

MARINE TOYS FOR TOTS FOUNDATION



**TOYS FOR TOTS**

2018 Annual Report



The mission of Marine Toys for Tots Foundation is to assist the U.S. Marine Corps in providing a tangible sign of hope to economically disadvantaged children at Christmas. This assistance includes supporting the U.S. Marine Corps Reserve Toys for Tots Program by raising funds to provide toys to supplement the collections of local Toys for Tots campaigns, to provide promotional and support material and defray the costs of conducting annual Toys for Tots campaigns. Other Foundation support includes providing administrative, advisory, financial, logistic and promotional support to local Toys for Tots Coordinators; managing funds raised and monies donated based on the use of the Toys for Tots name or logo; providing other support the Marine Corps, as a federal agency, cannot provide; and conducting public education and information programs about Toys for Tots that call the general public to action in support of this patriotic community action program.



## President & CEO's Report



As we entered the 2018 Campaign, the nation's economy looked strong; however, there were still many families struggling to make ends meet. As expected, early reports from local coordinators consistently spoke of a continued heavy demand for toys. Fortunately

initial individual toy donations were good, and our long term GIK Corporate Sponsors were responding positively. With the loss of Toys"R"Us, our number one Corporate Sponsor for 14 years, having other sponsors step up was critical. The campaign turned out to be extremely rewarding as the American public and our Corporate Sponsors once again rallied behind the program and both GIK and monetary donations remained strong. Our Reserve Units and our Local Campaign Coordinators performed superbly, and Toys for Tots enjoyed an extremely successful campaign. A number of records were set in monetary donations, and our total revenue of over \$284 million was our best year on record. We also retained a very enviable "program to support ratio" of 97 to 3.

As a result of our successful campaign, our Marines and volunteers distributed 18.6 million toys to 7 million less fortunate children. Local campaigns were conducted in 805 communities covering all 50 states, the District of Columbia, Puerto Rico, Guam, and the Virgin Islands. The Foundation supplemented local toy collections with over 6.1 million toys valued at \$70 million. Because of the increase in demand, the Foundation spent \$7 million more on toys than we had budgeted.

As I mentioned earlier, the Marine Toys for Tots Foundation had our most successful campaign in terms of fundraising. 2018 fundraising numbers included: the Direct Mail Campaign raised \$25.8 million; Corporate Sponsor monetary and GIK contributions totaled \$42.0 million; website donations totaled \$6.7 million; and unsolicited donations were \$14.6 million. Each of these amounts exceeded our highest expectations, and in most cases, established all-time highs for that particular category.

Key to the successes we enjoyed this year was the tremendous effort of the Marines assigned to Marine Forces Reserve and the tens of thousands of volunteers from towns and cities across our nation. Toys for Tots was blessed in 2018 to once again have the support of our First Lady, Melania Trump, as our number one volunteer. Mrs. Trump's support was instrumental in helping us broadcast our message to the American public. Please see the separate article about the First Lady's participation.

Another key factor in our successes this year was exposure. In our quest to maximize our exposure, the Foundation continued three very successful initiatives, the Hollywood Christmas Parade benefiting Toys for Tots, the ringing of the Closing Bell at the New York Stock Exchange, and our growing relationship with teams in the National Football League. Additionally, we celebrated the 20th Anniversary Holiday Train delivering toys to less fortunate children in New York. There are separate articles in the Annual Report that provide details on these events.

Overall, 2018 was a very productive year for the Marine Toys for Tots Program. I am pleased to report that our Marines and volunteers who conducted the 805 Campaigns across our country performed superbly. The spirit of teamwork that existed throughout Toys for Tots was inspirational. Although I am sure there will be many challenges in 2019, I am confident we will succeed. In view of the experience, competence and dedication of our outstanding Board of Directors, the leadership and dedication of Marine Forces Reserve, and the passion and hard work of our wonderful volunteers, the future of the Foundation and the U.S. Marine Corps Reserve Toys for Tots Program is indeed bright.

H. P. Osman  
Lieutenant General, USMC (Ret)  
President & CEO





## Marine Toys for Tots Overview

### 71 Years of Bringing the Joy of Christmas to America's Less Fortunate Children

This year marked the 71st Anniversary of the U.S. Marine Corps Reserve Toys for Tots Program. The Program was created in 1947 when Major William Hendricks, USMCR, the Director of Public Relations for Warner Brothers Studio assisted by members of his Marine Reserve Unit, collected 5,000 toys and distributed them to war orphans and other less fortunate children of Los Angeles, CA.

The success of this first campaign caused the Commandant of the Marine Corps to direct that in 1948 every Marine Reserve Unit would conduct a local Toys for Tots Campaign. In support, Walt Disney, a close personal friend of Bill Hendricks, designed the first promotional poster for the nationwide campaign in 1948. In that poster was a three car train that continues to serve as the official logo of Toys for Tots today.

Since that first campaign, the program has grown to encompass local campaigns in 805 communities covering all 50 states, the District of Columbia, Puerto Rico, Guam, and the Virgin Islands. From 1947 through 2018, local Toys for Tots coordinators have distributed 566 million toys to 258 million less fortunate American children. Today, Toys for Tots is the Marine Corps' premier community action program, the nation's flagship Christmas charitable cause, and the only charitable cause within the Department of Defense that reaches outside the military establishment to give something back to local communities.

The mission of Marine Toys for Tots is to bring the joy of Christmas to less fortunate children. The principal goal is to deliver a message of hope that will inspire youngsters to grow into responsible, productive, patriotic citizens. The objectives include having a positive impact on the development of children, creating or restoring self-esteem, and bringing all elements of communities together in a common cause for three months each year.

Toys for Tots is an official activity of the U.S. Marine Corps and an official mission of Marine Forces Reserve. The Commandant of the Marine Corps promulgates broad policy guidance for the Marine Toys for Tots Program and delegates to the Commander, Marine Forces Reserve and the President & CEO of the Marine Toys for Tots Foundation the responsibility and authority for the day-to-day direction and supervision of Marine Toys for Tots.

Marine Toys for Tots Foundation, recognized by the IRS as a tax exempt, not-for-profit public charity within Section 501(c)(3) of the Internal Revenue Code, is the fundraising and support organization for the U.S. Marine Corps Reserve Toys for Tots Program. Created at the behest of the Marine Corps, the Foundation has been an integral part of Toys for Tots since Christmas 1991.

A board of twelve directors, composed of successful business leaders representing business and geographic diversity, governs the Foundation. All directors are either serving in the U.S. Marine Corps Reserve or are veteran Marines.

Day to day operations of the Toys for Tots Program are handled by a professional staff at the Foundation offices located in Triangle, VA, just outside the Main Gate of Marine Corps Base, Quantico, which is 35 miles south of Washington, DC.

In addition to providing the day to day leadership and oversight, the Foundation raises funds to purchase toys to supplement local collections, defrays the costs of conducting annual Toys for Tots campaigns, and provides promotional and support materials for local campaigns. The Foundation manages all funds raised and donations received based on the use of the Toys for Tots name and logo. The Foundation provides administrative, advisory and logistical support to local Toys for Tots Coordinators, as well as other support the Marine Corps, as a federal agency, cannot provide. Finally, in order to maximize the potential of the program, the Foundation works to gain as much exposure for Toys for Tots as possible. This includes conducting public education and information programs about Toys for Tots that call the general public to action in support of this patriotic community action program.



## Public Service Announcements



The Marine Toys for Tots Foundation has two public service announcements that were produced by the long time public relations firm of the Marine Corps, J. Walter Thompson. The public service announcements were funded by the Marine Corps Recruiting Command to assist in

the commemoration of the 50th and 60th Anniversaries of the Marine Toys for Tots Program. In honor of the 50th Anniversary, J. Walter Thompson produced “Guard Duty” and in honor of the 60th Anniversary, “Christmas Morning”. Christmas Morning and Guard Duty received a great deal of air time during the 2018 Campaign, being shown over 17,000 times by hundreds of local television stations across the country. J. Walter Thompson is able to track the showings and valued the air time at over \$3.8 million. The airing of these public service announcements serves to remind Americans that it is their donations that ensure America’s less fortunate children have the opportunity to experience the joy of Christmas. The Marine Toys for Tots Foundation thanks those stations that help deliver that message to the public.



## 71<sup>st</sup> Anniversary Toys for Tots Poster



The 71st Anniversary promotion poster was designed by LtCol Keith McConnell, USMCR (Ret). Colonel McConnell has designed a number of Toys for Tots promotion posters in the past to include the 50th and 60th Anniversary posters. The 2018 poster has been used in previous years and is considered by many the all-time favorite. All previous Toys for Tots posters can be viewed on the Foundation’s website.



# First Lady Melania Trump Rejoins the Toys for Tots Team for a Second Year

In early December, Lieutenant General Pete Osman, the President & CEO of the Marine Toys for Tots Foundation, was notified that First Lady Melania Trump would once again be supporting Toys for Tots during our 2018 Campaign. On December 11th, Mrs. Trump arrived at our Marine Toys for Tots warehouse in Washington, DC to conduct a media event, assist with the sorting of toys, conduct a craft session with the children of military service members, and personally thank the many volunteers who assist with the Washington, DC Campaign.

Before introducing the First Lady, General Osman, thanked Mrs. Trump for her support of military families and for her continued interest in and support of the Marine Toys for Tots Program. General Osman noted that her participation with Marine Toys for Tots would greatly assist in our efforts to energize the public to support this year's campaign.

General Osman then introduced Mrs. Trump who spoke of the sacrifices of our military members and their families and noted that there were many service members deployed overseas who would be spending Christmas away from their families. Mrs. Trump also provided an extemporaneous narrative on the history of Toys for Tots and the impact that it has had on America's less fortunate children over the past 70 years.



Following the media event the First Lady rolled up her sleeves and spent nearly an hour assisting volunteers with the sorting of toys, working crafts with children, and personally thanking all the volunteers for all they were doing to help bring the joy of Christmas to less fortunate children. She also posed for many photos.

The First Lady's support of the Marine Toys for Tots Program certainly generated a great deal of media interest and exposure and was one of the keys to our very successful 2018 Campaign.





# Toys for Tots Rings the Closing Bell at the New York Stock Exchange



On November 23rd, “Black Friday”, the President & CEO of the Marine Toys for Tots Foundation, Lieutenant General Pete Osman and Santa Tim Connaghan, together with Marines from 6th Communications Battalion rang the Closing Bell at the New York Stock Exchange in honor of the 71st Anniversary of the Marine Toys for Tots Program. Joining General Osman and Santa Tim on the Exchange Platform were Captain and Mrs. Russell Green, Staff Sergeant and Mrs. Landon Dahmes, Staff Sergeant and Mrs. Richard Warren, Staff Sergeant Jordan Torres, Sergeant Jaime Garcia, Lance Corporal Emily Phillips, and Lance Corporal David Philips. Ringing the Bell on “Black Friday” serves as a great reminder to the American Public to purchase a toy for a less fortunate child when one hits the stores on the biggest shopping day of the year.



# Hollywood Christmas Parade Supports Toys for Tots

On 27 November the President & CEO participated in the 9th Annual “Hollywood Christmas Parade featuring Marine Toys for Tots.”

The Hollywood Christmas Parade has been an American tradition for over 85 years. Conducted in the heart of Hollywood, right down Hollywood Boulevard, the parade has been a longtime favorite of TV and movie personalities. Over the years, a number of well known celebrities have served as Grand Marshal to include Cecil B. DeMille, Charlton Heston, Bob Hope, “Magic” Johnson, Mickey Mouse, Roy Rogers, Mickey Rooney, Arnold Schwarzenegger, Jimmy Stewart, The Simpsons, and many others. This year’s Grand Marshal was the popular TV personality, Nancy O’Dell from Entertainment Tonight. The 2018 Hollywood Christmas Parade was once again filmed, edited, and made into a television production and aired nationally by the CW Television Network and the Hallmark Channel. The production was also in national syndication in over 90% of the country, making the 2018 Parade available to the largest television audience in its history. Actor Erik Estrada (CHIPS) and television



host Laura McKenzie (World’s Funniest Moments) once again served as parade broadcast hosts. In addition to the Marine Band from Marine Corps Recruit Depot San Diego, who led the Parade, there were celebrities from film, television and stage, award-winning bands, equestrian groups, floats and giant balloons. Marine presence was scattered throughout the Parade from the

Red Carpet area to riding with Santa on his sleigh. The official Hollywood Santa, Tim Connaghan, has become a huge supporter of Toys for Tots and joined us in a number of other Toys for Tots events throughout the campaign season.

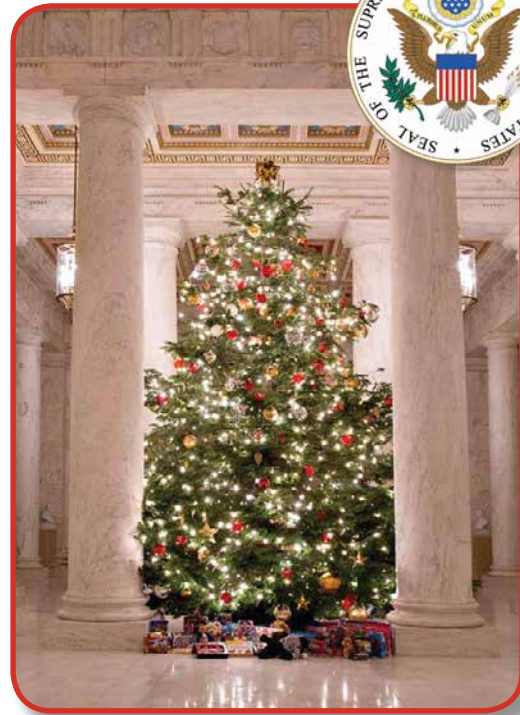
Bill Abbott, President & CEO, Hallmark Channels said, “Hallmark Channel and Hallmark Movie Channel are America’s family networks and are a touchpoint in many homes throughout the holidays. We are enthusiastic supporters of Toys for Tots and are grateful to have our networks, Toys for Tots, and the Parade come together to help less fortunate children.”





## Supreme Court Supports Toys for Tots

On the 14th of December, the President & CEO, Lieutenant General Pete Osman, together with Major General Brad James, Acting Commander Marine Forces Reserve, and Marines from the DC area Reserve Unit were invited by Chief Justice John Roberts to the Supreme Court's annual Christmas Party. During a private meeting in Chief Justice Roberts' Chambers prior to the party, he reiterated his great respect and support for the Marine Toys for Tots Program. After a brief discussion of the 2018 Campaign, we adjourned to the Great Hall to join the other Justices and the Supreme Court staff. Chief Justice Roberts welcomed all and spoke briefly about the Marine Toys for Tots Program before presenting hundreds of toys donated by the staff and members of the Supreme Court. Many then joined the Chief Justice for the annual singing of Christmas Carols.



## Build-A-Bear & Toys for Tots Partnership

Since 2007, Build-A-Bear has been a valued Toys for Tots partner, helping to fulfill the Christmas and Holiday dreams of disadvantaged children who otherwise may have been forgotten. Build-A-Bear's 2018 Campaign was hugely successful, raising over \$373,000 and donating 20,000 plush bears valued at \$240,000. Support from Build-A-Bear over these past 11 years has positively impacted communities in all 50 states, with a total of \$11.5 million in funds and furry friends donated to Toys for Tots—directly impacting more than 820,000 less-fortunate children!





## 20th Annual Toys for Tots Holiday Train

On December 1, 2018 the President & CEO participated in the 20th Annual Toys for Tots Holiday Train conducted by the Marine Toys for Tots Campaign in Albany, New York. This year's Holiday Train delivered over 20,000 toys to less fortunate children along the rail line from Binghamton to Delanson, New York. Toys were distributed at four stops: Bainbridge, Oneonta, Cobleskill, and Delanson. This economically depressed area has been hit particularly hard during our recent recession, so this year's Train Lift took on added importance. Added to the challenges this year was the absence of Amtrak, who after 7 years of tremendous support, had to step down. Fortunately, Norfolk Southern Railroad came to the rescue and this vital and wonderful holiday tradition continued. Central to this year's success was Mr. Bennett Levin of Philadelphia, PA who secured Norfolk Southern's support and also added his two personal vintage rail passenger cars to the effort. Also joining in the 20th Anniversary Holiday Train was Mr. Joe Boardman, former President & CEO of Amtrak, whose personal support had made Amtrak such an important part of the program in the past.



*From left to right: Joe Boardman and Bennett Levin*

The man primarily responsible for bringing the entire event together, however, was the Marine Toys for Tots Coordinator for the Albany area, retired Gunnery Sergeant Vinny Roman. In addition to coordinating the collection and distribution of the 20,000 (+) toys, Gunnery Sergeant Roman had to coordinate the efforts of local police departments, government officials, local businesses, media coverage, messing support, countless







The Toys for Tots Train Lift has proven to be an exceptional example of the community outreach capabilities of the Marine Toys for Tots Program. This single event brought the joy of Christmas and sent a message of hope to thousands of less fortunate children while bringing America's Marines to the American people in a very special way.

volunteers, and several rail companies. Gunnery Sergeant Roman did a remarkable job of coordinating all the “moving parts”, and the entire event was an unqualified success. It's important to realize that in addition to the Holiday Train, the Gunny and his magnificent team helped to bring the joy of Christmas to over 160,000 children in the central New York area.



In previous years, the Holiday Train would travel a second day from Albany, NY to Rouses Point, NY on the Canadian border. Although there was no train available, that did not deter Gunnery Sergeant Roman and his extraordinary team of volunteers. Gunny Roman planned a tractor trailer and bus convoy on 8 December that assisted the residents of Northern New York as in previous years. Volunteering the entire day as well was Congresswoman Elise Stefanik who represents New York's 21st District.





# Disney store | shopDisney Launched Nation-Wide Toy Drive and Matched \$5 for every Toy Donated

Disney's support of Toys for Tots spans back to the company's very beginning when Walt Disney himself designed the first national Toys for Tots poster in 1948, marking the birth of a strong relationship that has lasted for over 71 years. Disney's cash contributions of millions of dollars, combined with their toy donations over the years have supported Toys for Tots in delivering a message of hope to millions of less fortunate children.

Disney's 2018 Toys for Tots Campaign was nothing short of exceptional. Disney Stores conducted toy drives at all U.S. retail store locations and collected many thousands of toys that were distributed to local children-in-need. Additionally, Disney enhanced their toy drives by matching \$5 for every toy donated at a Disney Store or online through shopDisney.com up to \$1 million! As if that were not enough, Walt Disney Television engaged their many viewers by promoting Toys for Tots through public service announcements and incorporated Toys for

Tots mentions and signage during on-air programming, all encouraging the public to support their local Toys for Tots Campaigns.

Marine Toys for Tots salutes all those at Disney with a special shout out to Disney Store Cast Members and the VolunTEARs across the U.S. who helped to spread awareness and raise support for so many children in need.



## Hasbro Inspires Kindness

A Corporate Partner for 22 years, Hasbro has helped to deliver nearly 6 million toys and games nationwide through its annual support of Toys for Tots. Hasbro's signature philanthropic initiative, BE FEARLESS BE KIND, inspires youth to be kind and make a difference. For the second year in a row, Hasbro matched up to one million gifts for every toy or game donated, inspiring kindness in individuals knowing that one donation to

the local Toys for Tots unit will provide two gifts for children in need. In addition to supporting children in all 50 states, Hasbro toys were also delivered to children impacted by hurricanes Florence and Michael, as well as families who suffered from the devastating California wildfires. Their 2018 contribution included 1,079,508 toys and games valued at nearly \$11 million.



# The UPS Store Supports Childhood Literacy

The UPS Store is the original partner and sponsor of the Toys for Tots Literacy Program. Approximately half of their 4,700 stores collect cash donations throughout the holiday to support literacy. Since 2008, The UPS Store has raised over \$4 million and helped Toys for Tots distribute 39 million books to disadvantaged children. Committed to promoting literacy, The UPS Store made their third appearance presenting a float in the Tournament of Roses Parade. Their award-winning float “Books Keep Us On Our Toes” was designed to inspire children to experience life through the joy of reading.



To celebrate their 10th anniversary of sponsoring the Toys for Tots Literacy Program, The UPS Store donated \$100,000 worth of books to children-focused non-profit organizations. From over 1,000 contest submissions, The UPS Store has chosen 10 organizations that support children’s literacy in low-income and disadvantaged communities to each receive \$10,000 in books. Congratulations to the winners!

- Boys and Girls Club of Southeast Louisiana
- Bridge of Books
- CCS Early learning Head Start
- Dayton Elementary School
- Every Child a Reader in Escambia
- Freedom Readers
- Mary Wood Weldon Memorial Library
- Poston Road Elementary
- Read Aloud West Virginia
- Ready Readers

The UPS Store® 

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# NFL Teams Support Toys for Tots

For the 2018 Toys for Tots Campaign, nearly all NFL teams once again joined forces with the Marine Corps for local toy drives benefiting the Marine Toys for Tots Program. From 18 November to 16 December, football fans across the country spread the joy of the holidays while cheering on their favorite team. During this period, NFL teams across the country hosted toy drives during one of their home games. Fans were encouraged to bring new unwrapped toys to the stadium on game day, where

Marines collected them for distribution within their communities. Cash donations were also collected at the games and fans were also encouraged to make online and text donations.

The Marine Toys for Tots Foundation will be working with local coordinators and the NFL in 2019 to further maximize the potential of this Program.

## Toys for Toys Bids Farewell to Major Brian Murray



On 31 March 2018, Major Brian Murray stepped down as the Vice President of Operations for the Marine Toys for Tots Foundation. Major Murray had served the Foundation since October 1996. All those who have been associated with Toys for Tots for the past 22 years will

sorely miss his dedicated service, incredible work ethic, and strong leadership.

Prior to assuming the position of Vice President of Operations, Major Murray had served for over 20 years as an active duty Marine Infantry Officer. In addition to his time in the operating forces, Major Murray also served with Marine Security Forces in Italy. He also had tours on the staff at the Basic School Staff, and at Headquarters Marine Corps.

Upon retirement, Major Murray applied for and was selected to serve as the Vice President of Operations. Together with Lieutenant General Cooper, President & CEO and Major Bill Grein, Vice President for Marketing and Development, they continued the process of addressing a number of legal and fiscal issues that had plagued the Foundation several years prior. Their efforts resulted in the Foundation becoming one of the most respected, effective, and efficient charities in America. Today the Marine Toys for Tots Program is a \$280 million a year enterprise with a net worth exceeding \$148 million. The program has also grown

dramatically in scope. Principally through Major Murray's initiative the number of local Toys for Tots Campaigns has grown from 180 to over 800. As a result, today approximately 18 million toys are distributed annually to about 7 million less fortunate children.

Over the years Major Murray instituted a number of initiatives that have greatly enhanced the effectiveness and efficiency of the Program. To mention just a few of his accomplishments: the Coordinators SOP, the Coordinators Training Conference, the Foundation's website as well as individual websites for all campaign sites, the Purchase Card, a means to value individually donated toys, the designing and building of the Marine Toys for Tots Headquarters.

This is but a brief overview of the tremendous impact Major Brian Murray has had on the Toys for Tots Program. Through his efforts, millions of underprivileged children have experienced the joy of Christmas and have seen a ray of hope that otherwise would not have been there. In recognition of his remarkable contributions to the Marine Toys for Tots Program, the Commandant of the Marine Corps presented the Department of the Navy Superior Public Service Award to Major Murray.

To both Major Murray and his bride, Debbie, the Board of Directors, the Foundation Staff, the Commander Marine Forces Reserve, and all associated with the Marine Toys for Tots Program wish them fair winds, following seas, and Godspeed.



*“The Marine Corps Toys for Tots Program exemplifies the very best of American ideals and caring for those who are less fortunate. Thank you for sharing...”*





## Farewell to Lieutenant General Robert M. Shea



On May 31st the Directors hosted a farewell dinner for Lieutenant General and Mrs. Robert M. Shea. General Shea was recognized for his support and dedication to the Marine Toys for Tots Program by serving as a Director and the Chairman of the Board of the Marine Toys for Tots Foundation for nine years. General Shea's leadership was instrumental in the record setting years the Program enjoyed during some of our nation's most difficult economic times. General Shea was noted for his sense of purpose and the collegial tone he established amongst the Board Members. His teamwork approach to difficult issues always paved the way for solutions that allowed the program to enjoy unparalleled success during the most difficult of times.

At the Dinner, the Board also welcomed Lieutenant General Robert E. (Boomer) Milstead and his bride Suzanne. General Milstead has been elected to succeed General Shea as Chairman of the Board of the Marine Toys for Tots Foundation.

Toys for Tots has been blessed to have had the leadership provided by General Shea and looks forward to continuing to thrive under the leadership of General Milstead.

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## Board Farewells Major General Burke Whitman



On May 31st the Marine Toys for Tots Foundation bid farewell to Major General Burke W. Whitman, USMCR. General Whitman is a Reserve General Officer currently serving as Deputy Commander Marine Forces Command. During his eleven years on the Board, General Whitman has served on the Audit Committee, the Finance and Compensation Committee, the Executive Committee, and established and served as the Chairman of the Investment Committee. His contributions in each of these positions were instrumental in ensuring the proper fiduciary oversight by the Board of Directors and have provided a vision that has enabled the Marine Toys for Tots Program to reach an unprecedented level of success. For his many years of outstanding service to the Marine Toys for Tots Program, Major General Whitman was presented the Department of Navy Meritorious Public Service Award by the Commandant of the Marine Corps. The entire Marine Toys for Tots Family wishes General Whitman fair winds and following seas. Semper fidelis, Marine!

## General Counsel Steps Down



Mr. William W. (Bill)  
Chip, Esq.

Mr. William W. (Bill) Chip, Esq. stepped down as the Foundation's General Counsel on 30 September 2018. Mr. Chip had served as the Foundation's pro bono General Counsel for 25 years. Joining the Foundation in its early years, he played a critical role in resolving serious legal and financial problems that were jeopardizing the very existence of the Marine Toys for Tots Program. He was instrumental in the revitalization and transformation of the Program in the 1990's and helped lead the dramatic growth of the Foundation's capabilities and productivity during the early 2000's through the present. During his tenure as General Counsel the Foundation advanced from a charity that was \$1 million in debt to one with an annual revenue in excess of \$280 million. During his 25 years the Program has experienced unprecedented growth from 180 local campaigns in 1993 to over 800 this past year. During this time, Mr. Chip personally provided millions of dollars' worth of pro bono legal counsel while also leveraging support from his law firm, Covington & Burling.

Mr. Chip has made an immeasurable impact on the Marine Corps and its magnificent Toys for Tots Program. Most importantly, however, through his selfless efforts millions of less fortunate children have experienced the joy of Christmas and received a message of hope that otherwise would not have been there. In recognition of his many valuable contributions to the Department of the Navy and the U.S. Marine Corps, the Secretary of the Navy presented Mr. Chip with the Department of the Navy Distinguished Public Service Award. On November 15th, the Marine Toys for Tots Foundation hosted a special dinner recognizing Bill Chip. In the presence of all current and former Directors, friends, and his family, Mr. Chip was presented his Distinguished Public Service Award.

As a follow-up, two bits of good news:

First, our initial fears of how to replace Bill Chip were quickly resolved when one of our sitting Directors, Mr. Ralph Dengler, Esq., who is a distinguished attorney with Venable Law Firm, volunteered to serve as the Foundation's pro bono General Counsel. Mr. Dengler, a retired Marine Colonel, has served as a Director for the past four years, and enjoys the strong support of his law firm, which will provide him any back-up services he needs as our new General Counsel. The Foundation is indeed very fortunate to have Mr. Dengler as its General Counsel.

Second, Marine Toys for Tots will not be losing the services of Bill Chip as he has volunteered, and been unanimously elected, to serve as a member on the Foundation's Board of Directors. Welcome back, Bill!



Mr. Ralph Dengler, Esq.



## BOARD WELCOMES

### Lieutenant General Robert E. (Boomer) Milstead



Lieutenant General Robert E. (Boomer) Milstead retired from the Marine Corps in November 2014 and currently serves as Managing Partner, REM Strategies, LLC.

General Milstead's career as a Marine spanned 40 years. As a Marine Naval Aviator he served in a variety of critical command and staff positions to include serving as Commanding Officer, Marine Aircraft Group 29 and Commanding General, 2nd Marine Aircraft Wing during the Iraq War. In 2005 he was promoted to Brigadier General while in Iraq. In 2006 he was assigned duties as Director of Public Affairs, HQMC. In 2008 General Milstead took command of the Marine Corps Recruiting Command, and in December 2010 was promoted to Lieutenant General and was appointed to serve as Deputy Commandant Manpower and Reserve Affairs. He left active duty in November 2014.

Lieutenant General Milstead earned a B.A. in English from the University of Houston. He is also a graduate of the National War College and has a Masters in National Security Strategy. He and his wife, Suzanne, have four children and a herd of grandchildren.

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### Lieutenant Colonel David Cooper



Lieutenant Colonel David Cooper, USMC (Ret), has joined the Marine Toys for Tots Team after having been elected by the Board of Directors to succeed Major Brian Murray as our new Vice President of Operations. Colonel Cooper, an infantry officer, retired from the Marine Corps in December 2013 after 21 years of active duty. In addition to his many years in the operating forces, Colonel Cooper served as a Series and Company Commander at MCRD, San Diego, as the Majors' Monitor at HQMC, and as the Operations Officer, MAGTF Staff Training Program. Colonel Cooper brings with him some great "boots on the ground" Toys for Tots experience, having served as the I&I 4th Reconnaissance Battalion, where he was intimately involved in the day-to-day conduct of their Toys for Tots Campaign. 4th Recon Battalion was responsible for conducting the San Antonio area Toys for Tots Campaign, one of the largest local campaigns in the country.

Although the entire Marine Toys for Tots Family will miss Major Brian Murray (see separate article), we could not have found a better replacement than Lieutenant Colonel David Cooper. Welcome aboard, David!



## The Founder and the Logo Creator

The Founder of Toys for Tots was the late Colonel William L. Hendricks, USMCR (Ret). In the middle 1940's, Bill Hendricks was the Director of Public Relations for Warner Brothers Studio and concurrently a Major in the Marine Corps Reserve. In the fall of 1947, Bill, with the assistance of members of his Marine Reserve unit, collected and distributed toys to the less fortunate children of Los Angeles, CA. The first toy was a handmade doll created by Bill Hendricks' wife, Diane. Bill Hendricks' pilot project was such a success that the Marine Corps adopted it and expanded it nation-wide in 1948. That year, Walt Disney designed the first Toys for Tots poster which included a miniature three-car train that was subsequently adopted as the Toys for Tots logo.



*“Bill, if there is no agency available to deliver toys to less fortunate children at Christmas, why don't you create one?”*

*— Diane Hendicks*

# 2018 National Corporate Sponsors

## FIVE STAR ★★★★★

*The following Five Star corporations contributed or helped raise over \$1,000,000 in cash or contributed over \$2,000,000 worth of toys to our 2018 Marine Corps Reserve Toys for Tots Campaign:*

Freeway Insurance  
Funko  
Hallmark  
Hasbro  
Hess  
J. Walter Thompson - Atlanta  
Lego  
MGA Entertainment  
Sears & Kmart  
The UPS Store  
The Walt Disney Company  
Zero Gravity Ent / Goat Case

## FOUR STAR ★★★★

*The following Four Star corporations contributed or helped raise over \$500,000 in cash or contributed over \$1,000,000 worth of toys to our 2018 Marine Corps Reserve Toys for Tots Campaign:*

Build A Bear Workshop  
Delta Air Lines  
Duracell  
Gemini Collectibles  
Group Sales

## THREE STAR ★★★

*The following Three Star corporations contributed or helped raise over \$250,000 in cash or contributed over \$500,000 worth of toys to our 2018 Marine Corps Reserve Toys for Tots Campaign:*

Alex and Ani  
Associated Television Int'l  
Bayer  
Doherty Enterprises-Applebee's  
DIRECTV  
Federated Auto Parts  
FELD Entertainment  
Platinum Equity  
Pronto  
SimplyFun, LLC

## TWO STAR ★★

*The following Two Star corporations contributed or helped raise over \$100,000 in cash or contributed over \$250,000 worth of toys to our 2018 Marine Corps Reserve Toys for Tots Campaign:*

A.C. Moore  
Allegis Group  
Bojangles's Restaurants  
Covelli Enterprises  
DISH Network  
Dollar General  
Enterplay  
Fareway Stores  
Florida East Coast Railway  
GSN Worldwide  
iTrade Media  
KARHL Holdings  
KIN Community  
New England Doll  
Redner's Grocery  
Stage Stores  
Valpak  
UPS

## ONE STAR ★

*The following One Star corporations contributed or helped raise over \$25,000 in cash or contributed over \$100,000 worth of toys to our 2018 Marine Corps Reserve Toys for Tots Campaign:*

Alix Partner  
Allstate Foundation  
Amazon Smile Foundation  
American Bath Group  
Ann Williams Group  
Anne Cox Chambers Foundation  
Associated Volume Buyers  
Bluestem  
Booz Allen Hamilton  
Chicken Soup for the Soul  
Cotswold Foundation  
Covington & Burling  
Dunkin Donuts  
Endeavor Enterprises

See **2018 National Corporate Sponsors** on next page

**2018 National Corporate Sponsors** *continued from previous page*

Entertainment Earth  
Estes Express Lines  
Five Below  
Fred's BBQ  
Goodyear Tire & Rubber  
HDI Housewares  
JESEL, Inc  
Kahlert Foundation, The  
KAI USA  
Kendra Scott  
Kids II, Inc  
Learning Express  
Magnolia Advanced Mat  
Maverik - FJ Management  
Merchant Distributors  
Oak Foundation, The  
Old Dominion Freight Lines  
OnTime Toys  
Paypal Giving  
Pigment & Hue  
PODS  
Rhode Island Novelty  
Ripley's Believe It or Not  
SAIA  
Scholastic  
Stater Brothers  
TEK Systems  
Tiltify  
T-Mobile  
TruTV Turner Network  
United Technologies  
Venable  
Welch Packaging  
WestRock  
WowToyz  
Wow Wee Toys

**2018 National Corporate Donors**

*The following corporations or individuals contributed or helped raise between \$5,000 and \$24,999 in cash or contributed between \$25,000 and \$99,999 worth of toys to our 2018 Marine Corps Reserve Toys for Tots Campaign:*

1 Trick Pony, LLC  
American Endowment Foundation  
American Golf Foundation  
AmeriPark  
AP Midwest LLC

Apple-Metro  
Applied Systems  
Assurant, Inc.  
Barnsco  
Bartz Marr Family Foundation  
BDO USA  
Bell  
Boston Mutual Life  
C.E. and S. Foundation Inc  
Celebration Talent  
Chick-fil-A Peach Bowl  
Citi Business Services  
Cleaner's Supply  
Coastal Sunbelt Produce  
Columbia Utilities  
Commercial Warehouse & Cartage, Inc.  
Commonwealth Charitable Fund  
Copp Paving  
Cottonwood Financial - Cash Store  
Crawford Software Consulting  
Csios  
Delkin Devices  
Delta Cargo Golf Open  
Diane and Dorothy Brooks Foundation  
Dickeys BBQ Pit  
DLL Group  
DMP Investments  
Espire  
ESPN  
Ferguson Enterprises  
First Freewill Baptist Church  
FIS Foundation  
Focus on Souvenirs  
Fourstar Group  
Fox Broadcasting Company  
GAT Guns  
GB Remanufacturing  
GBU Financial Life  
Gitlin Family Foundation, The  
Greater Salina Community Foundation  
Hamra - Wendy's  
Holiday Charity Ball  
Hulu  
Hydro-Craft Foundation  
IDEX Health  
Innospec  
iPic



J. William and Helen D. Stuart Foundation  
Jack Buncher Foundation, The  
Jean & Walt Kitonis Charitable Foundation  
Johanson Transportation Service  
John C. Morrison & Eunice B. Morrison  
John's Incredible Pizza  
Kid's R Kids  
Klinedinst Attorneys  
Kohl's  
Krewe of Cleopatra  
Lava Cantina The Colony, LLC  
Leclerc Charity Fund  
Levy Foundation  
Locus Telecommunications  
Marcia & Mark Miller Family Foundation  
Maslow Family Foundation, The  
Mauricio Chiropractic  
Medifast  
Michigan State University  
Midwest Equipment & Supply  
Mr. Longarm  
National Financial Services  
Navy Federal Credit Union  
Network for Good  
O'Shea Family Foundation; The  
Pabst Brewing Company  
Pen Company  
Phoenix Rising Group  
PPE Casinos - Maryland Live  
Pricewater House Coopers  
Prime Insurance Co  
Prologis  
Provac Sales  
Pruett Financial  
QBE  
Raytheon  
Reynolds and Reynolds  
Royal Fund Management  
Sacramento Region Community Foundation  
Sanger Family Foundation  
Scientific Games  
Sealed Air  
Shakey's Pizza - SCO, LLC  
Shinola  
Shopko  
Star One Credit Union  
Sterling Medical Group

Stihl  
Sun Tan City  
Susan Scott Foundation  
The Computer Merchant  
The Greene Turtle  
The Hartselle Family Fund  
The Houser Foundation Inc  
The Kringle Group, LLC.  
The Pokagon Fund, Inc.  
Toyota of Greenburg  
Trick 2G  
UBS Financial Services, Inc  
Union Partners  
Vanguard Charitable  
Wagner  
Western-Shamrock  
Wild Basin Oil & Gas, LLC  
With Honor, LLC

### 2018 National Corporate Event Sponsors

*The following corporations or individuals donated \$5,000 or more in support of the 2018 Marine Toys for Tots Foundation golf tournament and/or other events:*

Bank of America/SY Group at Merrill Lynch  
Bradley T. MacDonald Family Foundation  
Communication In Action (CIA)  
Creative Direct Response (CDR)  
Data Management Inc. (DMI)  
Fleet  
General Atomics Aeronautical Systems  
Group Sales – 2018 Golf Classic Co-Sponsor  
HDI Housewares  
Key Acquisition Partners  
Lindsay Cadillac  
Mazel Company  
New England Doll & Novelty  
OnTime Toys – 2018 Golf Classic Co-Sponsor  
Raytheon  
RSM US, LLP  
Stafford Printing  
Textron  
TK's Toybox  
With Honor, LLC





## Marine Toys For Tots Foundation 23rd Annual Golf Classic

On Monday May 21, participants in the 2018 Marine Toys for Tots Foundation Golf Classic gathered at the Mount Vernon Country Club in Alexandria, Virginia to launch the Marine Toys for Tots Foundation's 2018 national fundraising campaign. This was the twenty-third annual **Marine Toys for Tots Foundation Golf Classic**. The weather was perfect, and the players enjoyed a great golf outing with lots of camaraderie.

Thirty-eight corporations/business groups, from throughout the nation, supported this year's tournament while donating over \$140,000. The 124 participating golfers represented 31 of these corporations and included corporate executives, Marine Corps officials and Toys for Tots supporters.

The tournament, which began with a shotgun start at 9:00 a.m., was preceded by a continental breakfast and followed by a luncheon and awards ceremony. The format was a best ball scramble. Team winners were selected based on either team low gross scores or team low handicap adjusted scores. Team prizes were presented in two categories: The Commandant's Flight (gross scores) and the President's Flight (handicap adjusted scores). Prizes were presented to the first through third place teams in the Commandant's Flight and to the first through sixth place teams in the President's Flight. Individual prizes were presented for the longest drive, straightest drive and closest to the pin. Hole-in-one prizes were available on each of the four par 3 holes.



Each player received a Toys for Tots Favor Bag which included a golf shirt, golf cap, golf towel, tees, aiming sticks, and one dozen golf balls. Participants had an opportunity to bid on sixteen silent auction items and to win one of six raffle prizes. Team photos were presented to each participant.

The Commandant's Flight (team low gross score) was won by the team from Fleet and the President's Flight (team handicap adjusted score) was won by the Mazel Team.



*Commandant's Flight Winners*



*President's Flight Winners*

# 2018 Marine Toys for Tots Reception and Parade

On the evening of 1 June, at the invitation of the Commandant of the Marine Corps, Lieutenant General Robert M. Shea, USMC (Ret) and Chairman of the Board of the Marine Toys for Tots Foundation served as the Guest of Honor and the Parade Reviewing Official for the Evening Parade at Marine Barracks, Washington, D.C. General Shea was stepping down as Chairman of the Board after having served in that position for nine years. The Parade was preceded by a reception in Crawford Hall hosted by the Foundation's Directors. In attendance at the reception were the Foundation's Board of Directors and their spouses, as well as a number of friends and supporters of the Toys for Tots Program and the Marine Corps. Lieutenant General Rex McMillian, Commander, Marine Forces Reserve, served as the General Officer host for the evening. He welcomed all to the reception and parade, and then introduced the President & CEO of the Marine Toys for Tots Foundation, Lieutenant General Pete Osman. General Osman thanked all for their support of the Marine Toys for Tots Program and gave a brief overview of our 2017 Campaign. Before introducing General Shea, General Osman highlighted the many contributions and leadership that General Shea has brought to the Marine Toys for Tots Program during



*Photo credit to Pfc Morgan Burgess*

his tenure as Chairman. General Shea spoke about the great impact that the Marine Toys for Tots Program has had on America's less fortunate children and on the image of the Marine Corps and how proud he has been to have been part of the Toys for Tots Team for the past nine years. The evening was an inspiration for all in attendance and provided an excellent opportunity to highlight the Marine Toys for Tots Program to the over 4000 people attending the Evening Parade.



*Photo credit to Cpl Damon Mclean*



*Photo credit to Cpl Damon Mclean*



# 2018 Toys for Tots Coordinator Training Conference

For the ninth year in a row the Toys for Tots Coordinator Training Conference was held at the National Conference Center in Leesburg, VA. 2018 training was conducted from September 13th – 16th. This venue has proven to be the perfect setting for our Coordinator Training. The Foundation Staff spent many hours preparing presentations and handout materials for local coordinators to hear, read, review, and generally get ready for the 2018 Toys for Tots Campaign. This year there were nearly 500 attendees that took advantage of the opportunity to gather together for a few days to undergo some serious training; exchange Toys for Tots stories (lessons for all to learn); learn more about the program; recognize the Regional and National Coordinators of the Year; and to just enjoy each other's company before the hectic pace of the campaign consumes the days leading up to Christmas. Once again this year we had our Accounting Specialists conduct most of the basic training by Region. This has proven very effective and has been well received by the Coordinators. Major Lara of Marine Forces Reserve reviewed the policies and way ahead with respect to support from their headquarters. As each conference

becomes more refined, the planning becomes more detailed and challenging due in part to the lessons learned from each event, but also as a result of the staff and coordinators being better informed and prepared to engage in three meaningful days of training.

Our principal goals for this conference were:

- Enhance teamwork throughout the TFT Team
- Provide information and guidance to help coordinators conduct more effective campaigns
- Seek methods of operation that ease the workload of TFT Coordinators
- Enhance the image of the U.S. Marine Corps Reserve Toys for Tots Program
- Enhance administrative proficiency throughout all elements of the TFT Program
- Recognize the Regional and National Coordinators and Campaigns of the Year

We believe we achieved these goals, but are committed to preparing for and having an even better conference in 2019, which will be held at the National Conference Center September 12-15.

## 2017 National Toys for Tots Campaigns/ Coordinators of the Year



LCO Coordinator  
of the Year

**VINCE REYNOLDS**  
*Rochester, MN*



USMC Reserve  
Coordinator of the Year

**1st Sgt QUAVIS SHULER**  
*Pasadena, CA*





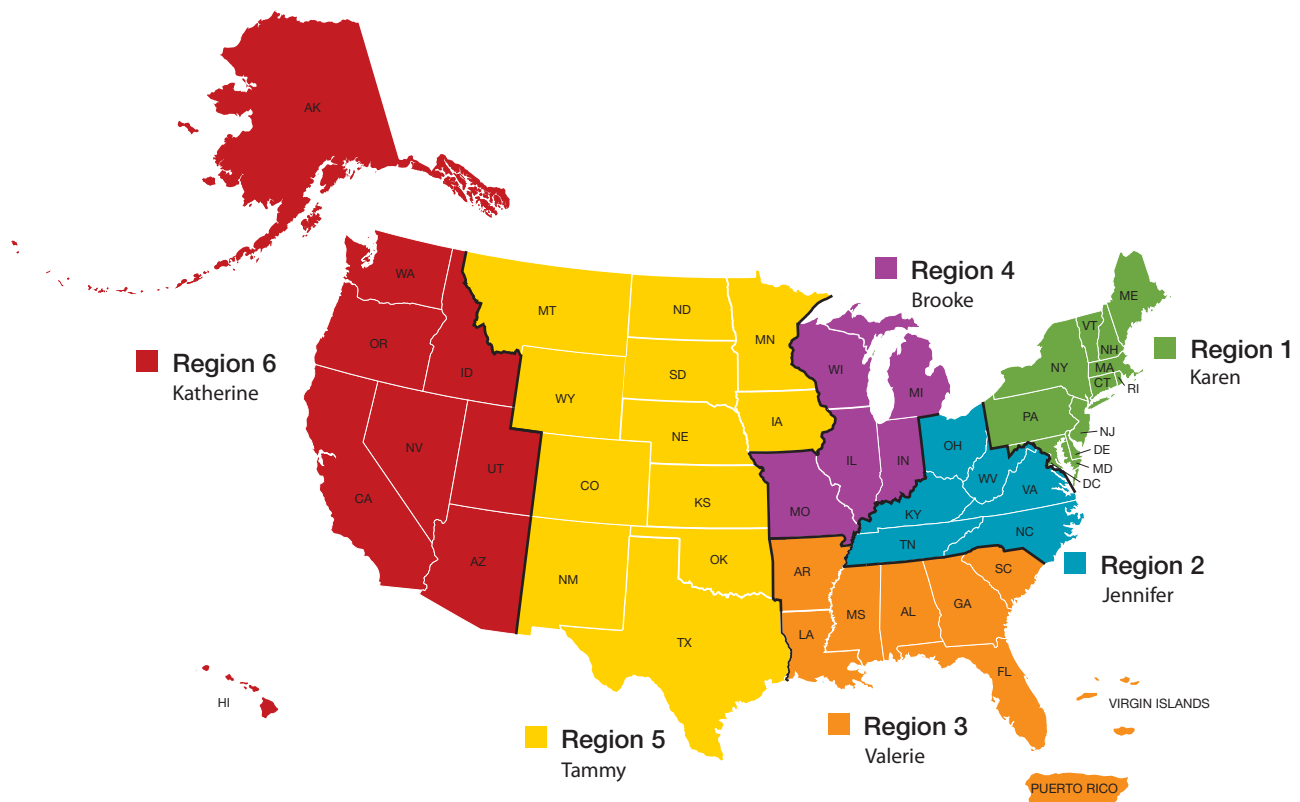
# Fundraising 2018

Marine Toys for Tots Foundation had an extremely successful fundraising campaign in 2018. All fundraising goals were exceeded and the average percentage of the goals was 125%. Based on donations of \$25,000 or more, 95 corporations were designated National Corporate Sponsors. It is important to point out that 80 of these were repeat sponsors. These sponsors donated over \$8.3 million in cash, \$33.8 million in GIK toys and nearly \$7.5 million in service. Additionally, our Direct Mail Campaign earned over \$25.8 million, and online donations brought in over \$6.7 million. All of these

exceeded our expectations and several represent all-time highs. We also received nearly \$16 million in unsolicited donations. Overall, total support and revenue was over \$283.9 million eclipsing our previous best year. The fundraising success attained during 2018 – a challenging year – represented quite an accomplishment. The Vice President for Marketing and Development, Colonel Ted Silvester, USMCR (Ret), his Deputy Vice President, Mrs. Kelley Hardison, and both of his Marketing Associates, Mrs. Jo Roxburgh and Ms. Sara Mills were the architects of this resounding success story.

## Regional Organization

Marine Toys for Tots Foundation organizes the nation into six (6) “Toys for Tots Regions”. The purpose of this regional concept is to enhance the effectiveness and efficiency of the annual campaign at both the local and national levels and to provide local coordinators a single point of contact at the Foundation. A Regional Accounting Specialist is assigned to each region and handles the administrative and accounting matters for the states in each respective region. Today, each region consists of nearly 133 local campaigns. This program improves communications from the Foundation to local coordinators, develops a greater spirit of teamwork, significantly enhances the administrative fund management proficiency of local campaigns, and creates a more organized, nationwide campaign.



# Toys for Tots Campaign 2018

The 2018 U.S. Marine Corps Reserve Toys for Tots Campaign was one of the most successful in the 70 year history of Toys for Tots. First, local campaigns were conducted in 805 communities covering all 50 states, the District of Columbia, Puerto Rico, Guam and the Virgin Islands. Second, local Toys for Tots coordinators distributed 18.6 million toys to over 7 million less fortunate children.

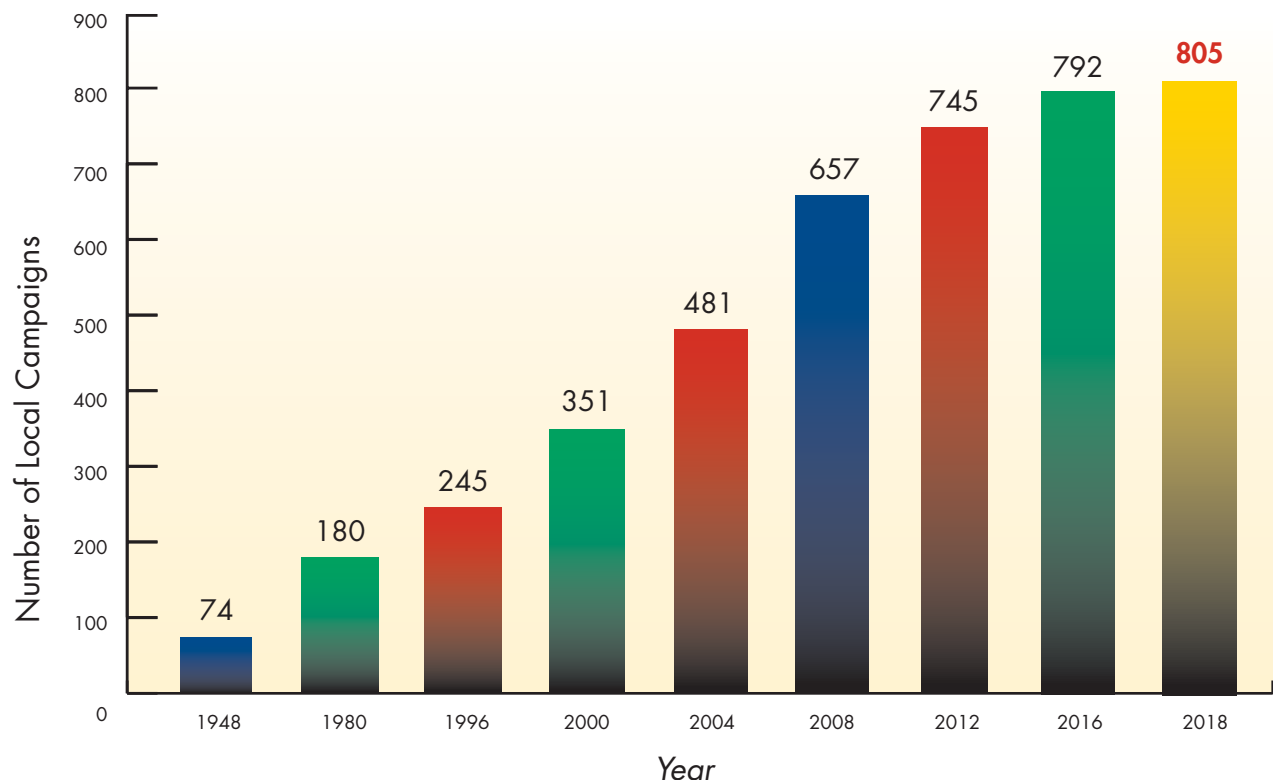
The Marine Toys for Tots Foundation, the fundraising and support organization for the Marine Toys for Tots

Program, supplemented the collections of local Toys for Tots Campaigns with 6.1 million toys valued at \$70 million. The Foundation also provided local campaigns with promotion and support materials valued at over a million dollars.

From 1947 through 2018, Marines and their volunteers have distributed 566 million toys to 258 million less fortunate children. From 1991 through 2018, Marine Toys for Tots Foundation has supplemented local collections with 134 million toys valued at \$1.04 billion.

## Toys For Tots Campaign Coverage

- First nationwide Toys for Tots (TFT) campaign was conducted in 1948 when there were 74 Marine Reserve Training Centers in 25 states.
- From early 1980s through 1995, local TFT campaigns were conducted in 180 communities in 46 states, the District of Columbia and Puerto Rico. All campaigns were conducted by Reserve Units.
- From 1996 through the present, Marine Corps League Detachments and other local community groups/Organizations have been authorized to conduct local TFT campaigns in communities without a Marine Reserve Training Center.
- 2018: local campaigns conducted in 805 communities covering 50 states, DC, Puerto Rico, the Virgin Islands and Guam.



# 2018 Financial Report (Executive Summary)

## Report of Independent Accounting Firm

The independent accounting firm, RSM US, LLP, conducted an audit of the Foundation's 2018 Financial Statements and issued an unmodified opinion indicating that the financial statements are presented fairly and in conformity with accounting principles generally accepted in the United States of America.

## Statements of Activities

Year Ended December 31, 2018 (With Comparative Totals for 2017)

Support and revenue:	2018	2017
Contributions		
Toys	\$ 214,554,520	\$ 209,265,122
Direct mail contributions	25,857,089	25,180,989
Individual	22,494,298	20,558,766
Corporate	8,226,943	12,271,576
Donated services	7,478,344	8,888,956
Combined Federal Campaign	129,984	198,792
Interest and dividends	4,569,045	3,518,456
Other	42,587	124,238
Events	141,997	140,482
Unrealized and realized (loss) gain on investments, net	(9,563,110)	6,602,747
<b>Total support and revenue</b>	<b>\$ 273,931,697</b>	<b>\$ 286,750,124</b>
<b>Expenses</b>		
Program services:		
Toy distribution program	\$ 264,060,418	\$ 254,932,996
Education program	3,499,131	2,937,608
Supporting services:		
Fundraising	9,354,014	9,300,423
Management and general	809,771	1,254,343
<b>Total Expenses</b>	<b>\$ 277,723,334</b>	<b>\$ 268,425,370</b>
<b>Change in net assets</b>	<b>\$ (\$3,791,637)</b>	<b>\$ 18,324,754</b>
<b>Net Assets</b>		
Beginning	\$ 148,432,129	\$ 130,107,375
<b>Ending</b>	<b>\$ 144,640,492</b>	<b>\$ 148,432,129</b>

## Program and Support Service Expenses

The Foundation's 2018 program to support services expense ratio was **97: 03**.

## 2018 Audited Financial Statement

The 2018 Audited Financial Statement is available on the Marine Toys for Tots Foundation website ([www.toysfortots.org](http://www.toysfortots.org)) or upon request at a cost of \$2.00 to cover mailing and handling.



# 2018 Activities

## Program Services and Events

- Supplemented local Toys for Tots campaigns with over 6.1 million toys valued at \$70 million.
- Provided promotion and support materials valued at over a million dollars.
- Published and distributed 23rd edition of the SOP for local TFT campaigns
- Conducted 17th Annual Coordinator Training Conference at the National Conference Center
- Provided local coordinators all-encompassing package of info and materials for successful campaigns
- Redesigned the national website
- Refined the Holiday Recognition Program
- Provided significant enhancements to each local campaign website
- Continued improvements to the After Action Report
- Conducted major PR and public information and education “call to action” campaign
- Rang Closing Bell at NYSE
- PSA’s televised over 17,000 times during campaign season valued at \$3.8 million
- 1,000,000 educational brochures distributed
- Over 20 million Direct Mail letters
- Media event with the First Lady
- Chief Justice, John Roberts, again dedicated the Annual Supreme Court Christmas Party to TFT
- Lieutenant General Robert M. Shea, President & CEO Armed Forces Communications Electronic Association and former Chairman of the Board of the Marine Toys for Tots Foundation recognized as the honored guest at Marine Barracks Washington Evening Parade
- President & CEO personally conducted over 60 TV & radio interviews nationwide
- 9th Annual Hollywood Christmas Parade featuring Marine Toys for Tots
- 20th Annual Toys for Tots Holiday Train
- National Football League Teams dedicated games to local Toys for Tots Campaigns

## Fundraising

- Registered with all states & DC to solicit funds
- 95 National Corporate Sponsors
  - Revenue - \$49.6 million
- Direct mail campaign
  - 20 million Letters
  - Revenue - \$25.8 million
- Combined Federal Campaign
  - Revenue - \$130,000
- Special Events/Projects
  - Revenue - \$455,000
- Individual Donations
  - Revenue - \$22.5 million
- Local individually donated Toys
  - Revenue - \$180.8 million

## Management & General

- Operated in accordance with Internal Revenue Code, state laws, American Institute of Certified Public Accountants’ rules, Better Business Bureau Wise Giving Alliance charitable standards
- Managed all funds raised and monetary donations received based on use of Toys for Tots name and logo
- Managed 10 checking, saving and investment accounts
  - 805 bank sub-accounts
- Managed Online Financial Data System to provide financial data 24/7 to local coordinators

- Program 96.7%
- Fundraising 2.9%
- Overhead 0.4%

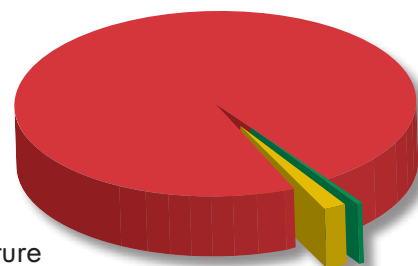


Figure 2 - Fund Expenditure





# Marine Toys for Tots Foundation



## Accolades

### **Better Business Bureau Wise Giving Alliance.**

In 2018 the Marine Toys for Tots Foundation underwent the accreditation process and has once again met all 20 of the standards established by the Better Business Bureau Wise Giving Alliance and has accordingly been designated an Accredited Charity and is a Seal Holder.

### **Charity Navigator.**

In 2018 the Marine Toys for Tots Foundation was again awarded the highest 4-Star rating.

## Accomplishments

1. **Literacy Program:** Continued to grow the Toys for Tots Literacy Program in concert with The UPS Store in order to provide books and educational materials to economically disadvantaged youngsters and schools in depressed areas.
2. **Purchase Card:** Further enhanced this program which is a cornerstone of annual campaigns. The purchase card allows Coordinators to purchase toys and support materials without having to utilize purchase orders, checks or cash.
3. **Successful Campaign:** With a record 805 Local Campaigns, distributed 18.6 million toys to 7 million less fortunate children.
4. **Audited Financial Statements.**  
The Foundation, as has been the case since 1994, received an unqualified opinion on the 2018 financial statements from RSMUS, LLP.
5. **Program to Support Services Expense Ratio.**  
The Foundation achieved a **97:03** ratio of program to support services expenses in 2017. This means that **97** cents of every dollar spent in 2017 went to program services and only **3** cents to fundraising, administrative, and overhead costs. **It's important for donors to realize that not one donated dollar goes to pay anyone's salary.** The interest and dividends from a special endowment fund pay all manpower costs.



*“The value of Toys for Tots to the Marine Corps and the Reserve establishment: **Priceless!**”*



# Board of Directors Year End 2018



**William Chip**  
Independent Consultant  
Washington, DC



**W. Tim Davis**  
President  
The UPS Store, Inc.  
San Diego, CA



**Terry Gardner**  
Senior Managing Director  
Cyrus J. Lawrence, LLC  
New York, NY



**Mark A. Haden**  
Investor Relations Officer  
Bunge Limited  
White Plains, NY



**Valerie Jackson**  
Col, USMCR  
Director  
Brute Krulak Center  
for Innovation and  
Creativity, MCU  
MCB Quantico, VA



**Houston Mills, Jr.**  
Vice President  
Flight Operations  
and Safety  
UPS  
Louisville, KY



**Robert E. Milstead, Jr.**  
LtGen, USMC (Ret)  
Managing Partner  
REM Strategies  
Wilmington, NC



**Sheryl Murray**  
Col, USMC (Ret)  
SES (Ret)  
Independent Consultant  
Leesburg, FL



**Steven C. Ohmstede**  
Director of Aviation  
Richardson Aviation  
Fort Worth, TX



**H. Pete Osman**  
LtGen, USMC (Ret)  
President & CEO  
Marine Toys for Tots  
Foundation  
Triangle, VA



**Cornell A. Wilson, Jr.**  
MajGen, USMCR (Ret)  
Independent Consultant  
Washington, DC

## Officers Year End 2018



**Robert E. Milstead, Jr.**  
Chairman of the Board



**Cornell Wilson, Jr.**  
Vice Chairman of the Board



**Mark Haden**  
Treasurer



**H. Pete Osman**  
President & CEO



**Ted Silvester**  
Vice President  
Marketing & Development



**David Cooper**  
Vice President Operations  
Corporate Secretary



**Ralph A. Dengler**  
General Counsel

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## Support Staff Year End 2018



**GySgt David E. Adamson, USMC (Ret)**  
Operations Chief



**Mrs. Mitzie Anderson**  
Corporate Accountant



**Mrs. Valerie M. Anderson**  
Accounting Specialist, Region 3



**Mrs. Katherine C. Barnes**  
Accounting Specialist, Region 6



**Mrs. Kelley J. Hardison**  
Deputy Vice President, Marketing & Development



**Ms. Jennifer C. Laine**  
Administrative Assistant



**Mr. Matthew D. McDonald**  
IT Specialist



**Mrs. Laura A. Moyer**  
Executive Assistant to President & CEO



**Mrs. JoAnn Roxburgh**  
Marketing Associate



**Ms. Brooke M. Summers**  
Accounting Specialist, Region 4



**Mrs. Sara M. Mills**  
Marketing Associate



**Ms. Jennifer R. Campeau**  
Accounting Specialist, Region 2



**Ms. Karen M. Torrence**  
Accounting Specialist, Region 1



**Mrs. Tammy W. Weatherholtz**  
Accounting Specialist, Region 5



**Marine Toys for Tots Foundation**

The Cooper Center

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[www.toysfortots.org](http://www.toysfortots.org)

<https://www.facebook.com/toysfortots>