Neighborhood Christmas Store

THE STORE'S STORY

Our holiday ministries run a little differently. There are no sponsored families, no used toys, no well-intentioned strangers appearing at the door laden with gifts and food. Instead, we host a fully functioning neighborhood store for several days in December. We receive brand new toys and funds to purchase toys from many individuals and groups. Toys are discounted 75% and lovingly placed on shelves. The desire is to build the dignity of parents who will have the opportunity to select and purchase new toys for their own children. The money goes right back into the store. The outcome for everyone is joy, generosity, and community!

One parent said, "It's not like a yard sale. It's like what you would find in a store—only with much lower prices! I feel like I can actually shop for my kids' Christmas here." Another first-time shopping mom said, "I love that this store is for our neighborhood—not just because I'm poor."

Through the support of schools, churches, businesses, and individuals, PSM sets up a fully functioning store on site (719 N Massachusetts Ave, Lakeland, FL 33801). Families living in the Parker Street and North Lake Wire neighborhoods are invited to register and shop for new toys.

https://psmlakeland.org/christmas-store