

MARINE TOYS FOR TOTS FOUNDATION



TOYS FOR TOTS

2021 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



Although 2021 was a year of continued and tremendous challenges, I am both humbled and extraordinarily proud of the record-breaking year accomplished by the Marine Corps Reserve Toys for Tots Program. Once again, the American public and our Corporate

Sponsors enthusiastically and graciously answered our “Call to Action”. Their contributions made an incredible difference to struggling families and their children. We were absolutely stunned by the unparalleled support provided by our faithful donors, and I commend everyone for their thoughtfulness and generosity.

For the past two years, Toys for Tots has distributed millions of educational toys, games, and sporting equipment to children in need during the spring and summer months to enrich their lives and encourage them to unplug from their electronic devices and play. These children and their families have been facing adversity and exceptional circumstances including pandemic related challenges, natural disaster recovery, and other extenuating events. Seeing the overwhelmingly positive impact that these distributions had on families and children, Toys for Tots has been even more determined to send a year-round message of hope to those less fortunate. To continue with those efforts, we provided toys and gifts to 17,000 Afghanistan refugee children now living in the United States. We also continued to provide age-appropriate books to children and schools in low-income areas through our Literacy Program—more than 3.1 million books were delivered in 2021. We are also expanding our reach to Native American children living on remote Reservations through our Native American Program, and we provided toys, books, and games to 186,000 Native American children.

I believe that these distributions outside of the holiday season provided significant comfort and relief to impacted families, but it also meant that we would need to work extremely hard to replenish our toy supply before the holiday season. Once again, we were astounded by the support provided by our Corporate Sponsors and individual donors. They

helped us not only accomplish the mission, but greatly exceed ALL expectations. Toys for Tots distributed an unprecedented 22.4 million toys, books, and games to 8.7 million children in need.

Despite the ongoing challenges of the pandemic, every Marine and local campaign Coordinator rose to the occasion and distributed even more toys, books, and games to a record number of children. Our Coordinators also received an enormous amount of support from 56,000 volunteers across the Nation who selflessly took time to assist with their local campaigns. The Marine Corps League once again distinguished itself by leading 260 out of our 832 campaigns across the Nation and continued to showcase the selfless service of our veteran Marines. We also supplemented local campaigns with over 10 million toys valued at over \$82 million—which was made possible by gift-in-kind contributions, our Corporate Sponsors, and the generosity of the American public.

Toys for Tots also maintained our highly desirable Program to Support Ratio of 97 to 3 in 2021. We are extremely proud of this distinction because it demonstrates our sustained commitment to being a highly trusted charity. This means that 97% of all donations go directly to our mission of providing hope and enrichment to children in need, and not one donated dollar goes toward salaries or any other manpower costs. Our total revenue over \$87 million in monetary donations was exceptional and will be instrumental in helping us provide assistance throughout the year.

Our continued partnership with Good360 enables us to expand our reach in order to provide even more year-round support to less fortunate children and families across our Nation. Our mission of providing hope isn't just reserved for the holiday season -- Toys for Tots is committed to supporting less fortunate children when they need hope, comfort, and joy the most.

On behalf of the Marine Toys for Tots Foundation, the U.S. Marine Corps, and the millions of less fortunate children who experienced the simple joy of receiving a gift throughout the year—I am extremely grateful for the tremendous support given and applaud our faithful and extraordinary supporters for their generosity and dedication to the Marine Corps Reserve Toys for Tots Program. I wish everyone a safe and healthy 2022.



Marine Toys for Tots Overview

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

This year marked the 74th 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, California.

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 832 communities covering all 50 states, the District of Columbia, Puerto Rico, Guam, and the Virgin Islands. From 1947 through 2021, local Toys for Tots Coordinators have distributed 627 million toys to 281 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 the Marine Toys for Tots Program.

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 of 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, Virginia, 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, 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, Wunderman 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, Wunderman Thompson produced “Guard Duty”, and in honor of the 60th Anniversary, they produced “Christmas Morning”. Christmas Morning received a great deal of airtime during the 2021 Campaign being shown over 7,500 times by hundreds of local television stations across the country. Wunderman Thompson is able to track the showings and valued the airtime at nearly \$1 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 helped deliver that message to the public.



74th Anniversary Toys for Tots Poster



The 74th 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 2021 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.



Toys for Tots Highlighted at Two NYSE Events in 2021



On November 24th, the New York Stock Exchange welcomed the U.S. Marine Corps and the Marine Toys for Tots Foundation to honor the 74th Annual Marine Corps Reserve Toys for Tots campaign season. Vice President of Operations, LtCol David Cooper, USMC (Retired), had the honor of ringing the Closing Bell. Accompanying LtCol Cooper were Santa Tim Connaghan, NYSE COO Michael Blaugrund, and Marines from 6th Communications Battalion. Ringing the Bell at the New York Stock Exchange serves as a great reminder to the American Public to purchase a toy for a less fortunate child during the holiday season.

The Marine Toys for Tots Program was also recognized at the 98th Annual Tree Lighting Ceremony on December 1st in New York. Marines from the 6th Communications Battalion in Brooklyn represented the U.S. Marine Corps Forces Reserve.



Hollywood Christmas Parade Supports Toys for Tots

The Hollywood Christmas Parade was back in action for its 89th year on November 28th, 2021, with thousands of spectators in attendance. Conducted in the heart of Hollywood, right down Hollywood Boulevard, the parade has been a longtime favorite of TV and movie personalities, and is hosted by Laura McKenzie, Erik Estrada, Montel Williams, Dean Cain, and co-hosted by Elizabeth Stanton.

The parade commenced with the U.S. Marine Band San Diego kicking off the event in a very patriotic manner. Hollywood celebrities, movie cars, award-winning marching bands from across the Nation, larger-than-life character balloons, floats, and celebrity performances were highlighted throughout the event. The Hollywood Christmas Parade ushered



in the joy of the holiday season and supported the Marine Corps Reserve Toys for Tots Program.

The parade included several segments featuring President & CEO of the Marine Toys for Tots Foundation, LtGen Jim Laster, USMC (Retired). He was accompanied by one of our amazing Youth Ambassadors, Janah Moorer, who spoke about what it means to be representing Toys for Tots in her Region.

The parade concluded with Santa and his Marine escorts wishing all spectators a joyous and magical holiday season. Toys for Tots looks forward to attending the 90th annual Hollywood Christmas Parade later this year!



Disney Ultimate Toy Drive



Disney has been Toys for Tots' longest and most loyal supporter for more than 70 years. Toys for Tots was built upon the dream of one Marine who was inspired to make a difference for families in need during the holidays, and the unwavering and significant support received from Disney has enabled Toys for Tots to deliver hope and the magic of the holidays to millions of children each year.

Disney announced their 2021 *Ultimate Toy Drive* supporting Toys for Tots with an exclusive broadcast segment on *Good Morning America* while presenting a \$500,000 donation, but their support didn't stop there. Disney raised thousands of toys through their nationwide toy drives, and their VolunTEARS program resulted in employees volunteering over 4,000 hours of service



helping to collect, sort and distribute toys. Disney also provided significant exposure by integrating Toys for Tots into many of their owned communications channels through ABC TV shows like *Station 19* and *Grey's Anatomy*.

Through the Nationwide support and exposure, Disney's generosity helped to expand the reach of Toys for Tots and bring smiles to the faces of 8.7 million children in 2021.



Frito Lay Includes Toys for Tots in their “Share More Joy” Holiday Campaign

Frito Lay included Toys for Tots in their “Share More Joy” holiday campaign in 2021. Frito Lay added the Toys for Tots logo to specially marked holiday packages of their product and donated proceeds from sales resulting in a \$500,000 donation! A fun highlight of Frito Lay’s campaign involved Jimmy Fallon creating a joyful holiday TV commercial which aired during the Macy’s Thanksgiving Day Parade with Jimmy singing



a “snack-lovers rendition of *It’s The Most Wonderful Time of The Year.*” Jimmy spoke about his experience making the commercial on The Tonight Show where he also made a great plug for Toys for Tots to his viewing audience. Marking the second year of this partnership, Frito Lay and PepsiCo made a combined donation of \$1 million to Toys for Tots.



“Thanks to you and all who make this magic happen.”

— General Robert B. Neller, 37th Commandant of the Marine Corps



The UPS Store Donates over \$3 Million Sponsoring the Toys for Tots Literacy Program

For the fifth year in a row, The UPS Store appeared in the Annual Rose Parade with yet another award-winning float titled “Rise, Shine & Read”. The UPS Store entered the float to showcase support of the Toys for Tots Literacy Program and celebrate the positive impact literacy can have on a child’s ability to succeed. The UPS Store has partnered with Toys for Tots since 2008, sponsoring our Literacy Program to provide access to books and educational resources to enhance children’s ability to read. Their 5,000 stores collected donations from their customers and raised over \$3 million in 2021, which will be used to purchase books to distribute to less fortunate children. Since 2008 with the help from The UPS Store, Toys for Tots has distributed over 47 million books helping to offer our Nation’s most economically disadvantaged children the ability to compete academically and help break the cycle of poverty.



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





Toys for Tots Expands Literacy Program

The Toys for Tots Literacy Program, through the guidance and direction of the President & CEO, grew exponentially in 2021. With the exceptional support of the Program's sponsor, The UPS Store, the Program expanded with many new endeavors with the goal of providing greater access to books to many more children who need them the most.

A brief synopsis of the 2021 endeavors and their impact are listed below:

- The UPS Store – The Foundation purchased over 325,000 books for approximately \$700,000 distributing them to 170 UPS Store locations. The UPS Stores delivered those books to schools, libraries, or organizations in their area to benefit local children.
- Support to the Native American Program – For the first year, the Foundation supported the Toys for Tots Native American Program with books. We purchased over 160,000 books valued at over \$458,000 which were distributed across over 70 Native American tribes and reservations.
- Department of Education Title 1 Schools – The Foundation expanded our support to Title I funded schools by partnering with National Association of Elementary and Secondary Education Act State Program Administrators (NAESPA). With NAESPA's assistance, the Foundation distributed over 514,000 books valued at over \$2,000,000 to teachers, school administrators, and children at over 900 Title 1 schools.
- Good360 – Working with our outstanding partner Good360, the Unplug & Read endeavor focused on distributing books to areas most affected by the COVID-19 pandemic with the intent to help children “unplug” from their computers and devices and read books. The Foundation distributed over 374,000 books valued at approximately \$1,300,000.
- Kids In Need Foundation (KINF) – This was the first year that the Foundation partnered with KINF. This organization's mission synchronized perfectly with the TFT Literacy Program. The Foundation provided 400,000 books valued at over \$1,000,000 to 40 KINF distribution locations reaching areas where our traditional Christmas campaign may not have access. These books went to schools and teachers in areas that are low on resources.



- The UPS Store Pasadena Schools & Rose Bowl Parade – We were proud to support The UPS Store with their annual participation in the Rose Bowl Parade. The Foundation provided over 25,000 books valued at almost \$100,000 which were distributed at a local Pasadena school where The UPS Store float could be viewed.

The partnership of The UPS Store, Delta Air Lines, Good360, NAESPA, and KINF, over 800 local campaign coordinators, and the substantial effort of Brooke Sumners, the Foundation's primary administrator of the TFT Literacy Program, resulted in 3,118,793 books distributed in 2021!

The planning is already in full swing for the upcoming 2022 Toys for Tots Literacy Program. Hope is just a book away!

Toys for Tots Transitions to Business Central

Since the Marine Toys for Tots Foundation became operational in 1991, it has adapted and grown with its support of the Marine Corps Reserve Toys for Tots Program. The expansion in the Program's reach, as well as the significant increase in contributions from our outstanding donors, highlighted the need to enhance and streamline the Foundation's accounting processes and procedures. Although the prior accounting software solution was effective, the Foundation outgrew its capabilities. This was highlighted by the COVID-19 pandemic and the requirement for the Foundation Staff to work in a remote environment. The Foundation required a robust accounting platform to process tens of thousands of bookkeeping entries between the Foundation Headquarters as well as our over 800 local campaigns.

The Foundation Staff grew significantly over the last decade and due to restrictions with licenses and users, working collaboratively was inefficient and extremely arduous. Progress was slow, especially during the campaign season (October- January) each year. The previous software also had data storage constraints requiring personnel to maintain and store paper copies of records. This platform was beginning to lessen the

effectiveness of reporting functions and our ability to predict financial patterns and budget effectively. Finally, as a client-based platform, users were required to login from their remote location via an unstable and slow virtual private network (VPN) service. This was almost unmanageable, especially in a telework status due to the COVID-19 pandemic.

After much research, it was determined that Microsoft Dynamics 365 Business Central was the most reliable solution. This software solution provides a plethora of capabilities that would streamline many procedures for The Marine Toys for Tots Foundation. Dynamics 365 Business Central is built on the safe and secured Microsoft Cloud Azure platform and can scale to handle increasing transaction volumes and user numbers. There is also a web-based reporting interface with a myriad of reporting options that can be utilized by the accounting team as well as Foundation leadership.

The Marine Toys for Tots Foundation is excited to partner and expand our relationship with Microsoft Dynamics 365 Business Central. This new accounting platform enhances our work efforts, streamlines accounting practices and procedures, and most importantly makes the Staff more effective and efficient.

★ ★
★ *“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...”*





The Youth Ambassador Program Welcomes Ten Youth Ambassadors in 2021

In 2020, the President & CEO, Lieutenant General James Laster, had an idea to highlight children throughout the Nation who, through their volunteerism, helped other children. He took notice of two teenage children who were making an impact in their community by volunteering their time collecting and distributing toys to less fortunate children in support of the Marine Corps Reserve Toys for Tots Program. LtGen Laster was so impressed with this brother-sister duo's work that he appointed them as Youth Ambassadors for the Toys for Tots Program and visited them in Dallas - Fort Worth, Texas. Meeting Taylor and Christopher Bracey cemented his idea for a Program to emphasize "children helping children" across the United States.

On 1 October 2021, the Marine Toys for Tots Foundation officially launched the Youth Ambassador Program. The Youth Ambassador Program spotlights young people who go above and beyond in their communities to help less fortunate children while also



Mila Lang with LtGen Laster



Leah Hutchinson



Janah Moorer

See **The Youth Ambassador Program Welcomes Ten Youth Ambassadors in 2021** on page 12

The Youth Ambassador Program Welcomes Ten Youth Ambassadors in 2021 *continued from page 11*



Kimber Doyle

engaging community members on behalf of Marine Toys for Tots. Children helping children is a powerful message that resonates across all demographics where youth active engagement becomes contagious to others in helping those in need.

The application process begins on 1 May with the local Toys for Tots Coordinators identifying a young person between the ages of 8 and 17 who volunteers for their local Toys for Tots program. The Coordinator identifies their best candidates no later than 31 July to the Foundation's Regional Accounting Specialist. The Foundation Staff reviews all applications submitted and recommends candidates to the President & CEO to represent each of the six Regions within the United States. All selected Youth Ambassadors will serve a one-year term that runs from 1 October until 30 September the following year.

In 2021, the Marine Toys for Tots Foundation selected 10 Youth Ambassadors to represent the program across the Nation:

Region 1: Leah Hutchinson (17)

Region 1: Susan Suber (14)

Region 2: Natalie Dahm (11)

Region 2: Kimber Doyle (15)

Region 3: Mila Lang (11)

Region 3: Mary Wohlwend (16)

Region 5: Rorilynn Madison McClay (15)

Region 5: Taylor Bracey (17) & Christopher Bracey (14)

Region 6: Janah Moorer (17)

Our Youth Ambassadors have done a tremendous job getting the Toys for Tots message out to communities across the United States. Aside from collecting and distributing toys with their local campaigns, the Youth Ambassadors were also presented with additional opportunities that would gain National attention, such as:

- December article in Pop Star Magazine
- Article in the Washington Post
- Interview with Montel Williams at the Hollywood Christmas Parade
- Interview with Walt Disney's Junior Ambassador with Lieutenant General Laster
- Subaru Commercial
- Local media interviews



Taylor and Christopher Bracey

Toys for Tots Continues to Provide Year-Round Support

Toys for Tots is committed to providing support when less fortunate children need it most—no matter the time of year. The support we provided in 2020, at the height of the pandemic, provided great comfort and emotional relief to struggling families. We recognize the importance of reminding children that there is still joy to be found in simple gifts every day, and Toys for Tots stands ready to send a year-round message of hope to children in need and their families.

On April 19, 2021, Toys for Tots announced the expansion of their year-round efforts to provide hope to those less fortunate with plans for another special gift distribution to children in need. During the summer of 2021, we provided one million educational toys, books, and games to the children of COVID-19 impacted families. While we all hoped the pandemic would already be in our rearview mirrors, we also recognized that the emotional and educational impact it's had on children will be long lasting. Less fortunate children likely suffered the greatest learning loss by not being able to attend in-



See **Toys for Tots Continues to Provide Year-Round Support** on page 14

Toys for Tots Continues to Provide Year-Round Support *continued from page 13*

person classroom instruction, so Toys for Tots provided toys and books that teach to help them overcome a growing educational gap and stimulate their young minds.

“Toys for Tots is more than a Christmas charity—that is why we wanted to **DoGoodNOW** and continue to expand our partnership with Good360,” said Lieutenant General Jim Laster, USMC (Retired), President and CEO of the Marine Toys for Tots Foundation. “With the assistance of Good360 and their vast network of non-profits throughout the country, Toys for Tots has the ability to extend our reach and provide support to families who are facing tremendous year-round challenges.”

Toys for Tots’ initiatives in 2021 also included providing comfort and relief to families in need during uncertain and unstable times outside of the holiday season. These children and their families were facing adversity and exceptional circumstances including pandemic related challenges, natural disaster recovery, and other extenuating events. Toys for Tots also provided toys and gifts to 17,000 Afghanistan refugee children now living in the United States and we also provided toys and gifts to the families who were so tragically impacted by tornadoes last year.

As we prepared for the 2021 campaign season, the Foundation knew local campaigns could still face challenges from the ongoing pandemic. Despite the hurdles, the Marines and local campaign Coordinators of the Marine Toys for Tots Program rose to the occasion and established over 830 local toy collection



and distribution campaigns in all 50 states, the District of Columbia, Puerto Rico, Guam, and the Virgin Islands. Our Coordinators were, once again, very innovative with their collection and distribution events, and their efforts were instrumental in helping the Program achieve tremendous milestones in 2021. Other achievements included the Toys for Tots Literacy Program—which delivered 3.1 million books to Title 1 schools and children in need, and the Native American Program supported 186,000 children on remote Reservations.

The tremendous support we received from the American public, our Corporate Sponsors, and our selfless Coordinators enabled us to distribute an unprecedented 22.4 million toys, books, and games to 8.7 million children in need. But the support did more than provide gifts – it also sent messages of hope and restored self-worth to those less fortunate.

For over seven decades, the Program has evolved and grown exponentially having delivered hope and the

magic of Christmas to over 281 million less fortunate children.

Now, in our 75th year, the Marine Corps Reserve Toys for Tots Program also provides support year-round to disadvantaged children experiencing challenges and exceptional circumstances, thus sending a message of hope beyond the holiday season. We stand ready to help where we can and meet the needs of every request from families seeking help.



Toys for Tots Provided Support to the Children of Afghanistan Refugee Families in the United States

The Marine Toys for Tots Foundation is more than a Christmastime charity—we strive to help less fortunate children whenever we can. That is why we provided toys, books, and other gifts to nearly 17,000 children of the Afghanistan refugee families who have been granted asylum here in the United States.

As a country, we have many Afghan friends who were loyal to the United States and Coalition forces through two decades of war by serving in the Afghan security forces, or by working as translators, drivers, and in other capacities in which they assisted the United States and supported our mission. While other organizations worked to help the Afghan evacuees adjust to their new lives in America, Toys for Tots assisted their children by providing toys, books, and games that sent a message of hope to these displaced families.

These Afghan children were evacuated from their homeland where all they knew was conflict and violence, and have been adjusting to their new, safer lives here in the United States. They are understandably unsure of what the future may hold — but Toys for Tots provided them with some comfort, joy, and hope during those uncertain and scary times.

The Marine Toys for Tots Foundation is more than a Christmastime charity we stand ready to assist when children in our Nation are facing difficult situations—because our mission does not stop at Christmastime!



Toys for Tots teamed with Good360 (again!) to provide comfort and emotional relief to families in Arkansas, Illinois, Kentucky, Mississippi, Missouri, and Tennessee who were so tragically impacted by last year's tornadoes.

Last year, residents in Arkansas, Illinois, Kentucky, Mississippi, Missouri, and Tennessee were so tragically affected by devastating tornados. These families have suffered devastating loss, and the financial and emotional impact will be long lasting—especially for those without the means to recover. At a time when families were already dealing with the challenges of the past two years and scarce resources brought about by supply chain issues, a natural disaster completely upended their lives.

While other organizations worked to provide these families with resources such as housing, food, and water—Toys for Tots wanted to provide comfort, emotional relief, and hope to these families by distributing toys, books, and other gifts to their children.

Our local Toys for Tots campaigns worked hard to ensure that the children who lost so much received something tangible on Christmas morning. The Marine Toys for Tots Foundation also worked with our phenomenal partner, Good360, to distribute truckloads of toys, books, and other gifts to impacted families in areas where there was no Toys for Tots program coverage.

“The past couple of years have been tremendously challenging for just about every sector of our society, and the devastation caused by the deadly tornadoes in the Southern United States and Ohio Valley

significantly added to the turmoil. We were very concerned about the impacted families and wanted to do what we could to provide them with a little bit of hope. During such difficult times, we wanted to offer comfort and assistance,” said LtGen Jim Laster, USMC (Retired), President & CEO of the Marine Toys for Tots Foundation. “We were proud to partner with Good360 who answered the call to help get these toys into the hands of families in need as soon as possible.”

Toys for Tots is more than a Flagship Children’s Christmastime charity—we strive to assist families year-round—especially in times of need. Because our Marines and volunteers were engaged in our annual Christmastime mission, we partnered with Good360, the global leader in product philanthropy and purposeful giving, to distribute these emotional relief packages to affected families.

“The challenges associated with disaster recovery are made all the more harrowing in the midst of the winter holiday season,” said Matt Connolly, CEO of Good360. “Long after the news cycles have moved on, Good360 and our partners will be here helping survivors weather the years-long road to recovery by providing a variety of goods, including personal and household items, rebuilding materials, and emergency relief supplies. That’s why we’re grateful for trusted donors, like Toys for Tots, who consistently show up for families in need. The toys and games they donate will be with children throughout that process.”



2021 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 2021 Marine Corps Reserve Toys for Tots Campaign:

Build A Bear
Confie Insurance
Delta Air Lines
DRAM
Five Below
Frito Lay
Funko
Group Sales
Hallmark
Hasbro
Hess
LEGO
Ollie's Bargain Outlet, Inc.
PepsiCo
Target
The UPS Store
The Walt Disney Company
UPS
Wunderman Thompson

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 2021 Marine Corps Reserve Toys for Tots Campaign:

Associated Television Int'l
Ceaco / Gamewright
Duracell
Tabletop Tycoon

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 2021 Marine Corps Reserve Toys for Tots Campaign:

Doherty Enterprises-Applebee's
Fareway Stores
Franklin Sports
Haggen Food & Pharmacy
Jada Toys
New England Doll
NVIDIA
Platinum Equity
PODS
Shoe Carnival
The Gayle and Tom Benson Charitable Fdn

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 2021 Marine Corps Reserve Toys for Tots Campaign:

3 Bees & Me
Christmas Is Not Cancelled
Dollar General
Freedom Mortgage Corporation
GSN Worldwide
iTradePay
Lockheed Martin Corporation
Mariah Carey
Old Dominion Freight Lines
One Water Marine
Redner's Grocery
SimplyFun, LLC
The Computer Merchant
Valpak
Vineyard Vines
Welch Packaging
WestRock
William Mark Corp
WWBX Mix 104.1

See **2021 National Corporate Sponsors** on page 18

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 2021 Marine Corps Reserve Toys for Tots Campaign:

Alix Partners
Allianz
American Bath Group
Amneal Pharmaceuticals
Autumn Communications, LLC
Bad Gifts
Bayer
Boeing
Book Depot
Booz Allen Hamilton
Breezeline
Buy Buy Baby
Capstone Partners
Chick-fil-A Peach Bowl
Clinique
Color Street Foundation
Cox Enterprises
Dan Newlin
DariMart
Diane and Ron Miller Fund
Digital Bookkeeper Association, LLC
Discovery Toys
Donate A Toy.org
Dunkin Donuts
Endeavor Enterprises
FabFitFun
Federated Auto Parts
First Nation
Fuel Partnerships
Fun Services
Gemini Collectibles
Go! Retail Group
Goodyear Tire & Rubber
Goose Society LLC
GW Dreams LLC / Goose Society, LLC
HDI Houseware Distributors
IC3D
J. C. Kennedy Foundation, Inc.
Jackson National Life Insurance Co
La Posada Foundation
Lokai
Medicus IT
Merchant Distributors
Navy Federal Credit Union
NewRez
Oak Foundation
On Time Toys
ORC Real Estate Solutions for Infrastructure
ORIX Corporateion USA
Pep Boys
Pink Zebra
PLS Financial Services, Inc.
QVC
Republic National Distributing Company, LLC
RING
Ruby Tuesday
SAIA
Santas Letters
Sarner Family Foundation
Simon and Shuster
SPB Hospitality
Takeda
The Boeing Company
The McCormick Family Foundation
TOPGOLF
Trick2G
Venable
Wow Toyz
Zenergy Systems
Zulily

2021 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 2021 Marine Corps Reserve Toys for Tots Campaign:

Able Oper
Accenture
ACI Federal
Acuity International
Adirondack Oral and Maxillofacial Surgery
AES Foundation
AIRBUS U.S. Space & Defense, Inc.
Alarm.com Incorporated
Albert J. and Susan E. Rot Fdn
Alex and Ani
Alliance Bernstein LP
Alpha OMicron Pi Zeta Chapter
Altice - Optimum
AMED
American Golf Foundation
American Independent Business Coalition
American Towers, LLC
America's Charities
Anesthesia Consulting & Mgmt
Applied Systems
ASML US, LLC
Assurant, Inc.
Atmos Energy
Auto-Owners Insurance Company
Avis Budget Group
B.S. Trucking Inc.
Bank of America Charitable Gift Fund
Bartz Marr Family Foundation
Batteries Plus
Bay Pointe Waterfront Restaurant
Bayer
Benificus Foundation
Bev Smith Toyota Scion
BI Worldwide/Schoeneckers, Inc.
Borzilleri Family Foundation
Box Elder High School
Bradley T. MacDonald Family Fdn
Brighthouse Life Insurance Company
Building & Construction Trades Dept, AFL-CIO
Burgerworks Texas, LLC
Caesars Enterprise Services, LLC
Caplugs
Carolina
Celebration Talent

CenturyLink Clarke M. Williams Foundation
Charities Aid Foundation of America
CharityVest, Inc.
Chautauqua Region Community Foundation, Inc.
Chicken Soup for the Soul
Chocktaw nation of Oklahoma
City Club Apartments
Classic Falls Bowling, Inc.
Cleveland Browns Foundation
Coastal Sunbelt
Comfort One Shoes
Commonwealth Charitable Fund
Community Foundation for Greater Atlanta
Community Foundation of Tampa Bay Inc.
Covelli
CRS Hardware Corporation Montana Ace
CSIOS Corporation
Dell Giving
Denver Region Toyota Dealers Advertising Group
Discovery, Inc.
Diversified Gas & Oil, PLC
Dixie Elks Charitable Foundation
DPR Construction, Inc.
Duff Family Foundation
Electronic Merchant Systems
Enerco Corporation
Epro Services, Inc.
Equifax Inc.
Esposito Garden Center
Etkin Johnson Real Estate Partners, LLC
Farm King Supply, Inc.
Ferro Tech (USA) Corp
Fidelity Investments
Fifth Generation, Inc.
First National Bank of Pennsylvania
Fourstar Group
Fox Broadcasting Company
Frangakis Fam Charitable Found
Franklin Monroe Administrative Services, LLC
Franklin's Promise Coalition, Inc.
G. & J. Pepsi Cola Bottlers Inc
G. A. T. Guns
GB Remanufacturing, Inc.
GBU Financial Life
GEICO Philanthropic Foundation
Genting New York, LLC
Gettel Management Group
Giant Eagle, Inc.

See **2021 National Corporate Donors** on page 20

2021 National Corporate Donors *continued from page 19*

Gilbert J. Martin Foundation
Gitlin Family Foundation
Givinga Foundation, Inc.
Gray Daniels Auto Family
Greater Houston Community Foundation
H.E.B LP
Hankey's Radio, Inc.
Harvard Services Group, Inc.
Haselton Family Foundation, Inc.
Heritage Landscape Supply Group
Hilltop Securities
Holiday Inn Club Vacations Inc.
Holy Trinity Memorial Lutheran Church
Honeywell
Honigman LLP
Hovis Auto Supply Inc
Icarus Brewing
iConma
Ilene Clow Foundation
Independent Charitable Giving Fund
Insight Global
International Assoc of Heat and Frost Insulators
International Assoc of Sheet Metal, Air, Rail
International Brotherhood of Boilermakers, Iron
International Brotherhood of Electrical Workers
International Union of Painters and Allied Trades
Intl. Pipe Trades Jtc, Inc.
Jack Buncher Foundation
Jane LLC
Jefferies Financial Group
JP Morgan Chase Foundation
Just Giving
Kansas Rural Communities Foundation
Kay and John Meyer Fund
Kay Family Foundation, Inc.
Kids R. Kids
Klinedinst Attorneys
Kurland Insurance
Laborers' International Union of NA
Lakeside Foundation
Lancaster County Community Foundation
Ledcor Properties Corporation
Lendlease
Liberty Bank
Licensed Plumbing Association of NYC
Little Elf Attractions
Lois Y. Haddad Charitable Trust
Los Angeles Charitable Association, Inc.
Louisiana State Medical Society
LPS Industries
Lumistella
Lundbeck
Lynn & Gloria Johnson Family Foundation
MacInnis Company
ManTech International Corporation
Marathon
Markel Corporation
Masco Support Services
Maslow Family Foundation
Material Handling Systems
McCool Enterprises, Inc.
McL Canisters
McLarty Auto Group
McQuay Family Foundation
MedRisk
Medtronic Foundation
Meridian Link
Metplas, Inc.
Micro Kickboard
Mike Terry Dodge Jeep RAM
Montreign Operating Company, LLC
Morgan Stanley
My Favorite Murder
Myer Charitable Foundation
N. I. Detachment 859
Nakupuna Solutions, LLC
NaphCare
National Christian Foundation
National General Lender Services
National Notary Association
National Philanthropic Trust
National Realty Investment Advisors (NRIA)
Navisite
NEP Supershooters L.P.
NERA-OK
Network Coverage
New York Thoroughbred Horsemen's Assoc, Inc.
Norberhood
Northern Trust Charitable Giving Program
NorthMarq Capital
Ocean of Dreams Media, LLC (Talk to Santa)
Oci Beaumont
Ohio State Eagles
Olymbec USA, LLC

Oregon Mortgage Association
OVM Financial
Oxford Toyota
Parkview MCJROTC
PayPal Charitable Giving Fund
Pechenga
PepsiCo, South Division
Pete The Cat LLC
Pfizer
Pillar Properties
Polish American Political Club
Prize Picks
PTS Advance
R. E. Smith Foundation
Radial Inc.
RaiseRight
Refreshment Services Pepsi
Roger Langeliers Construction Co.
Roofing Contractors Association of Wa
Rotary Club of Coronado Foundation
Rowan University
RoyalGold, Inc.
RWH Foundation
Sabel Systems
Sacramento Region Community Fdn
Salesforce.com
San Jose Camera & Video
Scannel Properties
Schewel Furniture Company, Inc.
Schwab Charitable Fund
Sci Play
Score This, Inc.
Securitas Foundation USA
Singerlewak, LLP
Southern Consumers Alliance
Southern Glazer's Wine and Spirits Charitable Fund
SpoilerKing
Squishables
St. Michael's
St. Paul Federal Credit Union
Stantec
Starburst Data
Stater Bros.
Subaru of America, Inc.
Sullivan Family Foundation
Sycuan Casino Resort
Takeda Pharmaceuticals
Ten Fingers Foundation

Terrible Herbst, Inc.
The Alisann and Terry Collins Fdn
The Allstate Giving Campaign
The Biedenharn Foundation
The Boston Foundation
The Chapel of The Cross
The Dozen Dimes Foundation
The Janice Gardner Foundation
The John Family Foundation
The Kline Group
The Lichtenberger Foundation
The Mead Foundation
The Pokagon Fund, Inc.
The Roberts Charitable Foundation, Inc.
The Selective Insurance Group Fdn
The Sullivan Family Foundation
Tib Bank
TK's Toy Box
TTI, Inc.
Turn Key Charities
Unilock New York, Inc.
United Assoc of Journeymen and Apprentices
United Better Homes
United Surgical Partners
Units
Universal McCann (UMWW)
Utica Community Schools
Verizon
Viasat
VICI Properties
Wagner
Water Buffalo Club
Wavebreak
Wayne Homes
Weaver USA, Inc.
Wells Fargo Bank
West Shore Home
Western-Shamrock
Weyerhaeuser
Wild Basin Oil & Gas, LLC
Willett Family Foundation
With Honor, LLC
Wright Hennepin Electric Trust
WSDC Foundation
XTX Markets
Yougivegoods, LLC
Young Marines



The Navajo Code Talkers

In 1980, the Marine Toys for Tots Native American Program was established to support Native American children living on remote Reservations. But the Marines and Navajo Nation have had a special relationship since well before the inception of the Native American Program.

The United States Marine Corps and the Navajo Nation developed a strong relationship during the “Code Talkers” of World War II fame. The Navajo Code Talkers have worn the cloth of our Nation and have taken an oath to defend with honor and decency. Their mission was top secret during and after the war for many years and was not declassified until 1968. More than 500 Code Talkers were recruited by the Marine Corps. Their coded language was used throughout numerous campaigns in the Pacific to send information over the radio, giving the Marines critical advantage on the battlefield and is considered a key factor in our Nation’s victories in several battles to include Iwo Jima.

Peter MacDonald, President of the Navajo Code Talkers Association and former WW II combat Veteran and Navajo Code Talker, indicated in a few interviews that the Code Talkers did not know what their mission or purpose was when being recruited by the Marine Corps. They only knew the Marines needed help from the Navajo people, and that’s all it took for them to volunteer.

Our Nation’s Marines have continued the legacy of the Navajo Code Talkers to win battles and defend our

freedom, and today are deployed throughout the globe protecting our National interests. Just in the past two decades, Marines humbled dictators, eliminated violent extremists, and have led the way in liberating countries that set a standard of courage and idealism for the entire world. They have accomplished this on our doctrine of Maneuver Warfare...using speed, initiative, and agility to defeat our adversaries. Much of this doctrine and maneuver warfare mindset and culture is a direct reflection of the speed and agility achieved by Navajo Code Talkers in the Island campaigns of World War II.

During the battle of Iwo Jima, the Code Talkers passed over 800 messages in a 48-hour period according to the Congressional law that honors their legacy. Of course, the Code Talkers paid a heavy price through their bravery and tenacity as many were killed and wounded, but it is believed that their unique Navajo Code saved many lives and helped shorten the war in the Pacific. It is also known that the Marine Corps Navajo Code was the only military code in modern history never broken by an enemy.

To this day, there are only four living Code Talkers-- Peter MacDonald, Samuel F. Sandoval, Thomas H. Begay, and John Kinsel, Sr. The Navajo Code Talkers achieved a legacy, and their heroic efforts and sacrifices are recognized Nationally every year on August 14th as National Navajo Code Talker Day. Our Corps of Marines is in good hands today because of the traditions, history, and legacy established by heroes such as our Navajo Code Talkers. We are forever grateful for their sacrifice and example.





26th Annual Marine Toys for Tots Foundation Golf Classic

The Marine Toys for Tots Foundation hosted the 26th annual Golf Classic on Monday, May 17th at the Mount Vernon Country Club in Alexandria, Virginia. Each year, the Golf Classic kicks off our Holiday Campaign fundraising effort and is co-sponsored by our long-time partners, Group Sales and OnTime Toys. Thirty-one teams came out to play golf, enjoy the day, and support less fortunate children!

Last year we had to overcome the challenges that the Nation faced due to the pandemic. Just like our Marines, we, the Marine Toys for Tots Foundation, adapted to our new "normal" in order to continue our tradition of hosting the Golf Classic. This year was no different-- the Mount Vernon Country Club went above and beyond again to make sure the tournament could still take place all while following the guidelines in place.

Just like last year, the check-in process took place in a larger area than previous years to help maintain social distancing orders. Also, masks were provided for each golfer, pens were placed on the donation table for each golfer to use and keep, and hand sanitizer was placed around the Club House, as well as in the golf carts. Taking extra steps outside on the golf course was necessary as well -- the Mount Vernon Country Club installed plexiglass between the seats of each golf cart.



The tournament, which began with a shotgun start at 0900, was preceded by a continental breakfast and followed by a luncheon and awards ceremony -- all following social distancing guidelines. Formatted as a "Best Ball Scramble", team winners were selected based on team low gross scores (The Commandant's Flight) and team low handicapped scores (The President's Flight).

We are grateful and extend our special thanks to the Mount Vernon Country Club, corporations, business partners and participants who helped make our 2021 Golf Classic a successful event! Your generous donations will help millions of less-fortunate children across the Nation!



Commandant's Flight Winners | Eisman Golf Academy



President's Flight Winners | Good360

2021 Marine Toys for Tots Reception and Evening Parade

On the evening of July 2nd, at the invitation of the Commandant of the Marine Corps, Representative Jack Bergman served as the Guest of Honor and the Parade Reviewing Official for the Evening Parade at Marine Barracks, Washington, DC. The parade was preceded by a reception in Crawford Hall hosted by the Marine Toys for Tots Foundation. In attendance at the reception were the Foundation's Board of Directors as well as a number of friends and supporters of the Marine Toys for Tots Program and the Marine Corps.

The President & CEO of the Marine Toys for Tots Foundation, Lieutenant General (Retired) James Laster, addressed the guests sharing the results of the 2020 Holiday Campaign and thanked all for their support of the Marine Toys for Tots Program. He called attention to the hard work of the Marines and volunteers who put themselves at risk working around pandemic restrictions seeing that 7.4 million less fortunate children were served. He then introduced Lieutenant General Dave Bellon, Commander, Marine Forces Reserve, who served as the General Officer host for the evening. He welcomed all to the parade, provided excellent remarks about the Marine Toys for Tots Program, and then introduced Representative Jack Bergman. As a former Lieutenant General and previous Commander of Marine Forces



Reserve, Representative Bergman spoke about the great impact that the Toys for Tots Program has had on America's less fortunate children and how it creates positive sentiment for the Marine Corps through the millions of folks who support the program each year.

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 4,000 people who attended the Evening Parade.



2021 Toys for Tots Coordinator Training Conference

For the twelfth year in a row the Toys for Tots Coordinator Training Conference was held at the National Conference Center in Leesburg, VA September 16th – 20th. The Foundation staff spent countless hours preparing presentations and handout materials to train over 500 attendees, to include 32 Coordinators from new sites and 67 new Coordinators from already established sites. The Coordinators used this opportunity to prepare for the upcoming campaign by hearing presentations in the main session room and breaking off into groups by campaign size. This allowed Coordinators to share ideas that will benefit others with the same size program. A class was also designated for all Marine Forces Reserve Coordinators and another for Local Community Organization (LCO) Coordinators to allow them to share ideas, since these campaigns are executed differently.

On Saturday, September 17th the awards banquet was held to recognize the 2021 Regional and National Coordinators of the Year.

In 2020, during the COVID-19 pandemic, the Toys for Tots Coordinator Training was held virtually, which was a great success. We incorporated a live webinar in 2021 for those unable to attend in person, to include some of

the Assistant Coordinators. This allowed us to extend the training to reach more Marines and volunteers to ensure a successful campaign.

Our principal goals for this training were:

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

Due to the hard work of the Conference's Project Manager, Tammy Weatherholtz, with the support of the Foundation Staff, these goals were achieved after seeing the results of the 2021 campaign.

2021 National Toys for Tots Campaigns/Coordinators of the Year



**LCO Coordinator
of the Year**

DAVID WALLER
Lakeland, FL



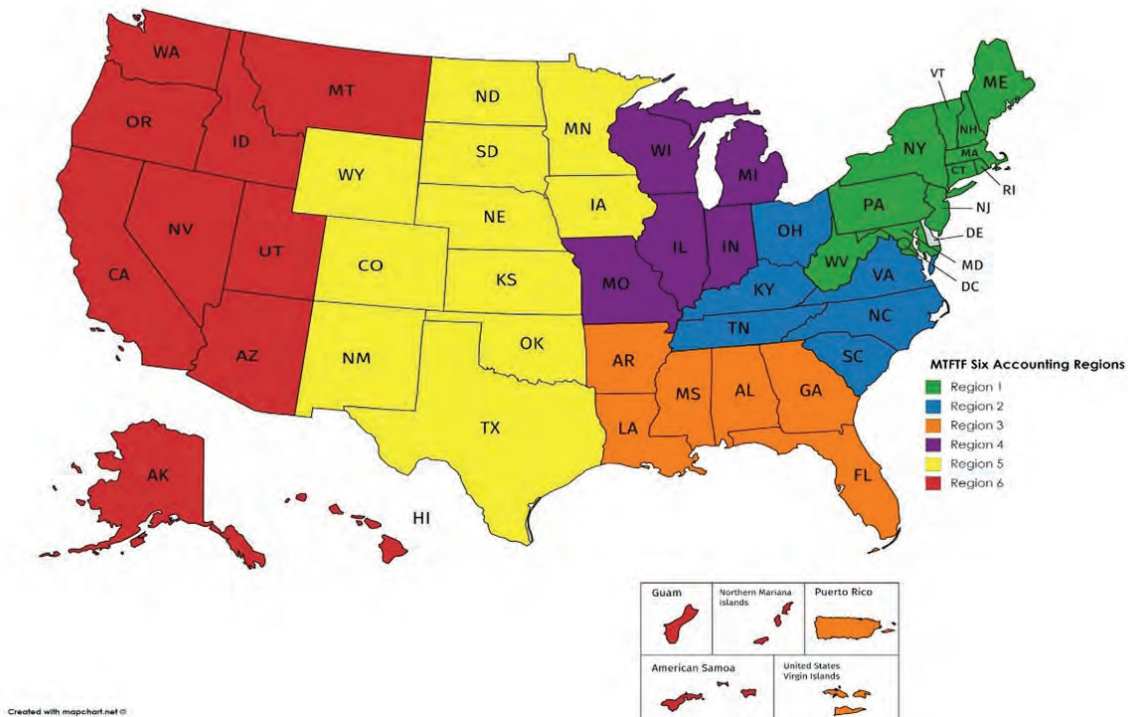
**USMC Reserve
Coordinator of the Year**

**GYSGT ALEXANDER
BAYE**
Indianapolis IN



Regional Organization

In 2021, the Marine Toys for Tots Foundation organized 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. An 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 140 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 2021

The 2021 U.S. Marine Corps Reserve Toys for Tots Campaign was a record-breaking endeavor in the 74-year history of Toys for Tots. The Program increased local campaigns coverage to 832 local communities covering all 50 states, the District of Columbia, Puerto Rico, Guam, and the Virgin Islands. Local campaigns made up of Marines, Sailors, and more than 55,000 volunteers, distributed an unprecedented 22.4 million toys to 8.7 million less fortunate children. The exemplary efforts of all involved with the Program enabled the joy of Christmas and message of hope to be delivered to over 1.4 million more of America’s less fortunate children than in 2020!

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 over 10 million toys valued at over \$82 million. The Foundation also provided local campaigns with promotion and support materials valued at over \$1.4 million.

From 1947 through 2021, Marines, Sailors, and their volunteers have distributed 627 million toys and books to 281 million less fortunate children. From 1991 through 2021, Marine Toys for Tots Foundation has supplemented local collections with 161.5 million toys valued at over \$1.3 billion.

2021 Financial Report (Executive Summary)

Report of Independent Accounting Firm

The independent accounting firm, RSM US, LLP, conducted an audit of the Foundation's 2021 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, 2021 (With Comparative Totals for 2020)

Support and revenue:	2021	2020
Contributions		
Toys	\$ 260,765,585	\$ 201,122,076
Direct mail contributions	31,444,315	30,901,355
Individual	39,380,982	40,231,820
Corporate	15,589,223	20,927,625
Donated services	7,822,587	7,615,807
Combined Federal Campaign	120,990	131,654
Interest and dividends	8,501,233	3,797,809
Other	278,743	346,574
Events	130,233	135,700
Unrealized and realized (loss) gain on investments, net	7,255,138	7,606,921
Total support and revenue	\$ 371,289,029	\$ 312,817,341
Expenses		
Program services:		
Toy distribution program	\$ 330,755,831	\$ 249,218,361
Education program	4,416,058	4,042,240
Supporting services:		
Fundraising	9,098,268	9,112,838
Management and general	1,280,383	1,019,333
Total Expenses	\$ 345,550,540	\$ 263,392,772
Change in net assets	\$ 25,738,489	\$ 49,424,569
Net Assets		
Beginning	\$ 220,418,421	\$ 170,993,852
Ending	\$ 246,156,910	\$ 220,418,421

Program and Support Service Expenses

The Foundation's 2021 program to support services expense ratio was 97:03.

2021 Audited Financial Statement

The 2021 Audited Financial Statement is available on the Marine Toys for Tots Foundation website (www.toysfortots.org) or upon request at a cost of \$2.00 to cover mailing and handling.





Marine Toys for Tots Foundation



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 children and schools in low-income areas. The Toys for Tots Program distributed 3.1 million books to children throughout 2021.
2. **Native American Program:** Continued to expand the Toys for Tots Native American Program in order to provide support to Native American children living on remote Reservations. The Program distributed toys to 186,000 Native American children throughout 2021.
3. **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.
4. **Successful Campaign:** With a record 832 Local Campaigns, distributed over 22.4 million toys to 8.7 million less fortunate children.
5. **Audited Financial Statements:** The Foundation, as has been the case since 1994, received an unmodified opinion on the 2021 financial statements from RSM US, LLP.
6. **Program to Support Services Expense Ratio:** The Foundation achieved a 97:03 ratio of program to support services expenses in 2021. This means that 97 cents of every dollar spent in 2021 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.

Accolades

Better Business Bureau Wise Giving Alliance

In 2021, The Marine Toys for Tots Foundation underwent its biennial review and continues to meet all 20 of the standards established by Better Business Bureau Wise Giving Alliance and has accordingly been designated an Accredited Charity and is a Seal Holder. (give.org)

Charity Navigator

4-Star rating by *Charity Navigator* (charitynavigator.org)

Charity Watch

Listed as a Top-Rated Charity by *Charity Watch* (charitywatch.org)

America's Top Charities 2020

Toys for Tots is listed in *Forbes* America's Top 100 Charities (forbes.com/lists/top-charities/)

Morning Consult 2021

Toys for Tots listed in Morning Consult's Top 20 Most Favorable Nonprofits



2021 Activities

Program Services and Events

- Supplemented local Toys for Tots campaigns with over 10 million toys valued at over \$82 million
- Distributed 3.1 million children's books through the Toys for Tots Literacy Program
- Distributed nearly 660,000 toys to over 186,000 Native American children in 77 Reservations/Tribal Groups
- Provided promotional and support materials to 832 local Toys for Tots campaigns valued at over \$1.4 million
- Published and distributed 26th edition of the SOP for local TFT campaigns
- Conducted 20th Annual Coordinator Training Conference at the National Conference Center
- Provided local Coordinators all-encompassing package of information and materials for successful campaigns
- Welcomed 10 outstanding youths to the Youth Ambassador Program
- 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 7,500 times during campaign season valued at \$1 million
- 1,000,000 educational brochures distributed
- Over 20 million Direct Mail letters
- Media event with the First Lady, Dr. Jill Biden
- President & CEO personally conducted multiple TV and radio interviews Nationwide
- Hollywood Christmas Parade featuring Marine Toys for Tots

Fundraising

- Registered with all states & DC to solicit funds
- 128 National Corporate Sponsors
 - Revenue - \$15.5 million
- Direct mail campaign
 - 20 million Letters
 - Revenue - \$31.4 million
- Combined Federal Campaign
 - Revenue - \$120,990
- Special Events/Projects
 - Revenue - \$130,233
- Individual Donations
 - Revenue - \$39.3 million
- Local individually donated Toys
 - Revenue - \$260.7 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
 - 832 bank sub-accounts
- Managed Online Financial Data System to provide financial data 24/7 to local Coordinators

Fund Expenditure

97:3 Program to Support Ratio

- Program 97.1%
- Fundraising 2.3%
- Overhead 0.6%



Board of Directors Year End 2021



William W. Chip
Senior Counselor to the
Secretary of Homeland
Security, Washington, DC



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



David J. Doolan
Senior Manager
Cisco Systems
Research
Triangle Park, NC



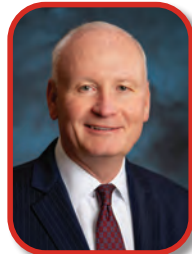
Terry Gardner
Senior Managing Director
Cyrus J. Lawrence, LLC
New York, NY



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



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



James B. Laster
LtGen, USMC (Ret)
President & CEO
Marine Toys for Tots
Foundation
Triangle, VA



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



Alphonso Trimble
Director, Business
Development
Tech Solutions and Services
BAE Systems Intelligence &
Security Sector
McLean, VA



**LtCol Jessica van
Dop DeJesus**
USMCR
Digital Content
Strategist/Owner
The Dining Traveler
Washington, DC

Board of Directors Welcome New Member



We are pleased to welcome Alphonso (Al) Trimble as the newest member of our Board of Directors!

Al has a distinguished Marine Corps career spanning over 30 years where he served in command at every level,

culminating with command of Marine Corps Logistics Base Albany. His staff tours included Deputy Chief of Staff for the Director of the Marine Corps Staff at Headquarters Marine Corps, as well as Deputy Chief of Staff for the Deputy

Undersecretary of Defense, Wounded Warrior & Transition Policy. Al also served in several overseas billets including U.S. Forces Korea Chief of Current Operations. After his retirement from the Marine Corps, he joined BAE Systems, as a Director of Business Development, Integrated Defense Solutions. He also lends his time and expertise to several Boards including the Atlantic Council Veterans Advance Energy Project, Black Owners of Solar Services Policy Committee, and the Operation GRATITUDE Military Advisory Committee. Al brings a wealth of expertise and insights, and he will be an impactful Board member at the Marine Toys for Tots Foundation.

Officers Year End 2021



Robert E. Milstead, Jr.
Chairman of the Board



W. Tim Davis
Vice Chairman of the Board



Mark Haden
Treasurer



James B. Laster
President & CEO



Ted Silvester
Vice President
Marketing & Development



David Cooper
Vice President Operations
Corporate Secretary



Ralph A. Dengler, Esq.
General Counsel



Support Staff Year End 2021



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



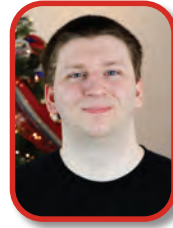
Mrs. Mitzie Anderson
Corporate Accountant



Mrs. Valerie M. Anderson
Operations Accounting Specialist



Mrs. Katherine C. Barnes
Accounting Specialist,
Region 6



Mr. Steven Boone
IT Specialist



Ms. Jennifer R. Campeau
Accounting Specialist,
Region 2



Miss MaryKate Cobb
Social Media Specialist



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



Ms. Jennifer C. Laine
Accounts Receivable/
Payable Specialist



Mr. Matthew D. McDonald
Director of IT



Mrs. Sara M. Mills
Social Media Manager



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



Miss Brianna Roberts
Accounting Specialist,
Region 3



Mrs. JoAnn Roxburgh
Marketing Associate



GySgt Mike Stuckey,
USMC (Ret)
Deputy Vice President,
Operations



Ms. Brooke M. Sumners
Accounting Specialist,
Region 4



Mrs. Karen M. Torrence
Accounting Specialist,
Region 1



Mrs. Melanie Turner
Corporate Accountant



Mrs. Tammy W. Weatherholtz
Accounting Specialist,
Region 5

The Marine Toys for Tots Foundation is bidding farewell to two long time employees of the Foundation—**Mitzie Anderson and Laura Moyer.**



Mitzie Anderson

Mitzie Anderson served as the Foundation’s Corporate Accountant for almost 16 years. During her tenure, she did an outstanding job of managing the Foundation’s accounting functions and played a key role in our achieving high marks in our annual audits. Mitzie was a devoted team member and friend to everyone in the Toys for Tots family!

Mitzie relocated to Lynchburg, Virginia to spend more time with her daughter and precious granddaughters. While we will all miss Mitzie at the Foundation, we know that family is what’s most important to her. She has helped the Toys for Tots family thrive over the past 16 years, and now she looks forward to spending her time watching her granddaughters grow and thrive as well!



Laura Moyer

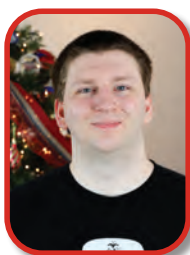
Laura Moyer was a dedicated employee for nearly 10 years. She started as a seasonal employee and did such an exceptional job that she was hired as the full-time Administrative Assistant in April of 2012. In 2016, Laura was promoted to Executive Assistant (EA) to the President and CEO, LtGen Osman, and continued to serve as the EA to LtGen Laster until February of 2022. She took great pride in all of her responsibilities and handled every day with grace and a smile!

Laura looks forward to her retirement with her husband of 31 years, David, and spending time with her daughters and dog. We wish her all the best in her retirement!

Mitzie and Laura were committed to their roles at the Foundation and were vital members of the Toys for Tots family. We wish them all the best in their future endeavors and will miss seeing them at the Foundation!



The Marine Toys for Tots Foundation Welcomes New Staff



Steven Boone

Steven began at the Foundation in August of 2021 as the IT Specialist. Steven was born and raised in Springfield, Virginia where he attended John R. Lewis (previously known as Robert E. Lee) High School and played

Lacrosse all four years. After graduating high school, Steven attended Northern Virginia Community College where he obtained his Associate of Science in Computer Science Degree and obtained his Bachelor of Science IT Degree from Strayer University.

Steven is a passionate learner who continues to further his education through IT related certifications. He has a strong background in computer programming and enjoys learning how to take apart and build electronics. He says, “Working for the Marine Toys for Tots Foundation the past seven months has been the best thing to happen for me career wise, and I look forward to the long journey ahead with everyone.” Welcome to the Toys for Tots family, Steven!



Alba Cuebas-Fantauzzi

Alba, Toys for Tots’ Social Media Content Producer, became a member of the Toys for Tots team in February of 2022. She graduated from University of Colorado-- Colorado Springs with a Bachelor of Arts in

Communication. Alba studied Communication because as a Puerto-Rican Army brat, she attended nine different schools before her senior year of high school and often translated for her parents as a child. Alba has always been fascinated with communication as a science, but also how to improve upon it in an effective way that bridges different perspectives together into mutual understanding on an innately human level through different conduits.

Alba brings a plethora of talent to the Toys for Tots family as a published freelance journalist, social media specialist and video editor. Welcome to the team, Alba!



John Haehn

John joined the Toys for Tots team in January of 2022 as the Social Media Manager and our in-house photographer! He has over ten years of professional photography experience and is a United States Air Force Veteran OEF.

John says it has always been a goal of his to give back—he has a passion for helping those in need. “Sharing the joy of a gift through Toys for Tots could be life changing for a child, and Toys for Tots has given me the opportunity to give back in the biggest way possible.” When John is not busy taking photos or creating social media content, he enjoys spending time outdoors with his amazing wife and three children. The Toys for Tots family is grateful to have you!



GySgt Mike Stuckey, USMC (Retired)

GySgt Mike Stuckey joined the Marine Toys for Tots Foundation in March of 2021 as the Deputy Vice President of Operations after retiring from the Marine Corps in 2020. GySgt Stuckey served

in the United States Marine Corps for twenty years where his Primary Military Occupational Specialty was Motor Transportation Maintenance Supervisor. He served in Operation Iraqi Freedom and Operation Enduring Freedom. His other duties while in the Marine Corps included Drill Instructor (3d Battalion Kilo Company), Series Gunnery Sergeant (3d Battalion Mike Company), Marine Corps Martial Arts Instructor (Black Belt), Inspector-Instructor for the Marine Forces Reserve, Company Gunnery Sergeant, and Acting Company First Sergeant.

GySgt Stuckey also served as the Toys for Tots Coordinator from 2016-2019 for 4th Light Armored Reconnaissance Battalion, Delta Company located in Quantico, Virginia. During his years as the Toys for Tots Coordinator, his campaign was recognized as the most improved campaign of the year, and he was personally recognized as the Region 2 Coordinator of the Year in 2017. GySgt Stuckey was honored at the National Toys for Tots Coordinator of the Year in 2018.

GySgt Stuckey brings his “boots on the ground” experience and passion for helping those less fortunate to the Foundation. He says, “During my time volunteering, as well as being a Coordinator, I have always enjoyed seeing the direct impact made in the lives of people who are less fortunate.” He also mentions, “working for the Marine Toys for Tots Foundation has been a true blessing and aligns with my love for the Marine Corps and my passion for giving to those in need.”

Welcome to the team, GySgt Mike Stuckey!



Melanie Turner

Melanie joined the Toys for Tots Family in 2021 as the Corporate Accountant. She joined the team with twenty years of accounting experience—ten of those being in nonprofit accounting. Melanie is a Northern Virginia native and graduated from Marymount University in Arlington, Virginia. She and her husband, a retired Marine, live in Northern Virginia with her three wonderful children.

Fun fact—her thirteen-year-old Puggle’s name is Gunny Bear (which is Toys for Tots’ spokesbear’s name)! The Toys for Tots family is excited to have you!



*“The purpose of leadership is not to make the present bearable.
The purpose of leadership is to make the future possible.”*

— Joan D. Chittister



TOYS FOR TOTS

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



Marine Toys for Tots Foundation

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