

# Marine Toys for Tots Program



Corporate Sponsorship  
2019

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# Introduction

Established in 1947, Toys for Tots is the U.S. Marine Corps' premiere community action program and **America's most popular Children's Christmastime Charity**. It is the combined efforts of the U.S. Marine Corps Reserve and the Marine Toys for Tots Foundation. Our mission today is the same as it was in 1947: *to bring the joy of Christmas to America's less fortunate children.*

Toys for Tots is a **National program with a local touch** – we have over 800 local toy collection and distribution programs in most major market areas in all 50 states, DC, Guam and the Virgin Islands.

Each local Toys for Tots Program is run by a Marine Reserve unit, Marine Corps League Detachment, or other community organization with each campaign headed by a **Toys for Tots Coordinator** who organizes a seasonal campaign from October through December. Their primary focus is to collect, sort and distribute toys to less fortunate children in their local area. Each Coordinator:

- Establishes a volunteer network
- Works with local businesses and organizations to help collect toys, raise dollars and promote the program within the community
- Distribute toys, books and gifts to children-in-need within the local area

The **Marine Toys for Tots Foundation**, an IRS recognized 501(c)(3) not-for-profit public charity, is the fundraising, funding and support organization for the U. S. Marine Corps Reserve Toys for Tots Program.

Partnering with Toys for Tots can help with your **corporate image** creating an association with a highly regarded charity running a positive social program. **People support companies that support their charities.**

## People want to feel good at Christmas and we make it easy.

- Toys for Tots provides a **positive, uplifting social program**
- A person can literally fix a problem with a single donation – a \$10 gift will provide a package of toys and fulfill the Christmas holiday dreams of one child-in-need.

## Who better tells the story of Christmas than Toys for Tots?

Supporting Toys for Tots:

- Invokes patriotism by supporting a U.S. Marine Corps program
- Tugs at heartstrings by helping children-in-need
- During America's favorite holiday: Christmas!

Last year, Toys for Tots distributed  
**18.5 million toys to over 7 million less fortunate children!**



# Become a National Corporate Sponsor

## Contact Us

It starts with a simple phone call or email to the Vice President, Marketing & Development, Ted Silvester at (703) 649-2021 or [ted.silvester@toysfortots.org](mailto:ted.silvester@toysfortots.org)

## Make a Pledge

Pledge to raise or contribute a specified amount of cash or new toy donations

### **To be a National Corporate Sponsor**

- Contribute or help raise over \$25,000 in cash, or...
- Contribute over \$100,000 worth of new toys or books

### **To be a National Corporate Donor**

- Contribute or help raise over \$5,000 in cash, or...
- Contribute over \$25,000 worth of new toys or books

### **To be a National Corporate Event Sponsor**

- Donate \$5,000 or more in support of a Marine Toys for Tots Foundation event

## Enter into a Licensing Agreement

- For cause-marketing initiatives, we like to enter into a simple licensing agreement that captures the basics such as: use of Toys for Tots Logo and name, indemnification, a description of your cause-marketing campaign, promotional period, etc.
- Feel free to use the agreement we provide, make any necessary changes, amendments, or even use your own.
- Supporting Toys for Tots with a straight cash donation, In-Kind contributions and/or toy drives do not require a licensing agreement.

## Guidelines for consideration as a Corporate Partner

- As an official activity of the U.S. Marine Corps, the Marine Toys for Tots Foundation will not affiliate with an organization that portrays the USMC or the Marine Toys for Tots Program in a negative manner.
- The Marine Toys for Tots Foundation adheres to the Better Business Bureau Wise Giving Alliance Standards for Charity Accountability. View these guidelines and our accreditation at: <http://www.give.org/for-charities/>
- Marine Toys for Tots does not sell, loan, or distribute our mailing lists or email addresses to third parties
- Out of respect to our current donors and corporate partners, Marine Toys for Tots will not actively solicit or promote to our supporters. We may, however, promote via our social media channels and post on our website promotions page.
- Marine Toys for Tots Foundation does not consider promotions that utilize direct mail, telemarketing or door-to-door sales, nor will we advertise items for sale on our website.



# Benefits of a National Corporate Sponsor

## Boost Your Corporate Image

- Alignment with Toys for Tots can promote greater awareness of a company's products and services, increase sales and promote employee retention
- Association with a widely recognized credible national charity running a positive social program - **Use of Toys for Tots Name and Logo** in your cause marketing campaign, publicity, promotions and website



## Get Seen – Exposure, Exposure, Exposure!

### **Your company featured on the Toys for Tots website receiving millions of views in November and December**

- Your logo posted on Toys for Tots website
- Given your own page with a link to your website
- Promote your campaign / charitable giving on our Promotions Page

### **Toys for Tots Social Media Promotion**

- Toys for Tots will **post your creatives** on our **Facebook** and **Twitter** accounts
  - Announce Partnership
  - Promote your cause marketing campaign
  - Highlight your charitable giving

### **Your company listed in Toys for Tots Publications**

- Annual Report, Newsletters, etc.

## Feel Good

**Satisfaction knowing your contribution is used to answer the Christmas Holiday dreams of underprivileged children**

**Know that Toys for Tots makes good use of your donation...**

- Our **97:3 Program to Support ratio** means that 97% of all expended funds directly support our mission of providing gifts for less fortunate children
- Not a single donated dollar goes toward anyone's salary

**Direct your donation to support your local area or have it distributed to support one or more of our 800 local campaigns**

**Toys for Tots Proudly Boasts a 97:3 Program to Support Ratio**



# Levels of Nationally Recognized Corporate Partners

A **National Sponsor** has 5 tiers depending on the amount of the contribution:

Sponsorship Level	Cash Donation	or	Gift-in-Kind / Service Donation
★★★★★ - 1 Star Sponsor	\$25,000 - \$99,999	or	\$100,000 - \$249,999
★★★★☆ - 2 Star Sponsor	\$100,000 - \$249,999	or	\$250,000 - \$499,999
★★★☆☆ - 3 Star Sponsor	\$250,000 - \$499,999	or	\$500,000 - \$999,999
★★★★☆ - 4 Star Sponsor	\$500,000 - \$999,999	or	\$1 million - \$2 million
★★★★★ - 5 Star Sponsor	\$1 million +	or	\$2 million +

A **National Donor** is an organization that makes a **cash donation** of at least **\$5,000 up to \$24,999**, or a gift-in-kind donation with a retail value of at least **\$25,000**

## Ways to Support as a Corporate Partner

There are many ways to support the Toys for Tots Program

- Make a Corporate Donation
- Encourage Employee Donations with Corporate Matching Gift
- Conduct a Cause Marketing Campaign
- Conduct a Fundraising Event
- Allow your customers to donate at checkout with a point-of-sale transaction
- Donate Gift-in-Kind (New Toys and/or Books)
- Donate a Service (Typically Media Advertising; Warehouse Space; Logistics Support)

Many of our Corporate Sponsors also conduct [Toy Drives](#).

Toy Drives are considered local events and *must be coordinated with your local Toys for Tots representative*.

The monetary value of toys collected from a company-sponsored toy drive is not included as part of the overall contribution of a corporate sponsorship. Although we greatly appreciate the locally donated toys (as do the children receiving them!), the IRS does not allow us to acknowledge the party hosting a toy drive. It is the individual(s) donating a toy that can take the tax credit.



The 2018 Marine Toys for Tots Holiday Campaign  
Delivered **18.5 Million Toys** to over **7 Million less fortunate Children**

## Marine Toys for Tots Program

Created in 1947 and expanded nationwide in 1948, the U.S. Marine Corps Reserve Toys for Tots Program is an official activity of the U.S. Marine Corps and the Marine Corps' premiere community action program. From 1947-2018, **U.S. Marines distributed 566 million toys** to over **258 million less fortunate children**. Today, Toys for Tots is the nation's flagship Christmas charitable cause with local Toys for Tots campaigns conducted from October through December each year in over 800 communities throughout the nation.

### Goals and Objectives

- Bring the joy of Christmas to less fortunate children
- Deliver a message of hope
- Restore / build self-esteem and self-confidence
- Inspire youngsters to grow into responsible, productive, patriotic citizens
- Unite members of local communities

### Accomplishments

- **Distributed 18.5 million toys to 7 million children**
- **Foundation Supplemented local campaigns** with **6.1 million toys valued at over \$70 million**
- **Unmodified opinion** by independent auditor
- Maintained **97:3 Program to Support Ratio**
- **Meet all 20 standards** of *Better Business Wise Giving Alliance*
- Distributed over **1.3 million books** through **Toys for Tots Literacy Program**
- **Distributed toys** to **over 144,000 children** through Toys for Tots **Native American Program**
- **Media Event with the First Lady**
- **Rang Closing Bell at NYSE**
- 9<sup>th</sup> Annual **Hollywood Christmas Parade**
- 20<sup>th</sup> Annual **Toys for Tots Holiday Train**

## Marine Toys for Tots Foundation

The Marine Toys for Tots Foundation, an IRS recognized 501 (c)(3) not-for-profit public charity, 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 played a key role in every campaign since 1991.

The mission of the Marine Toys for Tots Foundation is to assist the U.S. Marine Corps in achieving its goal of delivering hope and happiness in the form of gifts to less fortunate children at Christmas. This assistance includes raising funds to:

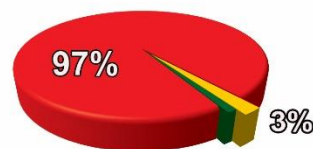
- **Provide Toys** to supplement the collections of local Toys for Tots campaigns
- **Defray the costs** of local campaigns
- **Manage funds** raised and donated base on the Toys for Tots name and logo
- **Provide administrative, advisory, financial, logistical and promotional support** to local Toys for Tots Coordinators
- **Provide other support** that the Marine Corps, as a federal agency, cannot provide
- **Conduct public education and information programs** about Toys for Tots that call the general public to action in support of this patriotic community action program.

From 1991 – 2018, the Foundation supplemented the collections of local Toys for Tots campaigns with **over 132 million toys valued at over \$1.04 billion dollars**. Concurrently, the Foundation provided promotional and support materials valued at **\$15.5 million**.

### Fund Expenditure

97:3 Program to Support Ratio

Program	96.7%
Fundraising	2.9%
Overhead	0.4%



For more information, visit [www.toysfortots.org](http://www.toysfortots.org)

# Listing of 2018 National Corporate Sponsors

A.C. Moore	Federated Auto Parts	Old Dominion Freight Lines
Alex and Ani	FELD Entertainment	On Time Toys
Alix Partners	Five Below	Paypal Giving
Allegis Group	Florida East Coast Railway	Pigment & Hue
Allstate Foundation	Fred's BBQ	Platinum Equity
Amazon Smile Foundation	Freeway Insurance	PODS
American Bath Group	Funko	Pronto
Ann Williams Group	Gemini Collectibles	Redner's Grocery
Anne Cox Chambers Foundation	Goodyear Tire & Rubber	Rhode Island Novelty
Associated Television Int'l	Group Sales	Ripley's Believe It or Not
Associated Volume Buyers	GSN Worldwide	SAIA
Bayer	Hallmark	Scholastic
Bluestem	Hasbro	Sears & Kmart
Bojangles's Restaurants	HDI Housewares	SimplyFun, LLC
Booz Allen Hamilton	Hess	Stage Stores
Build A Bear Workshop	iTrade Media	Stater Brothers
Chicken Soup for the Soul	JESEL, Inc	TEK Systems
Cotswold Foundation	J. Walter Thompson - Atlanta	The UPS Store
Covelli Enterprises	Kahlert Foundation	The Walt Disney Company
Covington & Burling	KAI USA	Tiltify
Delta Air Lines	KARHL Holdings	T-Mobile
DIRECTV	Kendra Scott	TruTV Turner Network
DISH Network	Kids II, Inc	United Technologies
Doherty Enterprises-Applebee's	KIN Community	UPS
Dollar General	Learning Express	Valpak
Dunkin Donuts	LEGO	Venable
Duracell	Magnolia Advanced Mat	Welch Packaging
Endeavor Enterprises	Maverik - FJ Management	WestRock
Enterplay	Merchant Distributors	WowToyz
Entertainment Earth	MGA Entertainment	Wow Wee Toys
Estes Express Lines	New England Doll	Zero Gravity Ent / Goat Case
Fareway Stores	Oak Foundation, The	



# Board of Directors



**Chairman**

**Robert E. Milstead, Jr.**  
Lieutenant General, USMC (Ret)  
Managing Partner  
REM Strategies, LLC



**Vice Chairman**

**Cornell A. Wilson**  
Major General, USMCR (Ret)  
Independent Consultant



**President and CEO**

**H. Pete Osman**  
Lieutenant General, USMC (Ret)

**William W. Chip, Esq**  
Attorney, Covington & Burling

**Tim Davis**  
President, The UPS Store

**Terry Gardner**  
Senior Managing Director  
Cyrus J. Lawrence LLC

**Mark Haden**  
Investor Relations Officer  
Bunge Limited

**Houston Mills, Jr.**  
Director Airline Safety  
UPS

**Valerie Jackson**  
Colonel, USMCR  
Consultant/Arbitrator  
Praesidium Consulting, LLC  
Corps Solutions, National  
Center for Disputed  
Resolutions

**Sheryl Murray**  
Colonel, USMC (Ret)  
Senior Executive Service (Ret)  
Independent Manpower  
Consultant

**Steven Ohmstede**  
Director of Aviation  
Richardson Aviation

**General Counsel**  
**Ralph Dengler**  
Colonel, USMCR (Ret)  
Attorney, Venable LLP

# Historical Highlights

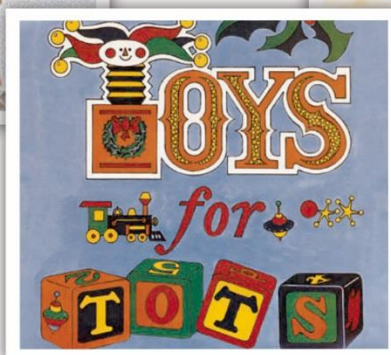
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1947	Major Bill Hendricks, USMCR, founds the Marine Corps Reserve Toys for Tots Program in Los Angeles, California. Hendricks and a handful of Marines collected 5,000 toys for less fortunate children that Christmas.
1948	The program expands nationwide when the Commandant of The Marine Corps directed all U.S. Marine Corps Reserve Units to conduct a local Toys for Tots campaign. Walt Disney designs the first national Toys for Tots poster, which included the now famous Toys for Tots train logo. These Christmas posters have become a recognized annual tradition of the program.
1949	Major celebrities begin to endorse the program. Over the years Toys for Tots spokespersons have included John Wayne, Bob Hope, Frank Sinatra, Johnny Carson, Clint Eastwood, Brooke Shields, Tim Allen and Dr. Phil.
1962	The New York Yankees sponsor the first major sports event to benefit Toys for Tots. Since then many professional teams have supported our program.
1965	Toys for Tots Program continues to grow, as does public support. More local and national corporations become involved. Local civilian organizations and individuals assist Marine Corps units with programs in their communities.
1980	Native American Toys for Tots Program begins. Marines begin collecting only new, unwrapped toys; no longer accepting or repairing used toys. Toys for Tots raises approximately 8 million toys annually.
1983	Nancy Reagan became the first of three First Ladies to honor Toys for Tots by being the honorary spokesperson. Barbara Bush was the second. In her book, Mrs. Bush names Toys for Tots as one of her favorite charities.
1990	First national television promotion. Game show "Wheel of Fortune" raises over \$3,000,000 setting a "Guinness Book of World Records" for participation in a call-in television promotional.
1991	The newly created Marine Toys for Tots Foundation begins to provide fundraising and other business support for the Toys for Tots Program.
1992-1999	With increased support from businesses and individual Americans, the Toys for Tots Program grew steadily reaching an average of 4.2 million children annually.
2001	Toys for Tots listed in the Chronicle of Philanthropy's "Philanthropy 400" for the first time and has been listed every year since.

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2001	The following accolades were received: named by Reader's Digest as the Best Children's Charity; included on the Gold-Star list of Charities by Forbes Magazine; Named as the Outstanding Nonprofit of the Year by the Direct Marketing Association.
2005	President Bush helped sort toys in the Washington DC campaign.
2008	The Toys for Tots Literacy Program is established.
2009-2016	First Lady Michelle Obama selected Toys for Tots as her Christmas charity every year since 2009 conducting media events and serving as a volunteer in one of our warehouses.
2018	For the second year in a row, First Lady Melania Trump volunteered her time to help sort toys in the Washington DC campaign and interact with children and volunteers.
Today	Recent annual campaigns have averaged distributing 18 million toys to 7 million less fortunate children



## The Founder and the Logo Creator

The Founder of Toys for Tots was the late Colonel William L. Hendricks, USMCR (Ret). In the middle of the 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 from his Marine Reserve unit, collected and distributed toys to the less fortunate children of Los Angeles, CA. Bill Hendricks' pilot project was such a success that the Marine Corps adopted it and expanded it nation-wide in 1948. As a personal friend and as a favor to Bill, 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.



**First Toys for Tots Poster**  
(Designed by Walt Disney)



**William Hendricks**  
Colonel, USMC (Ret)



**Walt Disney**



# Marine Toys for Tots Foundation Contacts

## Ted Silvester

Colonel, USMC (Ret)  
Vice President, Marketing and Development  
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(703) 649-2021

## Kelley Hardison

Deputy Vice President, Marketing and Dev  
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(703) 649-2034

## How to find your local Toys for Tots Coordinator

- Visit our website at: [www.toysfortots.org](http://www.toysfortots.org)
- Click "**Find Your Local Toys for Tots Program**"
- Enter your state then enter your county
- That will take you to the local Toys for Tots Coordinator website serving that area. From there, you can then submit a request to:
  - Become a toy drop site
  - Offer pro-bono warehouse space
  - Provide vehicle support
  - Provide other support as requested by the local coordinator

As a seasonal charity, our local Toys for Tots Coordinators and their websites are often inactive until the end of summer; however, Marine Toys for Tots Foundation staff members are available year-round to assist with your charitable giving.

## Additional Information can be found on our website

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

## Be sure to *Like* and *Follow* us on Facebook and Twitter



Facebook: <http://www.facebook.com/toysfortots>



Twitter: [@ToysForTots\\_USA](https://twitter.com/ToysForTots_USA)



## **Marine Toys for Tots Foundation**

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