



President & CEO's Report

As we entered the 2009 Toys for Tots Campaign Season, the Nation continued to find itself facing serious economic challenges. Although the stock market was beginning to show signs of recovery, the housing market and especially the job market were dismal. There was serious concern about the impact that the economy

would have, both on the demand for toys and the ability of our donors to meet the demand. There were numerous news stories regarding the difficulties that many nonprofits were experiencing in their fundraising efforts. As expected early reports from local coordinators consistently spoke of an increase in the demand for toys as well as their concern that donations seemed to be lagging. In spite of the incredible challenges, the campaign turned out to be extremely rewarding as both the American public and our corporate sponsors rose to the challenge, and Toys for Tots enjoyed one of its most successful campaigns ever. A number of records were set in both monetary and gift-in-kind donations and our total revenue of nearly \$245 million was by far the best year in the history of the Toys for Tots Program.

In 2009 our Marines and volunteers distributed over 16.3 million toys to over 7.4 million less fortunate children, making the campaign one of the top campaigns in the history of the program. Importantly, local campaigns were conducted in 691 communities covering all 50 states, the District of Columbia, Puerto Rico and the Virgin Islands – the most extensive coverage ever. The Foundation supplemented local toy collections with 5.2 million toys valued at \$67 million. Because of the increase in demand, the Foundation spent \$7.3 million more on toys than we had budgeted.

Fortunately, the Marine Toys for Tots Foundation had one of our most successful campaigns in terms of fundraising. 2009 fundraising numbers: the Direct Mail Campaign raised \$17.9 million; Corporate Sponsor monetary and gift-in-kind contributions totaled over \$54 million; and unsolicited donations were \$16.5 million. Each of these amounts reflects an all time high for that particular category. Additionally over \$1 million was raised through the Combined Federal Campaign, special events and special projects.

Key to the successes we enjoyed this year was the tremendous effort of the Marines assigned to Marine Forces Reserve and the over 24,000 volunteers from towns and cities across our nation. Toys for Tots was blessed in 2009 to have as one of its volunteers the First Lady, Michelle Obama. Mrs. Obama's hands-on support was instrumental in helping us get our message to the American public. Please see the separate article about the First Lady's participation in the 2009 Campaign.

2009 also saw two key changes in the leadership of the Marine Toys for Tots Program. At the Board of Directors Meeting on June 5, 2009 the Foundation welcomed aboard as a new director, Lieutenant General Robert M. Shea, USMC (Ret). At the November Board Meeting General Shea was elected to serve as the new Chairman of the Board to replace General William L. Nyland who stepped down as Chairman on December 31, 2009 after having served as Chairman for three and a half years. On October 17, Lieutenant General Jack Bergman passed command of Marine Forces Reserve to Lieutenant General John F. Kelly at a Change of Command Ceremony at Marine Forces Reserve Headquarters in New Orleans, LA.

Overall, 2009 was a very busy, but very productive year for the Marine Toys for Tots Program. I am pleased to report that our Marines and volunteers who conducted the 691 Campaigns across our country, together with the staff of the Foundation performed superbly throughout this challenging year. The spirit of teamwork that existed throughout the Toys for Tots structure was inspirational. Although the economy will continue to challenge us in 2010, I am confident we will succeed. In view of the experience, competence and dedication of our outstanding Board of Directors and the leadership and dedication of Marine Forces Reserve, the future of the Foundation and the U.S. Marine Corps Reserve Toys for Tots Program is indeed bright.

H. P. Osman
LtGen, USMC (Ret)
President & CEO

In This Issue

- ▶ 2009 National Kickoff Luncheon P 3
- ▶ Farewell Gen. Nyland P 8
- ▶ Welcome LtGen. Shea P 8
- ▶ Introduction LtGen. Kelly P 9
- ▶ 2010 Sponsors (YTD) P 10-11
- ▶ Important TFT Dates P 11

First Lady Becomes Toys for Tots Number 1 Supporter



On November 23, the President & CEO of the Marine Toys for Tots Program received a call from the White House with news that the First Lady had declared her support for the 2009 Toys for Tots Campaign and invited the President & CEO to join the First Lady for a media event to announce her support. On December 2, the First Lady and the President & CEO of Toys for Tots conducted a mass media event at the White House where Mrs. Obama provided a briefing to the press corps on White House preparations for the holidays. In the course of her remarks, she noted that there were many service members deployed overseas who

would be spending Christmas away from their families. In particular she noted that “Marines are not only serving our country in troubled spots around the world, but they are also making a difference in our own towns and cities by bringing hope to less fortunate children through the Marine Toys for Tots

Program.” She then provided a wonderful description of the Toys for Tots Program to include its history, its goals, and the great success the program has enjoyed over the years. She further stated that the White House Staff was throwing its full support behind the Program and that she was going to orchestrate a massive toy collection drive within the White House. She concluded her remarks by stating that she planned to wrap-up her toy drive on 15 December and then personally deliver the toys to a warehouse facility used by the local Toys for Tots Campaign in the northern Virginia area.

Mrs. Obama then introduced the President & CEO of the Toys for Tots Program, LtGen Pete Osman. General Osman gave a brief overview of the Toys for Tots Program, spoke of the challenges the economy is bringing to the 2009 Campaign, and then thanked the First Lady for her time and generous support.

As she promised during the media event, the First Lady visited the local campaign warehouse in Stafford, Virginia on December 16, bringing with her a truckload of toys collected from the White House Staff. Mrs. Obama received a briefing from the local Toys for Tots Coordinator, SSgt Gordon of 4th LAR Battalion, and then assisted with the sorting of toys. She also took the time to meet and thank the many Marines and volunteers that have made the northern Virginia campaign so successful over the years. Marine Corps Base Quantico has always been a key player in this success, and the Base Commander Colonel Dan Choike was present and briefed Mrs. Obama on the role played by the Base. The First Lady concluded her visit by noting that as long as she and her family occupied the White House, Toys for Tots would continue to receive her support each year.

The First Lady’s support of the Marine Toys for Tots Program certainly generated a great deal of media interest and exposure and was one of the keys to the very successful 2009 Campaign.

“Marines are not only serving our country in troubled spots around the world, but they are also making a difference in our own towns and cities by bringing hope to less fortunate children through the Marine Toys for Tots Program.”

— First Lady
Michelle Obama



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



On November 25th the President & CEO, Lieutenant General Pete Osman together with Toys for Tots Board Members Brad MacDonald, Keith Nadolski, and Pat Hermesmann, rang the Closing Bell of the New York Stock Exchange in honor of the 62nd Anniversary of Toys for Tots. Joining General Osman and the Board Members on the Platform were Christie Nadolski, Carol Hermesmann, Marine Toys for Tots Coordinator of the Year, SSgt Mary

Castilla, Director of Public Relations for New York City, Major Neil Murphy, and the Toys for Tots Coordinators for New York City, SSgt Kelcinski and SSgt Lebron. Upon entering the Exchange Floor prior to the Bell Ringing, the participants were greeted by a thunderous and prolonged ovation from the traders. This was obviously a display of support for our Marines in their Dress Blues.

★ ★
★ *“bringing the joy of Christmas
to needy children nationwide”*



2009 Campaigns & Coordinators of the Year

Nominations have been submitted and reviewed, careful consideration has been given to all sites nominated, and finally, a decision has been reached regarding the campaigns and coordinators of the year. The selection process is very difficult, as Toys for Tots coordinators continue to improve every year. In spite of a struggling economy, Toys for Tots had a banner year in 2009, and much of the credit goes to local, key personnel who seem to have a way of influencing people to support this U.S. Marine Corps community outreach program.

Selections are based on the criteria listed in the SOP, and internal audits help confirm the effectiveness of each campaign checked.

The Nominees to be considered from **USMC Reserve Sites** were:

- ▶ Amityville, NY
- ▶ Wyoming, PA
- ▶ Roanoke, VA
- ▶ Topsham, ME
- ▶ Jacksonville, FL
- ▶ Bessemer, AL
- ▶ W. Palm Beach, FL
- ▶ Charlotte, NC
- ▶ Nashville, TN
- ▶ Wichita, KS
- ▶ Omaha, NE
- ▶ Kansas City, MO
- ▶ Lubbock, TX
- ▶ Bossier City, LA
- ▶ Bakersfield, CA
- ▶ Edwards AFB, CA
- ▶ Yuma, AZ

- ▶ CamPen, CA
- ▶ 29 Palms, CA
- ▶ Brook Park, OH
- ▶ Chicago, IL
- ▶ South Bend, IN
- ▶ Charleston, WV
- ▶ Akron, OH

And the nominees considered from **Local Community Organization Sites** were:

- ▶ Jamestown, NY
- ▶ Ocean View, DE
- ▶ Lewisburg, PA
- ▶ Cortland, NY
- ▶ Centreville, MD
- ▶ Punta Gorda, FL
- ▶ Franklin, NC
- ▶ Bolivar, TN
- ▶ Cummings, GA
- ▶ Stuart, FL
- ▶ Graham, TX
- ▶ Wausau, WI
- ▶ Lawrence, KS
- ▶ Longview, TX
- ▶ Owatonna, MN
- ▶ Lincoln, CA
- ▶ Cottonwood, AZ
- ▶ Santa Cruz, CA
- ▶ Farmington, NM
- ▶ Safford, AZ
- ▶ Dellroy, OH
- ▶ Bay City, MI
- ▶ Warrenville, IL

Regional Award winners are:

Reserve Sites

- ▶ Amityville, NY – SSgt Michael Walker
- ▶ Jacksonville, FL – SSgt Arturo Ferreiro
- ▶ Wichita, KS – GySgt James Watt
- ▶ Bakersfield, CA –
1stSgt Nichelle Mason
- ▶ Brook Park, OH –
GySgt Kristopher Cortez

LCO's

- ▶ Jamestown, NY – Michael Volk
- ▶ Punta Gorda, FL –
SgtMaj R Frattarelli, USMC (Ret)
- ▶ Graham, TX – Bernie O'Dell
- ▶ Lincoln, CA – Frank Neves
- ▶ Dellroy, OH – Deborah Oberlin

And selected as the **2009 National Toys for Tots Campaigns/Coordinators of the Year:**

Reserve Sites

- ▶ Wichita, KS – GySgt James Watt

LCO's

- ▶ Jamestown, NY – Michael Volk



Marine Toys for Tots Foundation Golf Classic - 2010

On Monday May 17, 2010, participants in the 2010 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 2010 national fund raising campaign. This was the fifteenth annual Marine Toys for Tots Foundation Golf Classic. Although the weather created a bit of a challenge, the players made the very best of it which resulted in a great golfing day with lots of camaraderie. Supporters donated over \$180,000 making it one of our most successful tournaments.

Forty-two corporations/business groups, from throughout the nation, supported this year's tournament. The 128 participating golfers represented 29 of these corporations and included corporate executives, Marine Corps officials and Toys for Tots supporters. Participants traveled from throughout the east coast and from as far west as Kansas.

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. A sportsman's award was presented to the team with the highest gross score. 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, golf ball bag and one dozen golf balls. Participants had an opportunity to bid on thirteen 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 sponsored by UBS and the President's Flight (team handicap adjusted score) was won by the team sponsored by the MacDonald Family.



1st place CMC Flight



1st place President Flight



Annual Toys for Tots Reception and Parade

Toys for Tots and Marine Forces Reserve once again co-hosted their Annual Reception and Parade at Marine Barracks, Washington D.C. Approximately 300 Toys for Tots sponsors, donors, supporters, and friends attended the reception and parade. The President & CEO, Marine Toys for Tots Foundation, LtGen Pete Osman, provided a brief update on the 2009 Campaign, and recognized and thanked corporate sponsors and business partners in attendance. The Commander, Marine Forces Reserve, Lieutenant General John Kelly also made brief remarks including the introduction of Mr. John M. Dowd, noted attorney, philanthropist, and great friend of the Marine Corps, the evening's Guest of Honor and the Parade Reviewing Official. The evening provided an excellent opportunity to recognize our many supporters, business partners, and friends as well as highlight the Marine Toys for Tots Program to the 3000 people attending the Parade.



“The Marine Corps exemplifies the very best of American ideals and caring for those who are less fortunate. Thank you for sharing...”



Farewell to General William L. Nyland, USMC (Ret)



On November 19, 2009 the Directors hosted a farewell dinner for General and Mrs. William L. (Spider) Nyland. General Nyland was recognized for his support and dedication to the Marine Toys for Tots Program by serving as a Director and the Chairman of the Board of the Marine Toys for Tots Foundation for three and a half years. General Nyland's leadership was instrumental in the record setting years that the Program enjoyed during some of our nation's most difficult economic times. General Nyland was noted for the collegial tone he established amongst the Board Members. His teamwork approach to difficult issues always paved the way for solutions that allowed the program to enjoy unparalleled success during the most difficult of times. As a momento of their times with Toys for Tots, the Board of Directors presented General Nyland and Brenda with an original

watercolor of Quarters 1, Marine Barracks Washington, their home when General Nyland served as Assistant Commandant of the Marine Corps.

At the Dinner, the Board also welcomed Lieutenant General Robert M. Shea and his bride Sheryl. General Shea has been elected to succeed General Nyland as Chairman of the Board of the Marine Toys for Tots Foundation.

The Board also welcomed Lieutenant General John F. Kelly, who had recently assumed Command of Marine Forces Reserve and whose Marines comprise the heart and soul of the Marine Toys for Tots Program.

Toys for Tots has been blessed to have had the leadership provided by General Nyland and looks forward to continuing to thrive under the leadership of Generals Shea and Kelly.

Toys for Tots Welcomes Lieutenant General Robert M. Shea, USMC (Ret)



Lieutenant General Shea retired from the Marine Corps in July 2006 and currently serves as the Executive Vice President of Smartronix, Inc.

General Shea's career as a Marine spanned 35 years. As a communications officer he served in a variety of critical command and staff positions and in 1998 was selected for promotion to Brigadier General while serving as the Director for Command, Control and Communications (J6), for the United States Pacific Command. Subsequent assignments

included Director for Command, Control, Communications and Computers (C4) for the Marine Corps, the Chief Information Officer of the Marine Corps, and Director of Intelligence for the Marine Corps. He also served as Deputy Commander, United States Forces, Japan before being selected to serve as Director, Command, Control, Communications and Computer Systems (C4 Systems), the Joint Staff. In this assignment he served as the principle advisor to the Chairman, Joint Chiefs of Staff on all C4 systems matters within the Department of Defense.

Lieutenant General Shea earned a M.A. from Central Michigan University. He is also a graduate of the Industrial College of the Armed Forces, National Defense University.



Introduction of Lieutenant General John F. Kelly Commander, Marine Forces Reserve



Lieutenant General Kelly began his career as an enlisted Marine rising to the rank of Sergeant. As an infantry officer he served in a variety of command, staff, and joint positions in both the United States and overseas. In 2002, Colonel Kelly was selected for promotion to Brigadier General and was assigned duties as Assistant Division Commander, 1st Marine Division. Much of Brigadier General Kelly's two-year assignment was spent deployed in Iraq. He then returned to Headquarters Marine Corps as the Legislative Assistant to the Commandant from 2004 to 2007. Promoted to major general, he returned to Camp Pendleton as the Commanding General, I Marine Expeditionary Force (Forward). The command deployed to Iraq in early 2008 for a year-long mission as Multinational Force-West in Al Anbar and western Ninewa provinces.

He assumed command of Marine Forces Reserve and Marine Forces North in October 2009.

General Kelly is a graduate of the University of Massachusetts and the National War College.

★
★ *"...a gift of a toy during the holidays gives a child recognition, confidence and a positive memory for a lifetime."* ★



2010 Holiday Recognition Program

It's not too early to be thinking about how you'd like to recognize your clients, business associates or family members during the holidays... You can donate to the Marine Toys for Tots Foundation in lieu of giving holiday gifts to those special individuals in your life, and help provide Christmas joy to the almost 14 million children living in poverty in our country. In response to your input, we have greatly enhanced this donation program, and will be offering additional options and a much more user-friendly format to make participation even easier.

For more information, please go to http://www.toysfortots.org/donate/client_letters.asp



2010 Year To Date National Corporate Sponsors

We are proud to list the following 31 corporations as 2010 National Corporate Sponsors. These are corporations which have donated or pledged \$25,000 or more to support the 2010 U. S. Marine Corps Reserve Toys for Tots Program.

- ▶ AAO Music (Connie Talbot)
- ▶ American Airlines
- ▶ Applebee's (Doherty Enterprises)
- ▶ Applebee's (National Restaurants)
- ▶ Babies 'R' Us
- ▶ Bendaroods
- ▶ Big Lots
- ▶ Booz Allen Hamilton
- ▶ Build-A-Bear
- ▶ C Lloyd Johnson
- ▶ Coca-Cola N.A.
- ▶ Continental Mills
- ▶ Covington & Burling
- ▶ CSS Industries
- ▶ Denny's
- ▶ Group Sales
- ▶ Hasbro
- ▶ HawkerBeechcraft
- ▶ New England Doll & Novelty
- ▶ OnTime Toys
- ▶ PELCO
- ▶ Pier 1
- ▶ Scholastic
- ▶ Scholastic Book Fair
- ▶ The UPS Store
- ▶ Toys "R" Us
- ▶ Ubisoft
- ▶ Valued Services
- ▶ Vista Print
- ▶ The Walt Disney Company
- ▶ World's Finest Chocolate

2010 Year To Date National Corporate Donors

We are proud to list the following 13 corporations as 2010 National Corporate Donors. These are corporations which have donated between \$5,000 and \$24,999 to support the 2010 U. S. Marine Corps Reserve Toys for tots Program.

- ▶ Atlanta Capital Management, LLC
- ▶ Bidcactus, LLC
- ▶ Carmax Foundation
- ▶ Hometown Vending
- ▶ Larkspur Hotels & Restaurants
- ▶ Modified Music
- ▶ National Defense Industrial Association (NDIA)
- ▶ Navistar, Inc.
- ▶ Navy Federal Credit Union (NFCU)
- ▶ Reece & Nichols
- ▶ TGS – NOPEC Geophysical Company
- ▶ Western – Shamrock
- ▶ World Winner



Important TFT Dates – 2010 Campaign

2010

September 16 – 18	TFT Coordinators’ Conference
October 01 – December 24	Local TFT Campaigns

2011

January 14	After Action Reports Due
------------	--------------------------

2010 Year To Date National Corporate Event Sponsors

We are proud to list the following 27 corporations as 2010 National corporate Event Sponsors. These are corporations which have donated or pledged a minimum of \$5,000 to support the 2010 Marine toys for Tots Foundation Annual Events and the 2010 U. S. Marine corps Reserve Toys for Tots Program.

- ▶ Atlanta Capital Management, LLC
- ▶ AT&T Government Solutions
- ▶ Bank of America Merrill Lynch
- ▶ Big Lots
- ▶ Boeing Company
- ▶ Bridgestone Americas
- ▶ Creative Direct Response (CDR)
- ▶ Data Management Inc. (DMI)
- ▶ Exxon Mobil
- ▶ Fleet
- ▶ FLIR Systems
- ▶ General Dynamics
- ▶ Group Sales
- ▶ GS5, LLC
- ▶ International Graphics
- ▶ Lockheed Martin
- ▶ MacDonald Family Foundation
- ▶ Medifast, Inc.
- ▶ Merrill Lynch
- ▶ OnTime Toys
- ▶ Raytheon
- ▶ Rolls-Royce, NA
- ▶ Sikorsky
- ▶ Tara’s Toybox
- ▶ Textron
- ▶ Tremco, Inc.
- ▶ TriWest Healthcare

Public Service Announcements

The Marine Toys for Tots Foundation has two public service announcements that were produced by J. Walter Thompson, the Marine Corps' long time public relations firm. 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 J. Walter Thompson produced "Guard Duty" and in honor of the 60th Anniversary, "Christmas Morning". These two public service announcements received a record amount of air time during the 2009 Campaign being shown nearly 17,000 times by hundreds of local television stations across the country. J. Walter Thompson is able to track the showings and valued the air time at \$6.8 million. The airing of these public service announcements serve 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 help bring that message to the public.



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.



Marine Toys for Tots Foundation
The Cooper Center
18251 Quantico Gateway Drive
Triangle, VA 22172-1776
TEL: (703) 640-9433
FAX: (703) 649-2054
www.toysfortots.org