

2022 Social Impact Report

How Playtime makes lives more playful from a social and environmental perspective

Schools' Campaigns

Playtime devised and executed multiple client campaigns specifically designed to engage both children and educators at a classroom level. As well as creating meaningful classroom assets – curriculum-linked worksheets, lesson plans/ideas, thought-starters for teachers, plus take-home materials for children, including stickers and educational activities – Playtime ensured the campaigns included the provision of free product: toys and games to facilitate learning through play in the classroom. In 2022, our campaigns:

- Delivered over £50,000 worth of free toys and classroom packs into more than 350 primary and early years settings
- Gave more than 12,000 children aged 11 and under in the UK access to toys they may not ordinarily have been able to play with at home or at school, whilst linking them to age-appropriate learning outcomes
- In total, since 2016, our schools' campaigns have positively impacted the lives of more than 58,000 UK school-children

Reducing Toy Waste

2022 saw Playtime save at least TWO TONNES of toys and games from potentially ending up in landfill, by continuing to ensure that ex-demo products and client surplus samples are repurposed through charity partners who share our mission to make lives more playful. We ensured toys and games were rehomed with children in need on a local, national and global level, through product donations made to:

- **Kids Out** (no: 1075789)
- **The Fence Club** (no: 1072928)
- **The Toy Project** (no: 1164282)
- Plus local community outreach settings nominated by our staff members, such as the Tree of Life Centre in **Wythenshaw**, **Richmond** Food Bank (no. 1143951), Toy Hub in **Berkhamsted** (no. 1198216)

Financial Support

In keeping with our mission to make lives more playful, in 2022, Playtime made financial donations to the following charities who share this purpose in one way or another:

- **The Toy Project** (no. 1164282) – our donation funded a month’s rent at The Play Room, a space the charity uses to host play sessions for underprivileged children and adults in North London
- **The Toy Trust** – instead of sending Christmas cards, we reduced our environmental impact and donated the cash equivalent to this toy industry trust which distributes funds to charities helping disadvantaged and disabled children in the UK and globally
- **Magic Breakfast** (no. 1102510) – instead of sending client gifts in 2022, we donated the equivalent budget to this charity which aims to end hunger as a barrier to education in UK schools through the provision of healthy breakfasts to children living with food insecurity