths for street children. Hope can look like a name on a birth certificate, a safe place to sleep, or a chance to go to school. Your steps help make that possible.

Share photos of you training and information about your fundraising with the hashtag #TeamToybox and tag us @Toyboxcharity

[Sample training plan](#)

[Fuel your run](#)

[Fundraising tips](#)

[The race day checklist](#)

## WEAR THE DIFFERENCE

We will send you a t-shirt to run in ready for your event.



# YOU'RE NOT RUNNING ALONE

## ON TOUGH TRAINING DAYS REMEMBER WHO YOU'RE RUNNING FOR...

Print off these mindset cards, create some cards of your own, and put them where you will see them

Mindset card

Every step you take is a brave stand for children who have had to be brave far too young.

Mindset card

On tough training days, remember that courage is contagious. Yours is making a difference.

Mindset card

Mindset card

Mindset card

Mindset card

# AFTER THE FINISH LINE: KEEP THE STORY GOING

Race day is just the start! You're about to do something incredible, and run for Team Toybox. But if, after the event, you'd like to keep walking alongside street children, here are some ways to stay involved:

-  [Sign up to hear more about our work](#)
-  [Join future Toybox challenges](#)
-  [Become a regular giver](#)
-  [Workplace partnerships/ payroll giving](#)

## THANK YOU!

You've chosen to sign up for an incredible challenge, and you've chosen to run it for children who face challenges every single day on the streets. With every training run, every conversation you have about Toybox, you're helping children be seen. By the time you cross that finish line, you'll have helped street children take the necessary steps towards safety, identity, and hope.

