

Share-a-toy, Share-a-joy



Representatives of the partner national government agencies (NGAs) and staff of Department of Social Welfare and Development (DSWD) Field Office III played Cupid, for they assisted every single child to look for a toy that is close to their hearts; Regional Advisory Committee (RAC) went to Barangay Buhangin, Baler to hand out toys, sponsored by SM Foundation, to 218 Typhoon-affected children last March 3, 2016.

Looking, both at the faces of the beneficiaries and the members of RAC, is like seeing a live pounding heart; they have not just shared toys, but they have shared joy. Toy is a vital instrument that fosters the development of a child's physical, mental, emotional, and social well-being for it stimulates creativity.

Share a toy, Make a child happy is a joint project of The SM Store and Toy Kingdom in partnership with SM Foundation and DSWD. For every Php500.00 single receipt purchase on regularly priced toys from SM and Toy Kingdom entitles one to a Php500.00 off coupon valid until January 31, 2016. Maximum of 10 coupons will be given per transaction.

The remaining toys, from the 10 boxes, will be given to the Modified Conditional Cash Transfer (MCCT) grantees' children.
(Andyleen C. Feje)