

2023 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 2023, our campaigns:

- Delivered over £16,900 worth of free toys and classroom packs into 200 primary school settings
- Gave more than 6,000 children aged 11 and under in the UK access to toys they may not ordinarily have been able to play with at home or school, whilst linking them to age-appropriate learning outcomes
- In total, since 2016, our schools' campaigns have positively impacted the lives of more than 64,000 UK school-children

Reducing Toy Waste

2023 saw Playtime save 1.5 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:

- **The Toy Project** (no: 1164282)
- **Starlight Children's Foundation** (no: 296058)



- **KidsOut** (no: 1075789)
- Plus, local community outreach settings nominated by our staff members, such as: **Richmond Food Bank** (no. 1143951), **Next Link – a part of Missing Link Mental Health Services** (no: 1166492), **Hawkspring** (no: 1120320), **Avon and Wiltshire Mental Health Partnership/Headlight Mental Health Charity** (no: 1056576)

Financial Support

In keeping with our mission to make lives more playful, in 2023, Playtime made two financial donations to the **The Toy Trust** – firstly, in support of their fundraising month, May Mayhem. Later in the year, 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.