Christmas Toy Donation Appeal 2026



This Christmas, Broadland and South Norfolk District Councils are coming together once again to bring festive joy to children in need across our communities.

Through our annual toy donation drive, we're collecting new, unwrapped toys to be distributed to families throughout the districts - ensuring that every child can experience the magic of the season. Whether it's a new book, a creative craft kit or a fun game, your donation can light up a child's Christmas morning. Dedicated collection centres have been set up across Broadland and South Norfolk, making it easy for you to contribute.

Last year, residents and businesses generously donated over **1,000 toys**, **378 books**, and almost **300 additional gifts**, helping to support **208 families** across South Norfolk and Broadland.

Let's turn Broadland and South Norfolk into Santa's workshop - one toy at a time!

Who will it support?

Toys will be distributed to children aged 0 to 18 across the districts who may be experiencing hardship and are being supported by local professionals and partner agencies - many of whom may not otherwise receive a present on Christmas Day.

With your help, we can ensure every child experiences the joy and warmth of Christmas.

Broadland District Council

South Norfolk Council

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Donation Guidelines

We welcome donations of new, unopened and high-quality gifts suitable for children and young people aged 0-18.

Examples include:

- Toys
- Books
- Toiletries
- Stationery
- Gift vouchers

For more present ideas based on age please see the donation guidance.

Please do not wrap your donations. We leave this to the families receiving the presents so that they can wrap and gift the presents.

Donations will be accepted at collection centres until 27th November or at the Horizon Building until 4th December 2026. Donations made after this point are not guaranteed to reach families in time for Christmas.

Please do not donate:

- Used or second-hand items
- Damaged, dirty, or incomplete items
- Items with offensive or inappropriate content
- Food, perishable goods or alcohol
- If your present comes wrapped, we will have to unwrap it to identify the contents

Central Donation Location:

Venue	Address	Opening Times
Broadland and South Norfolk District Council	Horizon Building, Peachman Way, Broadland Business Park, Norwich NR7 0WF	Monday – Friday 08:30 – 17:00

Additional venues found on our website:

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