**Rotary Christmas Toy Boxes 2025 – Social media messaging**

Rotary Christmas Toy Boxes is an initiative to provide individual toy boxes to every child in every domestic abuse refuge across the UK and is part of the Rotary Children’s Fun Day activities.

The appeal is running from mid-September through the festive season.

Full information can be found and donations made at <https://www.rotarygbi.org/projects/young-people/childrens-fun-day/rotary-christmas-toy-boxes/> or [www.rotarygbi.org/toybox](http://www.rotarygbi.org/toybox)

**Suggested content to include in your social media posts**

* **Participation** – Let people know your club or district is actively fundraising for the campaign
* **Awareness** – Even if your club or district is not directly involved, this is a great chance to highlight a national Rotary campaign
* **Donation** – Encourage your supports, donors and community to donate themselves towards the campaign. A £30 donation will fund one box with approximately £80 of toys.
* **Thank you** – Thank your donors, sponsors and community for their support in your fundraising for the campaign

The Rotary Christmas Toy Boxes Appeal is a national campaign which aims to deliver individual toy boxes to every child in every domestic abuse refuge in the UK this Christmas.

Behind the sparkle of the festive season, thousands of children across the UK and Ireland live with the hidden impact of domestic abuse and family breakdown. For them, Christmas can be a time of fear and uncertainty rather than joy.

Each box costs £30 and will deliver a box of age and gender appropriate toys worth approximately £80 to a child spending Christmas in refuge.

According to Kids in Mind, over 15,000 children flee domestic abuse and seek sanctuary in women’s refuges every year. Often, the children arrive with few, if any, possessions and have witnessed or experienced physical, emotional and sexual abuse.

Now in its second year, 2024’s Rotary Christmas Toy Boxes Appeal raised almost £85,000 enabling the delivery of toy boxes to over 3,300 children across the country who spent Christmas in a domestic abuse refuge.

To find out more and donate, visit:

<https://www.rotarygbi.org/projects/young-people/childrens-fun-day/rotary-christmas-toy-boxes/>

**Images**

In this pack we have provided you with several JPG image files for you to use in your social media posts.

**Rotary GBI social media accounts**

If you want to share a story with Rotary GBI and Kids in Mind on social media, you can tag one of following accounts in your post:

**X/Twitter**: @RotaryGBI

**Facebook**: Rotary International in Great Britain & Ireland

**LinkedIn**: Rotary International in Great Britain & Ireland @kids-in-mind-charity

**Instagram**: @rotarygbi @kidsinmindcharity

**Hashtags**

In your social media posts, consider using hashtags, for example:

#RotaryChristmasToyBoxes

#KidsinMind

#PeopleOfAction