

Rotary Christmas Toy Box Appeal 2026 – Social media messaging

The Rotary Christmas Toy Box Appeal 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 that Rotary in Great Britain and Ireland provide in partnership with [Kids in Mind](#) charity.

The appeal is running from the beginning of September up to and through the festive season. The closing date for donations to this year's appeal is **20th December 2026**.

Full details can be found and donations made at 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 Box 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.

2025's Rotary Christmas Toy Box Appeal raised over £97,000 enabling the delivery of toy boxes to over 3,200 children across the country who spent Christmas in a domestic abuse refuge.

To find out more and donate, visit:

www.rotarygbi.org/toybox

Images

In this pack we have provided you with several PNG 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 @Kids-in-Mind-Charity

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:

#RotaryChristmasToyBoxAppeal2026

#KidsinMind

#PeopleOfAction

#RotaryGBIToyBoxes

#RCTB2026