



November 2020

Thank you for partnering with us to bring Christmas to kids with special needs (VIP kids) in Central Florida. We are so grateful for Community Partners like you that help provide FREE toys through **Nathaniel's Toy Shop** for financially challenged VIP Families. 2020 has been especially devastating financially for many of our VIP families in particular, so the need is greater than ever! In many cases, these may be the only toys these kids will receive on Christmas!

We are humbled by comments we hear from our VIP parents.

*"I just want you to know how grateful I am for Nathaniel's Toy Shop. A couple of years ago we had so many bills, that we had no money for toys at Christmas. We were so grateful to be able to pick out 2 toys and stocking stuffers for our kids. Those were the only toys they received that year."*

For the past 10 years, Nathaniel's Hope has turned an empty warehouse into Nathaniel's Toy Shop, a toy store for VIP parents with financial need to shop for FREE toys for their VIP kids and siblings. This year COVID has forced us to make a pivot and we will be pre-packing toys for our VIP families and then distribute them through a Toy Store Drive-Thru or delivered to VIP homes by a Caroling Caravan.

We are grateful for your partnership to help stock our shelves to provide a special Christmas for our VIP Families. We have provided some tools to help you in your campaign. **We would also LOVE to invite you to join us by volunteering at Nathaniel's Toy Shop this Christmas. We need help to sort, pack, distribute and deliver toys!** You can sign up online [www.nathanielshope.org](http://www.nathanielshope.org) or call our office at 407-857-8224 for more info.

Thanks for helping us "give Christmas away" to VIP Kids!

With Gratitude,

*Tim + Marie ☺*

Tim and Marie Kuck  
Co-Founders

# Important Campaign Information

## It's easy to Host a Toy Collection Campaign!

1. Simply find a large box and wrap in Christmas wrapping paper.
2. Attach the box sign with slits on top of the wrapped box.
3. Post a suggested toy list (visit [www.NathanielsHope.org](http://www.NathanielsHope.org) for ideas)
4. Use 12 x 18 poster to promote and NH info to promote
5. *Contact Lisa at Nathaniel's Hope to set up a time to drop off toys between Dec. 7th- 17<sup>th</sup>.*

*Nathaniel's Toy Shop is located in the Edgewood Isles Shopping Plaza at 5639 S. Orange Ave.*



## Marketing Tools Available:

1. Box sign with slits to mount on Christmas wrapped collection box
2. 12x18 Poster to hang in your store/office
3. Information sheet about Nathaniel's Hope
4. To see or share a video about Nathaniel's Toy Shop, visit [www.NathanielsHope.org](http://www.NathanielsHope.org). Click on "Our Programs" and you'll see "Christmas with Nathaniel's Hope."
5. Red Christmas T-shirts are available for \$5 each (plus S&H) at [www.shop.nathanielshope.org](http://www.shop.nathanielshope.org) or by calling our office at 407-857-8224. Use promo code TOYSHOPVOL.



## Other IDEAS:

- **Host a Virtual Toy Drive Online** – Toys can be purchased at Amazon & delivered to us! Amazon Wish List available!
- Help raise funds to buy toys! Start a Commit Change Social Media Campaign.
- Having a Christmas Party? Ask guests to bring a present for Nathaniel's Toy Shop instead of exchanging Christmas presents!

## WOULD YOU AND YOUR TEAM LIKE TO VOLUNTEER?

Volunteers are needed to sort, pack, distribute and deliver toys to VIP families! Contact our office if you would like to schedule your team for a shift!

**If you would like any additional Toy Collection information, more campaign supplies or to schedule your Toy Drop Off, please contact us at Nathaniel's Hope.**

Office Phone: 407-857-8224

[info@nathanielshope.org](mailto:info@nathanielshope.org)

For Toy Collection Drop Off, contact Lisa Harrison-Cain - [LisaH@NathanielsHope.org](mailto:LisaH@NathanielsHope.org)