

MARINE TOYS FOR TOTS FOUNDATION



TOYS FOR TOTS

2020 Annual Report



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



President & CEO's Report



As you all know, 2020 was a year unlike any other, so I would like to take a moment to highlight the unprecedented support we received this past year. As anticipated, the demand was much greater than the supply in terms of the number of families with children seeking our support, and the people of our great Nation heard our appeal and enthusiastically answered our “Call to Action.” Their support made a difference to families who were struggling and provided joy and hope when they needed it the most. We are beyond grateful.

At the height of the pandemic, we made the decision to distribute two-million toys, books, and games that we had planned to distribute at Christmas to families, in hope of restoring some normalcy to their lives. I believe that distribution provided significant comfort and relief, but it also greatly reduced our inventory of toys. Christmastime was right around the corner, and we knew that we would need to work overtime to restock our toy inventory in time for the holidays. We were absolutely blown away by the support provided. The generosity of individual donors and Corporate Sponsors helped us accomplish our mission and distribute a record number of 20.2 million toys to 7.4 million children who otherwise would have gone without.

Of course, the cornerstone of the Toys for Tots Program continues to be our Marines assigned to Marine Forces Reserve, and the thousands of our wonderful civilian volunteers. This past campaign season, we had over 26,000 volunteers interact with the public across the Nation to lessen the anxiety and fear of less fortunate children and to bring some joy into their precious lives. I am so very proud of how our Marines and volunteers “adapted and overcame” during a very challenging period to accomplish the mission. Many of our local Coordinators and volunteers were very creative in how they set up “touchless” and drive through distribution sites, and ensured their campaigns were being conducted in a safe and responsible manner. The Marine Corps

League once again distinguished itself by conducting 249 campaigns across the Nation and showcased by wonderful example how our veteran Marines continue to serve.

Several records were set in monetary donations, and our total revenue of over \$92 million was our best year on record. We also increased our very enviable Program to Support Ratio to 97 to 3 in 2020. This means that most of every dollar donated is used to accomplish our mission of providing joy and enrichment to less fortunate children. Not a single cent went to pay for salaries of Foundation employees.

The Foundation also supplemented local toy and book collections with over 10 million toys valued at \$88.2 million. We knew going into this year that toy collections would be down, and the demand would be greater than ever before, which made it necessary for us to spend \$8.5 million more this year due to the pandemic. This was all made possible by the generosity of the American people, our Corporate Sponsors, and gift-in-kind contributions.

The Foundation will continue to explore opportunities to enrich the lives of less fortunate children beyond the holidays. We are currently developing “Emotional Support” packages with our partner Good360 that will be deployed during natural disasters to help children cope with the stress associated with these terrible situations. We know that children will remain at a disadvantage caused by the pandemic, so we have also planned to provide Science, Technology, Engineering, Arts, and Math (STEAM) toys and sporting equipment this spring and summer to promote our “Unplug and Play” initiative. Of course, we continue to enjoy a longtime partnership with The UPS Store who will help us provide books to millions of less fortunate children through our Literacy Program.

On behalf of the Marine Toys for Tots Foundation, the U.S. Marine Corps, and the many less fortunate children who found relief during the pandemic and experienced the simple joy of the Christmas holiday season – I commend our faithful supporters for their tremendous thoughtfulness and generosity. I wish everyone the very best and a wonderful 2021.





Marine Toys for Tots Overview

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

This year marked the 73rd 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 808 communities covering all 50 states, the District of Columbia, Puerto Rico, Guam, and the Virgin Islands. From 1947 through 2020, local Toys for Tots coordinators have distributed 604 million toys to 272 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, DC.

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

Geographic Gaps and Seams Analysis

On 1 January 2020, Lieutenant General Jim Laster, USMC (Retired), became the President & CEO of the Marine Toys for Tots Foundation. In his initial guidance to the staff, he tasked the Operations Section to “Shape the 2020 Campaign” by conducting a geographic examination of where there were local coverage gaps and seams. The question the staff wanted to answer became our Problem Statement: “How can the Marine Corps Reserve Toys for Tots Program exploit our capabilities and resources to assist less fortunate children in areas without a local Toys for Tots campaign?”

The initial phase of the analysis began with the six Regional Accounting Specialists geographically portraying over 3,100 counties as either having a local Toys for Tots campaign or not. The second phase was conducting an in-depth study of poverty levels, by county, determining the areas needing Toys for Tots assistance the most, but not having a local Toys for Tots campaign. Using the same techniques, the Toys for Tots Native American Program was studied to see if there were areas that we might be able to assist as well. Once complete, the Foundation Staff embarked on plans “to fill” some of those gaps and seams.

The geographic examination of where the Marine Corps Reserve Toys for Tots Program did not have a local campaign informed the decision on utilizing the outstanding partnership with Good360, forged during the initial months of the COVID-19 pandemic, to target many of these economically depressed counties. In the final quarter of 2020, while executing the 73rd National Marine Toys for Tots Campaign, the Foundation and Good360 conducted a “Fill the Gaps” project to target many of those areas that did not have a local Toys for Tots program. The Marine Toys for Tots Foundation provided Good360 with over 170,000 toys valued at \$1.2 million to distribute to less fortunate children throughout the gaps in both our traditional local campaigns and our Native American Program efforts. This effort enabled an additional 43,000 children to experience the joy of Christmas through the gift of a new toy.

The Foundation Staff will continue to refine this analysis in early 2021 to target areas that we can recruit volunteers to apply to be Local Community Organizations (LCO) and coordinate a Marine Toys for Tots campaign. Information to become a Local Coordinator can be found here: <https://www.toysfortots.org/coordinators-corner/application-start.aspx>.



★ *“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...”*



Public Service Announcements



The Marine Toys for Tots Foundation has two public service announcements that were produced by the long-time public relations firm of the Marine Corps, Wunderman Thompson. The public service announcements were funded by the Marine Corps

Recruiting Command to assist in the commemoration of the 50th and 60th Anniversaries of the Marine Toys for Tots Program. In honor of the 50th Anniversary, Wunderman Thompson produced “Guard Duty”, and in honor of the 60th Anniversary, they produced “Christmas Morning”. Christmas Morning received a great deal of airtime during the 2020 Campaign being shown over 10,000 times by hundreds of local television stations across the country. Wunderman Thompson is able to track the showings and valued the airtime at nearly \$2.7 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.



73rd Anniversary Toys for Tots Poster



The 73rd 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 2020 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 Fourth Year

In early December, Lieutenant General Jim Laster, President & CEO of the Marine Toys for Tots Foundation was notified by the White House that for the fourth year in a row the First Lady was once again supporting Toys for Tots by declaring her support for the 2020 Toys for Tots Campaign. On December 8th, 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.

Lieutenant General Dave Bellon, Commander Marine Forces Reserve, thanked Mrs. Trump for her support of military families and her interest in and support of the Marine Toys for Tots Program. He 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 Bellon then introduced General Laster who provided remarks on the history of Toys for Tots and how the program galvanizes communities throughout the holidays. Before introducing the First Lady, General Laster, thanked Mrs. Trump for her support of military families and for her continued interest in and support of the Marine Toys for Tots Program.

Mrs. Trump 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 72 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 Closing Bell at the New York Stock Exchange



COVID restrictions did not prevent Toys for Tots from ringing the NYSE Bell in 2020. On November 27th, representatives of the Toys for Tots Program were invited to ring the Closing Bell in a virtual setting. The President & CEO of the Marine Toys for Tots Foundation, Lieutenant General Jim Laster, along with

Marines from Office of Marine Forces Reserve and from 4th LAR Battalion virtually rang the Closing Bell at the New York Stock Exchange in honor of the Marine Toys for Tots Program. 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.



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



Hollywood Christmas Parade Supports 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. The Hollywood Christmas Parade endured in 2020, even during a pandemic! The President & CEO participated in the December parade which was produced as the Parade's Greatest Moments highlighting the most magical moments of past parades over the last decade as a two-hour primetime television special on the CW Network which aired on December 4th, 2020.

Hosted by Laura McKenzie (World's Funniest Moments) and Erik Estrada (CHiPs), joined by Montel Williams, Dean Cain, Elizabeth Stanton and other special guests, the parade ushered in the joy of the holiday season and featured Toys for Tots. The parade included several segments featuring Toys for Tots to include introducing LtGen Jim Laster as the new President & CEO of the Marine Toys for Tots Foundation. The parade also included features on Toys for Tots' first inducted Youth Ambassadors, Taylor and



Christopher Bracey as well as a segment on the Toys for Tots Native American Program allowing millions of viewers to learn more about Toys for Tots programs.

Of course, as has been the case for the past 10 years, the parade commenced with the U.S. Marine Band San Diego kicking off the event in a very patriotic manner.

Christmas Caroler Challenge

The Christmas Caroler Challenge returned for its second season in a three-episode two-hour long Christmas caroling competition ushering in holiday musical

merriment throughout Dec. Hosted by Dean Cain and Laura McKenzie, the episodes featured segments on Toys for Tots raising awareness of the program to the large CW Network audience. The show also invited the U.S. Marine Corps' 3rd Marine Aircraft Wing Band, Voices In Flight, to perform a Capella style holiday songs on several episodes. Their virtuoso performances were flawless, entertaining and represented the U.S. Marine Corps in great fashion while helping to promote the Toys for Tots Program.

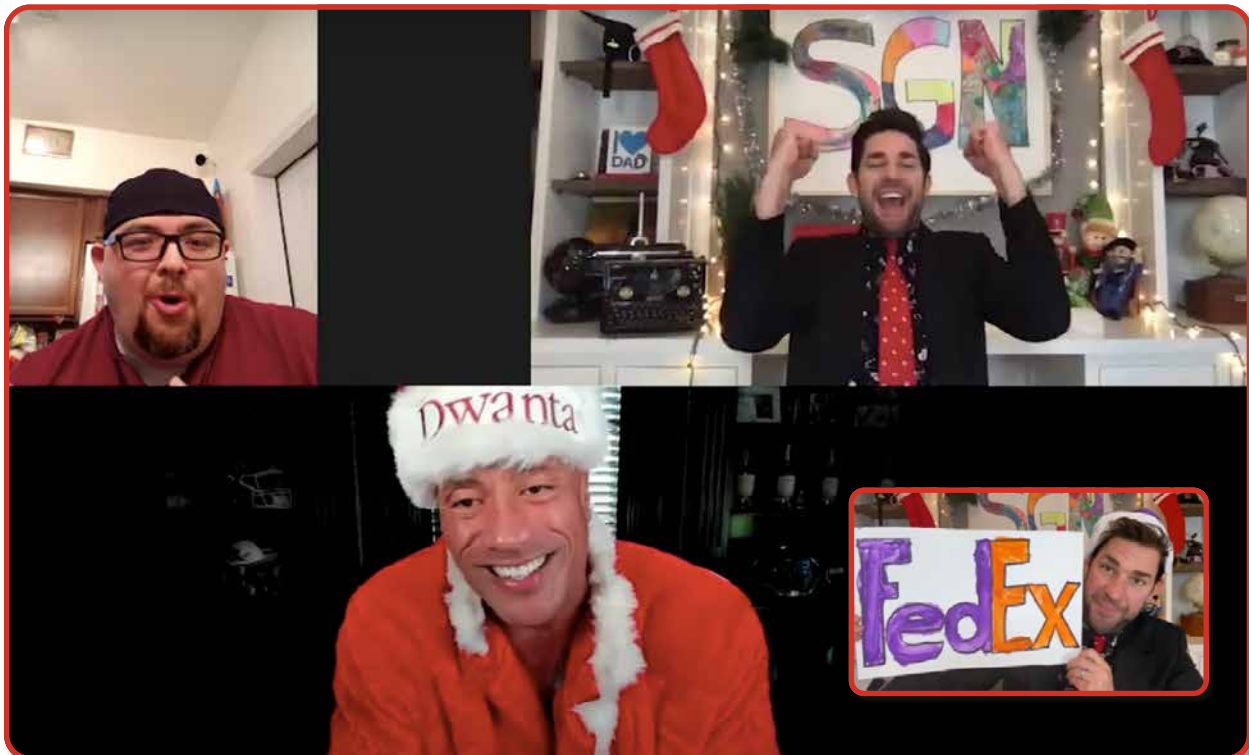


John Krasinski's "Some Good News" Delivers the Magic of Christmas with The Rock and FedEx

On December 20th, John Krasinski launched his Holiday episode of his Some Good News video series highlighting "Parents That Rock" that has seen over 1.8 million views. John's Hero Parent of the Week was Jay, currently unemployed due to COVID and struggling to make ends meet. With the passing of his wife three years ago, holidays are always emotionally challenging for his kids and this year even more so being unemployed. Determined to make Christmas special, Jay started selling off his collectibles to provide his children with presents to open Christmas morning. When his story was seen by Dwayne "The Rock" Johnson, The Rock joined John Krasinski's SGN Holiday episode to surprise Jay by providing all the gifts on his kids Christmas lists allowing them to experience the magic of Christmas. John Krasinski and The Rock were so moved by Jay's emotional reaction, they wanted to help other families in similar situations and received help from one of their partners. As The Rock stated in the video, "our great partners at FedEx have decided to donate \$5 million to one of our favorite charities, Toys for Tots!"



The Toys for Tots Program is profoundly appreciative of the generous contribution from FedEx extending our reach to millions in this year of extreme need. We are just as thankful for the exposure and call to action supporting Toys for Tots by John Krasinski and Dwayne Johnson, two great Americans whose compassion and helping those in need certainly align with the values the Marine Corps has promoted for over 73 years through the Toys for Tots Program.



Consumer Cellular Celebrates their 25th Anniversary with Toys for Tots

In celebration of Consumer Cellular's 25th Anniversary, they donated \$2.5 million to Toys for Tots to assist families impacted by the pandemic. COVID-19 devastated countless Americans this year causing many more families to fall on difficult times. Consumer Cellular's dedication to helping those in need is evident in their philanthropic giving with significant donations made each year to charities selected by their employees.

As part of their 25-year milestone celebration, Consumer Cellular shared their support of Toys for Tots on the holiday edition of The Wheel of Fortune where Pat Sajak and Vanna White commended Consumer Cellular's charitable giving as well as provided great exposure for Toys for Tots encouraging others to help this holiday season.

Consumer
Cellular®

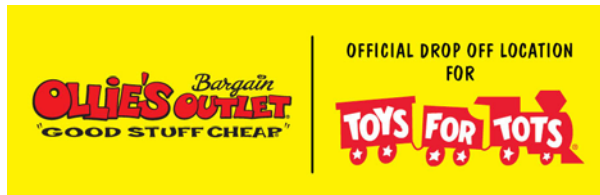


"Thanks to you and all who make this magic happen."

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



Ollie's Bargain Outlet and Toys for Tots Team up to Deliver Joy



Ollie's Bargain Outlet and Toys for Tots teamed up to bring the magic of the holidays to children across the country. Ollie's enlisted the help of their nearly 400 stores to conduct toy drives raising thousands of toys and games that were distributed to children in need through local Toys for Tots campaigns. Ollie's Bargain Outlet also raised dollars from their customers at checkout and donated over \$760,000 to Toys for Tots!



Pepsi & Frito Lay Fill the Holidays with Snacks, Drinks and Joy

During November and December, Frito Lay donated 2.5 cents for each specially marked bag sold and PEPSI-COLA donated 10 cents for each 2-liter bottle sold with its own specially marked label with a max donation of \$1,000,000! PEPSI-COLA and Frito Lay extensively marketed their campaign to a large national audience bringing great exposure to Toys for Tots. The ad campaign included a TV commercial featuring Anna Kendrick singing "My Favorite Things" showcasing holiday themed packaging and Frito Lay donating \$500,000 to Toys for Tots as part of PepsiCo's \$1 million commitment.





What's New at the Marine Toys for Tots Foundation?

The Youth Ambassador Program!

At the Marine Toys for Tots Foundation, we have observed numerous instances of our Nation's youth who have gone above and beyond to help those less fortunate in their communities. We wanted to find a way to spotlight these outstanding young people, and decided to create a Toys for Tots Youth Ambassador Program!

The Youth Ambassador Program was first conceptualized by LtGen Laster, President & CEO of the Marine Toys for Tots Foundation, after hearing impressive accounts of "kids helping kids" and their involvement with local Toys for Tots campaigns. The phrase "kids helping kids" is a powerful message that resonates among all demographics whose active engagement becomes contagious in helping the underserved. It is apparent that our newest generation is committed to serving their communities and helping those in need, and we want to spotlight those exceptional individuals.

On 21 October 2020, LtGen Laster flew to Heartland, Texas to meet Taylor Bracey (16) and Christopher



Bracey (13). Both have been actively involved volunteering for Toys for Tots and are also serving as Young Marines. Their community service efforts and drive to help children in need in their community made them obvious choices as our very first inductees to our Youth Ambassador Program. The dedication that the Bracey siblings have is exactly what we want to highlight in our Program. Taylor and Christopher took on the responsibility of being our spokespeople for nationally televised television segments, such as the

Hollywood Christmas Parade and NBC Nightly News - Kids Edition. The Bracey siblings also spent time with the Dallas/Ft Worth Toys for Tots campaign sorting toy donations in the warehouse.

The Youth Ambassador Program is an exciting opportunity for the young people in our Nation to be spotlighted for the hard work and dedication to their local Toys for Tots campaign and even encourage others to become involved in helping the less fortunate children in their community!



Blue Angels Support Toys for Tots with Toy Relief Mission in Lake Charles, Louisiana



The U.S. Navy Flight Demonstration Squadron, the Blue Angels, supported the Marine Toys for Tots program Dec. 8 by delivering toys and games to families impacted by the COVID-19 pandemic and recovering from multiple hurricanes in Lake Charles, Louisiana.

The team conducted the event in collaboration with Hasbro, Inc., product philanthropy nonprofit organization Good360, and, of course, Santa Claus.

The Blue Angels' C-130J logistics and support aircraft, affectionately known as "Fat Albert," flew toys into Lake Charles Regional Airport where Marines from Marine Forces Reserve units along with a host

of volunteers of the Southwest LA Toys for Tots Campaign unloaded the toys and delivered them to families in need for the 2020 holiday season.

Throughout 2020, Hasbro continued its long-time partnership with Toys for Tots to distribute toys and games to children who were most impacted by the pandemic and donated all the toys and games for this toy relief mission.

Good360, the global leader in product philanthropy and purposeful giving (and Toys for Tots' newest partner), has opened the door for relationships with thousands of local nonprofits through their vast network allowing Toys for Tots to distribute toys in previously unsupported areas to include areas within Lake Charles, LA.

Since Santa's reindeer were busy preparing for their worldly travels, Santa, through his U.S. Marine Corps connections, reached out to the Fat Albert Crew to seek alternative transportation early this year. The Blue Angels offered their Marine C-130 aircraft and crew in support to fly these much-needed toys to the hurricane and COVID impacted region.



Toys for Tots Providing Year-Round Hope

The 2020 “Season of Giving” started early at Toys for Tots due to the COVID-19 pandemic and the impact it has had on families and children across the country. By partnering with both Group Sales and Good360 we were able to extend our support outside of the holiday season — and demonstrate that Toys for Tots is more than a Children’s Christmastime charity!

Toys for Tots and Good360 brought Christmas joy to children across the United States a bit earlier last year. COVID-19 caused tremendous upheaval and distress in 2020 for many families across the Nation. Our Marines learn to adapt and overcome obstacles to better serve our country, and Toys for Tots wanted to follow suit. “This is the first time we have done something of this magnitude beyond Christmas,” said LtGen Jim Laster, President & CEO of the Marine Toys for Tots Foundation.

The toy distribution was a combined effort – it took teamwork to make things possible. Our warehouse partner, Group Sales, was instrumental in providing the logistics behind the shipment of 2 million toys stored in their warehouse. Preparing the toys for shipment included building and loading 35 truckloads of toys for all age groups. Group Sales donated their warehouse space, their staff and labor, and even donated the shipping costs for this massive effort. These toys were then shipped to Good360 to be distributed through their network of vetted nonprofits across the country. “This partnership gave both Good360 and Toys for Tots the opportunity to increase the scope and breadth of our network,” said LtGen Laster in an interview with Good360’s Chief Executive Officer, Matt Connelly. The two million toys, books, and games that Toys for Tots provided



were sent to over 200 of Good360’s nonprofit partner organizations across 36 states. Nonprofits that received these toys included Regional United Ways, Boys and Girls Clubs, YWCAs, Girl Scouts, Local Parent Teacher Associations, cancer-related organizations, National nonprofits, and general community-based organizations that serve families and children.

As Toys for Tots looked forward to our Christmas season, we knew that we would face even more challenges. But despite the pandemic, our 808 local Toys for Tots Campaign Coordinators and 26,000 volunteers across the country adapted to the circumstances, overcame the challenges, and exceeded all expectations. We witnessed extraordinary generosity and support from the American public, volunteers, Marine units, and Local Community Organizations. A record breaking 20.2 million toys were distributed to 7.4 million less fortunate children – an extraordinary accomplishment during “normal” times, but truly astounding during a pandemic.

As we geared up for the New Year, we reflected on what we accomplished in 2020. Our distribution during the height of the pandemic made a tremendous difference to the impacted families and children—which is why we want to give hope and gifts year-round. Right now, Toys for Tots is preparing for another special COVID-19 gift distribution to children in need. And while we hope this pandemic will be in our rearview mirrors before too long, we also recognize that the emotional and educational impact it’s having on children will be long lasting, and we want to do whatever we can to help!



2020 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 2020 Marine Corps Reserve Toys for Tots Campaign:

Avon
Build A Bear
Catch Creation
Confie Insurance
Consumer Cellular
Delta Air Lines
FedEx
Frito Lay
Funko
Group Sales
Hallmark
Hasbro
Hess
LEGO
NBC TODAY Show
Paizo
Pepsi
Target
The UPS Store
The Walt Disney Company
UPS
Wunderman Thompson

FOUR STAR ★★★★★

The following Four Star corporations contributed or helped raise over \$500,000 in cash or contributed over \$1,000,000 worth of toys to our 2020 Marine Corps Reserve Toys for Tots Campaign:

Associated Television Int'l
Duracell
Five Below
Ollie's Bargain Outlet, Inc.
Spin Masters Ltd

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 2020 Marine Corps Reserve Toys for Tots Campaign:

Atlantic Broadband
DGL Group
Fareway Stores
Federated Auto Parts
Haggen Food & Pharmacy
HDI Houseware Distributors
Platinum Equity
Pronto
SimplyFun, LLC
Shoe Carnival
Tabletop Tycoon
Weissman Theatricals

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 2020 Marine Corps Reserve Toys for Tots Campaign:

Avalan
Bojangle's Restaurants
Dollar General
Donate A Toy.org
Entercom
Freedom Mortgage Corporation
Fun Services
Funrise, Inc.
GSN Worldwide
IGLOO
Intercontinental Exchange
Kendra Scott
Lexus
Lockheed Martin Corporation
New England Doll
NewRez
Old Dominion Freight Lines
Quantified Media
Redner's Grocery
Saddle Creek Logistics
The Computer Merchant
Welch Packaging
WestRock

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 2020 Marine Corps Reserve Toys for Tots Campaign:

Alix Partners
Allianz
Allstate Foundation
Amazon
Amneal Pharmaceuticals
Ann Williams Group
Atkins
Book Depot
Booz Allen Hamilton
Buy Buy Baby
Chicken Soup for the Soul
Cox Enterprises
Critical Supplies LLC
DariMart
Delkin Devices
Diane and Ron Miller Fund
Discovery Toys
Doherty Enterprises-Applebee's
Dunkin Donuts
Elf Attractions
Endeavor Enterprises
Everyday Kids
FEC Railway
First Nation Group
Franklin Sports
Fuel Partnerships
GoGo Squeeze
Good360
Goodyear Tire & Rubber
iTradePay
J.C. Kennedy Foundation
Jackson National Life Insurance Company
Jada Toys
KAI USA
Kerry Vickar Family Foundation
Kum & Go
Merchant Distributors
Navy Federal Credit Union
North Pole Productions, LLC
Oak Foundation
On Time Toys
Pep Boys

Personal Capital
Pink Zebra
PODS
Radian Group
Rainbow Starlight
Ruby Tuesday
SAIA
Santa's Letters
Share The Love, Inc.
Sierra Nevada
Simon and Shuster
Southwire Company
Suitables
Takeda
TK's Toy Box
TOPGOLF
Toyota
Triple Diamond Gaming
Valet Living
Valpak
Venable
Washington Football Team Charitable Fdn
Wow Toyz
Zenergy Systems

2020 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 2020 Marine Corps Reserve Toys for Tots Campaign:

Accenture
Adeptive Software Corp
Affordable Dewatering Service
AIRBUS U.S.
Airshare / Executive Flight Services
Alcoa
American Bath Group
American Golf Foundation
American Tower
AmeriPark
Apex Clean Energy Holdings, LLC
Apex Parks Group, LLC
Applied Systems
Apple-Metro
Arcosa, Inc.
Assurant, Inc.

See **2020 National Corporate Donors** on page 16

Atmos Energy
Auto-Owners Insurance
AvalonBay Communities, Inc.
Avis Budget Group
Batteries Plus
Bausch Health
Bayer
Black Box Services Company
Boeing
Bookkeeper Business Academy, LLC
Boston Bruins Charitable Foundation
Brown & Gay Engineers, Inc.
CACI
Celebration Talent
Chegg, Inc.
Cleaner's Supply
Coastal Sunbelt
Comprehensive Health Services, LLC
Construction and General Laborer's Union
Continental General Agency, Inc.
Cooper Tire Foundation, Inc.
Covelli
CSIOS Corporation
Dan Newlin Injury Attorneys
DCS Corporation
Declutter
Diane and Dorothy Brooks Foundation
Diesel Direct
Dish
Drexel Building Supply
Dogma Rest Grp
Dyad Enterprise, LLC
eCapital
EEG, Inc
Elfster
Empire Beauty School
Federal Protection, Inc.
Fort Circle
Fourstar Group
FOX Broadcasting
Frontier Technology Inc
G. A. T. Guns
GBU Financial Life
GEICO
German United Church of Christ
GetGo
Gilbert J. Martin Foundation
GuidePoint Security LLC
Hiller Plumbing, Heating, Cooling & Electrical
Hilltop Securities Inc.
Holle Family Foundation
Honeywell
Icarus Brewing
IDEX Foundation
Innovation First Int'l
Jane
JB Warranties Corp
JConnelly
John C. Morrison & Eunice B. Morrison
Charitable Fdn
Katten Muchin Roseman Fdn, Inc.
Kay and John Meyer Fund
Kay Family Foundation, Inc.
Kissimmee Medical & Wellness Center
Klinedinst Attorneys
Lakeside Foundation
Lakeside Organic Gardens, LLC
La Posada Foundation
Ledcor Management Services, Inc.
Louisiana Charities Trust
Loews Hotels & Co
Lundbeck Pharmaceuticals, LLC
Magformers
Magilla Entertainment LLC
Markel Corporation
Marsh & McLennan Companies
Maslow Family Foundation
Maurices
Maxim Group, LLC
McCormick Family Foundation
M&D ACE Cypress
Media Two Interactive, LLC
MetLife
Metropolitan Chicago Synod
Micro Kickboard
Morgan Stanley
Mr. LongArm, Inc.
Na Ali'I, LLC
Navy Seal Museum
NEP Group
Nexius Solutions, Inc.
Next Generation Wireless
Northrup Gruman Corp
Old Republic Aerospace, Inc.
OneOC
Onyx Government Services, LLC

OVM Financial
Pala Casino Spa Resort
Parkview MCJROTC
Paskenta Band of Nomlaki Indians
Pen Company
Phantom EFX, LLC
Physical Electronics USA, Inc.
PLS Financial Services
Quality Foods
Republic National Distributing Company
Roberts and Ryan Investments, Inc.
Roger Langeliers Construction Co.
Roth Staffing Companies, L.P.
Sacramento Region Community Fdn
Schuler Family Foundation, The
Sci Play
Selective Insurance Group
Shakey's Pizza
Shop with Scrip
SimpliFi
SPB Hospitality
Sterling Medical Group
St. Paul Federal Credit Union
Swagtron
Target Corporation
Techmode Go
The Clark Family Foundation
The Clough Family Foundation
The Federal Savings Bank
The Frangakis Charitable Fdn
The Gitlin Family Foundation
The Goad Family Foundation
The Improvement Store
The Mead Foundation
The Pokagon Fund, Inc.

The Selective Insurance Group Fdn
The Setton Foundation
Tokio Marine Management, Inc.
Toyota Motor Sales USA, Inc.
TPH Holdings LLC (The Parts House)
Transaction Network Services
ULM Family Foundation
United Healthcare Svs, Inc.
Wagner
Wavebreak
Western-Shamrock
Wild Basin Oil and Gas, LLC
Young Marines

2020 National Corporate Event Sponsors

The following corporations or individuals donated \$5,000 or more in support of the 2020 Marine Toys for Tots Foundation golf tournament and/or other events:

Atlanta Capital
Communication In Action (CIA)
Creative Direct Response (CDR)
Data Management, Inc. (DMI)
Fleet
General Atomics Aeronautical Systems
Group Sales – 2020 Golf Classic Co-Sponsor
HDI Housewares
J.H. Graceson
Mazel Company
New England Doll & Novelty
OnTime Toys – 2020 Golf Classic Co-Sponsor
Stafford Printing
SY Group at Merrill Lynch/Bank of America
TK's Toybox
Lindsay Cadillac





Marine Toys For Tots Foundation 2020 Golf Classic

On Monday, July 27,
participants in the **2020
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 2020 national fundraising campaign. This was the twenty-fifth annual Marine Toys for Tots Foundation Golf Classic. The weather was perfect, and the players enjoyed a great golf outing with lots of camaraderie.

Thirty-two corporations/business groups, from throughout the nation, supported this year's tournament while donating nearly \$140,000. The 120 participating golfers represented 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 multiple silent auction items and to win a raffle prizes. Team photos were presented to each participant.

The Commandant's Flight (team low gross score) was won by the Young-Sheedy Group and the President's Flight (team handicap adjusted score) was won by General Atomics.



Commandant's Flight Winners



President's Flight Winners

Board Farewells Vice Chairman of the Board Major General Cornell A. Wilson, Jr. and Director Houston Mills, Jr.



MajGen Cornell Wilson,
USMCR



Captain Houston Mills,
UPS Airlines

The Marine Toys for Tots Foundation is bidding farewell to long time Vice Chairman of the Board, MajGen Cornell A. Wilson, Jr. (USMCR) and Director Houston Mills, Jr.

Major General Cornell Wilson, USMCR has a distinguished career of 38 years of service in both active duty and reserve duty assignments, receiving his selection for Major General in 2002. MajGen Wilson retired from the Marine Corps in 2010 after fulfilling his final assignment as the Commander of U.S. Marine Corps Forces South and the Deputy Commander of the U.S. Marine Corps Forces Command. Following his retirement from the Marine Corps, MajGen Wilson joined the Board of Directors for the Foundation, and served for the last three years as the Vice Chairman of the Board. While contributing his time and expertise to the Foundation, MajGen Wilson was also appointed as the military advisor to the Governor of North Carolina in 2013. MajGen Wilson was impactful throughout his service on numerous committees to include the Investment and Fundraising Advisory committees. He also served as the Chairman of the Nominating committee.

Captain Houston Mills, UPS Airlines, served a prominent 11 years in the Marine Corps. A former F/A-18 pilot and Forward Air Controller, Captain Mills served in Operation Desert Storm and logged hundreds of operational hours around the globe. He has more than 100 aircraft carrier landings to his credit.

Captain Mills now enjoys a distinguished career with the United Parcel Service, where he currently serves as the Vice President of Flight Operations and Safety. During his four years as a Director, Mr. Mills made a lasting impact through his service on the Audit, Finance and Compensation, and Fundraising Advisory committees.

For their many years of outstanding service to the Marine Toys for Tots Program, Captain Mills and MajGen Wilson will be presented the Department of Navy Meritorious Public Service Award by the Commandant of the Marine Corps. The entire Marine Toys for Tots Family wishes these gentlemen fair winds and following seas. Semper fidelis, Marines!



2020 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. As the Foundation Staff began planning for the eleventh year of the Annual Marine Toys for Tots Local Coordinator Training Conference at the National Conference Center in Leesburg, Virginia, our Nation continued to be affected by the COVID-19 pandemic. Although the planning continued for an “in-person” event, it became apparent by mid-summer that this was not going to be possible. The President & CEO’s decision in early July to have an “all virtual” event was critical. The Foundation Staff, working directly with the National Conference Center, was able to transition seamlessly to planning a “live webinar” two-day training experience for the Local Coordinators.

Normally, 500 or so Local Coordinators attend the training in Leesburg. This year there were over 650 attendees that took advantage of the opportunity

to receive training and learn about the program to understand all that it entails to be a Local Coordinator.

We understand that virtual training is not optimal. The face-to-face interaction for Local Coordinators to exchange Toys for Tots stories and best practices; to effectively have regional breakout sessions conducted by the six Regional Accounting Specialists; to 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 was not possible virtually. What was learned, however, is that future Marine Toys for Tots Local Coordinator Training Conferences will broadcast much of the training virtually to ensure we reach more Marines and volunteers.

We were confident that upon training completion, the Coordinators, as well as the Marine Toys for Tots Foundation, were well prepared to execute the 73rd National Marine Toys for Tots campaign in the challenging COVID-19 “environment.”

2019 National Toys for Tots Campaigns/Coordinators of the Year



**LCO Coordinator
of the Year**

HOWARD MEARS
Helena, MT



**USMC Reserve
Coordinator of the Year**

SSGT ROBERT BACCHUS
Brooklyn, NY



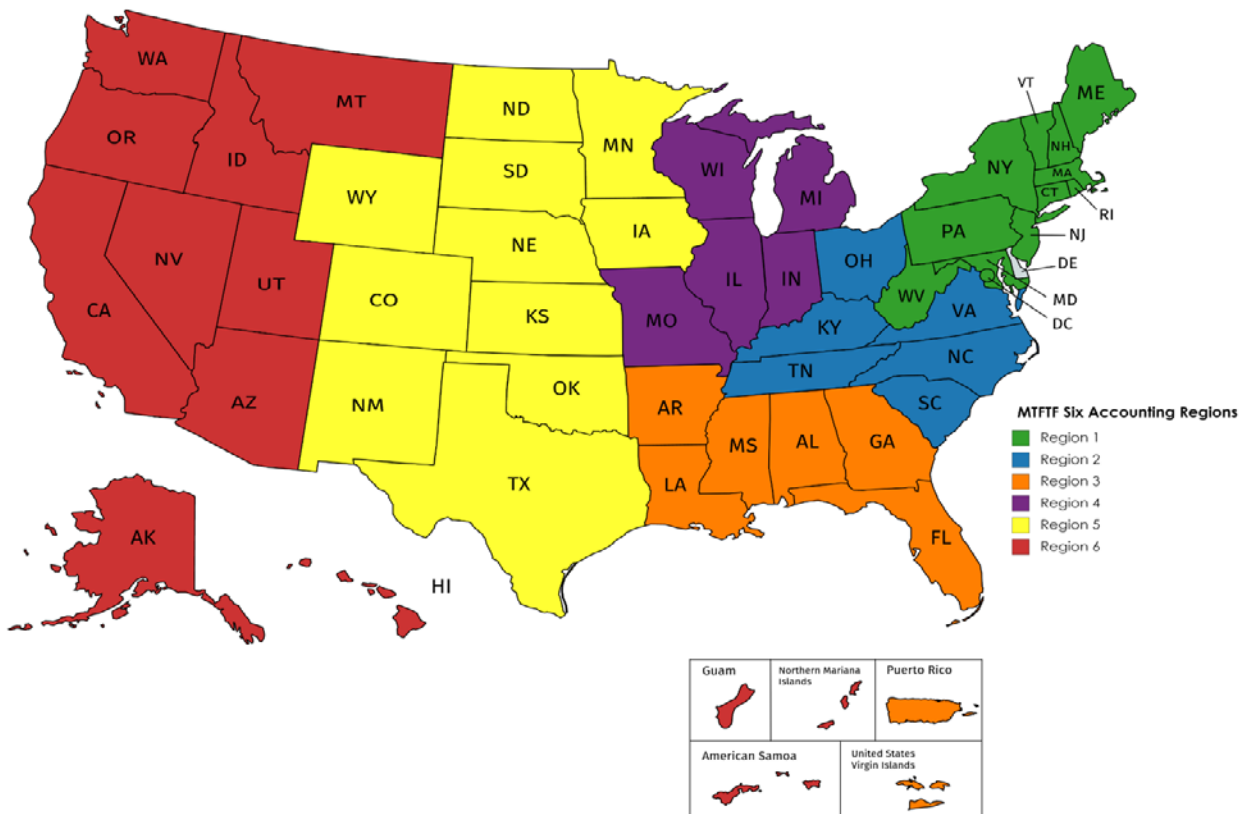
Fundraising 2020

Marine Toys for Tots Foundation experienced a record setting fundraising campaign in 2020 despite the pandemic. All fundraising goals were exceeded, and the average percentage of the goals was 150%. Based on donations of \$25,000 or more, 128 organizations were designated National Corporate Sponsors. It is important to point out that 80 of these were repeat sponsors. These sponsors donated over \$20 million in cash, \$44 million in Gift in Kind (GIK) toys and \$7.6 million in service. Additionally, our Direct Mail Campaign earned over \$30.9 million, and online donations brought in over \$21 million. All of these exceeded our expectations

and represent all-time highs. We also received over \$19.2 million in unsolicited donations. Overall, total support and revenue reached nearly \$312 million and was Toys for Tots best fundraising year ever. The fundraising success attained during 2020 – a challenging year navigating around covid restrictions– represented quite an accomplishment. The Vice President for Marketing and Development, Colonel Ted Silvester, USMCR (Ret), his Deputy Vice President, Mrs. Kelley Hardison, and three of his Marketing Associates, Mrs. Jo Roxburgh, Ms. Sara Mills and MaryKate Cobb were the architects of this resounding success story.

Regional Organization

In 2020, 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, regions consist of nearly 134 local campaigns each. 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 2020

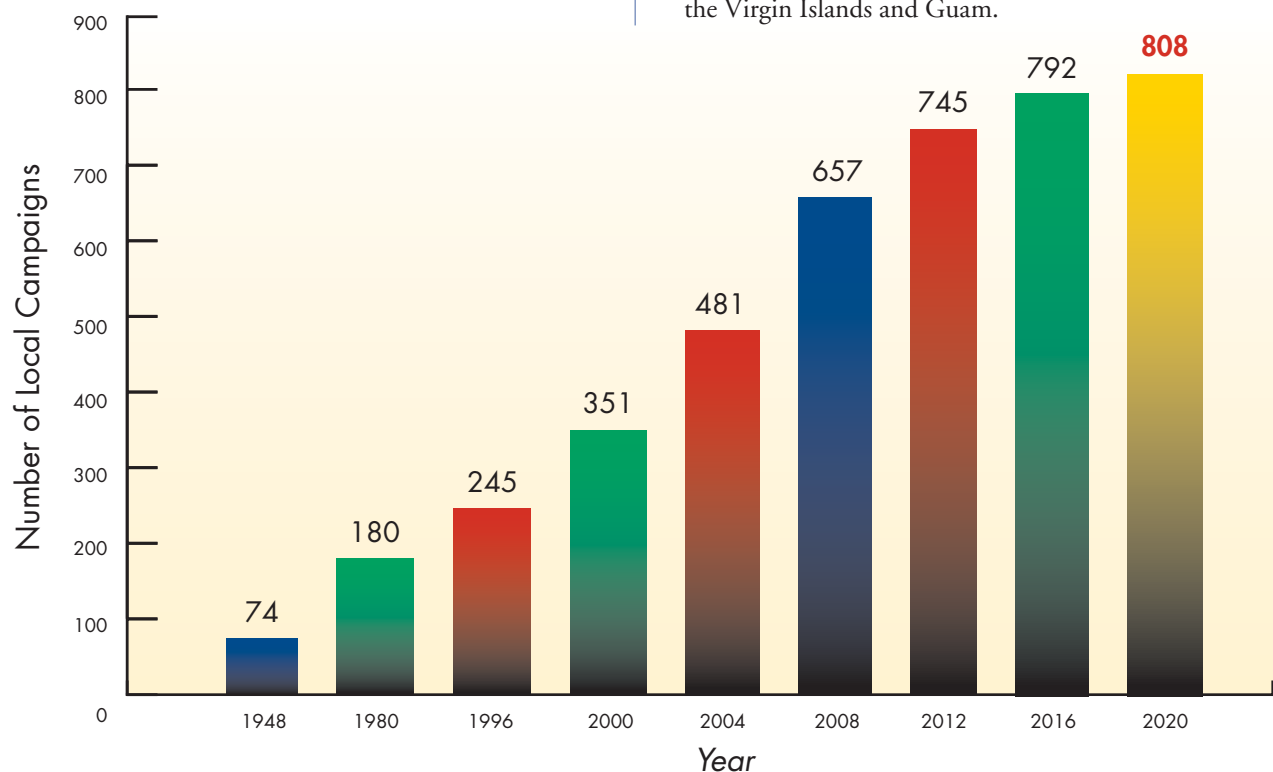
The 2020 U.S. Marine Corps Reserve Toys for Tots Campaign was another extremely successful endeavor in the 73-year history of Toys for Tots. Despite the COVID-19 pandemic, the Program increased local campaigns coverage to 808 local communities covering all 50 states, the District of Columbia, Puerto Rico, Guam and the Virgin Islands. Local campaigns made up of Marines, Sailors, and over 26,000 volunteers, distributed 20.2 million toys to 7.4 million less fortunate children. Even with the pandemic, the outstanding efforts of all involved with the Program enabled the joy of Christmas and a message of hope to over 40,000 more of America's less fortunate children than in 2019!

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 10.6 million toys valued at over \$88 million. The Foundation also provided local campaigns with promotion and support materials valued at over \$1,000,000.

From 1947 through 2020, Marines, Sailors, and their volunteers have distributed 604 million toys and books to 272 million less fortunate children. From 1991 through 2020, Marine Toys for Tots Foundation has supplemented local collections with 151.5 million toys and books valued at \$1.25 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.
- 2020: local campaigns conducted in 808 communities covering 50 states, DC, Puerto Rico, the Virgin Islands and Guam.



2020 Financial Report (Executive Summary)

Report of Independent Accounting Firm

The independent accounting firm, RSM US, LLP, conducted an audit of the Foundation's 2020 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, 2020 (With Comparative Totals for 2019)

Support and revenue:	2020	2019
Contributions		
Toys	\$ 201,122,076	\$ 198,126,924
Direct mail contributions	30,901,355	26,398,408
Individual	40,231,820	24,066,562
Corporate	20,927,625	9,418,394
Donated services	7,615,807	7,651,115
Combined Federal Campaign	131,654	139,613
Interest and dividends	3,797,809	3,993,967
Other	346,574	321,256
Events	135,700	143,423
Unrealized and realized (loss) gain on investments, net	7,606,921	10,204,252
Total support and revenue	\$ 312,817,341	\$ 280,463,914
Expenses		
Program services:		
Toy distribution program	\$ 249,218,361	\$ 239,766,811
Education program	4,042,240	3,635,710
Supporting services:		
Fundraising	9,112,838	9,660,692
Management and general	1,019,333	1,047,341
Total Expenses	\$ 263,392,772	\$ 254,110,554
Change in net assets	\$ 49,424,569	\$ 26,353,360
Net Assets		
Beginning	\$ 170,993,852	\$ 144,640,492
Ending	\$ 220,418,421	\$ 170,993,852

Program and Support Service Expenses

The Foundation's 2020 program to support services expense ratio was 97:03.

2020 Audited Financial Statement

The 2020 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 2020, The Marine Toys for Tots Foundation underwent its biennial review and continues to meet all 20 of the standards established by Better Business Bureau Wise Giving Alliance and has accordingly been designated an Accredited Charity and is a Seal Holder. (give.org)

Charity Navigator

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

Charity Watch

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

America's Top Charities 2020

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



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 1.8 million books to children throughout 2020.
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 808 Local Campaigns, distributed 20.2 million toys to 7.4 million less fortunate children.
4. **Audited Financial Statements.**
The Foundation, as has been the case since 1994, received an unmodified opinion on the 2020 financial statements from RSM US, LLP.
5. **Program to Support Services Expense Ratio.**
The Foundation achieved a **97:03** ratio of program to support services expenses in 2020. This means that **97** cents of every dollar spent in 2020 went to program services and only **3** cents to fundraising, administrative, and overhead costs. **It's important for donors to realize that not one donated dollar goes to pay anyone's salary.** The interest and dividends from a special endowment fund pay all manpower costs.



2020 Activities

Program Services and Events

- Supplemented local Toys for Tots campaigns with 10.6 million toys valued at \$88.2 million
- Distributed 1.8 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 808 local Toys for Tots Campaigns valued at over \$1 million
- Published and distributed 25th edition of the SOP for local TFT campaigns
- Conducted 19th 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 Closing Bell at NYSE
- PSA's televised 10,000 times during campaign season valued at \$2.7million
- 1,000,000 educational brochures distributed
- Over 20 million Direct Mail letters
- Media event with the First Lady Melania Trump
- President & CEO personally conducted over 30 TV & radio interviews nationwide
- Hollywood Christmas Parade featuring Marine Toys for Tots

Fundraising

- Registered with all states & DC to solicit funds
- 128 National Corporate Sponsors
 - Revenue - \$73.7 million
- Direct mail campaign
 - 20 million Letters
 - Revenue - \$30.9 million
- Combined Federal Campaign
 - Revenue - \$131,653
- Special Events/Projects
 - Revenue - \$600,789
- Individual Donations
 - Revenue - \$19.2 million
- Local individually donated Toys
 - Revenue - \$157 million

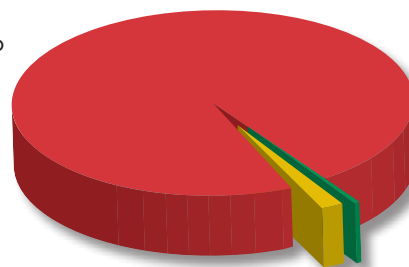
Management & General

- 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
 - 808 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 96.7%
- Fundraising 2.9%
- Overhead 0.4%



Board of Directors Year End 2020



William Chip
Independent Consultant
Washington, D.C.



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



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



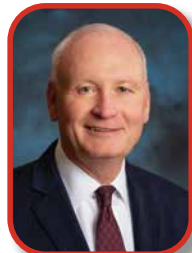
Terry Gardner
Senior Managing Director
Cyrus J. Lawrence, LLC
New York, NY



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



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



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



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



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



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



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



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



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

Officers Year End 2020



Robert E. Milstead, Jr.
Chairman of the Board



Cornell Wilson, Jr.
Vice Chairman of the Board



Mark Haden
Treasurer



James B. Laster
President & CEO



Ted Silvester
Vice President
Marketing & Development



David Cooper
Vice President Operations
Corporate Secretary



Ralph A. Dengler, Esq.
General Counsel

Support Staff Year End 2020



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



Miss MaryKate Cobb
Social Media Specialist



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



Ms. Jennifer C. Laine
Accounts Receivable/Payable Specialist



Mr. Matthew D. McDonald
IT Specialist



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



Miss Brianna Roberts
Administrative Assistant



Mrs. JoAnn Roxburgh
Marketing Associate



Ms. Brooke M. Sumners
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



TOYS FOR TOTS

The Founder and the Logo Creator

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



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

— Diane Hendicks



Marine Toys for Tots Foundation

The Cooper Center

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www.toysfortots.org

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