



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 3 to benefit Palm Beach County families in need

For Release – Wednesday, October 30, 2024

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 31st Annual Holiday Toy Drive starting Sunday, November 3. The drive runs through Sunday, December 1. Donations benefit children at United Way nonprofit partner agencies throughout Palm Beach County.

“Every child deserves to feel joy and hope during the holidays,” said Roberta and Paul Kozloff, General Campaign Chairs for the Town of Palm Beach United Way. “The annual toy drive touches the lives of hundreds of children and students in need in our community. We look forward to another successful drive.”

This year gifts are benefiting clients at Aid to Victims of Domestic Abuse, American Association of Caregiving Youth, Center for Child Counseling, El Sol, and Take Stock in Children. The agencies serve children ranging in age from babies and toddlers to middle school students and teenagers.

Aid to Victims of Domestic Abuse will set up a holiday store where parents can select toys for their children, and children can choose gifts for their parents. The agency currently serves about 100 children through its emergency shelter, transitional housing, and outreach programs.

American Association of Caregiving Youth will be distributing the toy donations at a Holiday Celebration in December for caregiving youth and their families. They hope to provide gifts to 400 students.

“Many of our families experience financial hardship with their day-to-day responsibilities and especially during the holiday season, setting aside the funds to purchase gifts for loved ones may be difficult due to the financial constraints the family is already facing,” said Amoy Gordon, Director of the Caregiving Youth Project. “The provision of gifts during this season makes a huge difference and significantly impacts the lives of our caregiving youth and their families, letting them know, they are valued and remembered during the festivities of the holiday season.”

Center for Child Counseling aims to provide gifts for 200-250 children who have experienced physical or emotional trauma. For families dealing with trauma or financial stress, holiday gifts can create a sense of normalcy, joy, and relief during an otherwise difficult time, according to the agency.

“Receiving gifts can enhance a child's sense of belonging, safety, and happiness, contributing to their overall emotional well-being,” said Renee Layman, CEO of Center for Child Counseling. “The holiday season is an important time for family bonding, and receiving gifts helps foster moments of connection and joy. For children who have experienced trauma, the holiday gifts can create positive, hopeful memories that can have long-term emotional benefits.”

Toy Drop Off Locations

New, unwrapped toys can be delivered to the central and south Palm Beach fire stations, Capehart Photography studio, United Way office, or Field of Greens locations in West Palm Beach and Palm Beach.

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 Capehart Photography, Field of Greens, Findlay Galleries, First Horizon, Palm Beach Flagler Rotary Club, Palm Beach Daily News, Royal Palm Wealth Management Group, Seaview Café, Sotheby's International Realty, ThermaSeal, Town of Palm Beach Fire Rescue, and Worth Avenue Association. Several South End condos are also collecting gifts for the drive, including Harbour House, Beach Point, Ambassador II, Palm Worth, La Palma, Oasis, and Meridian.

Last year, the toy drive collected hundreds of toys and over \$22,000. Donations are tax deductible and 100% of proceeds go directly to children in need in Palm Beach County.

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