



Donors, partners, volunteers, and sponsors:

I wanted to write this letter to demonstrate my immense gratitude for your contributions to Joey's Toy Drive and its efforts.

I started Joey's Toy Drive back in 2012 with no anticipation of it growing to what it is today, but I am incredibly grateful for how far it has come. In previous years, I never assembled a team to run the toy drive, I always ran it solo. In August of 2023, when the planning process started for the drive, I realized that if I want to take JTD to the next level, I'll need a strong team of hard-working, creative individuals who will hopefully approach this with the same level of passion as I do.

So, I approached a few of my closest friends and invited them to be apart of my team. This was one of the best decisions I could have ever made. Creating a team of people with different backgrounds, interests, skills and ideas proved to be a major factor of success for JTD and its efforts, as we were able to put our heads together and do great things.

As a team of 18 year olds, our ambitions were sky high. We immediately began contacting new potential partnerships, and strategized ways to collect more toys, and get them to the families who need it. We had meetings multiple times a week from August through Christmas- planning events, managing day to day operations, sorting toys, and much much more.

I am pleased to announce that with the generosity of thousands of people, we were able to raise about 12,500 toys this year which contributed to around 3,000 families impacting communities all across the Bay Area. A majority of these donations came in from partnerships that we established with local schools, businesses, retail stores, and churches. Without these partnerships, we would not be able to do what we do. I truly believe that people want to help, but many just don't know how. Because of this, I have utilized Joey's Toy Drive to create the bridge between people who want to help, and people who need the help.

One of my favorite things about JTD, is its ability to bring people together. In the past 11 years of running this project, I have witnessed beautiful things. People from all walks of life, coming together, and offering their time and energy to help somebody they may never even meet. The best part of it all is on the days that we hand out toys. It is a truly fulfilling experience giving toys to the kids and seeing their faces light up with joy while witnessing the look of gratefulness and relief on the faces of the parents.

Words alone cannot express how deeply grateful I am for every single person that has contributed. Christmas shopping is expensive! The percentage of families living below the poverty line in the Bay Area rises every year, and while we may not be able to do much about that, we can most definitely ensure that every child has a wonderful Christmas.

There is so much more I would love to talk about but I'll keep this short and sweet. I'm passionate about this, I love what I do, and I'd never trade it for anything else. I do not see an end in sight for Joey's Toy Drive. Thank you and God Bless.

Sincerely,

Joey Childs

Founder: Joey's Toy Drive