

A CHRISTMAS FOR EVERY CHILD

Thank you for partnering with us

CHRISTMAS 2026

ALIVE CHURCH TOY APPEAL

Every year we put toys into the hands of parents who couldn't otherwise give their children a Christmas. You're how we find them. This agreement sets out how referrals work, so every parcel reaches a family who really needs it.

AT A GLANCE

WHO GENUINE NEED ONLY

Families with no other Christmas support available.

COLLECT BY 12 DECEMBER 2026

You collect from Alive House. We can't deliver.

REFER EVERY CHILD, ONCE

All children in the household, checked for duplicates.

GIVE PARENTS GIVE THE GIFTS

Toys come unwrapped for families to wrap themselves.

WHERE THERE'S NO ONE ELSE

The Toy Appeal provides Christmas toys for children whose families genuinely need support and have nowhere else to turn.

It isn't a replacement for other organisations' provision, or a way for agencies to save on their own budgets. Our toys are given by local people, and they're limited. They're meant for families where there's a real, verified need and no other help available.

YOUR REFERRAL CHECKLIST

As a referral partner, you agree to each of the following.

01 ONLY REFER WHERE NO OTHER PROVISION EXISTS

If another organisation or scheme can support the family this Christmas, they should. We're the last resort, not the first.

02 CONFIRM THE NEED IS GENUINE

Assess the family's circumstances yourself before referring. You're our eyes and ears, and we rely on your judgement.

03 CHECK FOR DUPLICATE REFERRALS

Make sure no other agency working with the family has already referred the same children. Every duplicate is a child somewhere else who misses out.

04 INCLUDE EVERY CHILD IN THE HOUSEHOLD

Not just the children you work with directly. No child in a family should be left out at Christmas.

05 TELL US ABOUT SPECIAL REQUIREMENTS

Allergies, disabilities, sensory needs, religious considerations: anything that affects which toys are right. Put it in the **special requirements** field on the form.

06 PROTECT THE FAMILY'S PRIVACY

Use children's initials only, never full names, and let the family know you're referring them. Tell us straight away if their circumstances change or a parcel is no longer needed.

FROM REFERRAL TO CHRISTMAS

01 YOU REFER ONLINE

One form per household, with every child's initials, age and any special requirements. You'll get a reference number for each child.

02 WE PREPARE THE PARCELS

Our volunteers match toys to each child and pack them, keeping siblings together.

03 WE EMAIL YOU WHEN THEY'RE READY

Once every child in the household has a parcel, you'll get one email confirming when and where to collect.

04 YOU COLLECT THEM

From Alive House, Nelson Street, Norwich. Bring your reference numbers. Toys come in black plastic bags and are not gift-wrapped.

05 YOU PASS THEM TO THE PARENTS

The family wraps the toys themselves, and the parents give them to their children.

Parents give the gifts, not us and not you. It lets them provide for their family this Christmas, and keeps their dignity at the heart of it.

WHY WE DO IT THIS WAY

Your agency is the facilitator, not the gift-giver. You connect families with what they need, and parents keep their place in their children's Christmas.

04 • COLLECTION

COLLECT BY 12 DECEMBER 2026. WE CAN'T DELIVER.

- You're responsible for collecting parcels once they're ready.
- If you're unavailable, give us a secondary contact from your team and arrange for a colleague to collect on your behalf.
- Parcels not collected by the deadline may be given to other families.

BY MAKING A REFERRAL

You confirm that you have read, understood and agree to follow everything in this document.

Following these guidelines is how we make sure the appeal serves those who truly need it, and protects the dignity of the families we serve together. Referrals that don't meet them may be declined.

You'll confirm your agreement by ticking the box on the online referral form. You only need to do this once per season.

We handle referral information in line with our privacy notice, available on the referral website.

THANK YOU 

TOGETHER WE MAKE CHRISTMAS HAPPEN

wishing you a joyful Christmas

QUESTIONS?

office@alive.me.uk

COLLECTION

Alive House, Nelson Street
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