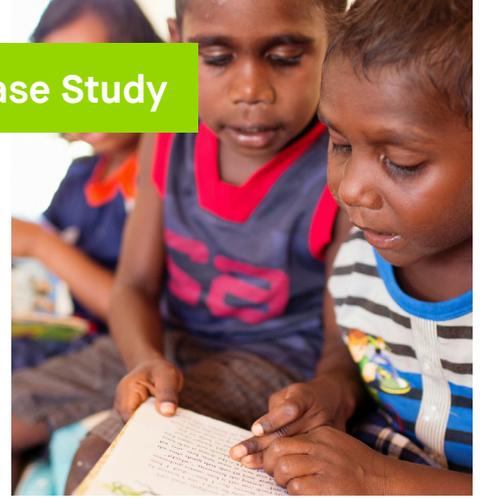


# \* Moose Toys brings the power of play to more children right across Australia.

## Case Study



## Challenge

Moose Toys needed to find an efficient way to ensure that their surplus toys made it into the hands of children around Australia, who were sadly, always missing out.

## Approach

Moose Toys is committed to working closely with their community and achieving their goal of spreading the 'Superhappy'. They wanted a way to effectively repurpose their surplus end of season toys and allow them to reach children in need. Good360's unique product matching platform provided Moose Toys the opportunity to gift toys at a national scale. This helps these children and their communities to access the pure power of play.

## Solution

- Members are able to go to the Good360 online shop, select which Moose Toys they need for their programs and what will be the most suitable allowing them to get the most value from the donation.
- Moose Toys has been able to efficiently connect more than 85,000 toys with 480 Not for Profits and schools to distribute to children across Australia saving them precious budget and time.

### Moose Toys supports doing good with Good360 by:

- Sponsorship of Good360's 4th birthday celebrations by covering the cost of handling on all the toys they donate so every child can receive a gift on their special day and enjoy some of the Superhappy.

### Moose Toys profile

From humble beginnings as a family business in Melbourne, Moose Toys has grown to one of the largest toy manufacturers not only in Australia but in over 100 countries globally. Still family owned but now with a global reach the company focuses on bringing affordable toys to children of all ages and interests. Moose Toys have partnered with Good360 to ensure that their surplus stock is repurposed and continues to bring joy to Australian children in need.

*"We don't just dream of making kids 'Superhappy', we actually do it. With the help of inspiring partnerships, like Good360, we're working to make a positive difference to children and their communities to help them access the pure power of play."*

**Moose Toys** EVP Global Marketing, Belinda Gruebner

## We #makegoodhappen

Good360 is a matchmaker, helping repurpose items of value by directing them to Australians who need them most. We bring together the people working to lift up Australian communities, and the spare brand new goods of businesses. We connect surplus with need.



182,424

Total Goods Donated



\$2,760,164

Value of Goods Donated (RRP)



639

NFPs & Schools Helped



24

Cause Areas Supported



Good360

GOODS FOR THE GREATER GOOD™

good360.org.au