



Town of Palm Beach United Way

44 Coconut Row, M201
Palm Beach, FL 33480
561-655-1919

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Town of Palm Beach United Way Annual Holiday Toy Drive kicks off November 5

For Release – Monday, October 30, 2023

Contact: Aleese Kopf, 561-655-1919; aleesekopf@palmbeachunitedway.org

PALM BEACH, FL – The Town of Palm Beach United Way will begin collecting toys for the 30th Annual Holiday Toy Drive starting Sunday, November 5. The drive runs through Sunday, December 3. Donations benefit children in need throughout Palm Beach County.

The holiday season is a difficult time of year for thousands of families in our community. Toys are a luxury many low-income parents simply cannot afford, especially over other basic needs such as food, gas and medicine. The Town of Palm Beach United Way Toy Drive aims to help ease this burden for parents.

“The annual Toy Drive is a simple and meaningful way to give back this holiday season,” said Board Chairman Bill Tiefel. “We hope for a wonderful turnout of toys and donations so we can once again spread joy and hope to children in need in our community.”

Toys are donated to children who receive services from Town of Palm Beach United Way nonprofit partner agencies. This year gifts are benefiting clients at Center for Family Services, Healthy Mothers, Healthy Babies, HomeSafe, and Milagro Center.

Center for Family Services aims to strengthen individuals and families through behavioral health services and education. They offer individual and family counseling, and programs for pregnant women, people recovering from addiction, and children who have experienced trauma.

“Many of our families are struggling financially, and will continue to struggle throughout the holiday season,” said CEO Todd L’Herrou. “Having toys would allow entire families to get a gift for the holiday season, and provide a smile on the face of each child.”

L’Herrou said about 100 parents and guardians will have the opportunity to choose which gifts to take home for their children. “This helps them feel empowered and excited about the holiday, and decreases stress.”

HomeSafe will distribute toys at a holiday party for children and families who are victims of domestic violence. Healthy Mothers, Healthy Babies will provide toys to teen moms and pregnant women and their families. Milagro Center will distribute toys to at-risk youth who attend their afterschool programs in Delray Beach.

“We service a community that is very vulnerable where most of our parents and students live below the poverty line,” said Milagro Program Director Michael Mapp. “During the holidays many of our families choose to not celebrate the season because of the extra costs associated with securing gifts for their families. With your support we can ensure that every student in our program is able to receive a gift this year and experience the joy and magic of the holiday season.”

Toy Drop Off Locations

New, unwrapped toys can be delivered to the central and south Palm Beach fire stations, Findlay Galleries, the United Way office or Field of Greens locations throughout Palm Beach County.

ONE COMMUNITY. ONE GOAL.

Cash and check donations will also be accepted. Donors can contribute online at www.palmbeachunitedway.org/toy-drive or send a check. Checks should be payable to Town of Palm Beach United Way with "Toy Drive" in the memo and mailed to the United Way office at 44 Coconut Row, Suite M201, Palm Beach, FL 33480.

Community partners for the drive include Field of Greens, Findlay Galleries, First Horizon, Palm Beach Flagler Rotary Club, Palm Beach Daily News, Town of Palm Beach Fire Rescue and Worth Avenue Association.

Last year, the toy drive collected hundreds of toys and over \$24,000. Donations are tax deductible and 100% of proceeds go directly to children in need in Palm Beach County.

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