

MARINE TOYS FOR TOTS FOUNDATION



TOYS FOR TOTS

2023 Annual Report



The mission of the 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 Christmastime and beyond. 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 chapters, 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.



2023 President and CEO Report



The Marine Corps Reserve Toys for Tots Program achieved another record-breaking year in 2023 thanks to the generous support of the American public, our National Corporate Partners, and the unwavering efforts of our Marines, Sailors, Coordinators, and volunteers. The Program collectively distributed

25.5 million toys, books, and other gifts to 10.3 million economically disadvantaged children throughout the year. Each supporter's devotion to the Program enabled us to deliver hope and comfort to children in need, and for that, I am extremely humbled and proud. I extend my heartfelt appreciation to each and every one of you.

Although providing hope and joy at Christmastime is Toys for Tots' primary mission during our annual holiday campaign, which includes support to remote Reservations through our Toys for Tots Native American Program, the needs of children living in challenging circumstances are year-round. For that reason, we have expanded our efforts and are now a year-round force for good for children in need. Toys for Tots is committed to providing emotional relief and support to disadvantaged children throughout the year with our Toys for Tots Literacy Program, Foster Care Initiative, and Disaster Response and Recovery efforts.

Now, with a new year comes new resolve to be an even stronger force for good—because children growing up in poverty deserve nothing less. A year-round force for good never sits idle, never becomes complacent, and never surrenders to adversity or indifference. With the continued generosity of our faithful supporters, I know we can provide even more relief and greatly improve the lives of disadvantaged children in 2024.

On behalf of the Marine Toys for Tots Foundation, the U.S. Marine Corps, and the millions of children in need who experienced the simple joy of receiving comfort and relief in the form of a gift—I am extremely grateful for the incomparable support given and applaud our extraordinary supporters for their dedication to the Marine Corps Reserve Toys for Tots Program. I wish everyone a safe and healthy 2024.

2023 Facts and Figures:

- Provided hope and comfort to 10.3 million disadvantaged children.
- Expanded our Foster Care Initiative by providing support to over 332,000 at-risk children including those in Foster Care.
- Provided 109 truckloads of emotional relief gifts to nonprofit partner, Good360, to be distributed to children in need across the Nation through the Spring and Summer months.
- Distributed over 4.1 million books to disadvantaged children through our Toys for Tots Literacy Program, including 900,000 books to Title I funded schools and books valued at \$1.5 million to the Kids in Need Foundation (KINF).
- Assisted families affected by natural disasters in communities in Ohio, Tennessee, Kentucky, Puerto Rico, Florida, and Hawaii.
- Supported over 226,000 Native American children through our Toys for Tots Native American Program.
- Maintained our highly desirable Program to Support Ratio of 97 to 3.

“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...”





Marine Toys for Tots Overview

76 Years of Providing Hope to America's Disadvantaged Children

2023 marked the 76th 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 disadvantaged children of Los Angeles, California.

The success of this first campaign prompted the Commandant of the Marine Corps to direct all 73 Marine Reserve Units to 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.

Toys for Tots' core mission is to provide support to disadvantaged children during our annual holiday campaign—which includes support to Native American children through our Native American Program. In recent years, Toys for Tots has evolved to be a year-round force for good, providing support to children in need through our Toys for Tots Literacy Program, our Foster Care Initiative, our Spring and Summer distributions through nonprofit partner, Good360, and our Disaster Response Recovery efforts. Thus, sending a message of hope beyond the holiday season and providing emotional relief and comfort whenever it is needed most. From 1947 through 2023, the Marine Toys for Tots Program has distributed 677 million toys, books, and games to 301 million economically disadvantaged children.

Marine Toys for Tots is the Marine Corps' premier Community Action Program, the Nation's flagship Christmastime children's charitable cause, and the only nonprofit organization within the Department of Defense that reaches outside the military establishment to give something back to local communities. 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.

The 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. The Marine Toys for Tots Foundation is a not-for-profit organization authorized by the U.S. Marine Corps and the Department of Defense. 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 chapters.

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 that 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.

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 managed 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.



Public Service Announcement

“Anyone Can Be Santa” is the Marine Toys for Tots Foundation’s current Public Service Announcement (PSA). The PSA was produced by the long-time public relations firm of the Marine Corps, Wunderman Thompson, in recognition of all supporters who send the magic of Christmas to impoverished children during the holiday giving season.

“Anyone Can Be Santa” received a great deal of airtime during the 2023 campaign and was shown nearly 21,000 times by hundreds of local television stations across the country. Wunderman Thompson tracked the viewings and valued the airtime at nearly \$3.3 million.

The airing of the PSA served to remind the American public that their support ensures that America’s disadvantaged children have the opportunity to experience the joy of Christmas. The Marine Toys for Tots Foundation appreciates the networks that helped deliver that message to the public.

We are humbled by the millions of “Secret Santa’s” that send messages of hope to children in need each year—and we hope that our current PSA will encourage others to become a “Secret Santa,” too.

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

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



Hollywood Christmas Parade Supports Toys for Tots

The Hollywood Christmas Parade was back in action as it celebrated its 91st year. On November 27th, 2023, thousands of spectators lined the streets to be part of the longstanding tradition. Conducted in the heart of Hollywood, on Hollywood Boulevard, the parade was hosted by Laura McKenzie, Erik Estrada, Montel Williams, and Dean Cain, and co-hosted by Elizabeth Stanton.

The parade commenced with the Marine Band San Diego kicking off the event in a very patriotic manner. This year's Grand Marshall was Medal of Honor Hero,



Colonel Paris D. Davis, United States Army (Retired). 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.

Chris Cocks, CEO of Hasbro, Inc., a leading toy and game company, was invited to attend the Parade alongside LtGen Laster. During an interview with Montel Williams, Hasbro was recognized as a longtime partner of Toys for Tots. Since the partnership began, Hasbro has donated more than 9 million toys and games valued at over \$91 million.

We are proud to be part of the Hollywood Christmas Parade and appreciate the tremendous exposure that enables us to highlight our mission on National television, fostering even more public awareness and support from the generous American people. We can't thank the Hollywood Christmas Parade enough for their longstanding support.



The CEO of the Marine Toys for Tots Foundation, LtGen Jim Laster, USMC (Retired), was in attendance along with three of our Youth Ambassadors!

21st Capital Region Toys for Tots Holiday Train

The Marine Toys for Tots Foundation was proud to join in the celebration of the 21st Annual Toys for Tots Holiday Train on the 2nd of December. For more than 20 years, the Marine Toys for Tots chapter in Albany, New York — Capital Region Toys for Tots — has coordinated this event and helped deliver the joy of Christmas and send a message of hope to thousands of economically disadvantaged children along major rail lines in upstate New York. The 2023 Holiday Train once again executed its mission along a delivery route from Binghamton to Delanson.

The Marine Toys for Tots Foundation offers congratulations and thanks to Veteran Marines, Patrick Lurenz and “Vinny” Roman, for their tireless efforts ensuring the success of the Holiday Train. Special thanks go to Patrick for coordinating the Capital Region Toys for Tots chapter, the largest of 864 local chapters across our Nation. With the help of more than 130 dedicated



volunteers and their Youth Ambassador, Will Champagne, they conducted an extraordinary distribution event throughout a 17-hour day to help children in need.

Santa Claus and Mrs. Claus, with the Toys for Tots elves, rolled through towns across New York on a special holiday train put together by Norfolk Southern, Amtrak, Keystone Division railroaders (train operators), and railcar owners, John Webb III and Bennett Levin, to deliver gifts for the Capital Region Toys for Tots. Returning for the first time since 2018, this year's Santa train delivered more than 51,000 toys, stocking stuffers, coats, blankets, and more across five memorable stops.



Blue Angels and Hasbro Partner with Marine Toys for Tots in Toy Relief Mission to San Juan, Puerto Rico

The Marine Toys for Tots Program joined forces with the U.S. Navy Flight Demonstration Squadron, the Blue Angels, and Hasbro to deliver toys and games to hundreds of children in Puerto Rico. These families continue to face challenges resulting from natural disasters over the past several years, compounded by continuing supply chain issues, labor market constraints, and rising inflation. The donated Hasbro toys and games were delivered by Fat Albert, the all-Marine C-130J crew of the famed Blue Angels, on December 14, 2023, to children excitedly waiting at Amalia Marín Elementary School in San Juan.

Maria Bernal, the Assistant Coordinator of the only Toys for Tots chapter supporting children throughout Puerto Rico and the Virgin Islands, said, “Right now, because of Toys for Tots, there are many community leaders telling me that I am the reason behind the children’s happiness at Christmas. God multiplies with blessings what you give with love. It means a lot to be able to bring love and see the face of every child so happy because it gives us relief that we are helping society.”

Corporal Gonzalez Gomez, United States Marine and volunteer for the distribution, reflected on the various ways his military branch helps communities. “We’re not here just for war. People think of the Marine Corps as a fighting force, but we greatly contribute to the community through Toys for Tots,” said Cpl Gomez. “As Marines, we can restore a little bit of hope during Christmas for kids who don’t get toys, and for parents who work two or three jobs and still can’t afford to buy a toy. It makes a big difference, makes them happier, and gives them a sense of hope.”

We were grateful to partner with the Blue Angels and Hasbro to provide hope and joy to children and families who have suffered devastating loss in Puerto Rico. Together, we can deliver emotional relief to children who so desperately need a reason to believe in a brighter tomorrow.



First Lady Dr. Jill Biden Supports Toys for Tots in Annual Tradition

The Marine Toys for Tots Program was honored to have the support of First Lady, Dr. Jill Biden, at the Marine Toys for Tots event at the White House on December 6, 2023. We simply can't thank the First Lady enough for her warm and enthusiastic recognition of our Program and heartfelt endorsement of our mission.



“The impact of Toys for Tots goes far beyond the millions of presents [that are] delivered: The true gift of this Program lies in the joy, light, and hope your work brings to holiday celebrations across the Nation.”

— Dr. Jill Biden



Disney Ultimate Toy Drive Supports Marine Toys for Tots

Disney has been Toys for Tots' longest and most loyal supporter for more than 75 years when the relationship began with a simple drawing of a miniature three-car train that was adopted as the official Toys for Tots logo and was created by Walt Disney.



For many years, Disney has hosted the Ultimate Toy Drive—helping Toys for Tots bring joy and support to even more children in need. Last year, Disney announced that through their 2023 Ultimate Toy Drive, they would be providing a grant to the Foundation that delivered an additional 75,000 toys to disadvantaged children during the 2023 holiday season. The announcement was made on ABC's Good Morning America during a Giving Tuesday volunteer activity for Toys for Tots on Military Island in Times Square. The Giving Tuesday event was also supported by more than 50 volunteers from the New York Police Department, U.S. Marine Corps, and Disney's VoluntEARS program.

The additional toys provided by Disney helped Toys for Tots reach tremendous milestones in the Program's 76th year and enabled us to distribute 25.5 million toys, books, and other gifts to 10.3 million impoverished children in 2023.



The Marine Toys for Tots Program Continued Its Partnership with Circle Network and the Grand Ole Opry

The Marine Toys for Tots Program was highlighted during five holiday themed airings of the Grand Ole Opry shows, which began on November 18th and ran through December 25th. The Opry Live episodes featured legendary country music artists including Reba McEntire, Kelsea Ballerini, Jon Pardi, Darius Rucker, Lainey Wilson, and more, with a call to action that generated awareness around Toys for Tots' mission of bringing joy and hope to America's disadvantaged children during the holiday season.

As part of the campaign, Marine Toys for Tots was also highlighted during a special song-writing competition hosted by Nashville-based viral songwriting crew, Song House. To celebrate the holiday season, Song House was challenged to write five different songs to encompass the theme of spreading holiday cheer through the gift of giving, which included three words chosen by Toys for Tots.

The exposure that resulted from the partnership was instrumental in helping the Program achieve record breaking milestones in 2023. We are extremely grateful for the partnership and the country music stars that came together to spread Toys for Tots' mission across their social platforms—helping bring joy to millions of children in need nationwide.



Foundation members were invited to attend the Christmas Special taping earlier in December!



Marine Toys for Tots Proudly Accepts Family Film and TV Humanitarian Award

The Family Film and TV Awards, presented by CBS, recognized Marine Toys for Tots with the Humanitarian Award for its year-round work supporting struggling families and children across the country.

Bestowing the award with celebrities Montel Williams, Dean Cain, and Laura McKenzie, television presenter and actress Elizabeth Stanton noted, “One organization that has consistently supported families in need is the U.S. Marine Corps Reserve Toys for Tots Program.”

A heartfelt video segment highlighted Toys for Tots’ year-round work, including testimonials of families from around the country who have been assisted by the organization. “Toys for Tots means everything to us,” said one teary-eyed mother as she explained that “when you live on a fixed income, pretty much every dime is accounted for, and we didn’t know what to do. Toys for Tots changed all that!”

LtGen James Laster, USMC (Retired), CEO of the Marine Toys for Tots Foundation, and MajGen Len “Loni” Anderson, Assistant Deputy Commandant, Plans, Policies, and Operations for the United States Marine Corps, accepted the award to a standing ovation in the packed theater.

“We have expanded. We are year-round now. And, of course, we couldn’t have done it without the generosity of the American people—you!” said LtGen Laster in remarks accepting the award on behalf of the organization.

MajGen Anderson added, “This recognition strengthens our resolve to continue our mission. It’s not just toys. It’s about delivering joy and fostering hope in the hearts of those families when they need it.”



LtGen Laster also laid out Toys for Tots’ ambitious goals for 2024, saying that the organization hoped to reach a record 11 million children in need this year.

“The Marine Toys for Tots Program has been a beacon of hope for over seven decades, striving to bring smiles to the faces of children who might otherwise go without during the holiday season and throughout the year,” said LtGen Laster. “It’s an incredible honor to be recognized by the 26th Family Film and TV Awards and receive the prestigious Humanitarian Award for the Program’s commitment to being a year-round force for good and making futures as bright as possible for children in need.”

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



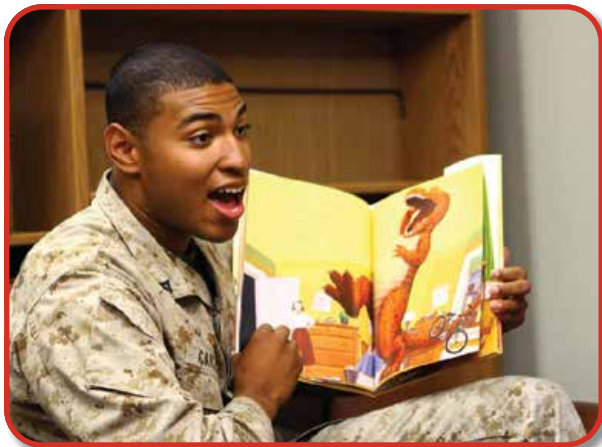


2023 Toys for Tots Literacy Program Continues to Grow

The mission of our Toys for Tots Literacy Program is to offer our Nation's most economically disadvantaged children the ability to compete academically and to succeed in life by providing them direct access to books and educational resources. The goal of the Program is to enhance children's reading and communication skills, allowing them to become productive and accomplished citizens. The Program was created in 2008 as a year-round Program—delivering hope and turning the page on poverty, one book at a time.

A brief synopsis of the 2023 milestones and their impact are listed below:

- **Annual Holiday Campaign** – To help offset potential distribution shortfalls, the Foundation supplemented the 864 local chapters with books. In 2023, 951,000 books valued at over \$2.5 million were purchased for our local chapters.
- **Native American Program (NAP)** – The Foundation supported the Toys for Tots Native American Program with books for the third year. We purchased more than 226,000 books valued at over \$612,000 which were distributed across 89 Native American Tribes and/or Reservations.
- **Department of Education Title I Funded Schools** – The Foundation continues to expand 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 unwavering support and assistance, the Foundation was able to distribute over 962,000 books valued at over \$2.3 million to teachers, school administrators, and children in more than 1,400 Title I funded schools.



- **Kids In Need Foundation (KINF)** – This organization's mission coincides with our Literacy Program. The Foundation partnered with KINF for a third year and provided 39 KINF distribution locations with more than 627,000 books valued at \$1.5 million. This partnership allows the books to get into the hands of disadvantaged children and teachers in low-income areas that don't have a Toys for Tots chapter.

In conjunction with NAESPA, KINF, over 860 local chapter Coordinators, the support from our donors, and the significant effort of Brianna Roberts, the Foundation's Literacy Program Specialist, the Toys for Tots Literacy Program distributed 4.1 million books in 2023!

Literacy is the foundation for success in life. Toys for Tots wants every child to experience the joy of reading, and that starts with having access to age-appropriate books. Our message is simple: Get books into the hands of economically disadvantaged children. Hope is just a book away!



The Youth Ambassador Program Welcomes 52 Youth Ambassadors in 2023

Since its inception in October 2021, the Youth Ambassador Program has grown significantly. The Program, which welcomed 30 Youth Ambassadors in 2022, increased to 52 Youth Ambassadors in 2023 to represent the Marine Toys for Tots Program across the Nation. Our 2022 group of Youth Ambassadors did such an amazing job displaying initiative and leadership that we invited eleven of them to return to the Program as mentors. The selected mentors shared their experience

and guidance to help grow the Program and embodied the characteristics of role models and leaders to guide the newly selected candidates during 2023.

To support Toys for Tots' year-round efforts, the Ambassadors meet virtually to discuss the "Topic of the Month" and "Theme of the Month" that the Marine Toys for Tots Foundation highlights. Our Youth Ambassadors are tasked with creating and participating in monthly activities that will continue to connect their communities with Marine Toys for Tots' year-round activities and initiatives. For example, March was National Reading Month, and our Ambassadors participated in book distributions to children in local Title I funded schools, encouraged peers to unplug from the video games and pick up a book to read and read books in elementary school classrooms.

All selected Youth Ambassadors serve one-year terms from October 1st through September 30th.

Our Youth Ambassadors did an outstanding job in 2023, and we cannot say enough great things about them. They continue to spread the Marine Toys for Tots message through their volunteerism and leadership, as well as their positive attitudes that impact children throughout the Nation.



2023 Toys for Tots Youth Ambassadors

REGION 1

- Allison Brown
- Declan Cassidy
- William Champagne
- Riley Duffy
- Brooke Healy
- Kobe Keffer
- Colton Pontano
- Kaleb Sheckler
- Kensli Sheckler
- Jordan Slippi-Mensah
- Susan Suber

REGION 2

- Will Barton
- Lila Black
- Kimber Doyle
- Madison Gough
- Tristan Hamm
- Trenton Harris
- Madison Lewis
- Morgan Raymondson

REGION 3

- Damarcus Bowers
- Kaylee Jones
- Moriah Kinnard
- Mila Lang
- Anna Maria
- Clarence Reynolds
- Tatiana Santilli
- Stephanie Schultz
- Adleigh Schwier
- Maddie Stackow
- Addison Tucker

REGION 4

- Ava Bennett
- Abigail Coddination
- Kinsley Danek
- Shawn Ferris
- Daylin Hamlet
- Piper Shumar
- Jordyn Smith

REGION 5

- Kelsi Anderson
- Jannessa Healy
- Vanessa Okpagu
- Autumn Olson
- Isabella Ramos
- Wendy Sharp
- Jaylene Bluesky Tosee
- Ava Turner

REGION 6

- Lyric Adams
- Emilee Elzy
- Olivia Hickey
- Jourdin Alanis-Montano

REGION 7

- Michael Adams
- Layla Jett
- Aspara Vimalarajah



Toys for Tots Leadership Summer Camp at Outdoor Odyssey

Last summer, the Marine Toys for Tots Foundation sponsored 12 Youth Ambassadors from across the United States and 22 foster children from the state of Pennsylvania to attend a weeklong leadership summer camp at Outdoor Odyssey located in Boswell, Pennsylvania.

Outdoor Odyssey, founded by Major General Tom Jones, USMC (Retired), focuses on providing a unique wilderness experience that incorporates leadership skills, high adventure, and team building. Individual and team resiliency are at the core of what the Outdoor Odyssey camp counselors and mentors teach and facilitate in their curriculum.

From July 23rd through July 28th, the Marine Toys for Tots Foundation utilized Outdoor Odyssey's "Growth Through Adventure" curriculum to further develop the leadership skills of these youth volunteers with a goal to strengthen, empower, and motivate them to be the best that they can be.

During the weeklong summer camp, our Youth Ambassadors faced and overcame many challenges, but more importantly, they experienced success as part of a team. They participated in thought-provoking and problem-solving activities that encouraged them to collaborate on ideas to accomplish their mission. As an example, the challenging tower-climbing complex and ziplines taught our youth volunteers how to overcome



fear and reinforced the idea that they can do anything they set their mind to.

The Outdoor Odyssey Leadership Summer Camp had such a positive impact on our youth volunteers that the Marine Toys for Tots Foundation plans to send all 52 Youth Ambassadors this coming summer. With the leadership qualities our youth will develop while attending camp, we are confident that our Youth Ambassadors will become stronger leaders within their peer groups and communities. We credit the growth of our Youth Ambassador Program to our incredible ambassadors who have set an example for young volunteers across the Nation to emulate.



Champions for Those in Foster Care

In 2023, the Marine Toys for Tots Foundation continued enhancing the President and CEO's vision to positively impact some of our Nation's most vulnerable children—those in Foster Care. The Marine Toys for Tots Foster Care Initiative took a holistic approach to shape the lives of children during Foster Care Awareness Month (May). The Initiative's goal is to work closely with a select group of local Toys for Tots Coordinators who have a large percentage of children in Foster Care within their communities. We encourage a community approach garnering support from police departments, city officials, other volunteer organizations, and local business partners.

The Marine Toys for Tots Foster Care Initiative supported 3,100 foster children during special events in May and June.

- 12 May – Los Angeles, CA: Supported 400 foster children through direct distribution to Foster Care organizations.
- 20 May – Quincy, IL: Supported 400 children living in Foster Care during a carnival style event providing a day of fun activities.
- 23 May – Mount Laurel, NJ: Supported 200 group home foster children during a birthday celebration which included activities and games.
- 23-24 June – Tucson, AZ: Held the largest distribution supporting 2,100 children in partnership with the Tucson Police Department.

In 2023, the initiative brought hope and emotional relief to over 332,000 at-risk children to include those living in Foster Care.



2023 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 2023 Marine Corps Reserve Toys for Tots Campaign:

Associated Television Int'l
Build-A-Bear
Ceaco
Confie Insurance
Delta Air Lines
Exploding Kittens
Five Below
Frito Lay
Group Sales
Hasbro
Hess
Learning Resources
LEGO
Momenta
New England Doll
Ollie's Bargain Outlet, Inc.
Spin Master
Tabletop Tycoon
Target
The Walt Disney Company
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 2023 Marine Corps Reserve Toys for Tots Campaign:

All Elite Wrestling (AEW)
Christmas Is Not Cancelled, Inc.
Duracell
Jazwares
KiwiCo
Scholastic
Unybrands

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 2023 Marine Corps Reserve Toys for Tots Campaign:

Book Depot
Doherty Enterprises-Applebee's
Fareway Stores
Federated Auto Parts
Funko
Haggen Food & Pharmacy
Hassenfeld Family Foundation
HDI Houseware Distributors
OnTime Toys
PODS
Shoe Carnival
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 2023 Marine Corps Reserve Toys for Tots Campaign:

Dollar General
Electric Joint Training Committee
Floor and Décor
Go! Retail Group
Guaranteed Rate
iTrade Pay
KIA North America
NABISCO
Newrez
Norfolk Southern Foundation
NVIDIA
Old Dominion Freight Lines
Platinum Equity
PLS Financial Services, Inc.
Valpak
Welch Packaging
WestRock
William Mark

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 2023 Marine Corps Reserve Toys for Tots Campaign:

160 Driving Academy
ABC Liquor
Alix Partners
Allianz Partners
American Bath Group
Amneal Pharmaceuticals
Apple
Arthur R. Dubs Foundation
AvoSeedo
Bangor Savings Bank
Barnes & Noble
Batteries Plus
Blue Ridge Property Management, LLC
Bluestem Brands
Boeing
Booz Allen Hamilton
BSoBR Foundation
C. E. and S. Foundation, Inc.
Canadian National Railway (CN)
Catherine M. Schmoker Family Foundation
Cisco
Color Street Foundation
Cox Enterprises
Cupcake Vineyards (The Wine Group)
Dari Mart
Davis Infrastructure
Delta Community Credit Union
Digital Bookkeeper Association, LLC
Discovery Toys
Diversified Energy
Domino's
DPR Construction
Dunkin Donuts
Endeavor Enterprises
Excite USA, LLC
Fairfield World
First Nation
Gemini Collectibles
Gettel Management Group
Goodyear Tire & Rubber
Gorjana & Griffin, Inc.
GSN Worldwide
Hubbard Radio Cincinnati, LLC
J&B Group
J. C. Kennedy Foundation, Inc.
Jackson National Life Ins Co
Jada Toys
KAI USA
Kay Family Foundation, Inc.
KOHL'S
La Posada Foundation
LaRose Industries, LLC - Cra-Z-Art
Merchant Distributors (MDI)
Microsoft
Mid-State Truck Service, Inc.
NaphCare, Inc.
Navy Federal Credit Union
New Era Bourbon Club
Next Generation Wireless
Northern Trust Charitable Giving Program
NTT Data
Nuclear Power Labor Management
Oak Foundation USA
Pickles & Ocho
QVC
Raytheon Technologies
Redner's Grocery
Resnick Foundation
SAIA Motor Freight Line
Santa Yenz Band of Mission Indians
SciPlay
Signature Aviation
Squishables
Subaru of America, Inc.
The Farmer Family Foundation
The Gibson Straube Charitable Group
The Jonathan and Nicole Cronstedt Foundation
The McCormick Family Foundation
Venable
Vera Y Records on behalf of Mariah Carey
Vickar Family Foundation
Vineyard Vines
VNR1
Washington Commanders
White Cap
William B. Snyder Charitable Trust
William N. Pennington Foundation
IC3D
Pronto

2023 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 2023 Marine Corps Reserve Toys for Tots Campaign:

1st Security Bank
301 Cruisers
A Great Notion Pub
Abound Federal Credit Union
ACA Group
Acadia Ventures
Accenture LLP
Achieva
Acorn Woodworks
Activision Blizzard
Adam R. Scripps Foundation
Adirondack Oral and Maxillofacial Surgery
Admirals Cove Foundation, Inc.
Adreani Foundation
Advantage Plus Federal Credit Union
AdventHealth
AES Companies
Alaskan Quality Services, Inc.
All Around Roofing Services, Inc.
Alpha Consulting Engineers, Inc.
Alpha Omicron Pi
Alternative Distribution Alliance
Amazon.com, Inc.
American Association of Drilling Engineers
American Fundraising Foundation, Inc.
American Independent Business Coalition
American Legion 206
American Legion Home Assoc Post 624
American Legion Post 138
American Legion Post 180
American Legion Post 355
American Legion Post 91
America's Best House Plans
Amica Companies Foundation
Amsafe, Inc.
Amvets Post 44
Applied Technical Services
Apollo
Apr & R., LLC
ArcBest
Arnette Polymers, LLC
Arnold Roofing and Restoration
Art N. Soul

Arthur R. Dubs Foundation
Asg Foundation, LLC
Ashbritt Foundation, Inc.
Ashcraft & Gerel
Assurant, Inc.
AT&T
Athene Annuity and Life Company
Atlanta Communities Real Estate Brokerage
Atlantic Coast Conservancy, Inc.
Atmos Energy Corporation
Aubrey Alexander Toyota
Augusta GA Building & Trades
Auto Rental Services
Auto-Owners Insurance Company
Avis Budget Group
BAE
Bangor Savings Bank
Bank of New York Mellon
Barclays Bank PLC
Barksdale Federal Credit Union
Bartz Marr Family Foundation
Batteries Plus
Baya Pharmacy
Beach Land and Title Services, Inc.
Beacon
Bechtel Manufacturing and Technology
Belles Springs Recreation Area
Berrien County Sheriff's Office
Bev Smith Toyota Scion
Beyond Ordinary Software Solutions
Big Lake Spud Fest
Big Mikes House of Golf
Bill & Vi Sigmund Foundation
Bill Davidson Bail Bonds
Birdcall
Bloomberg Industry Group
Blusky Restoration Contractors, LLC
Bobak Ha'Eri
Bonterra
Boston Foundation
Brasfield Gorrie
Brio Clinical
Bronco Oil Company Inc.
Brown Advisory
Bucketsquad, LLC
BurgerWorks Texas, LLC
Busy Beaver Building Centers, Inc.

Butler County United Labor Council
Butler Family Foundation
Byline Bank
Caesars Enterprise Services, LLC
California Classic Cares, Inc.
Callo Moose Lodge 917
Cam Bas, Inc.
Cape Girardeau Junior Chamber of Commerce
Captrust Community Foundation, Inc.
CBSI
Celebration Talent
Centene Management Company, LLC
Central Bancshares, Inc.
Charity Golf Today
Charlottesville Area Community Foundation
Cherry's Propane Service, Ltd.
Chicken Soup for the Soul
Christmas Light Source - Recycling Program
Cigna
Citizens First Bank
Citizens of GPC, Bowen Chapter
Citizens Savings Bank
Clayton Properties Group, Inc.
Cleaner's Supply
Clear Lake Bank & Trust
Coastal Sunbelt
Cody Lions Club
Cognizant US Corp
Collum's Admin & Maintenance, LLC
Columbia City American Legion
Columbia Fraternal Assoc
Comcast Midwest Region
Commerce Quality Foods
Commercial Warehouse & Cartage, Inc.
Communities of Coastal
Community Development, Inc.
Community Financial Credit Union
Community Foundation of Greater Atlanta
Compass-USA
Concessi's, Inc.
Confire, LLC
Connections Credit Union
Contra Costa County Christmas
Core Scientific
Covelli Enterprises, Inc.
Coweta County Sheriff's Foundation
Cox Automotive
Craig Truitt & Sabrina Boone Family Fund
Creative Direct Response
Crescent Systems, Inc.

Crescent-Janko Masonic Fdn
Cretors Family Fund
CRS Hardware Corporation
CSC
Cutting Edge Charities
D. Grimm Inc.
DailyKarma Foundation
Daimler Trucks
DC Divas
Degrees of Difference Fdn, Inc.
Delaware Life Insurance Company
Delaware Racing Association
Delaware Veterans, Inc.
Dell
Delkin Devices
Deutsche Bank
DFD Architects, Inc.
Dimensional Metals Inc.
Distributor Wire & Cable
DittoPop
Doc's Diesel, LLC
Doherty Family Foundation
Downers Sand Club Corporation
Durant Lions Club
Dylibso
E and P Jaworski
Eaglebrooke Golf Management, LLC
East Central Florida Boat Works
ECL Entertainment
Education Credit Union
Edward & Wanda Jordan Foundation
Egan
EOG Resources
EPS Group, Inc.
Ergon, Inc.
Erie Insurance
Essa Bank & Trust
Esstac, LLC
Evenflo
Exeter Finance
Experian
F. A. Schluter
Faith, Hope and Charity Recycle Store, Inc.
Fanatic, LLC
Farm King Supply, Inc.
Federal Protection, Inc.
Film Tool Kit Corporation
FINRA
FLCC Student Corporation
FLEET

See 2023 National Corporate Donors on page 20

Flint Energies Foundation
Folkestad Family Foundation
Forester of America
Fort Chippewa Post No. 936
Fortis Construction, Inc.
Foundation for the Carolinas
Founders Federal Credit Union
Fox Grand Traverse
Frangakis Family Charitable Found
Franklin County Livestock Market
Fraternal Order of Eagles
Freedom Seekers Motorcycle Club, Inc.
Frontier Access, LLC
Frontier Technology, Inc.
Frozen & Refrigerated Food Council of NC
G. A. T. Guns
G. V. C. S., Inc.
Gadsden County Men of Action, Inc.
Garr Tool
Gartner
General Atomics
George Preston Marshall Foundation
Georgia & Carroll Thomas Family Fdn
Gettel Management Group
Gibson-Gorham Foundation
Giovannie and The Hired Guns, LLC
Giselle Tan
Give Butter
Goddard Youth Sports Inc.
GOLO
Good360
Google
Gopher Sport
Grand Lodge IOOF of NV
Grand Traverse Resort & Casinos
Granite Shore Power, LLC
Grato Family Foundation
Great Notion Pub
Great River Hydro, LLC
Greater Anchorage, Inc.
Greater Horizons
Greater Worcester Community Foundation
Greathouse Foundation
Green Bay Packers
Greensboro Jaycee Old Timers, Inc.
Greg LeBlanc Toyota
Guaranteed Rate
Gun Lake Tribal Gaming Authority
Gypsum Management & Supply (GMS)
HJ Promise Foundation
Hageman Foundation of Hope
Hankeys Radio, Inc.
Harbor Freight
Harlan Family Fund
HealthEC, LLC
Heenan & Cook Trial Lawyers
Hero Home Services
Heroes Haven, Inc.
Hilltop Securities
Hitachi Energy
Holiday Inn By the Bay
Holiday Inn Club Vacations, Inc.
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Homeport Enterprises, LLC
HomeVestors
Hood College
Horizon Federal Credit Union
Hormel Foods Corporation Charitable Trust
Houchens Food Group
Hovis Auto Supply, Inc.
Hybrid Mechanical
Hydro-Craft Foundation
Hyundai of Mankato
I-75 Toyota of Lake City
IAMAW Local Lodge S6
Iberia Auto, LLC
IBEW Local Union 104
Icarus Brewing
Idaho Central Credit Union
Idaho Veterans Network
IDEX Corporation
IL Truck Group
In Memory of Jane
Indiana Association
Indiana State University Federal Credit Union
Indy E. Cigs2, LLC
InMarket Media, LLC
InServ
International Association of Heat
International Unio of Painters and Allied Trades
Isaac Family Institute of Charity
IT3TEK
It's Pearl Time, LLC
J. W. Kieckhefer Foundation
Jack Buncher Foundation
James Monroe Wire & Cable Corp
James R. Vannoy Sons Construction Co, Inc.
Janitronics

Jefferies, LLC
Jim Glover Chevrolet
Johnstone Supply
JS Helwig-Sin
JT Real Estate, LLC
Katelyn Johnson Insurance
Kayla Enterprises, Inc.
Kellwood Foundation
Keweenaw Bay Indian Community
Kia of Mankato
Kiewit Infrastructure Co.
King Contracting Group YN, Inc.
Kiwanis Club of Victoria TX Foundation
Klinedinst Attorneys
Krewe of Hebe, Inc.
Laborers' International Union of North America
Lake Region Electric Cooperative
Lakeside Foundation
Lakewood Ranch Golf Co., LLC
Lancaster County Association of Realtors
Lancaster County Community Foundation
Landmark Construction
Las Vegas Sands
Lennar Foundation, Inc.
Lennox Foundation
Leon's Car Care Center
Lia Group, Inc.
Liberty Mutual
Little General Store
Live Nation Worldwide, Inc.
Lockheed Martin
Los Angeles Charitable Association, Inc.
Louis Shanks Furniture
Lumen Technologies
Luquire, Inc.
Luzerne County Funeral
M. Lady Crystal Lake
Mac Haik Lincoln
Mac's Toy Fund
Magid Glove and Safety
Maine Wings Management, LLC
Marine League Charities
Marine Riders of Las Vegas
Marriott International
Marsh & McLennan Companies
Marsh Automotive Group, Inc.
Martin Marietta
Maryland Gymnastics
Maslow Family Foundation
Mass Mutual

MedRisk, LLC
Meier Family Foundation
Mellow Mushroom (Home-Grown Industries)
Mercer Fraser Company
Merrill, a Bank of America Company
Mescalero Apache Tribe
MetPlas, Inc.
Miami Correctional Facility
Mighty Cause Foundation
Millersburg American Legion
Minto Foundation
Mitsubishi Electric Automation, Inc.
Morgan Stanley
Morrison Construction Co., Inc.
Motion Plus Bowling, LLC
Motorsports Charities, Inc.
Mountain State
MPPP II, LLC
Multiplan, Inc.
Nabors To Neighbors Foundation, Inc.
Naperville Post 43 American Legion
NASCAR Holdings, LLC
National America Miss, Inc.
National Automobile Dealers Association
National Beef Packing Co.
National Financial Services, LLC
New York City Fire Riders
New York Thoroughbred
Nike
Northeast PA Auto Auction
Northern Builders
Northern New York Community Foundation, Inc.
Northern Ohio Chavelle Club, Inc.
Northwell Health
Norwalk Wastewater Equipment Co., Inc.
Oak Grove Racing & Gaming
Ocean Enterprise 589, LLC
ODW Logistics
Officer Brad Fox 5K Foundation
Ohio State Eagles
Oil Men's Club
Olander Family Foundation
Old Republic Aerospace, Inc.
Olney Volunteer Fire Dept
Omaha Area Board of Realtors
Oracle
Oregon Mortgage Association
Owensboro Amvets Post 75
Panda Restaurant Group, Inc.

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See 2023 National Corporate Donors on page 22

Paragon Services Group LLC
Parkview MCJROTC
Paskenta Band of Nomlaki Indians
Patron Points, Inc.
Paul Bunyan Rifle & Sportsman's Club, Inc.
Pearson Capital, Inc.
Pechanga Resort & Casino
Pfizer
Phi Service Company
Pin Oak Energy Partners, LLC
Pine Financial Group, Inc.
Pittsburgh Penguins Foundation
PlanMember Securities Corporation
Pledgeling Foundation
Plexus Worldwide
Plumbers Steamfitters Refrigeration
Pocono Mountain School District
Polish American Political Club
Potelco, Inc.
Prairie Band Casino & Resort
Prairie Meadows
Prime Well Solutions, LLC
Project Pinball Charity Group, Inc.
Provision Bridge
PSRG, Inc.
Qualys, Inc.
Quarterra (Lennar Fdn)
Radial, Inc.
Ramaco Carbon, LLC
Raymond James Financial, Inc.
Refreshment Services Pepsi
Registry Finder
Reliance Standard Life Insurance Company
Rentpath Gives Back Foundation
Rep. Processing, LLC
RestorePro Reconstruction, Inc.
River City Bank
Riverview Exterior Construction, LLC
Riverside Camping Assn
Riverwood Women's Club
RK & K
RKD Group (DMI)
RMC Construction
Robert H. Brethen Foundation
Robins Financial
Rosse Family Charitable Foundation
Royal Gold, Inc.
RSUI Indemnity Company
Rummel, Klepper & Kahl, LLP
Sage Ruty
Samsung
San Huan County
San Manuel Band of Mission Indians
San Marcos Youth Baseball
Sand Dollar Social Club
Santa's Letters (North Pole Post)
Savannah River Nuclear Solutions, LLC
Scannell Development
SchaSam Farm, LLC
SCHEELS
Scheetz & Bachara Family
Seagen, Inc.
Seaton Construction Group
Serco
Service Forst Janitorial, LLC
Seuss & Associates
Shiloh American Legion Post 791
SimpliFi, Inc.
Skewes Family Foundation
Solidarity Community Federal Credit Union
Southern Consumers Alliance
Southern Wheels Unlimited, Inc.
Southwestern Energy
Southwire Cares
SpaceX
Speedy Cash, Inc.
Sports Car Club - South Jersey Region
St. Michael's
St. Paul Federal Credit Union
St. Paul Public Schools
Stafford Printing
Stater Bros. Charities
Steve Young Financial Group at Merrill
Stonehenge Capital
Stryker
Sugarland Rotary Club
Sullivan Family Foundation
Summit Media, LLC
Sunrise Coal
Susquehanna Beneficial and Social Assoc
Swan & Legend
Sycuan Casino Resort
Takeda Pharmaceuticals
Taser Softball
Tempe Chamber of Commerce
Terrible Herbst, Inc.
Teufelhund Veterans Group, Inc.
Texas Trust Credit Union

The Chapel of the Cross
The Clients of Loring Advisory Group
The Doug and Susanne Preston Trust
The George Preston Marshall Fdn
The Gerald J. Scripps Fund
The Gilbert J Martin Foundation
The Gitlin Family Foundation
The Hilliard Corporation
The John Family Foundation
The Kamminga & Roodvoets, Inc.
The Margaret Finkel Foundation, Inc.
The McGregor Company
The Northern Trust Company
The Picerne Family Charitable Foundation
The Pokagon Fund, Inc.
The Prescott Foundation
The Riggio Foundation
The Roberts Charitable Foundation, Inc.
The Rotary Club of Fredericksburg
The Running Shop
The South Jersey Region of the Sports Car Club
The Sullivan Family Foundation
The Taylor Foundation
The William Allen Newton, II Fdn, Inc.
The Zone of Okeechobee, Inc.
Three Trails Delivery, LLC
Times Oil Corporation
Tioga Downs Racetrack, LLC
Tire Zone of Okeechobee, Inc.
TK's Toy Box
Tom Scott Honda
Total Environment & Power Systems, Inc.
Tower Federal Credit Union
Toy Run Committee, Inc.
Toyota Motor Sales
Toyota of Greenburg
Transcanada USA Services, Inc.
Trans-Siberian Orchestra
Tree City Advisors, LLC
Trick2G
Truist
UAW Local 2209
UFCW Local 1262
UK Online Giving Foundation
Ultimate Energy, LLC
Unilock Chicago, Inc.
United Assoc of Journeymen and Apprentices
United Steelworkers
United Tel-Supply, Inc.

United Way of Dane County
Units
Universal Television
USLI
Valley Bank of Helena
Valparaiso South Branch
Venerable Insurance and Annuity Co
Veterans of Foreign Wars of Ohio
VIBEngineering, Inc.
Village of Ruidoso
W. D. Larsen Companies, Ltd., Inc.
Wagner Spray Tech Corporation
Walter S. Roberts Charitable Foundation, Inc.
Walters and Mason Retail, Inc.
Warden Family Foundation
Wayne Homes
Waynes World of Paintball, Inc.
Wealth Concierge Group
Weaver USA, Inc.
Wells Fargo Bank
Wells Fargo Clearing Services, LLC
Wesco International Charitable Foundation
West Burlington Firefighters Association
West Family Foundation
West Shore Home, LLC
Western National Mutual Insurance Co
Western Wayne County Conservation Assoc, Inc.
Western-Shamrock
Wharf Retail Properties
White Stone United Methodist Women
Wichita Toy Run
Wild Basin Oil & Gas, LLC
William Allen Newton, II Fdn, Inc.
William N. Pennington Foundation
Williams Form Engineering Corp.
Wings Financial Foundation
Winsupply Indianapolis IN Co.
Wire & cable
Wise Santas Deputies Association
With Honor, LLC
World Foam Alliance
World Water Works
World's Finest Chocolate
Wright County Whiskey Club
Wright Hennepin Electric Trust
WSDC Foundation
WTP Employees Activity Association
XTX Markets
Young Marines

The Marine Toys for Tots Program and Washington Commanders Charitable Foundation Partner to Bring Hope to Children in Need

In the Spring of 2023, the Marine Toys for Tots Program was included in the National Football League's "My Cause, My Cleats" campaign with the Washington Commanders Charitable Foundation (WCCF) to support economically disadvantaged children in communities surrounding the District of Columbia, Maryland, and Virginia. Both organizations share the same mission of supporting children in need, and the Toys for Tots Program and WCCF will work together to elevate donation and toy collection efforts to support local disadvantaged children.

Valerie Biberaj, Vice President, Community Relations and Executive Director of the Washington Commanders Charitable Foundation, said, "Our Foundation is committed to equity and service and, like the Marine Toys for Tots Foundation, shares the mission of supporting children in need. The hope is that this initiative is a catalyst for impact while bringing together members of our community to ensure no family goes without during the holiday season."

Over the last 10 years, the Marine Toys for Tots Program has been humbled to receive nearly \$280,000 from the WCCF. Last year, a special event hosted at FedEx Field, that supported the local Toys for Tots chapter, collected over 2,000 toys for local children in need.

"The Marine Toys for Tots Program is honored to be working with the Washington Commanders to help economically disadvantaged children across the Nation. With the support of the Commanders, our Program can reach even greater milestones and restore hope and self-worth to those who face challenges and adversity every single day," said LtGen Laster, CEO of the Marine Toys for Tots Foundation. "Just as a football can inspire even the youngest child when it's picked up for the first time, we want to inspire the next generation through the gift of a new toy, book, or game."

The "My Cause, My Cleats" initiative was substantial in Toys for Tots' mission of supporting 10.3 million children in need in 2023. Another incredible impact that the WCCF had on the Toys for Tots Program was during the Season of Giving game versus the Miami Dolphins. All proceeds from the Commanders 50/50 Raffle benefited the Toys for Tots Program.



LtGen Laster walking onto the field for the Coin Toss as the Honorary Captain with Washington Commanders' Cornerback, Kendall Fuller.

"In a year marked by economic challenges and a decline in charitable giving, the collaboration between the Commanders and Marine Toys for Tots during this year's gameday was truly special. Despite the hardships faced by many in today's economy, the spirit of giving prevailed, and witnessing the community come together to support those in need was truly heartwarming," said LtGen Laster. "Football has a special magical appeal to children, especially the NFL. The Marine Toys for Tots Foundation is grateful to the Commanders for helping us also create some magic, as well as joy and hope, for economically disadvantaged children. Together we are making a difference in the precious lives of children."



28th Annual Marine Toys for Tots Foundation Golf Classic

The Marine Toys for Tots Foundation hosted our 28th annual Golf Classic on Monday, May 22nd at the Mount Vernon Country Club in Alexandria, Virginia.

Each year, the Golf Classic kicks off our Holiday Campaign fundraising efforts and is co-sponsored by our long-time partners, Group Sales and OnTime Toys. Thirty-five teams came out to play golf, enjoy the day, and support disadvantaged children!

The tournament, which began with a shotgun start at 0900, was preceded by a continental breakfast and followed by a luncheon and awards ceremony. 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 sincerely grateful and extend our special thanks to the Mount Vernon Country Club, corporations, business partners, and participants who helped make our 2023 Golf Classic a very successful event! Your generous donations will help millions of economically disadvantaged children across our Nation!



*Commandant's Flight Winners
Steve Young Financial at Merrill Lynch*



President's Flight Winners | Bankers Insurance



2023 Marine Toys for Tots Sunset Parade and Reception

On the evening of August 1st, at the invitation of the Commandant of the Marine Corps, Lieutenant Commander Montel Williams, USNR (Retired), served as the Guest of Honor and the Parade Reviewing Official for the Sunset Parade at the Lincoln Memorial in Washington, DC. The parade was preceded by a reception at the Women in Military Service of America Memorial and was hosted by the Marine Toys for Tots Foundation.

Lieutenant General Dave Bellon, Commander, Marine Forces Reserve, served as the General Officer host for the Parade. He welcomed all to the Parade, provided excellent remarks about the Marine Toys for Tots Program, and then introduced the President & CEO of the Marine Toys for Tots Foundation, Lieutenant General Jim Laster, USMC (Retired).

LtGen Laster addressed the guests and thanked everyone for their support of Marine Toys for Tots' year-round efforts and shared the results of the 2022 Holiday Campaign. He called attention to the 830+ local chapters



comprised of Marines, Sailors, and more than 41,000 volunteers. The exemplary efforts of all involved with the Program enabled an unprecedented 24.4 million toys, books, and games to be delivered to 9.9 million economically disadvantaged children.

LtGen Laster then introduced the Guest of Honor, Lieutenant Commander Montel Williams, USNR (Retired). As a former Lieutenant Commander of the United States Navy Reserve, LCDR Williams spoke about the significant impact that the Toys for Tots Program has on America's impoverished children. LCDR Williams went on to say that the millions of supporters who donate to the Program each year are sending more than donations—they are instilling a sense of hope for a brighter future in our Nation's children.

The evening was an inspiration for all in attendance and provided an excellent opportunity to highlight the Marine Toys for Tots Program to all who attended the Sunset Parade.

2023 Toys for Tots Coordinator Training Conference

For the 13th year, the Marine Toys for Tots Coordinator Training Conference was held at the National Conference Center in Leesburg, VA, from September 7th – 10th. The Foundation staff spent many hours preparing presentations and training materials to provide to over 460 attendees, which included 47 Coordinators from new sites and 173 new Coordinators from already established sites. The Coordinators used this opportunity to prepare for the upcoming campaign by hearing presentations given by the staff in the main session room and breaking them into groups by chapter size. This allowed Coordinators to share ideas that will benefit others with similar size programs. A class was also designated for all Marine Forces Reserve (MFR) Coordinators and another for Local Community Organization (LCO) Coordinators to allow them to share ideas as these chapters are executed differently. Once again, the Toys for Tots Coordinator Training was also available virtually—over 500 Marines, Coordinators, and volunteers took advantage of the virtual option. The Foundation incorporated live streaming in 2021 for those unable to attend in person, to include some of the Assistant Coordinators. This extended training to reach more Marines and volunteers to ensure successful campaigns.

On Saturday, September 9th, the awards banquet was held to recognize the 2022 Regional and National Coordinators of the Year.

The Training Conference goals are:

- 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.
- Strengthen administrative proficiency throughout all elements of the Toys for Tots Program.
- Recognize the Regional and National Coordinators and the Chapters of the Year.

The Marine Toys for Tots Foundation would like to give a very special thank you to:

- Take One Production for providing the Audio/Visual capabilities; and
- The National Conference Center for working with us to have a successful 2023 training conference.

2022 National Toys for Tots Chapter Coordinators of the Year



Marine National Coordinator of the Year

**GUNNERY SERGEANT
WARREN ORY**

*Combat Logistics
Regiment 45 (CLR-45)
Kansas City, MO*



National LCO of the Year

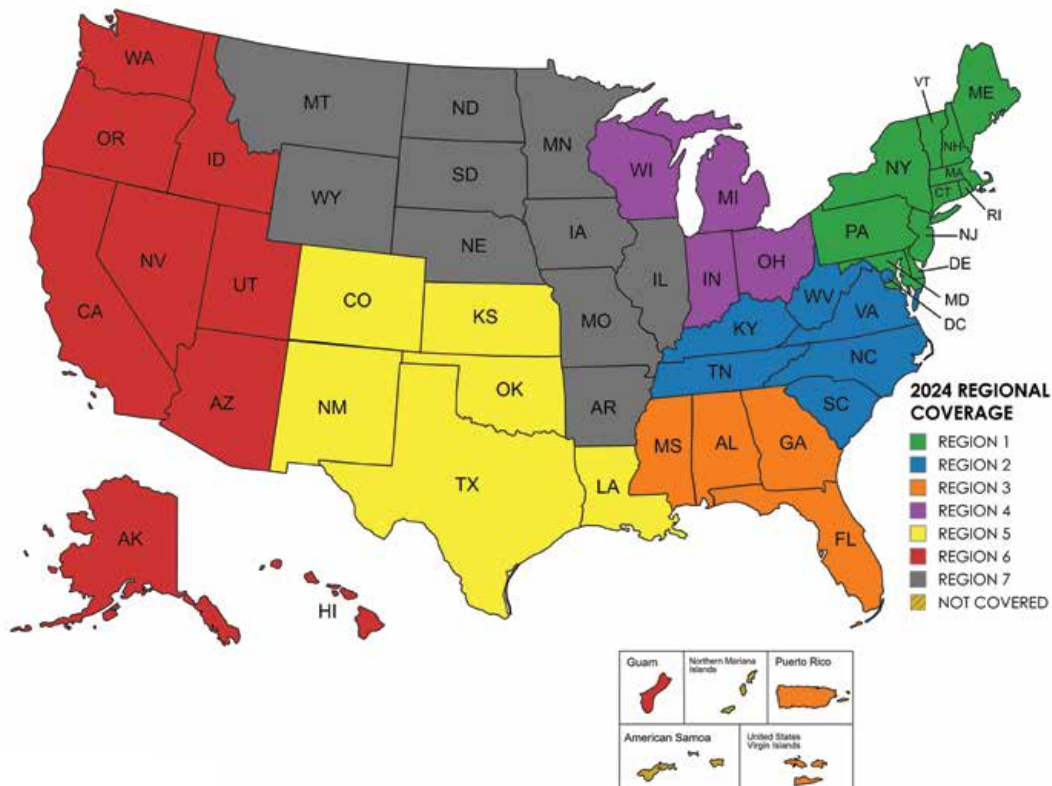
JOHN DICKSON

*Monroe County
Toys for Tots
East Stroudsburg, PA*

2023 Toys for Tots Regional Organization

The Marine Toys for Tots Foundation organized the Nation into seven (7) “Toys for Tots Regions”. The purpose of this regional concept is to enhance the effectiveness and efficiency of the annual holiday 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 manages the administrative and accounting matters for the states in each respective region. Today, each region consists of nearly 120 local chapters. This construct improves communications from the Foundation to local Coordinators, develops a greater spirit of teamwork, significantly enhances the administrative and fund management proficiency of local chapters, and creates a more organized nationwide campaign.



2023 Toys for Tots Campaign

The 2023 U.S. Marine Corps Reserve Toys for Tots Campaign, the 76th anniversary of America’s most recognizable Christmastime charity, was another record-breaking endeavor. The Program increased local chapter coverage from 833 to 864 local communities covering all 50 states, the District of Columbia, Puerto Rico, Guam, and the U.S. Virgin Islands. Local chapters made up of Marines, Sailors, and more than 52,000 volunteers distributed an unprecedented 25.5 million toys to 10.3 million children in need.

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

for Tots Program, supplemented the collections of local Toys for Tots chapters with over 12 million toys, books, and games valued at over \$119.3 million. The Foundation also provided local chapters with over 5.9 million promotional and support materials valued at over \$1.9 million.

From 1947 through 2023, Marines, Sailors, and their volunteers distributed 677 million toys, books, and games to 301 million children in need. From 1991 through 2023, the Marine Toys for Tots Foundation has supplemented local collections with 186.9 million toys, books, and games valued at over \$1.59 billion.

2023 Financial Report (Executive Summary)

Report of Independent Accounting Firm

The independent accounting firm, RSM US, LLP, conducted an audit of the Foundation's 2023 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, 2023 (With Comparative Totals for 2022)

Support and revenue:	2023	2022
Contributions:		
Toys	\$ 279,317,335	\$ 297,933,366
Direct mail	27,948,367	27,809,759
Individual	36,383,443	35,736,422
Corporate	9,682,951	13,003,179
Contributions of nonfinancial assets	9,636,468	7,389,122
Combined Federal Campaign	77,907	34,986
Interest and dividends, net	4,490,579	3,687,408
Other	300,059	282,417
Events	99,583	130,855
Unrealized and realized (loss) gain on investments, net	8,343,637	(19,482,825)
Total support and revenue	\$ 376,280,329	\$ 366,524,689
Expenses		
Program services:		
Toy distribution program	\$ 367,349,926	\$ 377,997,060
Education program	4,970,539	4,396,475
Supporting services:		
Fundraising	11,069,227	9,996,222
Management and general	1,763,599	2,338,453
Total Expenses	\$ 385,153,291	\$ 394,728,210
Change in net assets	\$ (8,872,962)	\$ (28,203,521)
Net Assets		
Beginning	\$ 217,953,389	\$ 246,156,910
Ending	\$ 209,080,427	\$ 217,953,389

Program and Support Service Expenses

The Foundation's 2023 program to support services expense ratio was **97:03**.

2023 Audited Financial Statement

The 2023 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



Accolades

Better Business Bureau Wise Giving Alliance.

In 2023, 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. The Foundation 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 2023

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

Morning Consult 2023

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



Accomplishments

- Literacy Program:** Continued to grow the Toys for Tots Literacy Program to provide books and educational materials to economically disadvantaged children and schools in low-income areas. The Toys for Tots Program distributed over 4.1 million books to underprivileged children throughout 2023.
- 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, books, and games to over 226,000 Native American children during our annual holiday campaign.
- Foster Care Initiative:** Expanded the Foster Care Initiative to provide support and emotional relief gifts to children facing the challenges of the Foster Care System. The initiative supported over 332,000 at-risk children throughout 2023 including those in Foster Care.
- Disaster Relief Activities:** Provided emotional relief packages to children whose families were affected by natural disasters in communities in Ohio, Tennessee, Kentucky, Puerto Rico, Florida, and Hawaii.
- 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.
- Successful Campaign:** With a record 864 local chapters, distributed 25.5 million toys, books, and games to 10.3 million economically disadvantaged children.
- Audited Financial Statements:** The Foundation, as has been the case since 1994, received an unmodified opinion on the 2023 financial statements from RSM US, LLP.
- Program to Support Services Expense Ratio:** The Foundation achieved a 97:3 Program to Support Ratio in 2023. This means that 97 cents of every dollar spent in 2023 went to program services and only three 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 cover all labor costs.

2023 Activities

Program Services and Events

- Supplemented local Toys for Tots chapters with over 12 million toys valued at over \$119.3 million.
- Distributed over 4.1 million books to Title I funded schools and disadvantaged children through the Toys for Tots Literacy Program.
- Distributed toys, books, and games to over 226,000 Native American children in 89 Reservations/Tribal Groups.
- Distributed toys, books, and school supplies to over 332,000 at-risk children including those living in Foster Care.
- Provided promotional and support materials to 864 local Toys for Tots chapters valued at over \$1.8 million.
- Published and distributed 28th edition of the SOP for local Toys for Tots chapters.
- Conducted 22nd Annual Coordinator Training Conference at the National Conference Center in Leesburg, Virginia.
- Attended the 26th Annual Family Film and TV Awards and accepted the prestigious Humanitarian Award.
- Partnered with the Washington Commanders Charitable Foundation.
- LtGen Laster participated in the Commanders vs. Dolphins Coin Toss.
- Provided local Coordinators with an all-encompassing package of information and materials for successful campaigns.
- Expanded on the Youth Ambassador Program and welcomed 55 outstanding youths to serve.
- Hosted a Leadership Summer Camp at Outdoor Odyssey for our Youth Ambassadors.
- Launched the new National Website.
- Continued improvements to the After-Action Report.
- Conducted major Public Relations information dissemination through an educational “call to action” campaign.
- PSAs televised nearly 21,000 times during campaign season valued at \$3.3 million.
- Over 19.1 million Direct Mail letters.
- Media event with First Lady, Dr. Jill Biden.
- President & CEO personally conducted multiple TV and radio interviews nationwide.

- Participated in the Hollywood Christmas Parade.
- Partnered with Circle Network and gained exposure through the Grand Ole Opry shows.
- Received unwavering support from Grand Ole Opry members and artists.

Fundraising

- Registered with all states & DC to solicit funds
- 147 National Corporate Sponsors
 - Revenue - \$76 million
- Direct mail campaign
 - 19.1 million letters
 - Revenue - \$28 million
- Special Events/Projects
 - Revenue - \$500,000
- Individual Donations
 - Revenue - \$22 million
- Local individually donated toys
 - Revenue - \$224.9 million

Management & General

- Operated in accordance with Internal Revenue Code, state laws, American Institute of Certified Public Accountants’ rules, and 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 and 864 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 97.0%
- Fundraising 2.4%
- Overhead 0.6%

Marine Toys for Tots Board of Directors Welcomes New Members



Tammy T. Peppe

Tammy T. Peppe

The Marine Toys for Tots Foundation is pleased to welcome Major Tammy Peppe, USMCR (Retired), as one of the newest members of our Board of Directors!

Tammy's career in the Marine Corps includes a broad range of experiences during her over 20 years of active and reserve service to include leadership as a Watch Commander and Company Executive Officer, where she was hand selected as one of the first female officers to integrate co-education at the Marine Combat Training Battalion for Operation Leatherneck. In her final billet in the Marine Corps, Major Peppe led 1st Truck Platoon with over two hundred reserve personnel, successfully increasing mission readiness and improving the tactical proficiency of the unit.

After leaving the Marine Corps, Tammy entered the Pharmaceutical and Biotechnology field where she has over 25 years of expertise leading specialty, primary care, and community health sales teams across the East Coast region. She currently serves as the District Sales Manager for AstraZeneca.

Tammy's broad leadership skills and expertise will be tremendously beneficial and her position on the Board of Directors will be equally impactful to the Marine Toys for Tots Program.



Joshua L. Glover

Joshua L. Glover

We are also pleased to welcome Major Joshua Glover, USMC (Retired), to our Board of Directors!

Major Glover served in the Marine Corps for over 10 years. As an Infantry Officer, he made three tours to Iraq in support of Operation Iraqi Freedom, and then was selected to lead the 41-member Silent Drill Platoon at Marine Barracks, Washington, DC. In his final tour as a Special Operations Officer, he commanded a Marine Special Operations Team advising a 700-member Afghan partner battalion in Western Afghanistan. Major Glover was medically retired from the Marine Corps in 2011 due to wounds sustained in combat.

Josh has managed financial teams for over 20 years and provides his expertise in marketing and business development for global banking solutions. Josh currently serves as the President & Chief Revenue Officer for nCino (NASDAQ: NCNO) which is the worldwide leader in Cloud Banking.

Josh brings a wealth of knowledge and expertise, and he will be a valued Board member for the Marine Toys for Tots Foundation.

Board Farewells Directors Terry Gardner and Brigadier General Valerie Jackson



Terry Gardner

Terry Gardner

Terry Gardner served as an infantry officer with 1st Battalion, 4th Marines where he deployed to Operations Desert Shield and Desert Storm. Leaving the Marine Corps as a Captain in 1993, Terry forged a career as an Equity Analyst on Wall Street where he has served in various C-suite roles for over 30 years. Terry has distinguished himself in the financial industry, and he currently directs C.J. Lawrence's investment portfolio strategy.

During his nine years as a Director, Terry made a lasting impact through his boundless energy and financial acumen as a Board member, and we especially thank him for the impact he made during his final year as the Investment Committee Chairman and as a Director on the Audit and Fundraising Advisory committees.



Brigadier General
Valerie Jackson, USMCR

Brigadier General Valerie Jackson, USMCR

Brigadier General Valerie Jackson, USMCR, currently serves as the Commanding General of the 4th Marine Logistics Group. Second Lieutenant Jackson served in Marine Wing Communications Squadron 28 where she was the Wire and Radio Platoon Commander. She then served as the Company Executive Officer at Marine Combat Training Battalion, School of Infantry where she assisted in the initial female enlisted integration program. Transitioning to the Marine Corps Reserve, she served in various staff roles in II Marine Expeditionary Force (MEF) and command billets with Marine Wing Communications Squadron 48 and 4th Civil Affairs Group. As a Flag Officer, Brigadier General Jackson served as the Reserve Deputy Commanding General, II MEF and Deputy Commanding General for the Combined Joint Task Force – Horn of Africa (CJTF-HOA) before assuming her current command.

Valerie has also held prominent positions such as Distributor for AdvoCare; Strategic Advisor/Planner for the Ranshaw Group; and Civil-Military Operations Consultant for Corps Solutions.

In her seven-year term as a Director, Brigadier General Jackson has been very influential, bringing a wealth of experience as a Marine Corps Reserve Officer who participated in local Toys for Tots campaigns at every rank. We thank her for the contributions and insights she has provided during her service as a Director.

The contributions of Terry Gardner and Brigadier General Valerie Jackson were instrumental, and we thank them both for their dedication to supporting the mission of the Marine Corps Reserve Toys for Tots Program—the Marine Corps' premier community outreach program. The entire Toys for Tots family wishes them fair winds and following seas. Semper Fidelis, Marines!

Board of Directors

Year End 2023



W. Tim Davis
Retired President
The UPS Store, Inc.



David J. Doolan
Senior Manager
Cisco Systems



Terry Gardner
Senior Managing Director
Cyrus J. Lawrence, LLC



Mark A. Haden
Investor Relations Officer
Bunge Limited



Valerie Jackson
BGen, USMCR
Brute Krulak Center
for Innovation and
Creativity, MCU



David A. Lapan
Col, USMC (Retired)
Owner
C3 Communications
Advisor, LLC



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



Anne Weinberg Martin
Col, USMC (Retired)
Owner/Operator
Chase Stream Farm



Robert E. Milstead, Jr.
LtGen, USMC (Retired)
Managing Partner
REM Strategies



Sheryl Murray
Col, USMC (Retired)
SES (Retired)
Independent Consultant



Steven C. Ohmstede
Director of Aviation
Richardson Aviation



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



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

Officers

Year End 2023



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



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

— Joan D. Chittister



The Marine Toys for Tots Foundation Welcomes New Staff Members



Maj Gunnar Spafford,
USMC (Retired)

Maj Gunnar Spafford, USMC (Retired)

Major Gunnar Spafford joined the Marine Toys for Tots Foundation in August 2023 as the Deputy Vice President of Business Development working within Marketing & Development. Major Spafford served in the United States Marine Corps for twelve years as both an enlisted infantryman and a military police officer before being competitively selected for the Marine Enlisted Commissioning Education Program to receive education and training to become a Marine Corps Officer. As a Military Policeman, he served in multiple billets to include Assistant Special Operations Chief, Non-Commissioned Officer in charge of a weapons storage facility, Watch Command, Patrol Supervisor, Special Reaction Team (SRT), and SRT sniper.

As an officer, Major Spafford served as Deputy Provost Marshal, Executive Officer, Operations Officer, and Senior Operations Officer before fulfilling his final role as a Manpower Program Manager for Headquarters Marine Corps, Manpower & Reserve Affairs.

After retirement from the Marine Corps, Gunnar continued as a strategic and innovative Project Management Professional with a diverse background in program leadership and process improvements, most recently working as the Deputy Director for Manpower & Personnel for the Assistant Secretary of the Navy Manpower and Reserve Affairs.

Gunnar's knowledge and experience will be extremely beneficial for the Marine Toys for Tots Foundation. Welcome to the team, Major Spafford!



Mike Barclay

Mike Barclay

Michael (a.k.a. Mike B.) joined the Marine Toys for Tots Foundation team in May of 2023 as the Warehouse Manager. He served in the Marine Corps as a Landing Support Specialist from August 2017 to August 2021. His mother and father both served four years in the United States Air Force. Michael is originally from Savannah, Georgia, and is the older of two children. He attended Keiser University to pursue a Business Administration degree with a concentration in Logistics, which he still plans to pursue in the near future.

Michael loves to work out at the gym, practice martial arts, and work on muscle cars during his spare time. He also has a passion for music in which he has DJ'd at school proms and parties prior to joining the Marine Corps. His experience as a Sergeant in the United States Marine Corps will make him a valuable asset to the Marine Toys for Tots Foundation.

Welcome to the team, Michael!

Support Staff

Year End 2023



Mrs. Valerie M. Anderson
Operations Accounting Specialist



Mr. Mike Barclay
Warehouse Manager



Mrs. Katherine C. Barnes
Accounting Specialist,
Region 6



Mr. Steven Boone
Information Technology Specialist



Ms. Jennifer R. Campeau
Accounting Specialist,
Region 2



Ms. MaryKate Cobb
Communications Manager



Ms. Tatiana Dingle
Accounting Specialist,
Region 4



Ms. Alba Cuebas-Fantauzzi
Social Media Content Producer



Mrs. Angie Gill
Accounting Specialist,
Region 7



Mr. John Haehn
Social Media Manager



Mrs. Kelley J. Hardison
Deputy Vice President,
Marketing & Development and
Director of Human Resources



Ms. Christin Jones
Administrative Assistant



Ms. Jennifer C. Laine
Donor Relations and
Processing Administrator



Mr. Matthew D. McDonald
Director of
Information Technology



Mrs. Sara M. Mills
Executive Assistant to
President & CEO



Ms. Brianna Roberts
Accounting Specialist,
Region 3
Literacy Program Specialist



Mrs. JoAnn Roxburgh
Marketing Associate



Maj Gunnar Spafford,
USMC (Ret)
Deputy Vice President,
Business Development



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



Ms. Karen M. Torrence
Accounting Specialist,
Region 1



Mrs. Melanie Turner
Director of Finance
and Accounting



Mrs. Tammy W.
Weatherholtz
Accounting Specialist,
Region 5

Special Advisors to the President & CEO



Taylor Price

Taylor Price, Fannin and Grayson County, Texas

The Marine Toys for Tots Foundation is pleased to welcome Mrs. Taylor Price as a Foster Care Initiative Special Advisor to the President & CEO of the Marine Toys for Tots Foundation.

Taylor lives in North Texas with her husband and three children and is the LCO for Fannin and Grayson Counties.

Mrs. Price found her life's passion through her own tumultuous childhood. Both of her parents were federally incarcerated when she was 12 years old, resulting in the latter half of her childhood being very unstable. As an adult, Taylor began her journey volunteering as a CASA Advocate for local children who had been removed from their homes. After doing that for a brief time the opportunity presented itself to start fostering and eventually adopting children.

Taylor closed her last adoption in May 2021 and had also advanced her career as a Senior Sales Executive for a firm that assisted businesses to recover overpaid taxes. In early 2023, Taylor faced a career change and was searching for any other way to make an impact.

Soon, Taylor received a note with Marine Toys for Tots information on it and applied to become a local Coordinator. This past year was her first year as a Coordinator, but she knew she had found her purpose.

Taylor is currently working on her Bachelor of Science in Correctional Services, and her long-term goal is to obtain a law degree and continue her passion in serving the community.

During Taylor's first year as a Coordinator, she shared her experience as a former foster child and her story quickly captivated our supporters and caught the attention of Disney and Good Morning America.

Taylor was a Toys for Tots recipient during her childhood. Her story of resilience was featured in a Good Morning America segment during Disney's Ultimate Toy Drive. She spoke of her upbringing and perseverance in giving back to children who have faced similar situations as she did. You can read her full story on our National website in the "Toys for Tots Stories" section!





Howard Mears

Howard Mears, Helena, Montana

Mr. Howard Mears continues to support the Marine Toys for Tots Foundation as a Special Advisor to the President & CEO. Mr. Mears became the Helena, Montana Coordinator in 2014 and has led and nurtured the steady growth of the chapter.

Mr. Mears actively supports the Toys for Tots Native American Program in Montana by delivering gifts and hope to the Native American children in the Little Shell, Chippewa Cree, Northern Cheyenne, Assiniboine, Sioux, and Aaniiih (Gros Ventre) tribes. He also coordinates distributions to the Nakoda (Assiniboine), Salish- Kootenai, Crow, and Blackfeet Reservations.

Mr. Mears also works industriously to raise funds for his local Toys for Tots chapter through his “Mow Your Weeds for Donations” fundraiser—which he started in 2016. He spends countless hours mowing fields in Helena and all he asks for in return is a donation of any amount to Toys for Tots. In his first year, he raised \$600. Now he raises thousands of dollars each year with his mowing efforts alone.

A diligent worker, Mr. Mears is committed to the accurate and timely completion of all administrative requirements of a National charity and has volunteered to work with other Toys for Tots Coordinators to not only share information and ideas, but to assist them in becoming more effective and efficient chapter Coordinators.

Since Mr. Mears began coordinating the Helena Toys for Tots Campaign, he has ensured that the Program has become a well-known community action effort throughout Helena, MT. We are honored to have Howard’s experience assisting in the continuing expansion of the Marine Toys for Tots Program.



“A year-round force for good never sits idle, never becomes complacent, and never surrenders to adversity or indifference, and Toys for Tots wants to ensure that children in need receive hope for a brighter tomorrow, any day of the year.”

— LtGen Laster





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 economically disadvantaged 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 nationwide 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

The Cooper Center

18251 Quantico Gateway Drive • Triangle, VA 22172-1776

P: 703.640.9433 • F: 703.649.2054

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