

PRESS RELEASE: 19 December 2018

Book & Toy Drive 2018

Nationwide campaign to donate new books & toys to The Children's Society to help bring some joy and happiness to children who come from disadvantaged backgrounds

In memory of the four princes and mother of the tenth Guru of the Sikhs, Guru Gobind Singh Ji, Birmingham based non-profit, the Wahegru Foundation, launched a **nationwide campaign to donate new books & toys to The Children's Society**, to help bring some joy and happiness to children who come from disadvantaged backgrounds.

The Children's Society **supports vulnerable children and young people** such as those who have been sexually exploited; those suffering with mental health and emotional wellbeing problems; those at risk of running away from home or care and those who have suffered from persecution and torture (refugees and migrants), in order to help make their lives better.

The Christmas period can be a very difficult time for vulnerable children and young people and they often feel neglected, left out and alone. The Wahegru Foundation wanted to send the message that there are **people out there who care about them** and to be able to put a smile on their faces by donating gifts of new books and toys during the festive period.

The drive began on 15 October of this year and ran up until 7 December. After eight weeks of collective efforts by the Wahegru Foundation team, our sponsors, collaborators and the donors, we exceeded the initial target and **raised triple the target amount**, collecting a staggering **3,166 gifts** with a total RRP **value of £20,020.00**

With the **immense generosity** of all of those who contributed and collaborated, the Wahegru Foundation was able to further extend this **support and also donated a selection of gifts** to the Sandwell Hospital Children's Ward and the Acorns Children's Hospice. The love and kindness of the community allowed the Wahegru Foundation to **support not only one, but three different children's charities** this year.

In receiving such an **overwhelming response**, the team at the Wahegru Foundation have expressed their closing remarks and gratitude by saying that,

"From the bottom of our hearts, we would like to sponsors, collaborators and the generous community involved for making such a huge effort and putting a smile on so many children's faces. And to the children's charities, we express our **deepest gratitude and appreciation** for all that you do on a daily basis, for all those under your care. God bless you all."

Humbly yours,
Wahegru Foundation

[End]

Notes to editors:

The Wahegru Foundation is a non-profit company and serves as the philanthropic wing of Wahegru Investments, providing support and assistance to charitable groups and organisations.