

MARINE TOYS FOR TOTS FOUNDATION



**TOYS FOR TOTS**

2019 Annual Report



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



## President & CEO's Report



I was handed the Colors of the Marine Toys for Tots Foundation from a dear friend and mentor on 1 January 2020. This Foundation has been blessed to have one of our Nation's most respected Marine leaders, Lieutenant General Pete Osman, at the helm for 12 wonderful years

providing inspirational leadership to the Officers, Directors, the staff members and literally thousands of Marines and civilian volunteers who all work tirelessly to provide hope to millions of less fortunate children across our country.

Over this past year as the Executive Vice President, I was taken aback to learn of and see the levels of poverty affecting our Nation's children. Approximately 1 in 5 children live below the poverty level equating to almost 15 million children across our Nation. The good news is that our sound programs and practices put into place by Lieutenant General Osman were able to meet much of the Nation's demand signal. With the tremendous support of our Corporate Sponsors and the generous support of the American public, Toys for Tots was able to distribute 18.6 million toys and books and put smiles on the faces of over 7.3 million less fortunate children.

Of course, the backbone of the Toys for Tots Program is our Marines assigned to Marine Forces Reserve, and the thousands of our wonderful civilian volunteers who interact with the public across the Nation to ensure children of economically disadvantaged families have a glimpse of hope. The Marine Corps League was also instrumental in conducting 262 campaigns throughout the Nation. This again is an example of veteran Marines continuing to serve their Nation and communities through service to others.

As with last year, the demand for toys and books was extremely strong throughout our 2019 Campaign. The individual toy donations remained strong, and our long-term Gift in Kind (GIK) Corporate Sponsors responded to the heavy demand. The campaign turned out to be extremely rewarding as the American public and our Corporate Sponsors once again rallied behind the program. Several records were set in monetary donations, and our total revenue of over

\$60.5 million was one of our best years on record. We also maintained a charity-enviable program to support service expense ratio of 96 to 4 in 2019. That means that most of every dollar donated went to our mission of providing gifts to less fortunate children. Not a single cent went to pay for salaries of Foundation employees.

The Foundation supplemented local toy and book collections with over 6.8 million toys valued at \$134 million. Because of the increase in demand, the Foundation spent \$7 million more on toys than we had budgeted. This was all made possible by the Foundation's successful campaign in terms of fundraising. Our 2019 Campaign fundraising numbers were as follows: The Direct Mail Campaign raised \$26.4 million; Corporate Sponsor monetary and GIK contributions totaled nearly \$41 million; website donations totaled \$7.4 million; and unsolicited donations were \$16.6 million. Each of these amounts exceeded our highest expectations, and in most cases, established all-time highs for those categories.

Toys for Tots was blessed once again in 2019 by having the support of our First Lady, Melania Trump, as our number one volunteer. Mrs. Trump's support was instrumental in helping us broadcast our message to the American public. Her very kind and loving support at our local warehouse at Joint Base Anacostia-Bolling in Washington, D.C. was extremely powerful. Mrs. Trump knows firsthand that Marines not only serve our country in trouble spots around the world, they and our civilian volunteers are also making a difference in our towns and cities by bringing hope to less fortunate children.

Another key factor in our successes this year was the generous exposure and public service announcements we received. In our quest to maximize our exposure, the Foundation continued two very successful initiatives, the Hollywood Christmas Parade benefiting Toys for Tots with tons of media and celebrity support, and the ringing of the Opening Bell at the New York Stock Exchange. We were all honored that Lieutenant General Pete Osman rang the Opening Bell this year concluding his extremely successful career as the President and CEO of Marine Toys for Tots Foundation. His exemplary leadership laid the groundwork for the Foundation to reach even more children in the years to come.





## Marine Toys for Tots Overview

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

This year marked the 72nd Anniversary of the U.S. Marine Corps Reserve Toys for Tots Program. The Program was created in 1947 when Major William Hendricks, USMCR, the Director of Public Relations for Warner Brothers Studio assisted by members of his Marine Reserve Unit, collected 5,000 toys and distributed them to war orphans and other less fortunate children of Los Angeles, California.

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

Since that first campaign, the program has grown to encompass local campaigns in 807 communities covering all 50 states, the District of Columbia, Puerto Rico, Guam, and the Virgin Islands. From 1947 through 2019, local Toys for Tots Coordinators have distributed 584 million toys to 265 million less fortunate American children. Today, Toys for Tots is the Marine Corps' premier community action program, the nation's flagship Christmas charitable cause, and the only charitable cause within the Department of Defense that reaches outside the military establishment to give something back to local communities.

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

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

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

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

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

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



## Public Service Announcements

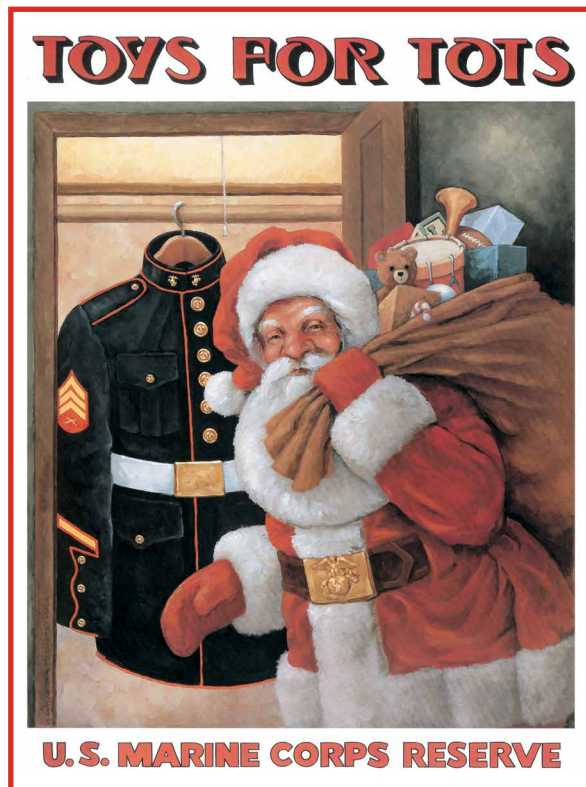


The Marine Toys for Tots Foundation has two public service announcements that were produced by the long-time public relations firm of the Marine Corps, Wunderman Thompson (formerly known as J. Walter Thompson). The public service announcements were

funded by the Marine Corps Recruiting Command to assist in the commemoration of the 50th and 60th Anniversaries of the Marine Toys for Tots Program. In honor of the 50th Anniversary, Wunderman Thompson produced “Guard Duty”, and in honor of the 60th Anniversary, they produced “Christmas Morning”. Christmas Morning received a great deal of airtime during the 2019 Campaign being shown nearly 12,000 times by hundreds of local television stations across the country. Wunderman Thompson is able to track the showings and valued the airtime at over \$3.3 million. The airing of these public service announcements serves to remind Americans that it is their donations that ensure America’s less fortunate children have the opportunity to experience the joy of Christmas. The Marine Toys for Tots Foundation thanks those stations that helped deliver that message to the public.



## 72<sup>nd</sup> Anniversary Toys for Tots Poster



The 72nd Anniversary promotion poster was designed by LtCol Keith McConnell, USMCR (Ret). Colonel McConnell has designed a number of Toys for Tots promotion posters in the past to include the 50th and 60th Anniversary posters. The 2019 poster has been used in previous years and is considered by many the all-time favorite. All previous Toys for Tots posters can be viewed on the Foundation’s website.



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

In early December, Lieutenant General Pete Osman, the President & CEO of the Marine Toys for Tots Foundation, was notified that First Lady Melania Trump would once again be supporting Toys for Tots during our 2019 Campaign. On December 9th, Mrs. Trump arrived at our Marine Toys for Tots warehouse in Anacostia to conduct a media event, assist with the sorting of toys, conduct a craft session with the children of military service members, and personally thank the many volunteers who assist with the Washington, D.C. Campaign.



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

General Osman then introduced Mrs. Trump who spoke of the sacrifices of our military members and their families and noted that there were many service members deployed overseas who would be spending Christmas away from their families. Mrs. Trump also provided an extemporaneous narrative on the history of Toys for Tots and the impact that it has had on America's less fortunate children over the past 71 years.

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

We are convinced that the First Lady's personal involvement was one of the key factors in the success we enjoyed. There is also no question the American people understand and appreciate her great interest and involvement in America's youth by her wonderful example through her "Be Best" program. Mrs. Trump is our number one volunteer, and we are grateful for her efforts in being part of the team that makes a difference.





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



On December 5th, the President & CEO of the Marine Toys for Tots Foundation, Lieutenant General Pete Osman, and Santa Tim Connaghan, rang the Opening Bell at the New York Stock Exchange in honor of the Marine Toys for Tots Program. Joining General Osman and Santa Tim on the Exchange Platform were the Executive Vice President, Lieutenant General James Laster, and Marines from 6th Communications Battalion. Ringing the Bell serves as a great reminder to the American Public to purchase a toy for a less fortunate child during this holiday period.



# Hollywood Christmas Parade Supports Toys for Tots

On December 1st, the President & CEO participated in the 10th Annual “Hollywood Christmas Parade benefiting Marine Toys for Tots”.

The Hollywood Christmas Parade has been an American tradition for nearly 90 years. Conducted in the heart of Hollywood, right down Hollywood Boulevard, the parade has been a longtime favorite of TV and movie personalities. Over the years, a number of well known celebrities have served as Grand Marshal to include Cecil B. DeMille, Charlton Heston, Bob Hope, “Magic” Johnson, Mickey Mouse, Roy Rogers, Mickey Rooney, Arnold Schwarzenegger, Jimmy Stewart, The Simpsons, and many others. This year’s Grand Marshal was the Emmy winning television host Mario Lopez. The 2019 Hollywood Christmas Parade was once again filmed, edited, and made into a television production and aired nationally by the CW Television Network and the Hallmark Channel. The production was also in national syndication in over 90% of the country, making the 2019 Parade available to the largest television audience in its history. Actor Erik Estrada (CHiPs) and television host Laura McKenzie



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

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

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





# Supreme Court Supports Toys for Tots

On the 20th of December, the President & CEO, Lieutenant General Pete Osman, together with Lieutenant General Dave Bellon, Commander Marine Forces Reserve, and Marines from the 2D Civil Affairs Group were invited by Chief Justice John Roberts to the Supreme Court's annual Christmas Party. During a private meeting in Chief Justice Roberts' Chambers prior to the party, he reiterated his great respect and support for the Marine Toys for Tots Program. After a brief discussion of the 2019 Campaign, we adjourned to the Great Hall to join the other Justices and the Supreme Court staff. Chief Justice Roberts welcomed all and spoke briefly about the Marine Toys for Tots Program before presenting hundreds of toys donated by the staff and members of the Supreme Court. Many then joined the Chief Justice for the annual singing of Christmas Carols.



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



## Group Sales



A partner for nearly 30 years, Group Sales has donated a portion of sales to Toys for Tots each holiday season with a total value culminating in over \$5 million. In addition to their generous cash donation in 2019, Group Sales offered their third-party logistics warehouse support as a pro-bono service donation to help manage Toys for Tots in-kind product donations. Under the new Gift in Kind (GIK) process, Toys for Tots can accept any amount of donated toys at any time of the year. Group Sales was able to receive and process 4.5 million donated toys in 2019 and help us efficiently distribute them to 250 local campaigns. Their service allowed many more Toys for Tots campaigns to receive GIK from an average of 60 to now 250 while simultaneously reducing shipping costs of the Foundation.

## Five Below

Five Below once again teamed up with Toys for Tots to bring the magic of the holidays to children across the country. Five Below enlisted support in over 900 of their stores raising cash and merchandise from their customers in November and December, as well as hosted several “Stuff the Truck” events. Their efforts raised over \$1.6 million and 700,000 toys fulfilling the holiday dreams of many thousands of less fortunate children who otherwise might have been forgotten.



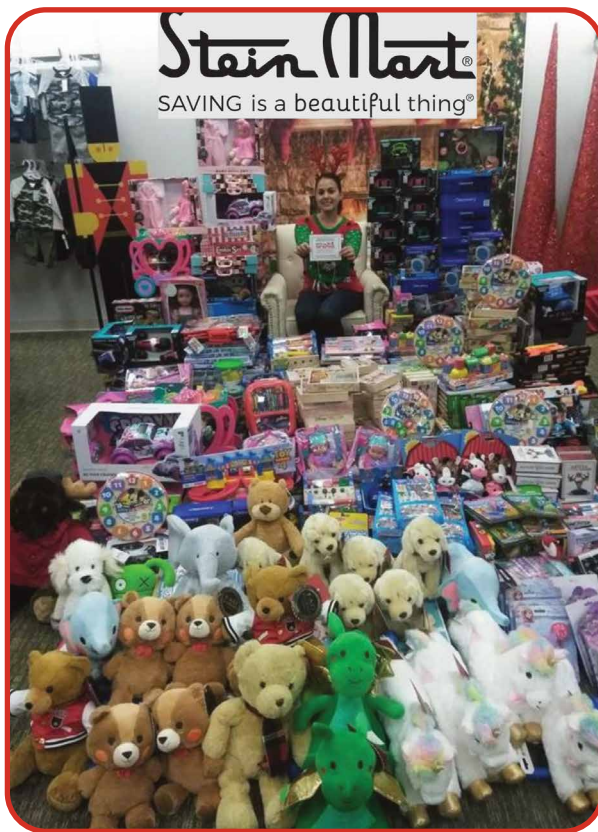


## Target

In keeping with Target's long legacy of giving back to communities, the retailer incorporated a Toys for Tots experience in their Wonderland! pop-up event that took place in December in New York City. Guests wrote down their holiday wish, placed it in a sphere and sent it through pneumatic tubes where a digital display showed Target donating to Toys for Tots. More than 20,000 holiday wishes helped Target raise more than \$920,000, allowing more families to experience joy during the holiday season!



## Stein Mart



To help make it a season of giving for all, Stein Mart partnered with Toys for Tots encouraging their customers and employees to make donations during the checkout process and drop off new toys at their nearly 300 Stein Mart stores. During the giving event, which ran from November 4 to December 15, Stein Mart raised over \$700,000 and collected more than 24,000 toys allowing Toys for Tots to support many thousands more disadvantaged children to experience the magic of the holidays.





# Federated Auto Parts Supports Toys for Tots

Since 2012, the U.S. Marine Corps Reserve Toys for Tots Program has benefited from our outstanding partnership with Federated Auto Parts. In September, Federated Auto Parts sponsored the Federated 400 NASCAR race. The Marine Toys for Tots Foundation, with the Marines from Kilo Battery, 3rd Battalion, 14th Marines, as well as local Marine recruiters from Recruiting Station Richmond, manned a booth at the speedway's midway. The generosity of race fans throughout the weekend was key in raising thousands of dollars for local less fortunate children.

Throughout October, November and December, Federated Auto Parts stores across the country spread the joy of Christmas by collecting toys and money in their local communities. Federated Auto Parts also holds an



annual golf tournament during their annual meeting to raise funds for Toys for Tots. The golf tournament raises thousands of dollars to support Toys for Tots.

The Marine Toys for Tots Foundation thanks Federated Auto Parts CEO Rusty Bishop for his continued support of the Marine Toys for Tots program. We look forward to another great year in 2020!



# Toys for Tots Literacy Program

The Marine Toys for Tots Program is best known for our annual holiday toy drives; however, over a decade ago we established a year-round initiative – the Toys for Tots Literacy Program. Created in 2008 by LtGen Pete Osman, President & CEO of the Marine Toys for Tots Foundation in partnership with The UPS Store, the program's mission 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 that will enhance their ability to read and to communicate effectively becoming productive citizens.

Upon assuming his role as President & CEO, LtGen Osman quickly discovered sobering facts on childhood literacy:

- 1 in 4 children in the US grow up without learning to read
- 2/3 of students not reading at 4th grade level end up incarcerated or on welfare
- 85% of youngsters facing juvenile courts are functionally illiterate
- 75% of food stamp recipients have literacy issues
- A 3rd grade student unable to read at the 3rd grade level is 4 times more likely to drop out of High School
- 82% of inmates are High School dropouts
- 90% of High School dropouts are on welfare

Seeing the correlation between illiteracy, crime and poverty, LtGen Osman decided to leverage Toys for Tots' vast distribution network and include a book or two with the toys distributed to less fortunate children each holiday season.



As the primary sponsor of The Toys for Tots Literacy Program, The UPS Store raises funds at participating locations throughout the year and has raised over \$5 million to date! Other Toys for Tots Sponsors contribute to our Literacy Program such as The UPS Foundation, Delta Air Lines, Dollar General, Scholastic and First Book to name a few.

As LtGen Osman steps down as the President & CEO after 12 years, we are proud to report that The Marine Toys for Tots Program has distributed over 42 million books to disadvantaged children.

The biggest barrier to childhood literacy is access to children's books. We believe the more reading materials available at home, the higher the reading proficiency. Children who are read to at home have higher reading skills, higher math scores and develop independent reading skills.

Our message is simple: Get books into the hands of less fortunate children!





# The UPS Store Supports Childhood Literacy

The Toys for Tots Literacy Program was created jointly between the Marine Toys for Tots Foundation and The UPS Store in 2008. The program offers our Nation's most economically disadvantaged children the ability to succeed in life by providing them direct access to books and educational resources that enhance their ability to read and communicate effectively.

The UPS Store takes this mission very seriously and invests significant resources to raise awareness and generate support for childhood literacy. During 2019, approximately half of their 5,000 stores collected cash donations throughout the year raising over \$500,000. Those dollars were used to purchase and distribute children's books.

For the fourth year in a row, The UPS Store entered a float in the Rose Parade to salute the importance of childhood literacy and highlight the Toys for Tots Literacy Program. This year's entry, "Stories Change Our World", was an award-winning float winning the Sweepstakes Award for the most beautiful entry of the 2020 Rose Parade for the second year in a row bringing national awareness to the Toys for Tots Literacy Program.

During the 2019 Holiday Season, The UPS Store ran "Tell Your Tale", a nationwide contest for short stories written by young authors in celebration of childhood literacy. The three winning authors announced by The UPS Store ranged in age from 7-16 years old. Each

received a cash prize and had the honor of selecting their respective school or an organization of their choice to receive \$10,000 worth of books provided by The Marine Toys for Tots Foundation. The three winners of The UPS Store "Tell Your Tale" contest were:

## **Luca F., Granite Bay, California**

- Story Title: "The Golden Tamarin Monkey's Journey Across the Jungle"
- Organization to receive \$10,000 in books: Oakhills Elementary School

## **Rebecca L., Harrisburg, Missouri**

- Story Title: "Reading Day!"
- Organization to receive \$10,000 in books: Christian Fellowship School

## **Allison S., Fort Pierre, South Dakota**

- Story Title: "Recycling for Our Community"
- Organization to receive \$10,000 in books: Stanley County School District

A hearty thank you to The UPS Store who has generated national awareness of childhood literacy and raised over \$5 million since 2008. With the support of The UPS Store, the Toys for Tots Program has distributed over 42 million books to children!

**The UPS Store** 





# Marine Toys for Tots Foundation Bids Farewell to Lieutenant General H.P. Osman



As stated previously in my report, I was handed the Colors of the Marine Toys for Tots Foundation from a dear friend and mentor on 1 January 2020. This Foundation has been blessed to have one of our Nation's most respected Marine leaders, Lieutenant General Pete

Osman, at the helm for 12 incredible years providing inspirational leadership to the Officers, Directors, the staff members and literally thousands of Marines and civilian volunteers who all work tirelessly to provide hope to millions of less fortunate children across our country.

Lieutenant General Osman served over 37 years as a Marine infantry officer. His career ranged from serving as an infantry platoon commander in Vietnam to serving as the Commanding General of II Marine Expeditionary Force and Commander of a Joint Task Force in Northern Iraq. His staff assignments included duty with NATO, Director of Joint Force Development and Operational War Plans on the Joint Staff, and

Deputy Commandant of the Marine Corps for Manpower & Reserve Affairs. General Osman retired from active duty in October 2006.

In November 2019, the Directors hosted a farewell dinner for Lieutenant General and Mrs. Pete Osman. Pete and his lovely wife, Laura, were recognized for their faithful service and dedication to the Marine Corps' premier community action program. Under his steady leadership, the Foundation maintained an enviable 97 to 3 "program to support ratio" that has been recognized by the Better Business Bureau (BBB) Wise Giving Alliance for the past decade.

During Pete's tenure, the Marine Toys for Tots Program distributed over 207 million toys and books to nearly 86 million economically disadvantaged children. Pete was also responsible for the efficient business practices, effective fundraising, and sound financial management that tripled our investment accounts. Without a doubt, our Foundation was set up for success for many years to come because of this man's vision and extraordinary leadership. We wish Pete and Laura all the very best as they begin the next chapter of their lives together. Well done Marine...Mission Accomplished!



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



# The Marine Corps League and Toys For Tots

Over the past 72 years, the Marine Corps Reserve Toys for Tots Program has grown from one local campaign in Los Angeles to over 800 local campaigns covering all 50 states, the District of Columbia, Puerto Rico, Guam, and the Virgin Islands.

The first Toys for Tots campaign took place during Christmas in 1947 when Marine Reserve Major Bill Hendricks, and the Marines of his Los Angeles Reserve Unit collected approximately 5000 toys and distributed them to less fortunate children in the Los Angeles area. The Marine Corps immediately recognized this effort as an outstanding way to reach out to local communities and directed that every Marine Corps Reserve Unit conduct a similar program in 1948. The next Christmas saw 74 reserve units conduct local Toys for Tots campaigns in 25 states.

Over the years, the number of local campaigns continued to grow as the number of Reserve Units grew. By the early 1980's, the number of Reserve Units had reached approximately 180. This number remained constant for about 10 years and it became apparent that there would be little, if any, growth in the number of Reserve Units for the foreseeable future. Without an increase in Marine Reserve Units, the Toys for Tots Program would likely stagnate unless some other organization could become part of our mission. In 1996, it was decided that the Marine Corps League, who had been supporting Toys for Tots since as early as the 1950's, would conduct Toys of Tots Campaigns

in communities that did not have a Reserve Unit. That year saw 56 Marine Corps League Detachments coordinating Toys for Tots local campaigns. Since that decision, the number of local campaigns led by Marine Corps League Detachments has increased dramatically. This past year, Marine Corps League Detachments led 262 of the 807 local campaigns. Those detachments collected over 3 million and distributed over 4.3 million toys to approximately 1.2 million children. This extraordinary effort represents approximately 25% of toys collected, nearly 23% of toys distributed, and 16% of children assisted. The Detachments also collected \$3.3 million which made a significant impact augmenting local toy donations. In addition to successfully leading 262 campaigns, 99 other Marine Corps League Detachments provided critical support to those campaigns led by Reserve Units and other Local Community Organizations (LCOs).

The Marine Corps League is an exceptional component to the Toys for Tots effort. Literally millions of children throughout the history of Toys for Tots would not have experienced the joy of Christmas were it not for the Marine Corps League. The willingness of these Marines to continue to make a difference for our Corps and our Nation's less fortunate children, lends credence to the expression "once a Marine always a Marine". The Toys for Tots Program is indeed blessed to have the Marine Corps League as an integral part of our team.





# NFL Teams Support Toys for Tots

During the 2019 Marine Toys for Tots Campaign, a substantial amount of NFL teams once again joined forces with the Marine Corps for local toy drives benefiting the Marine Toys for Tots Program. Throughout November and December, football fans across the country spread the joy of the holidays while cheering on their favorite team. The NFL teams across the country hosted toy drives during some of their home games allowing fans to support our mission. Fans were encouraged to bring new unwrapped toys to the stadium on game day, where Marines and volunteers collected them for distribution within their communities. Cash donations were collected at the games and fans were also encouraged to make online and text donations.

Examples of the partnership between the Foundation and NFL teams include:

- The Atlanta Falcons conducted toy drives at their home games throughout November and December.
- The New Orleans Saints continued the outstanding partnership with the Marine Forces Reserve headquarters by supporting the annual bike giveaway at the Ochsner Sports Performance Center.
- In our Nation's Capital, the Washington Redskins hosted a toy drive during their home game against the Philadelphia Eagles.

The Marine Toys for Tots Foundation will continue working with local coordinators and the NFL in 2020 to further maximize our relationship with the NFL.





# 2019 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 2019 Marine Corps Reserve Toys for Tots Campaign:*

Build-a-Bear Workshop  
Delta Air Lines  
Five Below  
Freeway Insurance  
Funko  
Group Sales  
Hallmark  
Hasbro  
Hess  
Lego  
Stein Mart  
Target  
The UPS Store  
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 2019 Marine Corps Reserve Toys for Tots Campaign:*

DGL Group  
Duracell  
Gemini Collectibles  
Jada Toys  
Kmart  
Sears

## 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 2019 Marine Corps Reserve Toys for Tots Campaign:*

Amazon  
Associated Television Int'l  
Doherty Enterprises-Applebee's  
Federated Auto Parts  
FELD Entertainment  
Platinum Equity  
Pronto  
SimplyFun, LLC

## TWO STAR ★★

*The following Two Star corporations contributed or helped raise over \$100,000 in cash or contributed over \$250,000 worth of toys to our 2019 Marine Corps Reserve Toys for Tots Campaign:*

A.C. Moore  
Alex and Ani  
Associate Volume Buyers  
Bojangles's Restaurants  
Dollar General  
Fareway Stores  
Florida East Coast Railway  
GoldieBlox  
GSN Worldwide  
iTrade Media  
KARHL Holdings  
Marshalls - TJX  
New England Doll  
Old Dominion Freight Lines  
Redner's Grocery  
UPS  
Valpak  
Welch Packaging  
WestRock  
Wonderful Pistachios

## 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 2019 Marine Corps Reserve Toys for Tots Campaign:*

Allegis Group  
Allstate Foundation  
American Bath Group  
Ann Williams Group  
Anne Cox Chambers Foundation  
Belk  
Bluestem  
Booz Allen Hamilton  
Buy Buy Baby  
Chicken Soup for the Soul  
Connexus Credit Union  
Cotswold Foundation  
Dan Newlin Law Firm  
Dari Mart  
Davis Wright Tremaine, LLP

Delkin Devices  
 Dunkin Donuts  
 Endeavor Enterprises  
 Estes Express Lines  
 Fred's BBQ  
 Fuel Partnerships  
 Fun Services  
 Goodyear Tire & Rubber  
 Jackson National Life Insurance  
 Kahlert Foundation, The  
 KAI USA  
 Magnolia Advanced Materials  
 Mariah Carey Tour  
 Merchant Distributors  
 Micro Kickboard  
 Mr. Christmas  
 Navy Federal Credit Union  
 Oak Foundation, The  
 On Time Toys  
 Paypal Giving  
 Pep Boys  
 Pigment & Hue  
 Pittsburgh Penguins Foundation  
 PODS  
 Rhode Island Novelty  
 Ruby Tuesday  
 SAIA  
 Scholastic  
 Shopko Foundation  
 Stater Brothers  
 Sterling Medical Group  
 Tabletop Tycoons  
 TEK Systems  
 TK's Toy Box  
 T-Mobile  
 United Technologies  
 Valvoline  
 Venable  
 Washington Redskins Charitable Foundation  
 WowToyz  
 Zenergy Systems

### 2019 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 2019 Marine Corps Reserve Toys for Tots Campaign:*

Affordable Dewatering Service  
 American Girl  
 American Golf Foundation

AmeriPark  
 Anesthesia Consulting & Mgmt  
 Apple-Metro  
 Applied Systems  
 Assurant, Inc.  
 Atlantic Broadband Finance, LLC  
 Bartz Marr Family Fdn  
 Bayer  
 Beasley Family Foundation  
 Brunetti Foundation, The  
 Carmax Foundation, The  
 Celebration Talent  
 C.E. and S. Foundation Inc  
 Chemtreat  
 Chick-fil-A Peach Bowl  
 Choctaw Nation of Oklahoma  
 Cleaner's Supply  
 Coastal Sunbelt Produce  
 Colorado Rockies Baseball Club  
 Copp Paving Co, Inc.  
 Covelli Enterprises  
 Cox Enterprises  
 Crawford Software Consulting  
 CSIOS  
 Davis Wright Tremaine, LLP  
 Delta Cargo Golf Open  
 Diane and Dorothy Brooks Foundation  
 Diversified Fall Protection (DFP)  
 Dogma Rest Grp  
 EmployBridge  
 Enerco Corp  
 ESPN  
 European Train Enthusiasts  
 Fourstar Group  
 Fremont Bank  
 GAT Guns  
 GBU Financial Life  
 General Catalyst  
 General Dynamics  
 Genworth Financial  
 Gitlin Family Fdn, The  
 Harlan Family Fund  
 Harrell Family Charities, Inc.  
 Hiller Plumbing, Heating, Cooling & Elec  
 Holiday Charity Ball  
 Huntington Ingalls Industries  
 IDEX Foundation  
 Ina Kay Foundation  
 Impact Group

See **2019 National Corporate Donors** on next page

**2019 National Corporate Donors** continued from previous page

IV Labs Inc  
Jack Buncher Foundation, The  
Jean & Walt Kitonis Charitable Fdn  
Jeg-Viper Operations, LLC  
Johanson Transportation Service  
John C. Morrison & Eunice B. Morrison  
John's Incredible Pizza  
J. William and Helen D. Stuart Foundation  
Kid's R Kids  
Klinedinst Attorneys  
Krewe of Cleopatra  
Learning Express  
Lily Transportation Corp  
Liz Whitney Tippett Fdn, Inc  
Magformers  
Maslow Family Foundation, The  
Maxim Group  
Meadhall  
Meitler Consulting  
MGM Resorts  
Molex, LLC  
Navy League  
Next Generation Wireless  
NORAD Santa Tracker  
Nutanix Inc  
Parkview MCJROTC  
Peak Auto (OWA)  
Pen Company  
Pechanga Resorts & Casino  
Phoenix Rising Group  
QBE  
Rally Health  
Raytheon  
Reynolds and Reynolds  
Robert I. Schattner Foundation  
Royal Fund Management  
Sacramento Region Community Foundation  
Santa's Workshop  
Sci Play  
Schewels Furniture  
Sentinel Security Life Insurance Company  
Shakey's Pizza / SCO, LLC  
Spray Foam Distributors of New England  
Star One Credit Union  
Stihl  
StockX, LLC  
St. Paul Federal Credit Union

STC Consolidated  
The Caesars Foundation  
The Community Foundation of Rochester Area  
The George Preston Marshall Fdn  
The Gibson Straube Charitable Group  
The Houser Foundation Inc  
The McCormick Family Foundation  
The New York Racing Assn  
The Northern Trust Company  
The Pokagon Fund, Inc.  
Thermo King  
Toyota of Greenburg  
Ulm Family Foundation Inc  
U.M.W. of A. Local 1307  
US Food  
Wagner  
Wavebreak  
Western-Shamrock  
Wild Basin Oil & Gas, LLC  
Young Marines

**2019 National Corporate Event Sponsors**

*The following corporations or individuals donated \$5,000 or more in support of the 2019 Marine Toys for Tots Foundation golf tournament and/or other events:*

Atlanta Capital  
Bradley T. MacDonald Family Foundation  
Communication In Action (CIA)  
CoStar Group  
Creative Direct Response (CDR)  
CSIOS Corporation  
Data Management, Inc. (DMI)  
Fleet  
General Atomics Aeronautical Systems  
Group Sales – 2019 Golf Classic Co-Sponsor  
HDI Housewares  
Key Acquisition Partners  
Lockheed Martin Corporation  
Mazel Company  
New England Doll & Novelty  
OnTime Toys – 2019 Golf Classic Co-Sponsor  
Stafford Printing  
SY Group at Merrill Lynch  
TK's Toybox  
Lindsay Cadillac



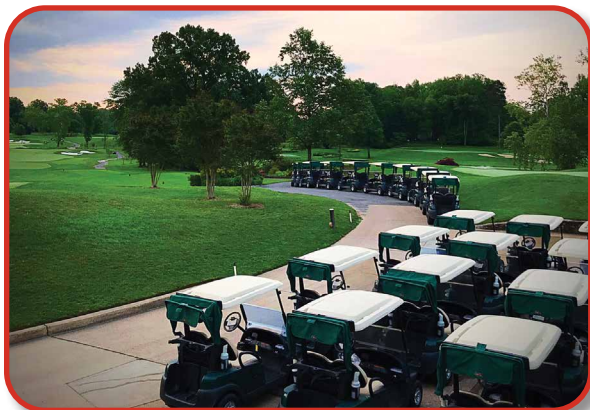


## Marine Toys For Tots Foundation 23rd Annual Golf Classic

On Monday, May 20, 2019, participants in the 2019 Marine Toys for Tots Foundation Golf Classic gathered at the Mount Vernon Country Club in Alexandria, Virginia to launch the Marine Toys for Tots Foundation's 2019 national fundraising campaign. This was the twenty-fourth annual **Marine Toys for Tots Foundation Golf Classic**. The weather was perfect, and the players enjoyed a great golf outing with lots of camaraderie.

Forty-one corporations/business groups, from throughout the nation, supported this year's tournament while donating over \$140,000. The 108 participating golfers represented 28 of these corporations and included corporate executives, Marine Corps officials and Toys for Tots supporters.

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



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

The Commandant's Flight (team low gross score) was won by the team representing Lindbergh Photography and the President's Flight (team handicap adjusted score) was won by the RSM US Team.



*Commandant's Flight Winners*



*President's Flight Winners*

# 2019 Marine Toys for Tots Reception and Parade

On the evening of 7 June, at the invitation of the Commandant of the Marine Corps, Ms. Cora Storbeck, President of Hallmark Corporate Foundation served as the Guest of Honor and the Parade Reviewing Official for the Evening Parade at Marine Barracks, Washington, D.C. Ms. Storbeck has served as President of the Hallmark Corporate Foundation for over nine years. Over the past decade Hallmark has served as a corporate sponsor for Marine Toys for Tots having contributed over \$6 million in monetary and gift in kind donations and airing annually the Hollywood Christmas Parade which benefits Toys for Tots. The Parade was preceded by a reception in Crawford Hall hosted by the Foundation's Directors. In attendance at the reception were the Foundation's Board of Directors and their spouses, as well as a number of friends and supporters of the Toys for Tots Program and the Marine Corps.

Lieutenant General Michael Dana, Director of the Marine Corps Staff, served as the General Officer host for the evening. He welcomed all to the reception and parade, and then introduced the President & CEO of the Marine Toys for Tots Foundation, Lieutenant General Pete Osman. General Osman thanked all for their support of the Marine Toys for Tots Program and gave a brief overview of our 2018 Campaign. Before introducing Ms. Storbeck, General Osman highlighted the strong support Marine Toys for Tots has received



from Hallmark and Ms. Storbeck's years of leadership with Hallmark. Ms. Storbeck spoke about the great impact that the Marine Toys for Tots Program has had on America's less fortunate children and how proud Hallmark is to have been associated with the Marine Toys for Tots Program the past nine years. The evening was an inspiration for all in attendance and provided an excellent opportunity to highlight the Marine Toys for Tots Program to the over 4,000 people attending the Evening Parade.





# 2019 Toys for Tots Coordinator Training Conference

Each year since 2000 (with only two exceptions), the Marine Toys for Tots Foundation held an instructional event to train and educate its local campaign coordinators. For the tenth year, the Annual Marine Toys for Tots Coordinator Training Conference was held at the National Conference Center in Leesburg, Virginia from 12-15 September. This venue is a perfect setting for our Coordinator Training. The Foundation Staff spent many hours preparing presentations and handout materials for local coordinators to prepare them as best as possible for the 2019 Toys for Tots Campaign. This year there were over 500 attendees that took advantage of the opportunity to receive training; exchange Toys for Tots stories and best practices; learn about the program and all that it entails to be a coordinator; recognize the Regional and National Coordinators of the Year; and to enjoy the company of others who are all endeavoring to assist our Nation's less fortunate children. The "meat and potatoes" of the training is the regional breakout sessions conducted by the six Regional Accounting Specialists. The smaller group settings allow for a better learning environment for coordinators to exchange ideas. This year, we also took the opportunity to have one breakout session made up of coordinators from similar size campaigns which proved to be very productive. Craig Reeling, a Veteran Campaign Coordinator from Maryland, is also the Marine Corps League's liaison to the Marine Toys for Tots Foundation. His brief was outstanding and highlighted the outstanding relationship between the Foundation and the Marine Corps League. Major Brad Pomy of the Office of Marine Forces Reserve (OMFR) located in Arlington, Virginia reviewed the policies and

the way ahead with respect to support from Marine Forces Reserve. The conference allows the Foundation Staff to hear directly from coordinators so that we can improve subsequent sessions. Each year the Foundation Staff implements lessons learned from previous sessions from the coordinator's feedback. This input makes the training fun, informative, engaging, and meaningful.

The purpose of the conference is:

- Train new and veteran Campaign Coordinators to successfully execute a local TFT campaign to ensure that we are "doing the right things and doing things right."
- Successful organizations change, evolve, and grow, so the training allows us to implement changes from previous year's campaign.
- Provide refresher training for those Veteran Coordinators.
- Provide a venue to exchange ideas, learn from each other, and build camaraderie.
- Acquaint coordinators with each other and the Foundation staff.

Upon the completion of the training, the Coordinators, as well as the Marine Toys for Tots Foundation, were well prepared to execute the 72nd National Marine Toys for Tots campaign.

Through this training, we are committed to provide a better learning experience in 2020 which will again be held at the National Conference Center from 17-20 September 2020.

## 2018 National Toys for Tots Campaigns/Coordinators of the Year



**LCO Coordinator  
of the Year**

**ALBERT "VINNY"  
ROMAN**  
*Albany, NY*



**USMC Reserve  
Coordinator of the Year**

**Gunnery Sergeant  
MACKERL STUCKEY**  
*Quantico, VA*





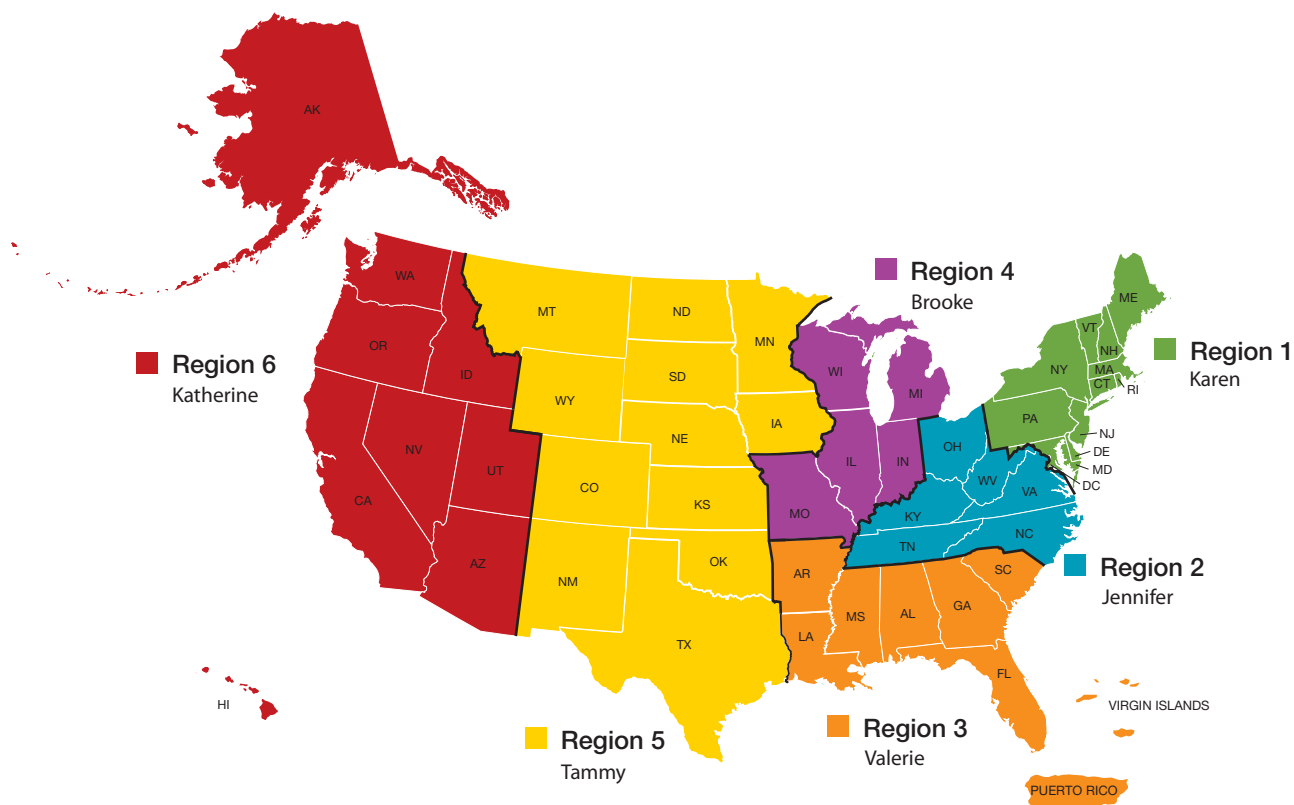
# Fundraising 2019

Marine Toys for Tots Foundation had an extremely successful fundraising campaign in 2019. All fundraising goals were exceeded and the average percentage of the goals was 125%. Based on donations of \$25,000 or more, 109 organizations were designated National Corporate Sponsors. It is important to point out that 90 of these were repeat sponsors. These sponsors donated over \$9.5 million in cash, \$31.3 million in Gift in Kind (GIK) toys and \$7.6 million in service. Additionally, our Direct Mail Campaign earned over \$26.4 million, and online donations brought in over \$7.4 million. All

of these exceeded our expectations and several represent all-time highs. We also received over \$16.6 million in unsolicited donations. Overall, total support and revenue reached nearly \$281 million and was among one of our best years. The fundraising success attained during 2019 – a challenging year – represented quite an accomplishment. The Vice President for Marketing and Development, Colonel Ted Silvester, USMCR (Ret), his Deputy Vice President, Mrs. Kelley Hardison, and both of his Marketing Associates, Mrs. Jo Roxburgh and Ms. Sara Mills were the architects of this resounding success story.

## Regional Organization

In 2019, Marine Toys for Tots Foundation organized the Nation into six (6) “Toys for Tots Regions”. The purpose of this regional concept is to enhance the effectiveness and efficiency of the annual campaign at both the local and national levels and to provide local coordinators a single point of contact at the Foundation. An Accounting Specialist is assigned to each region and handles the administrative and accounting matters for the states in each respective region. Today, each region consists of nearly 133 local campaigns. This program improves communications from the Foundation to local coordinators, develops a greater spirit of teamwork, significantly enhances the administrative fund management proficiency of local campaigns, and creates a more organized, nationwide campaign.



# Toys for Tots Campaign 2019

The 2019 U.S. Marine Corps Reserve Toys for Tots Campaign was another extremely successful endeavor in the 72-year history of Toys for Tots. Local campaigns were conducted in 807 local communities covering all 50 states, the District of Columbia, Puerto Rico, Guam and the Virgin Islands. The local campaigns, made up of Marines, Sailors, and volunteers, distributed 18.6 million toys to over 7.3 million less fortunate children.

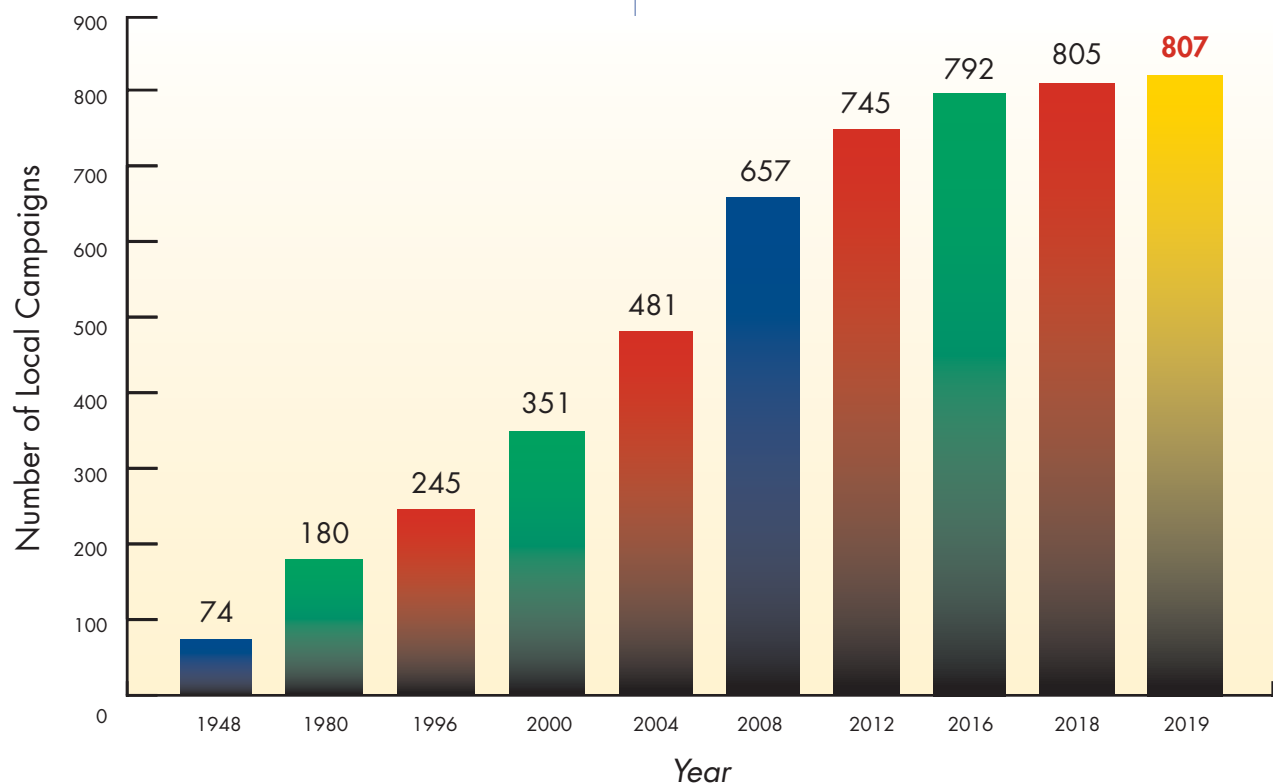
The Marine Toys for Tots Foundation, the fundraising and support organization for the Marine Toys for Tots Program, supplemented the collections of local Toys for

Tots Campaigns with 6.8 million toys valued at almost \$134 million. The Foundation also provided local campaigns with promotion and support materials valued at over \$1,100,000.

From 1947 through 2019, Marines, Sailors, and their volunteers have distributed 584 million toys to 265 million less fortunate children. From 1991 through 2019, Marine Toys for Tots Foundation has supplemented local collections with 143 million toys valued at \$1.16 billion.

## Toys For Tots Campaign Coverage

- First nationwide Toys for Tots (TFT) campaign was conducted in 1948 when there were 74 Marine Reserve Training Centers in 25 states.
- From early 1980s through 1995, local TFT campaigns were conducted in 180 communities in 46 states, the District of Columbia and Puerto Rico. All campaigns were conducted by Reserve Units.
- From 1996 through the present, Marine Corps League Detachments and other local community groups/Organizations have been authorized to conduct local TFT campaigns in communities without a Marine Reserve Training Center.
- 2019: local campaigns conducted in 807 communities covering 50 states, the District of Columbia, Puerto Rico, the Virgin Islands and Guam.



# 2019 Financial Report (Executive Summary)

## Report of Independent Accounting Firm

The independent accounting firm, RSM US, LLP, conducted an audit of the Foundation's 2019 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, 2019 (With Comparative Totals for 2018)

Support and revenue:	2019	2018
Contributions		
Toys	\$ 198,126,924	\$ 214,554,520
Direct mail contributions	26,398,408	25,857,089
Individual	24,066,562	22,494,298
Corporate	9,418,394	8,226,943
Donated services	7,651,115	7,478,344
Combined Federal Campaign	139,613	129,984
Interest and dividends	3,993,967	4,569,045
Other	321,256	42,587
Events	143,423	141,997
Unrealized and realized (loss) gain on investments, net	10,204,252	(9,563,110)
<b>Total support and revenue</b>	<b>\$ 280,463,914</b>	<b>\$ 273,931,697</b>
<b>Expenses</b>		
Program services:		
Toy distribution program	\$ 239,766,811	\$ 264,060,418
Education program	3,635,710	3,499,131
Supporting services:		
Fundraising	9,660,692	9,354,014
Management and general	1,047,341	809,771
<b>Total Expenses</b>	<b>\$ 254,110,554</b>	<b>\$ 277,723,334</b>
<b>Change in net assets</b>	<b>\$ 26,353,360</b>	<b>\$ (\$3,791,637)</b>
<b>Net Assets</b>		
Beginning	\$ 144,640,492	\$ 148,432,129
<b>Ending</b>	<b>\$ 170,993,852</b>	<b>\$ 144,640,492</b>

## Program and Support Service Expenses

The Foundation's 2019 program to support services expense ratio was 96:04.

## 2019 Audited Financial Statement

The 2019 Audited Financial Statement is available on the Marine Toys for Tots Foundation website ([www.toysfortots.org](http://www.toysfortots.org)) or upon request at a cost of \$2.00 to cover mailing and handling.







# Marine Toys for Tots Foundation



## Accolades

### Better Business Bureau Wise Giving Alliance.

In 2018, The Marine Toys for Tots Foundation underwent its biennial review and continues to meet all 20 of the standards established by Better Business Bureau Wise Giving Alliance and has accordingly been designated an Accredited Charity and is a Seal Holder.

### Charity Watch

Listed as a Top-Rated Charity by *Charity Watch*

**Charity Watch** 2019 *Best and Worst Charities for Your Donations* Marine Toys for Tots Foundation singled out as a High-Rated Charity

## Accomplishments

1. **Literacy Program:** Continued to grow the Toys for Tots Literacy Program in concert with The UPS Store in order to provide books and educational materials to economically disadvantaged youngsters and schools in depressed areas. The Toys for Tots Program distributed 1.4 million books to children throughout 2019
2. **Purchase Card:** Further enhanced this program which is a cornerstone of annual campaigns. The purchase card allows Coordinators to purchase toys and support materials without having to utilize purchase orders, checks or cash.
3. **Successful Campaign:** With a record 807 Local Campaigns, distributed 18.6 million toys to 7.3 million less fortunate children.
4. **Audited Financial Statements.**  
The Foundation, as has been the case since 1994, received an unmodified opinion on the 2019 financial statements from RSM US, LLP.
5. **Program to Support Services Expense Ratio.**  
The Foundation achieved a **96:04** ratio of program to support services expenses in 2019. This means that **96** cents of every dollar spent in 2019 went to program services and only **4** cents to fundraising, administrative, and overhead costs. **It's important for donors to realize that not one donated dollar goes to pay anyone's salary.** The interest and dividends from a special endowment fund pay all manpower costs.



# 2019 Activities

## Program Services and Events

- Supplemented local Toys for Tots campaigns with 6.8 million toys valued at \$134 million
- Distributed 1.4 million children's books through the Toys for Tots Literacy Program
- Distributed nearly 500,000 toys to over 180,000 Native American children in 60 Reservations/Tribal Groups
- Provided promotion and support materials to 807 local Toys for Tots Campaigns valued at over \$1 million
- Published and distributed 24th edition of the SOP for local TFT campaigns
- Conducted 18th Annual Coordinator Training Conference at the National Conference Center
- Provided local coordinators all-encompassing package of info and materials for successful campaigns
- Refined the Holiday Recognition Program
- Provided significant enhancements to each local campaign website
- Continued improvements to the After Action Report
- Conducted major PR and public information and education "call to action" campaign
- Rang Opening Bell at NYSE
- PSA's televised 12,000 times during campaign season valued at \$3.3 million
- 1,000,000 educational brochures distributed
- Over 20 million Direct Mail letters
- Media event with the First Lady Melania Trump
- Chief Justice John Roberts again dedicated the Annual Supreme Court Christmas Party to TFT
- Secretary of State Mike Pompeo and employees within the Department of State collected and presented thousands of toys to the Commander Marine Forces Reserve and the Washington D.C. Toys for Tots Campaign
- Ms. Cora Storbeck, President of Hallmark Foundation, recognized as the honored guest at Marine Barracks Washington Evening Parade
- President & CEO personally conducted over 60 TV & radio interviews nationwide
- 10th Annual Hollywood Christmas Parade featuring Marine Toys for Tots
- National Football League Teams dedicated games to local Toys for Tots Campaigns

## Fundraising

- Registered with all states & DC to solicit funds
- 109 National Corporate Sponsors
  - Revenue - \$40.7 million
- Direct mail campaign
  - 20 million Letters
  - Revenue - \$26.4 million
- Combined Federal Campaign
  - Revenue - \$139,613
- Special Events/Projects
  - Revenue - \$515,364
- Individual Donations
  - Revenue - \$16.3 million
- Local individually donated Toys
  - Revenue - \$166.8 million

## Management & General

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

- Program 96%
- Fundraising 3.4%
- Overhead 0.6%

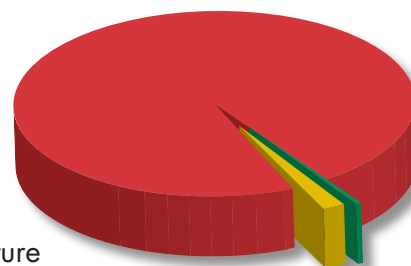


Figure 2 - Fund Expenditure

## Board of Directors Year End 2019



**William Chip**  
Independent Consultant  
Washington, D.C.



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



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



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



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



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



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



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



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



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



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



## Officers Year End 2019



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



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



**Mark Haden**  
Treasurer



**H. Pete Osman**  
President & CEO



**James B. Laster**  
Executive Vice President



**Ted Silvester**  
Vice President  
Marketing & Development



**David Cooper**  
Vice President Operations  
Corporate Secretary



**Ralph A. Dengler**  
General Counsel

## Support Staff Year End 2019



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



**Mrs. Mitzie Anderson**  
Corporate Accountant



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



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



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



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



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



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



**Mrs. JoAnn Roxburgh**  
Marketing Associate



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



**Mrs. Sara M. Mills**  
Social Media Manager



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



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



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

## The Founder and the Logo Creator

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



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

*— Diane Hendicks*



**Marine Toys for Tots Foundation**

The Cooper Center

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P: 703.640.9433 • F: 703.649.2054

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

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