

**ACTION
TODAY**

**BUILDS
TOMORROW'S
LEADERS**

CALL TO ACTION

To Americans in every walk of life, we invite you to join the Toys for Tots Team and become a part of the U.S. Marine Corps' premier community action program and one of the nation's flagship Christmas charitable causes. Our challenge: be a participator, not a spectator. Do your part to assist in the development of today's children so they will grow into responsible, productive, patriotic citizens and community leaders tomorrow. You will be helping children, your community and your nation. Your action today will help produce leaders for tomorrow. Help us "make a difference".

ACTION OPTIONS FOR TOYS FOR TOTS SUPPORTERS

- DONATE A TOY TO YOUR COMMUNITY'S TOYS FOR TOTS CAMPAIGN
- DONATE YOUR TIME TO ASSIST YOUR COMMUNITY'S TOYS FOR TOTS CAMPAIGN
- DONATE SERVICE SUPPORT TO YOUR COMMUNITY'S TOYS FOR TOTS CAMPAIGN
- ALLOW MARINES TO PLACE A TOY COLLECTION BOX AT YOUR COMPANY/BUSINESS
- ALLOW MARINES TO USE AN EMPTY WAREHOUSE TO STORE AND SORT TOYS
- ALLOW MARINES TO USE A VEHICLE TO COLLECT TOYS THROUGHOUT YOUR COMMUNITY

- BE A ROLE MODEL FOR CHILDREN IN YOUR COMMUNITY (I.E. PASSIVE MENTOR)
 - BE A MODEL CITIZEN AND MODEL ADULT
 - BE A PERSON OF INTEGRITY, HONESTY AND THE HIGHEST MORAL CHARACTER
 - DEMONSTRATE IMMACULATE PERSONAL APPEARANCE
 - DEMONSTRATE A POSITIVE ATTITUDE
 - DEMONSTRATE RESPECT AND CONCERN FOR OTHERS AND THEIR PROPERTY
 - DEMONSTRATE A CARING ATTITUDE TOWARD OTHERS
 - HELP OTHERS AT EVERY OPPORTUNITY

- MAKE A TAX-DEDUCTIBLE CHARITABLE DONATION TO TOYS FOR TOTS
 - MAIL DONATION TO:
MARINE TOYS FOR TOTS FOUNDATION
P.O. Box 1947, QUANTICO, VA 22134
 - DONATE ONLINE AT WWW.TOYSFORTOTS.ORG
 - DONATE VIA CFC: CFC # 1591





OVERVIEW OF TOYS FOR TOTS

In 1947, a group of U.S. Marine Reservists collected and distributed 5,000 toys to needy children of Los Angeles on Christmas eve. This pilot campaign was so successful that the U.S. Marine Corps titled it the U.S. Marine Corps Reserve Toys for Tots Program, and expanded it nationwide the following year. Walt Disney designed the Toys for Tots poster for the 1948 campaign. Mr. Disney's poster included a three car train with the words "Toys for Tots" inscribed thereon. This design continues today as the official logo of Toys for Tots. The original mission of "bringing the joy of Christmas and delivering a message of hope to needy children" continues today.

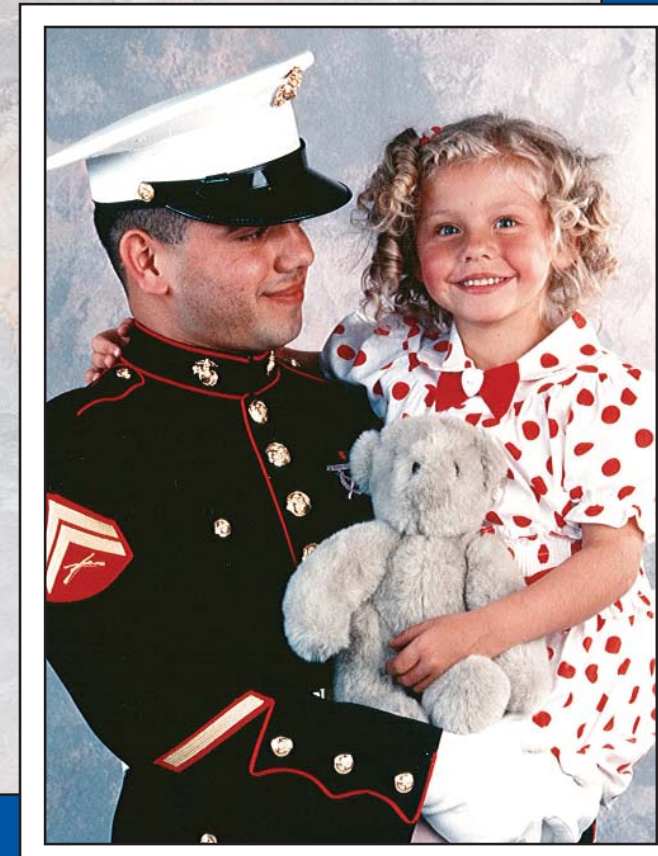
The signature symbols of Toys for Tots are: a Raggedy Ann Doll (first Toys for Tots toy) a Marine attired in a Dress Blue uniform (received the first toy and delivered it to a needy child), and the three-car train logo (designed by Walt Disney.)

Annual Toys for Tots campaigns are conducted each year throughout the nation from October 1st through December 24th. From the 1948 coverage of campaigns in 74 communities in 25 states and the District of Columbia, the program coverage expanded over fourfold by 2003 to campaigns in 456 communi-

ties covering all 50 states, the District of Columbia and Puerto Rico.

From 1947 - 2003, U.S. Marines distributed 313 million toys to 151 million needy children.

Today, Toys for Tots is the Marine Corps' premier community action program, one of the nation's flagship Christmas charitable causes and the only charitable endeavor within the Department of Defense that reaches outside the military to give something back to the communities from which the nation draws the young men and women who serve in the armed forces of the United States.



MARINE TOYS FOR TOTS FOUNDATION



In the late 1980s, the U.S. Marine Corps identified a need for a not-for-profit charity to support their Toys for Tots program. The Marine Corps' vision was to have an organization that would raise funds to purchase toys to supplement local collections and defray the costs of annual campaigns; design, produce and distribute promotion and support materials; receive and manage all donations and funds raised using the Toys for Tots name and logo; register the name and logo with the U.S. Patent and Trademark Office; enable donors to take deductions on tax returns; enter into contracts with corporations for cause marketing initiatives; and ensure that the program is conducted in compliance with the Internal Revenue Code, state laws, accepted accounting practices and charitable standards.

Therefore, at the behest of the Marine Corps, the Marine Toys for Tots Foundation was incorporated under section 402 of the not-for-profit corporation law of the State of New York. Since September 1991, Marine Toys for Tots Foundation, an IRS recognized 501(c)(3) not-for-profit public charity, has served as the sole fund raising, funding and support organization for the U.S. Marine Corps Reserve Toys for Tots Program. Over the course of this twelve-year period, the Foundation has supplemented local collections with 47 million toys valued at \$243 million and has provided promotion and support materials valued at \$2.5 million.

The Marine Toys for Tots Foundation has played a key role in the increase in the number of toys distributed each Christmas and in the dramatic coverage growth of the program. The essential role played by the Foundation in annual campaigns inspired more than one of the Corps senior leaders to remark that it would be virtually impossible for the Corps to conduct annual campaigns without the Foundation.

AMERICA'S CHILDREN

As the name implies, Toys for Tots is about children; hence is focused on contributing to the development of our nation's needy children.

Children make up 29% of the population of the United States. Today's children are tomorrow's social, business and civic leaders; thus are one of the nation's most valuable and most important natural resources. Unfortunately, 17% of today's children live in poverty. Children living in poverty are characterized by low self-esteem, little hope for the future and, too often, are influenced by questionable role models.

According to child psychologists, mentoring is the most effective means of making a positive impact on the development of children. However, today's overtaxed mentoring projects are able to reach only a small percentage of the millions of needy children. We must, therefore, pursue alternatives to build/restore self-esteem among needy children and give them hope for the future. Moreover, since children imitate the actions of their elders, children should be exposed to positive role models.

The bottom line, therefore, is that any action an individual takes that has a positive impact on the development of children is an investment in the future of our nation; hence is an action worth taking. Neither a miracle nor a new program is needed. Long-standing and proven programs exist to enable Americans to have a positive impact on children. One such program is Toys for Tots. The purpose of this message, therefore, is to issue a "call to action" to all Americans to make a positive impact on children by supporting the U.S. Marine Corps Reserve Toys for Tots Program.

Every American's goal should be to do his/her part to assist in the development of today's children so they will grow into the responsible, productive, patriotic citizens and community leaders we will need in the future. For the sake of the nation, it is more than a need - it is a requirement.

MISSION



The mission of the Marine Toys for Tots Foundation is to assist the U.S. Marine Corps in providing a tangible sign of hope to economically disadvantaged children at 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 defray the costs of conducting annual Toys for Tots campaigns; to provide administrative, advisory, financial, logistic and promotional support to local Toys for Tots coordinators; to provide other support the Marine Corps, as a federal agency, cannot provide; and to conduct public education and information pro-

grams about Toys for Tots that call the general public to action in support of this patriotic community action program.

GOALS AND OBJECTIVES OF TOYS FOR TOTS

Since 1947, U.S. Marines have been looking after America's needy children at Christmas through their Toys for Tots program. By distributing shiny new toys, Marines deliver a message of hope and let children know that someone cares. The objectives of the shiny new toy include building/restoring self-esteem and eliminating the "second class citizen" syndrome that is associated with "second hand" toys.

Marines bring the joy of Christmas to needy children and accomplish passive mentoring by serving as positive role models. Immaculate in appearance - from neat haircuts to impeccable uniforms to shined shoes to superb physical condition - Marines display a positive attitude and function as a championship team. The daily lives and performance of Marines are guided by the Marine Corps' "Core Values" of "Honor, Courage and Commitment". Through Toys for Tots, Marines demonstrate that they care about others and are doing something about it. Marines demonstrate respect, consideration for others and a spirit of caring. These are qualities to which today's children should be exposed.

