



THE KEVIN JENKINS OBE
NEWHAM CHRISTMAS TOY APPEAL



THE KEVIN JENKINS OBE NEWHAM CHRISTMAS TOY APPEAL 2022



ORGANISED BY AMBITION ASPIRE ACHIEVE
IN CONJUNCTION WITH THE NEWHAM
RECORDER




Ambition Aspire Achieve

Newham
Recorder

Dear Friends,

Thank you for considering your support for the 2022 Newham Christmas Toy Appeal, renamed last year as the **Kevin Jenkins OBE Newham Christmas Toy Appeal**, in honour and memory of Kevin, the Appeal's founder.

The past couple of years have been amongst the most difficult and challenging in living memory, with the onset of the Covid-19 pandemic and fallout from the virus compounded by an unprecedented cost-of-living crisis which is impacting so many. Rising levels of child poverty and deteriorating mental health is pushing families that were already struggling deeper into crisis. In Newham the stark reality is that over 50% of local children are now growing up in poverty, with all available evidence confirming that it is those most in need, who continue to suffer the most, experiencing deepening difficulties and cascading challenges.

As a result, the Appeal, which is now in its 45th year, is sadly needed more than ever before. Requests for help are already exceeding all the appeals previous 44 years, reflecting the daily challenges that so many of our local children and young people are facing.

Each child supported will be experiencing the ravages of poverty each and every day, compounded by their own combination of multiple difficulties and challenges, such as poor and/or temporary accommodation, food hunger, poor wellbeing, emotional needs, educational underachievement, behavioural difficulties, disability and/or additional needs, being a victim of personal abuse, violence or bereavement. Every family supported will be facing significant challenges, struggling to make ends meet, with little or no income to provide any of the gifts and seasonal foods that so many of us are lucky enough to take for granted. Without support, a Christmas Day to enjoy would not be possible.

Once again, we will be aiming to provide for each child, a Christmas stocking of new gifts specific to their age, needs, abilities and wherever possible, their most wished for gift, to open on Christmas morning, so that they can experience a real Christmas day, rather than just another day the same as every other. The full children's stockings will also give each benefiting family renewed resilience and determination knowing that their community cares about them, to continue to work towards overcoming their difficulties and challenges and move forward to a time when they can support the Appeal themselves, as many of the previous beneficiaries now do each year.

If you are in a position where you can help, please consider helping your local appeal in this the most difficult and challenging year for us all.

Together we can make a real difference for Newham's most disadvantaged, vulnerable and at-risk children this Christmas, at a time when it is most needed.

Please be part of that difference – thank you.

Paula Blake
Appeal Coordinator
Kevin Jenkins OBE Newham Christmas Toy Appeal

Jonny Boux
Chief Executive
Ambition Aspire Achieve

Newham 45th Christmas Toy Appeal 2022

The Annual Christmas Appeal aims to provide for each child referred, a Christmas Stocking of new gifts specific to their age, needs, abilities and wherever possible their most wished for gift to open on Christmas morning.

Each year we receive referrals from a unique combination of all Newham's children and family support agencies and organisations including:

Childrens Services Schools Probation Services Family Support Groups
Families First Health Visitors Community Mental Health Teams Gingerbread
Education Welfare Officers CAMHS Women's Aid
General Practitioners Disability Support Groups Community Groups

This combination ensures that the appeal reaches out to and helps the areas most disadvantaged, vulnerable and at risk children who are not being helped by anyone else and without the help of the appeal really would be waking up on Christmas morning to an EMPTY STOCKING AND ANOTHER DAY JUST THE SAME AS EVERY OTHER.

All the children helped will be experiencing the ravages of poverty on a daily basis, compounded by multiple problems and issues. The example case studies in this pack give a good indication of the types of needs that the appeal responds to each year.

This year continues to be the most challenging ever for everybody, but as all the available evidence confirms, it is the poorest families already in need who have suffered the most and many other families, through no fault of their own, have been pushed into poverty as a result of the hardship and loss caused by both the Covid-19 pandemic and the subsequent cost of living crisis that we are all currently experiencing.

As a result, the appeal is receiving more referrals of children desperately in need of help this year than in any other of the 44 years since the appeal began.

We are aiming to help 2800 children.

Please help us to make sure that no child referred to the Christmas Appeal has to wake up on Christmas morning to an empty stocking and another day just the same as every other.

Thank You For Making The Difference

How Can I Help?

DONATE A GIFT(S)

We have set up a specific appeal gift list at:

https://www.amazon.co.uk/hz/wishlist/ls/23BR74N8RQYRE?ref=wl_share

The list includes a selection of gifts that we are hoping to be able to put into the Christmas stockings this year.

The gifts are for varying ages and at various price levels.

Any gifts purchased will be automatically delivered direct to the appeal

OR

[DONATE A CASH GIFT](#) which we can transform into gifts to fill the Christmas stockings this year.

The appeal specific Giving Site is –

<https://www.justgiving.com/campaign/KevinJenkinsChristmasAppeal2022>

We can record the gifts and donations received and let you all know after Christmas the difference your help has made for our areas most disadvantaged, vulnerable and at risk children in the most difficult of years.

Thank You For Making The Difference



Scan to find out more about Ambition,
Aspire, Achieve and our work year round

EXAMPLES OF CASE HISTORIES OF THE CHILDREN THE APPEAL HELPS EACH YEAR

Family A

Single mum with her teenage daughter, who is autistic, and mum is experiencing mental health difficulties herself.

They currently live in temporary accommodation which is completely inadequate to meet their needs. They have very little furniture and few possessions and are reliant on donations, clothes banks and food banks.

Family have been referred by CAMHS for support as the daughter has experienced bullying in school, which has affected her confidence, self-esteem and her mental health.

They are completely reliant on benefits and have no family support. Mum is completely dedicated to caring for her daughter but has no spare money to purchase gifts.

Family B

Single parent family, with two children aged 2 and 8 who have been referred to the Christmas Appeal by the eldest son's school.

Mum lost her job during the Covid-19 pandemic and has struggled to support the family since, with mum often missing meals so that her sons can eat.

The family live in a poor quality overcrowded room and have very little possessions and have recently been referred to, and become reliant on, the support from the Ambition, Aspire, Achieve food bank and clothing bank, and they have no spare money to purchase Christmas presents.

Mum is determined to return to work, to once again provide a better quality of life to her sons.

Family C

Two parent family with four children under 15, sharing council accommodation.

The 14 year old has become involved in gang activities following mums recent significant mental health difficulties and her attempt to commit suicide, which has understandably had a significant impact on the family,

Dad is the prime carer but earns minimum wage, and has had to take a leave of absence from work due to the recent family difficulties, and the family are now heavily reliant on benefits, continually struggling to cover the basic costs of food, heat and light, which they cannot do without regular support from food banks – and dad is extremely concerned about surviving through the winter with the cost of living crisis taking hold.

The children have few toys and enjoy very few treats but dad does his best and is struggling hard to go forward despite all of the challenges he and the family are going through.

Family D

A lone dad who lost his wife during the Covid-19 pandemic. He has three children, two daughters and a son, and is doing his best to support them both financially and emotionally following the loss of mum.

Sadly dad lost his job after struggling with the loss of his wife, and subsequently the family home, having to move into smaller rented accommodation, which is woefully inadequate for the family, with no outdoor space and only one bedroom.

Their accommodation is sparse, and they are frequently without the basic necessities, and are now reliant entirely on benefits, donations and food banks.

The children, and dad have been through a great deal, and are still struggling to come to terms with everything, but dad is doing his best to find work and be there for the children, whilst struggling so much himself.

Christmas Toy Appeal

Best Gift Guide

The Christmas Appeal aims to provide each young person referred to the appeal with a Christmas stocking of new gifts specific to their age, needs and abilities to open on Christmas morning.

To help ensure that the gifts donated make the greatest difference for those receiving them, we hope the following guidelines will be helpful for you when deciding the best gift(s) to donate.

General Guidelines

- The appeal helps young people from 2 months to 16 years old.
- Please try to purchase gifts that have both a play and educational value to the young person.
- Please **no** toys, books and games that promote war and/or violence.
- Purchase gifts that have the 'Lion Mark CE' accreditation on them, which indicates that the item concerned is child friendly and safe for use by young people within the specific age range given.

Best Gifts Include...

- ❖ First toys – for the new born to 3 years i.e. rattles, rollers etc.
- ❖ Early years toys (3-5 year olds) i.e. shape sorters, push/pull toys, building blocks etc.
- ❖ Annuals
- ❖ Musical Instruments
- ❖ Story books (all ages)
- ❖ Dolls and accessories
- ❖ Boxed games (all ages)
- ❖ Lego and Duplo sets
- ❖ Construction sets
- ❖ Cars and car sets (all ages)
- ❖ Jigsaws (all ages)
- ❖ Model kits (all ages)
- ❖ Footballs
- ❖ CD's – hit compilations
- ❖ DVD's i.e. Disney, young people focused films
- ❖ £5 or £10 fashion or sports vouchers
- ❖ Tea sets, shop sets etc.
- ❖ Writing sets, colouring pencils, craft sets etc.
- ❖ Teddy bears/soft toys – all ages



THANK YOU FOR YOUR HELP!