

MARINE TOYS FOR TOTS FOUNDATION
2022 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.



2022 President & CEO Report



The Marine Toys for Tots Program celebrated its 75th year of supporting children in need during the Christmas holiday season and accomplished astounding milestones. Once again, the American public and our Corporate Sponsors enthusiastically and very generously answered our “Call to Action.” As

you can only imagine, their contributions made an unbelievable impact to less fortunate children and their families. Once again, we were absolutely amazed by the unparalleled support provided by our loyal donors, and I want to recognize each and every contributor for their consideration and generosity in making a record-breaking year possible. You helped the Toys for Tots Program achieve astounding results and deliver an unprecedented 24.4 million toys, books, and games to 9.9 million children in need.

The Program has evolved and grown exponentially since the very first campaign in 1947, having delivered hope and the magic of Christmas to over 291 million families and children in need. An equally celebrated milestone is the growth of the Program beyond Christmas. The Marine Corps Reserve Toys for Tots Program has expanded to provide year-round support to disadvantaged children experiencing challenges and exceptional circumstances, thus sending a message of hope beyond the holiday season.

The Toys for Tots Literacy Program delivered over 6.5 million books to impoverished children as well as to Title I funded schools while the Toys for Tots Native American Program supported over 220,000 children on remote Reservations. Our most recent initiative supported over 447,000 children in foster care with educational toys, books, games, and school supplies. We also provided one million toys, books, and games to non-profit partner Good360 to be distributed to families across the country facing hardships that restore hope and self-worth outside of the holiday season.

I continue to believe that these distributions outside of the holiday season provide significant comfort and relief to impacted families, but it also means that we will need to work extremely hard throughout the year to ensure we have an adequate supply of toys and books so that we can provide emotional support whenever it's needed most. We are still in awe at the overwhelming support provided by our Corporate Sponsors and individual donors. They helped us not only accomplish our mission, but

greatly exceed ALL expectations—and reach tremendous milestones in the Program's 75th year.

The year-round and Christmastime distributions reassure families, who face adversity and exceptional circumstances throughout the year, that Marine Toys for Tots stands ready to assist when emotional support is needed most. Although we partner with many local non-profits and other organizations outside of the holiday campaign season, it's Toys for Tots' 830+ local Coordinators who are instrumental in the success of every local campaign by dedicating their time to delivering gifts and hope to families and children in need during the giving season. They are our “Hometown Heroes”. The Marines and local campaign Coordinators rose to the occasion once again and established 833 local toy collection and distribution campaigns in all 50 states, the District of Columbia, Puerto Rico, Guam, and the Virgin Islands. What they do for Toys for Tots can provide a lifetime of hope and security to children and families in need, and their commitment to this Program and our mission is remarkable. We couldn't achieve our organization's tremendous accomplishments without their willingness to work tirelessly to ensure that every request is filled and children in need have at least one gift to open on Christmas morning.

The Marine Corps League once again distinguished itself by leading 254 out of our 833 campaigns across the Nation and continued to showcase the selfless service of our veteran Marines. The American public, a record number of organizations serving as Corporate Partners, and gift-in-kind contributions enabled the Foundation to augment local toy drives with over 12 million toys valued at over \$127 million.

Toys for Tots also maintained our highly desirable Program to Support Ratio of 97:3. We are extremely proud of this distinction because it demonstrates our sustained commitment to being a highly trusted charity. This means that 97% of all donations go directly to our mission of providing hope and enrichment to children in need, and not one donated dollar goes toward salaries or any other labor costs. Our total revenue of \$76 million in monetary donations was exceptional and will be instrumental in helping us provide assistance throughout the year.

On behalf of the Marine Toys for Tots Foundation, the U.S. Marine Corps, and the millions of children in need who experienced the simple joy of receiving a gift when their families faced challenges—I am extremely grateful for the incomparable support given and applaud our faithful and extraordinary supporters for their generosity and dedication to the Marine Corps Reserve Toys for Tots Program. I wish everyone a safe and healthy 2023.



Marine Toys for Tots Overview

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

This year marked the 75th 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 in Los Angeles, California. The success of this first campaign prompted the Commandant of the Marine Corps to direct that all Marine Reserve Units 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 833 communities covering all 50 states, the District of Columbia, Puerto Rico, Guam, and the Virgin Islands. From 1947 through 2022, local Toys for Tots Coordinators have distributed 652 million toys to 291 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 organization 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. In the Program's 75th year, the mission now expands beyond Christmastime. Through the Toys for Tots Literacy Program, the Toys for Tots Native American Program, our year-round initiatives

with non-profit partner, Good360, our newly established Foster Care initiative, and providing emotional support after natural disasters, Toys for Tots stands ready to assist when hope and joy are needed most.

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.

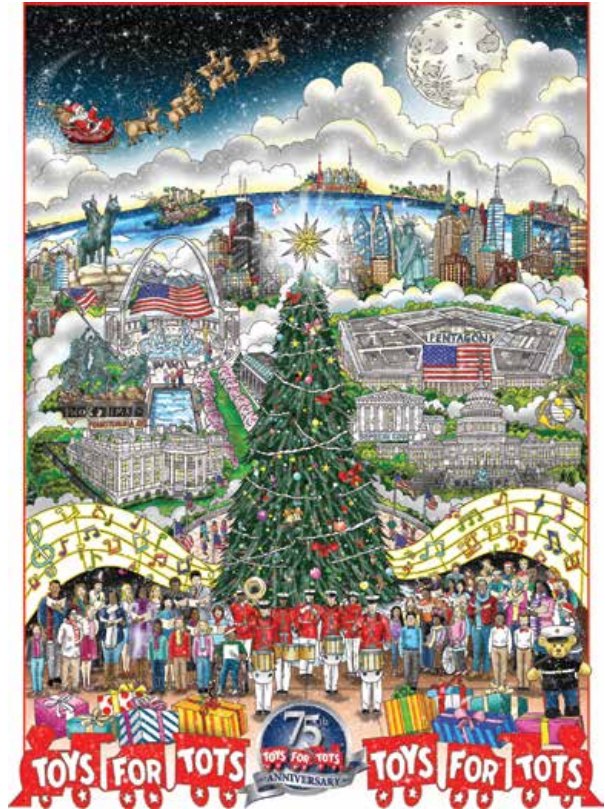
Marine Toys for Tots Foundation, recognized by the IRS as a tax exempt, not-for-profit public charity within Section 501(c)(3) of the Internal Revenue Code, is the fundraising and support organization for the U.S. Marine Corps Reserve Toys for Tots Program. Created at the behest of the Marine Corps,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

75th Anniversary Toys for Tots Poster

The 75th anniversary promotional poster was designed by Charles Fazzino, an internationally renowned 3D Pop Artist. Following in the footsteps of Walt Disney, who designed the original Toys for Tots logo, Fazzino created an image that captures the Marine's noble mission of bringing love and joy to children everywhere at Christmastime. Charles Fazzino was commissioned by the U.S. Marine Corps Reserve to create and donate the official poster celebrating Toys for Tots' 75th anniversary, which was unveiled during the reception before the Evening Parade at Marine Barracks Washington, DC. Fazzino was accompanied by the Secretary of the Navy, The Honorable Carlos DelToro, Lieutenant General David Bellon, Commander Marine Forces Reserve, and Lieutenant General Jim Laster, USMC (Retired), CEO of the Marine Toys for Tots Foundation who also hosted the evening's events. All previous Toys for Tots posters can be viewed on the Foundation's website.



Public Service Announcement

The Marine Toys for Tots Foundation shared its new Public Service Announcement (PSA) that was produced by the long-time public relations firm of the Marine Corps, Wunderman Thompson. The PSA commemorated the 75th anniversary of the Marine Toys for Tots Program.

“Anyone Can Be Santa” was created in recognition of all supporters who send the magic of Christmas to those less fortunate during the holiday giving season. Today’s children are tomorrow’s future, and Marine Toys for Tots is dedicated to ensuring it’s as bright as possible for children living in challenging circumstances. We are humbled by the millions of “Secret Santa’s” that send messages of hope to children in need each year—and we hope that our new PSA will encourage others to become a “Secret Santa,” too.



“Anyone Can Be Santa” received a great deal of airtime during the 2022 campaign and was shown nearly 18,000 times by hundreds of local television stations across the country. Wunderman Thompson is able to track the viewings and valued the airtime at nearly \$1 million.

The airing of the PSA served to remind the American public that it is their donations that ensure America’s disadvantaged children have the opportunity to experience the joy of Christmas. The Marine Toys for Tots Foundation appreciates those stations that helped deliver that message to the public.

United States Marine Corps Birthday Cake Cutting Ceremony



Marine Toys for Tots CEO, LtGen Jim Laster, USMC (Retired), was the guest of honor at the virtual 247th Marine Corps Birthday Cake Cutting Ceremony honoring U.S. Marines serving in the Department of the Navy Secretariat. The cutting of the cake is a long-standing tradition to celebrate the birth of the Corps.



Hollywood Christmas Parade Supports Toys for Tots

The Hollywood Christmas Parade was back in action as it celebrated its 90th year in conjunction with Toys for Tots' 75th anniversary. On November 27th, 2022, thousands of spectators lined the streets to be part of the longstanding tradition. Conducted in the heart of Hollywood, on Hollywood Boulevard, the parade was hosted by Laura McKenzie, Erik Estrada, Montel Williams, Dean Cain, and co-hosted by Elizabeth Stanton.

The parade commenced with the U.S. Marine Band San Diego kicking off the event in a very patriotic manner. This year's Grand Marshall was actor, author, and restaurateur, Danny Trejo. Hollywood celebrities, movie cars, award-winning marching bands from across



the Nation, larger-than-life character balloons, floats, and celebrity performances were highlighted throughout the event. The Hollywood Christmas Parade ushered in the joy of the holiday season and supported the Marine Corps Reserve Toys for Tots Program.

The parade included several segments featuring CEO of the Marine Toys for Tots Foundation, LtGen Jim Laster, USMC (Retired). The parade concluded with Santa and his Marine escorts wishing all spectators a joyous and magical holiday season. Toys for Tots looks forward to attending the 91st annual Hollywood Christmas Parade later this year!



Toys for Tots Highlighted at Two NYSE Events in 2022



The Marine Toys for Tots Program was recognized at the 99th Annual Tree Lighting Ceremony on November 30th in New York. Marines from the 6th Communications Battalion in Brooklyn represented the U.S. Marine Corps Reserve.

On December 23rd, the New York Stock Exchange welcomed the U.S. Marine Corps and the Marine Toys for Tots Foundation to honor the 75th Annual Marine Corps Reserve Toys for Tots campaign season. Vice President of Marketing & Development, Col Ted Silvester, USMC (Retired), had the honor of ringing the Closing Bell. Accompanying Col Silvester were NYSE COO Michael Blaugrund and Marines from 6th Communications Battalion. Ringing the Bell at the New York Stock Exchange serves as a great reminder to the American public to purchase a toy for a less fortunate child during the holiday season.



Blue Angels Deliver Toys and Hope to Children and Families in Puerto Rico

On December 8th, 2022, in the heart of the Caribbean, the U.S. Navy Blue Angels' C-130J Super Hercules military aircraft known as "Fat Albert", flew into San Juan, Puerto Rico. The communities surrounding San Juan had been devastatingly impacted by Hurricane Fiona, and Marine Toys for Tots wanted to assist families in need that were facing the hardships of life altering events. The Blue Angels were instrumental in assisting the Marine Corps Reserve Toys for Tots Program deliver toys and games that were generously provided by Hasbro, a long-standing Corporate Partner, to the children of Puerto Rico who were impacted by Hurricane Fiona.

Over 5,000 toys, donated by Hasbro, were transported off the military aircraft into Army National Guard vehicles to help the local U.S. Marine Corps unit (Detachment 1,



One of our Board members, Jessica van Dop DeJesus, volunteered to travel to Puerto Rico to assist with this distribution, and her fluency in Spanish greatly contributed to the success of the event.



Landing Support Company, Combat Logistics Regiment 45) that spearheads the Toys for Tots campaign deliver the donated toys. The landing and transportation were made possible thanks to the 156th Wing - Puerto Rico Air National Guard Wing and the Puerto Rico National Guard.

The toys and games were transported to Dr. Julio J. Henna Elementary School, where 270 excited elementary age students were thrilled to receive the gifts!

Puerto Rican U.S. Navy Blue Angel, LT Henry Cedeño, attended the distribution event and helped Marines hand out toys and games to the bright-eyed children. Back home after a long time away, LT Cedeño was very happy to see his family on the island upon landing, and even happier to help give back to the communities of the island where he was raised.

We were grateful to partner with the Blue Angels and Hasbro to be able to provide hope and joy to children and families who had suffered devastating loss in Puerto Rico.



President Biden and First Lady Dr. Jill Biden Support Toys for Tots in Annual Tradition



THE WHITE HOUSE
WASHINGTON
December 12, 2022

We offer our congratulations to the Marine Toys for Tots Program as you celebrate your 75th anniversary.

Every year, Marines, sailors, and their families make the holiday season a little brighter for millions of Americans by collecting, sorting, and delivering gifts to children and families in need. The impact of Toys for Tots goes far beyond the millions of presents you deliver: The true gift of this program lies in the joy, light, and hope your work brings to holiday celebrations across our Nation.

To all those who volunteer with Toys for Tots, thank you. All the ways you show up for Americans throughout the year—both big and small—inspire so many and make us optimistic about the future of this Nation. To the Service members and military families who make this program possible, you truly are the heart of countless communities, and we are grateful for all that you do to serve the American people this season and every season.

From our family to yours, happy holidays. May God bless you, and may God bless our troops.

Joe Biden *Jill Biden*

The Marine Toys for Tots Program is so thankful for the support of the Commander and Chief and First Lady. They were the Guests of Honor at a very special event on Monday, December 12th, and we simply can't thank them enough for their warm and enthusiastic recognition of our 75th anniversary and heartfelt endorsement of our mission.

The President and First Lady of the United States of America also sent the letter pictured – specifically intended to thank the thousands of volunteers who selflessly support our Program and who contribute their time to provide hope and joy to the children in need of this great Nation.



Pentagon Wall Dedication

On December 13th, 2022, unveiled at the Pentagon in Arlington, VA, was the 75th anniversary Toys for Tots wall. This wall dedication was to recognize the United States Marine Corps Reserve's commitment of supporting the Toys for Tots mission since 1947.

The Marine Corps Toys for Tots Program was also awarded the Department of the Navy Distinguished Public Service Award. LtGen Laster was in attendance to receive this incredible honor on behalf of the Program. The Secretary of the Navy, The Honorable Carlos Del Toro, also presented LtGen Laster with a letter from the White House congratulating the Program for 75 years of remarkable accomplishments.



Disney Ultimate Toy Drive

Disney has been Toys for Tots' longest and most loyal supporter for more than seven decades when the relationship began with a simple drawing of a miniature three-car train that was adopted as the Toys for Tots official logo and was created by Walt Disney.

Toys for Tots was built upon the dream of one Marine who was inspired to make a difference for families in need during the holidays, and the unwavering and significant support received from Disney has enabled Toys for Tots to deliver hope and the magic of the holidays to millions of children each year.

Disney announced that through their 2022 Ultimate Toy Drive, they would be providing a grant to the Foundation that delivered an additional 75,000 toys to children in need during the 2022 holiday season. This additional donation from Disney brought the Disney Ultimate Toy Drive total impact to over 100,000 toys! The announcement was made on ABC's Good Morning America during a Giving Tuesday volunteer activity for Toys for Tots on Military Island in Times Square. The Giving Tuesday event was also supported by more than 50 volunteers from the New York Police Department, U.S. Marine Corps, and Disney's VolunTEARS program.



Disney's generosity helped to expand the reach of the Toys for Tots Program and bring smiles to the faces of nearly 10 million children in need in 2022. We truly appreciate their longstanding commitment to providing Nationwide joy and hope and helping the Toys for Tots Program support millions of children in need each year.



The Marine Toys for Tots Program Highlighted Across Circle Network and the Grand Ole Opry Episodes



The Marine Toys for Tots Program had a lot to celebrate in 2022 as it was highlighted through various partnerships, during events, and showcased through celebrity involvement. The Program set its sights on expanding its reach to even more supporters last year through its partnership with Circle Network and the Grand Ole Opry. Beginning on November 21st and running through December 25th, Circle Network aired three special Opry Live episodes where country music artists Dustin Lynch, Lauren Alaina, Darius Rucker, Clint Black, Gary LeVox, Rhonda Vincent, and more combined their efforts to spread holiday cheer and encourage country music fans to support the Program. Each episode highlighted the Toys for Tots Program by featuring heartfelt, one-of-a-kind moments with the artists as they prepared to make their donations.

The exposure that resulted from the partnership was instrumental in helping the Program assist a record 9.9 million children in 2022. We are extremely grateful for the partnership and the country music stars that came together to spread Toys for Tots' mission across their social platforms—helping bring joy to millions of children in need Nationwide.

Foundation team members also attended the last show and were invited to the after-party of the special Opry Live episode where Ashley McBryde was inducted into the Grand Ole Opry!



Lex McMahon Joined Toys for Tots and AHERO to #FightForHope

On December 9th, 2022, MMA fighter, Titan FC Co-Founder/COO and Veteran advocate returned to the Octagon in a fight versus Luis Garcia in the Dominican Republic and unveiled his partnership with Marine Toys for Tots.

Lex said, “I realized that my platform and my story can be a beacon of hope for many more—that’s why I have decided to fight again and expand my mission of supporting AHERO and preventing Veteran suicide, and also support the incredible work that Marine Toys for Tots is doing across our great Nation for struggling children.” Lex’s dad, Colonel Ed McMahon, USMCR (Retired) and sidekick of Johnny Carson on The Tonight Show Starring Johnny Carson, was a longtime supporter of the Program. Lex continues in his father’s passionate footsteps by supporting the Toys for Tots Program—something that was close to Colonel McMahon’s heart.

The fight followed Lex’s successful Professional MMA debut on UFC Fight Pass at forty-nine years old, where he defeated Justin Thornton in 58 seconds on November 21, 2020. McMahon’s victory, which earned UFC Fight Pass Story of the Year honors in 2020, also garnered global media attention while securing significant awareness and support to prevent the epidemic of Veteran suicide in the United States—a cause close to McMahon’s heart who served in combat as a U.S. Marine.

“We were beyond proud to partner with Lex as he fought to raise awareness for those who desperately need hope – and a reason to believe in a brighter future. Lex literally went to the mat in his mission to help prevent Veteran suicide – and provide hope and joy to children in need,”



said LtGen Laster, USMC (Retired), CEO of the Marine Toys for Tots Foundation.

As part of his collaboration with Marine Toys for Tots, Lex used his platform to promote the Toys for Tots mission and engage in public events. Lex McMahon also worked to bring together America’s Mixed Martial Arts community with Marine Toys for Tots to engage in a number of community-based efforts to reach disadvantaged children.

We are grateful for his partnership to #FightforHope to bring awareness to Veterans and children who desperately need a reason to believe in a brighter future.

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



Operation Santa Drop

On November 10th, 2022, Marines assigned to 3rd Force Reconnaissance Company, 4th Marine Division, Marine Forces Reserve assisted Staff Sergeant Claus with “Operation Santa Drop” at Camp Shelby Joint Training Center, Mississippi.

The Marines of 3rd Force Reconnaissance Company boarded a C-130 transport aircraft with VMGR-234, Marine Aircraft Group 41, 4th Marine Aircraft Wing. This jump was in celebration of the 75th anniversary of the Marine Toys for Tots Program.



Photo credit: Maj. Jeremy Wheeler

Marines Helped Santa Deliver Gifts to Children in Alaska



U.S. Marines with Delta Company, 4th Law Enforcement Battalion, braved the negative degree temperatures to deliver gifts and joy to children in need living in remote areas across Alaska.

Marines loaded their snowmobiles into a KC-130J Super Hercules aircraft with Marine Aerial Refueler Transport Squadron 152 at Kotzebue, Alaska, and brought Christmas magic and messages of hope to those less fortunate.



Photo credit: Cpl. Angelina Sara

Classic Car Raffled to Bring Christmas Magic to Children in Need

The TV Program, “Angel’s Garage” on the Peacock streaming network restored a classic 1970 Ford Mustang Mach 1. This classic car was raffled, and all proceeds were given to the Marine Toys for Tots Program to provide toys, books, and games to children in need across the Nation.

Santa, Mayor of Southgate, Michigan, Detroit Lions running back Jamaal Williams, and actor RJ Mitte—who played Walter “Flynn” White, Jr. in the AMC series “Breaking Bad”—were in attendance during the raffle drawing.

Kim Felske, Wayne County—Downriver Toys for Tots Coordinator, said, “this Mustang is one-of-a-kind and raffling it to benefit the U.S. Marine (Corps) Toys for Tots Program is a wonderful gesture by Angel’s Garage. Every child deserves to find a present under the tree on Christmas morning and Angel’s Garage is doing more than its fair share to help.”



“Thanks to you and all who make this magic happen.”

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





Toys for Tots Expands Literacy Program

The Toys for Tots Literacy Program was established in 2008 as a year-round effort to offer our Nation's most economically disadvantaged children the ability to compete academically and to succeed in life by providing them direct access to books and educational resources that enhance their ability to read and communicate effectively. Literacy forms the foundation of communication and impacts many areas of a child's life such as learning, interacting with others, and their ability to work later in life. The Toys for Tots Literacy Program, with continued guidance and direction of the President & CEO, grew exponentially in 2022. The Program expanded multiple projects with the goal of providing greater access to books to many more children who need them the most.

A brief synopsis of the 2022 endeavors and their impact are listed below:

- **The UPS Store** – The Foundation purchased over 375,000 books valued at approximately \$901,000 distributing them to 327 UPS Store locations. The UPS Stores delivered those books to schools, libraries, or organizations in their area to benefit local children in need.
- **Support to the Native American Program** – For the second year, the Foundation supported the Toys for Tots Native American Program with books. We purchased over 195,000 books valued at over \$511,000 which were distributed across 84 Native American tribes and Reservations.
- **Department of Education Title I Funded Schools** – The Foundation expanded our support to Title I funded schools by partnering with National Association of Elementary and Secondary Education Act State Program Administrators (NAESPA). With NAESPA's continued support and assistance, the Foundation distributed over 825,000 books valued at over



\$1,700,000 to teachers, school administrators, and children at over 900 Title I funded schools.

- **Good360** – Working with our outstanding partner, Good360, the Unplug & Read endeavor focused on distributing books to areas most affected by continuing economic challenges with the intent to help children “unplug” from their computers and devices and read books. The Foundation distributed over 374,000 books valued at approximately \$1,300,000.
- **Kids In Need Foundation (KINF)** – This was the second year that the Foundation partnered with KINF. This organization's mission synchronized perfectly with the Toys for Tots Literacy Program. The Foundation provided over 527,000 books valued at over \$1,000,000 to 40 KINF distribution locations reaching areas where our traditional Christmas campaign may not have access. These books were sent to schools and teachers in areas that are low on resources.

The partnership of The UPS Store, Delta Air Lines, Good360, NAESPA, and KINF, over 800 local campaign Coordinators, and the substantial effort of Brooke Summers, the Foundation's primary administrator of the Toys for Tots Literacy Program, resulted in 6,531,010 books distributed in 2022!

The Toys for Tots Literacy Program not only brings the joy of reading to less fortunate children, but also serves as an important tool in breaking the cycle of poverty. The planning is already in full swing for the upcoming 2023 Toys for Tots Literacy Program. Hope is just a book away.

Toys for Tots Leadership Summer Camp at Outdoor Odyssey

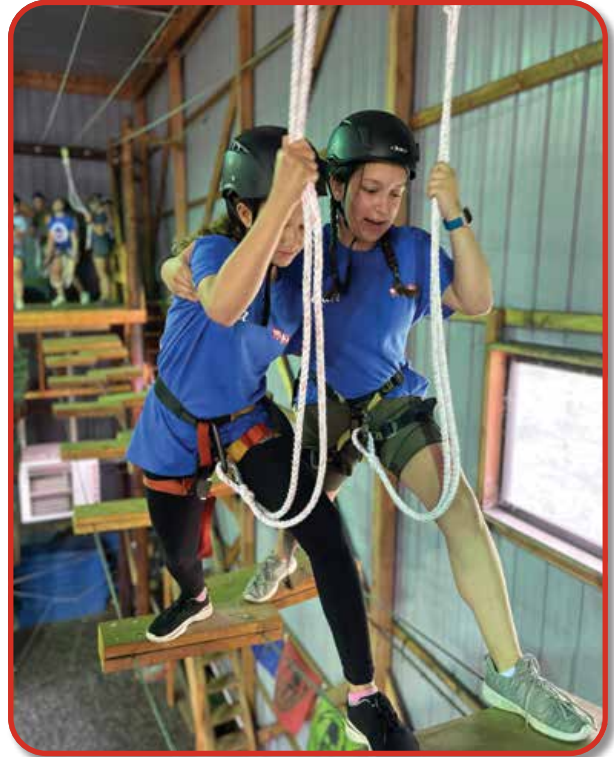
Last summer, the Marine Toys for Tots Foundation sponsored eight youth volunteers from across the United States to attend a weeklong leadership summer camp at Outdoor Odyssey located in Boswell, Pennsylvania.

Outdoor Odyssey, founded by retired Marine Corps Major General Tom Jones, focuses on providing a unique wilderness experience that incorporates leadership skills, high adventure, and team building. Individual and team resiliency are at the core of what the Outdoor Odyssey camp counselors / mentors teach and facilitate in their curriculum.

The Marine Corps Reserve Toys for Tots Program is one of our Nation's most recognizable charities that assist less fortunate children. We are focusing on our youth volunteers who demonstrate the powerful image of "children helping children." There are many young people who display leadership skills in their communities and go above and beyond to help those less fortunate than themselves. These eight children are a great representation of those characteristics.

From July 17th through July 22nd, 2022, the Marine Toys for Tots Foundation utilized Outdoor Odyssey's "Growth Through Adventure" curriculum to further develop the leadership skills of these youth volunteers with a goal to strengthen, empower, and motivate them to be the best that they can be.

During the weeklong summer camp, our youth volunteers faced and overcame many challenges, but more importantly, they experienced success as part of a team. They participated in thought provoking and problem-solving activities that encouraged them to collaborate ideas to accomplish their mission. As an example, the challenging tower climbing complex and



ziplines taught our youth volunteers how to overcome fear and reinforced the idea that they can do anything they set their mind to.

Since completing the leadership camp, our youth volunteers were selected to serve in the Youth Ambassador Program. With the skills they developed at camp, there was an excitement to showcase these skills within their communities. Utilizing their local Marine Toys for Tots Coordinator as a mentor, these eight youth volunteers made an even bigger impact in their communities and encouraged support from our younger generation.

The Outdoor Odyssey Leadership Summer Camp had such a positive impact on our Youth Volunteers that the Marine Toys for Tots Foundation plans to send all thirty Youth Ambassadors this coming summer. With the leadership qualities our youth will develop while attending camp, we are confident that our Youth Ambassadors will become stronger leaders within their peers and communities. We credit the growth of our Youth Ambassador Program to our Youth Ambassadors as they have set the example for youth volunteers across the Nation to emulate and interest in the Program has grown significantly since its inception.



The Youth Ambassador Program Welcomed 30 Youth Ambassadors in 2022

Since its inception in October of 2021, the Youth Ambassador Program continues to expand with exceptional young boys and girls participating across America. The Program, which started with ten Youth Ambassadors in 2021, increased to 30 Youth Ambassadors in 2022 to represent the Marine Corps Reserve Toys for Tots Program. Our first group of Youth Ambassadors did such an amazing job displaying initiative and leadership that we invited three to return as mentors. The selected mentors shared experience, ideas, and guidance to help grow the Program—providing leadership, guidance, and friendship to the newly selected candidates.



The Youth Ambassador Program has expanded its efforts outside of the normal Christmastime season. Each month, Youth Ambassadors meet virtually to discuss the “Topic of the Month” and “Theme of the Month” that the Marine Toys for Tots Foundation highlights. Our Youth Ambassadors are tasked with creating and participating in monthly activities from an activity choice board that will continue to connect their communities with the Marine Toys for Tots Program. For example, National Reading Month is highlighted for March and activities from the choice board will range from distributing books to children in local Title I funded schools to encourage other children to unplug from their electronic devices and pick up a book to read.

The application process begins on 1 May with the local Toys for Tots Coordinator identifying a young person between the ages of 8 and 17 who volunteers for their local Toys for Tots campaign. The Coordinator identifies their best candidate and submits his or her application no later than 31 July to their Regional Accounting Specialist. The Foundation Staff reviews all applications and recommends candidates to the President & CEO to represent each of the seven regions across the United States. All selected Youth Ambassadors will serve a one-year term that runs from 1 October until 30 September the following year.



Our Youth Ambassadors did an outstanding job in 2022, and we cannot say enough great things about them. They continue to spread the Marine Toys for Tots message through their volunteerism and leadership, as well as their positive attitudes that impact children throughout the Nation. Below are our 30 amazing Youth Ambassadors for 2022-2023:

Youth Ambassador	CAMPAIGN
Chelsea Adams	Fort Worth, TX
Kelsi Anderson	Waggaman, LA
Ethan Braegelmann	Lancaster County, PA
Allison Brown	Centreville, MD
Serenity Craycraft	Dunn, NC
Helen (Ella) Daniell	Tifton, GA
Kimber Doyle	Bowling Green, KY
Emilee Elzy	Carson City, NV
Kaylee Gossett	Okeechobee, FL
Madison Gough	Calabash, NC
Carter Grove	North Wood County, WI
Daylin Hamlet	Fairfield, OH
Tristan Hamm	Bracey, VA
Brooke Healy	Stanford, CT
Jannessa Healy	Beeville, TX
Kaylee Jones	Warner Robins, GA
Christian Kintzey	Greely, CO
Mila Lang	Hialeah, FL
Nash Lang	Hialeah, FL
Wykeria Little	Lilesville, NC
Anna Maria	St. Petersburg, FL
Montana Pierson	East Helena, MT
Stephanie Schultz	Augusta, GA
Adleigh Schwier	Okeechobee, FL
Piper Shumar	NW Michigan
Kylie Smart	Spokane, WA
Jordyn Smith	Alma, MI
Susan Suber	Milford Square, PA
Michael Taskov	Arlington, TX
Jaylene Bluesky Tosee	Carnegie, OK



Marine Toys for Tots Sends Hope and Gifts Throughout the Year to Children and Families in Need

The Marine Toys for Tots Program has provided joy and hope to children in need at Christmastime for 75 years and that support now extends beyond the holiday season whenever comfort and emotional support are needed most.

Since 2020, Toys for Tots has partnered with Good360 to provide toys, books, and games to underprivileged children during special distributions throughout the country. These distributions occur during the spring and summer months and provide children with toys and books that teach to stimulate their young minds.

Toys for Tots' initiatives in 2022 also included the expansion of the Toys for Tots Literacy Program, which provided more than 6.5 million educational and age-appropriate books to children in low-income communities and Title I funded schools. "The biggest indicator for a child being successful in their educational career is the fact that they've had books read to them consistently by the age of five. Getting these books into their hands and setting them up for success is a life-changing thing," said one 5th grade teacher. This Program not only brings the joy of reading to children, but it also serves as an important tool in breaking the cycle of poverty.

Another avenue that allows Toys for Tots to support more children in need is through our recently developed and evolving Foster Care initiative. In 2022, Toys for Tots was able to provide educational toys, books, games, and school supplies to over 447,000 children in foster families. "This initiative was our first step in supporting children in foster care", said LtGen Laster, CEO of the Marine Toys for Tots Foundation. "These children leave their homes with only a small plastic bag of their belongings. Marine Toys for Tots wants to give foster children not only something tangible to take with them as they move, but also some tools and hope for a brighter tomorrow." The Toys for Tots Native



American Program also grew exponentially in its 75th year. Nearly 750,000 toys were provided to over 220,000 Native American children.

Throughout the year, we had high aspirations to provide support to even more children in need to commemorate our 75th year—and we achieved and even exceeded that goal. Our Marines and local campaign Coordinators were instrumental in the success of this year's campaign. They rose to the occasion and established 833 local toy collection and distribution campaigns in all 50 states, the District of Columbia, Puerto Rico, Guam, and the Virgin Islands. Our Coordinators continued to use their innovation to ensure every less fortunate child in their community was given at least one gift to open on Christmas morning—thus, also, achieving tremendous milestones in 2022.

The extraordinary support we received from the American public, our Corporate Sponsors, and our selfless Coordinators enabled us to distribute an unprecedented 24.4 million toys, books, and games to 9.9 million children in need. For 75 years, Toys for Tots has provided year-round and holiday hope and magic to 291 million less fortunate children. The Program continues to find avenues that extends our support even further, ensuring that hope and self-worth are restored to more impoverished children each year.

Toys for Tots Focuses on Assisting Foster Care Children

One of the President & CEO's priorities for 2022 was to focus the Program's resources on assisting more foster children. These children are placed temporarily in group homes, residential care facilities, emergency shelters, and supervised independent living homes. Toys for Tots provides resources that help these children during extremely stressful and trying times with the goal of reducing their anxiety and making a positive impact in their lives. The Program was able to support over 447,000 foster children during the annual Christmas campaign and throughout the year.

May is National Foster Care Month and the Foundation sponsored its initial foster care event in Warner Robins, Georgia. The event, organized and planned at the Foundation by Valerie Anderson – Operations Accounting Specialist – and A.T. Wilson – former Toys for Tots Coordinator and current Consultant – took place at the Houston County Department of Family and Children Services facility. Foundation staff members, the local Campaign Coordinator, Wendy Chadwell, and volunteers for the Middle Georgia Toys for Tots campaign, as well as Houston County Sheriff's deputies and Georgia State Patrol police officers, volunteered their time providing over 80 hours of work to organize the distribution process and stuff backpacks. New backpacks filled with toys, school supplies, and books were distributed to 576 local foster care children. These items were purchased by the Marine Toys for Tots Foundation because of the generosity of our amazing donors. The event was covered by local television (NBC Channel 41 WMGT) and a local newspaper (Houston Home Journal) and was truly appreciated by the local District Foster Care Coordinators representing 11 surrounding counties.

An outstanding youth who volunteered her time was Kaylee Jones. She spent countless hours filling backpacks and helping on the day of the event, ensuring that everything was organized. Whatever she was asked to do she did with a positive attitude, displaying those characteristics of our Youth Ambassadors. Kaylee is now one of the Program's 30 Youth Ambassadors.

This event, and those that the Foundation is planning in the future, highlight how the Program positively impacts children throughout the year – not just at Christmastime. Help and hope are needed year-round.



Marine Toys for Tots and the Tucson Police Department Provide Hope to Children in Arizona

The Marine Toys for Tots Program is more than a Christmastime charity. The Program realizes that need extends far beyond the holiday season and recognizes the importance of reminding children that there is still joy to be found in simple gifts every day. Toys for Tots stands ready to send a year-round message of hope to our Nation's children in need and their families.

The Tucson Police Department hosted a large-scale toy distribution event made possible by the gifts that were provided by Toys for Tots.

The distribution event provided over 20,000 toys, books, and games to over 12,000 children! The families and children were elated to receive these gifts, and joy and hope were seen throughout the day from the families receiving the gifts and the volunteers distributing them.

The success of the event was made possible by the support of 420 volunteers from local organizations, Marines, a Navy Corpsman, 140 Tucson Police Officers, and 28 Police Cadets currently attending the Police Academy. LtGen Jim Laster, USMC (Retired), also joined in on the "boots on the ground" efforts by distributing toys for over six hours.

Partnering with agencies that are familiar with the challenges the local area faces is instrumental in helping Marine Toys for Tots carry out its mission in communities across the Nation. The distribution event not only provided gifts to families and children who have fallen on difficult times, but the gifts also brought joy, and reminded the families that Marine Toys for Tots is committed to being a year-round force for good.



A Full Circle Toys for Tots Story



A ripple effect is created the day a child receives a toy through the Marine Toys for Tots Program. That positive memory can etch itself into their being and mold their future into a different path. That's exactly what happened to Maj Mariela Peña, a United States Marine assigned to 1st

MLG, I MEF and former recipient of Toys for Tots, after she immigrated to the U.S. with her family from Nicaragua in 1987.

"My family flew from Nicaragua to Mexico and then to San Diego," said Maj Peña. "Once we were all reunited and together, we began our trek to San Jose." Maj Peña and her family were driving along Highway 5 on Thanksgiving evening—her parents said, "Christmas isn't going to happen for us this year, but we're just going to celebrate the fact that we're all together." All the money that her family had saved was used to immigrate to the United States and live with her aunt.

One morning, a few days before Christmas, Maj Peña and her family walked outside to a Christmas miracle. Marines in uniform stepped out of the five-ton truck, filled with toys—they couldn't believe that Christmas had come to their door. Maj Peña and her siblings picked out their toys from the five-ton truck—"I got a yellow bunny stuffed animal that I also used as a pillow," said Maj Peña.

She commented, "we got the biggest Christmas I think we had ever experienced in our entire lives." Maj Peña continued, "I [also] remember coming outside of the house and seeing the five-ton truck full of toys, and I [knew] that I was going to drive trucks in the Marine Corps, forever."



She continued, "the Marines are the biggest fighting force in the world, and yet, they still take the time to take care of people and the most vulnerable, and I said, I want to be a Marine."

Maj Peña has been serving our country for 26 years—she joined the Marine Corps Reserve at 19 years old, and was stationed in Hayward, California. During her first 12 years in the Reserves, she volunteered with her local Toys for Tots Campaign. In 2005, she was deployed to Iraq and would be missing Christmas with her 10-year-old son. Hearing that news, the local Marine Corps League contacted the Toys for Tots Campaign in Concord, California, and said "[there was] a Marine's little boy that needed a good Christmas." So, on the morning of Christmas Eve, the local campaign delivered a brand-new bike to Maj Peña's son.



"The donation is bigger than the value of the actual toy that [Toys for Tots supporters] donate. Because, when [Toys for Tots supporters] are donating a toy, they aren't just donating an item, they are giving a sense of security to a child when they need it most." She continued, "A feeling of welcoming, a feeling of security – that things are going to be okay. That's the impact of the donation, and that's what Toys for Tots meant to me."

Maj Peña's story was so well received that she was interviewed on Good Morning America and by the Marine Corps Times. The individual who donated the yellow bunny not only gave Maj Peña a gift at Christmas, but also gave her hope and inspiration to become a United States Marine. What may seem like a simple contribution can provide a lifetime of hope and security to a child or family in need.

Twenty Years of Providing Smiles and Miles of Bikes!

The mission of the Marine Corps Reserve Toys for Tots Program is well known throughout the Nation. Each year, the Program strives to reach more less fortunate children, and the success of the mission is made possible by the generosity of the American public. No matter how an individual, company, family, or organization donates, every supporter has their story or reason for why they wish to support our Program—like Mr. Irwin Chu. For 20 years, Irwin Chu has been bringing joy and hope to impoverished children through his “Miles of Smiles Bike Drive”—all while honoring his late son.

On September 3, 2002, Mr. Chu tragically lost his sixteen-year-old son, David, in a car accident. That Christmas would be very different for the Chu family, and after the tragic loss of David, they decided not to exchange Christmas gifts that year. However, one family tradition continued in memory of David.

“As a family tradition, each of us always gave a bike and helmet to the ExxonMobil toy drive in Maryland. We decided to use the holiday money [that we would have used for our family gift exchange] and give more bikes and helmets,” said Mr. Chu.

His friends noticed Mr. Chu purchasing several bikes and helmets at local stores and were curious—so Mr. Chu told his friends that to honor his late son, he and his family were using their Christmas gift exchange money to purchase more bikes and helmets to donate to the ExxonMobil toy drive. After hearing that their friend was supporting local children in need, they gave him extra money to purchase even more. With the support of a few friends, Mr. Chu and his family were able to give fifty bikes and helmets to the ExxonMobil toy drive that year.

Over the next few years, word spread that Mr. Chu was collecting donations, and contributions came pouring in. Overtime, as donations grew larger, the storage space for bikes and helmets grew smaller at ExxonMobil. “Eventually, the Human Resources department said they couldn’t handle the hundreds of bikes and helmets we were contributing each year,” Mr. Chu commented. That’s when he reached out to his local Toys for Tots campaign.

“I’ve always given to Toys for Tots and asked if they could handle hundreds of bicycles and helmets. The Staff Sergeant’s answer was ‘we are Marines!’”

To reduce costs, Mr. Chu bought the bikes from Huffy, unassembled, and helmets from Helmets R Us. The stores



were generous to give Mr. Chu wholesale prices because they knew the bikes were going to be donated to Marine Toys for Tots. ExxonMobil even provided space to assemble and store the bikes prior to distribution.

Soon, Mr. Chu was donating over a thousand bikes a year! With the influx of donations, the storage space became even more limited. “Once again, I called the Marine Corps and spoke to a Gunnery Sergeant and asked if he could help assemble the bikes. His answer was: ‘Mr. Chu, I have a whistle! When I blow my whistle, this is what I hear, Sir, yes Sir! No Questions asked!’”

Many volunteers have come together to assemble the bikes at the Marine Corps base over the years – Former President, George W. Bush and Former First Lady, Michele Obama even joined the effort.

“[The length of] a thousand bikes lined up end to end is about a mile of bikes. I decided to call this the “Miles of Smiles Bike Drive” hoping that we would end up with a few miles of smiles,” said Mr. Chu. Including what Mr. Chu donated in 2022, over the course of 20 years, 20.5 miles (20,500 bikes) of smiles were donated to children in need—which totals over \$2 million!

Mr. Chu remarks to those who have assisted in this drive over the years, “It’s been my honor to have facilitated this [drive] and to have known each of you [who have helped with the drive]. David would have been amazed to have seen this.”

Mr. Chu and his family have provided hope and comfort to thousands of children in need over the past 20 years, and he created something beautiful to honor his late son, David. Because of Mr. Chu’s support, children in his community have had hope for a brighter future.



2022 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 2022 Marine Corps Reserve Toys for Tots Campaign:

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The following One Star corporations contributed or helped raise over \$25,000 in cash or contributed over \$100,000 worth of toys to our 2022 Marine Corps Reserve Toys for Tots Campaign:

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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 2022 Marine Corps Reserve Toys for Tots Campaign:

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 Williams Industrial Svcs. Grp., LLC
 Wings Financial Foundation
 Wise Santa's Deputies Association
 World Water Works
 Wright Hennepin Electric Trust
 WSDC Foundation
 WTP Employees Activity Association
 XTX Markets
 Young Marines



27th Annual Marine Toys for Tots Foundation Golf Classic

The Marine Toys for Tots Foundation hosted our 27th annual Golf Classic on Monday, May 16th at the Mount Vernon Country Club in Alexandria, Virginia.

Each year, the Golf Classic kicks off our Holiday Campaign fundraising efforts and is co-sponsored by our long-time partners, Group Sales and OnTime Toys. Thirty-five teams came out to play golf, enjoy the day, and support less fortunate children!

The tournament, which began with a shotgun start at 0900, was preceded by a continental breakfast and followed by a luncheon and awards ceremony.

Formatted as a "Best Ball Scramble", FLEET and Stafford Printing were selected based on team low gross scores (The Commandant's Flight) and team low handicapped scores (The President's Flight).

We continue to be sincerely grateful and extend our special thanks to the Mount Vernon Country Club, corporations, business partners and participants who helped make our 2022 Golf Classic a very successful event! Your generous donations help millions of less-fortunate children across our Nation!



Commandant's Flight Winners | FLEET



President's Flight Winners | Stafford Printing

2022 Marine Toys for Tots Reception and Evening Parade

On the evening of June 3rd, at the invitation of the Commandant of the Marine Corps, Veteran, GySgt James Zwierlein, USMC (Retired), currently serving as the Navajo Nation Veterans Administration Executive Director, served as the Guest of Honor and the Parade Reviewing Official for the Evening Parade at Marine Barracks, Washington, DC. The parade was preceded by a reception in Crawford Hall hosted by the Marine Toys for Tots Foundation. Navajo Code Talker and Veteran Marine, Peter MacDonald was in attendance. The Foundation's Board of Directors, as well as numerous other friends and supporters of the Marine Toys for Tots Program and the Marine Corps, also attended the Evening Parade.

The President & CEO of the Marine Toys for Tots Foundation, Lieutenant General Jim Laster, USMC (Retired), addressed the guests and shared the results of the 2021 Holiday Campaign and thanked everyone for their support of the Marine Toys for Tots Program. He called attention to the 830+ local campaigns made up of Marines, Sailors, and more than 55,000 volunteers. The exemplary efforts of all involved with the Program enabled an unprecedented 22.4 million toys, books, and games to be delivered to 8.7 million less fortunate children.



Lieutenant General Laster then introduced Lieutenant General Dave Bellon, Commander, Marine Forces Reserve, who served as the General Officer host for the evening. He welcomed all to the parade, provided excellent remarks about the Marine Toys for Tots Program, and then introduced GySgt James Zwierlein.

As a former Gunnery Sergeant of the United States Marine Corps Signals Intelligence and current Executive Director of the Navajo Nation Veterans Administration, GySgt Zwierlein spoke about the significant impact that the Toys for Tots Program has on America's impoverished children and the Navajo children living on the remote Reservations across the Nation. GySgt Zwierlein went on to say that the millions of supporters who donate to the Program each year are sending more than donations — they are instilling a sense of hope for a brighter future in our Nation's children.

The evening was an inspiration for all in attendance and provided an excellent opportunity to highlight the Marine Toys for Tots Program to the over 4,000 people attending the Evening Parade.



2022 Toys for Tots Coordinator Training Conference

For the 21st year, the Annual Marine Corps Reserve Toys for Tots Program Coordinator Training Conference was held at the Hilton Washington Dulles Airport in Herndon, VA, from 8 – 11 September. For over a decade, the Foundation hosts this training at The National Conference Center in Leesburg, VA; however, The National Conference Center was a location that was contracted by the U.S. Government to host Afghanistan refugees. We look forward to going back to The National in 2023.

The Foundation staff prepared presentations and handout materials to train 368 Coordinators at the hotel and 847 Coordinators, Marines, and volunteers virtually. The Coordinators heard presentations given by the staff in the main session room and also in breakout rooms according to campaign size. This allowed Coordinators to share ideas that will benefit others with similar size programs. Breakout sessions included instruction for Marine Forces Reserve Coordinators and for Local Community Organization (LCO) – volunteer – Coordinators allowing them to share ideas.

We were honored to have Lieutenant General David Bellon, Commander, U.S. Marine Corps Forces Reserve and U.S. Marine Corps Forces South, attend our training. LtGen Bellon spoke to all the Coordinators about the Marine Corps' appreciation for the important job they do for children in need and the value of having Toys for Tots Programs in their community.

After the first day of training on 9 September, the Foundation hosted the annual awards banquet recognizing the 2021 National and Regional Coordinators/Campaigns of the Year.

The principal goals for this training are:

- Enhance teamwork throughout the Toys for Tots team.
- Provide information and guidance to help Coordinators conduct more effective campaigns.
- Seek methods of operation that ease the workload of Toys for Tots Coordinators.
- Enhance the image of the U.S. Marine Corps Reserve Toys for Tots Program.
- Enhance administrative proficiency throughout all elements of the Toys for Tots Program.
- Recognize the Regional and National Coordinators and the Campaigns of the Year.

The Marine Toys for Tots Foundation would like to give a special thank you to:

- The Hilton Washington Dulles Airport for the outstanding job working with us to have a successful 2022 training conference.
- LtGen David Bellon for taking the time to attend our training.
- Take One Production for providing the Audio/Visual capabilities; and
- The Foundation's Coordinator Training Project Manager, Tammy Weatherholtz – Region 5 Accounting Specialist – for coordinating the planning effort of this important event.

2021 National Toys for Tots Campaigns/Coordinators of the Year



LCO Coordinator of the Year

BRYCE PARKS
*Dubuque Toys For Tots
Dubuque, IA*

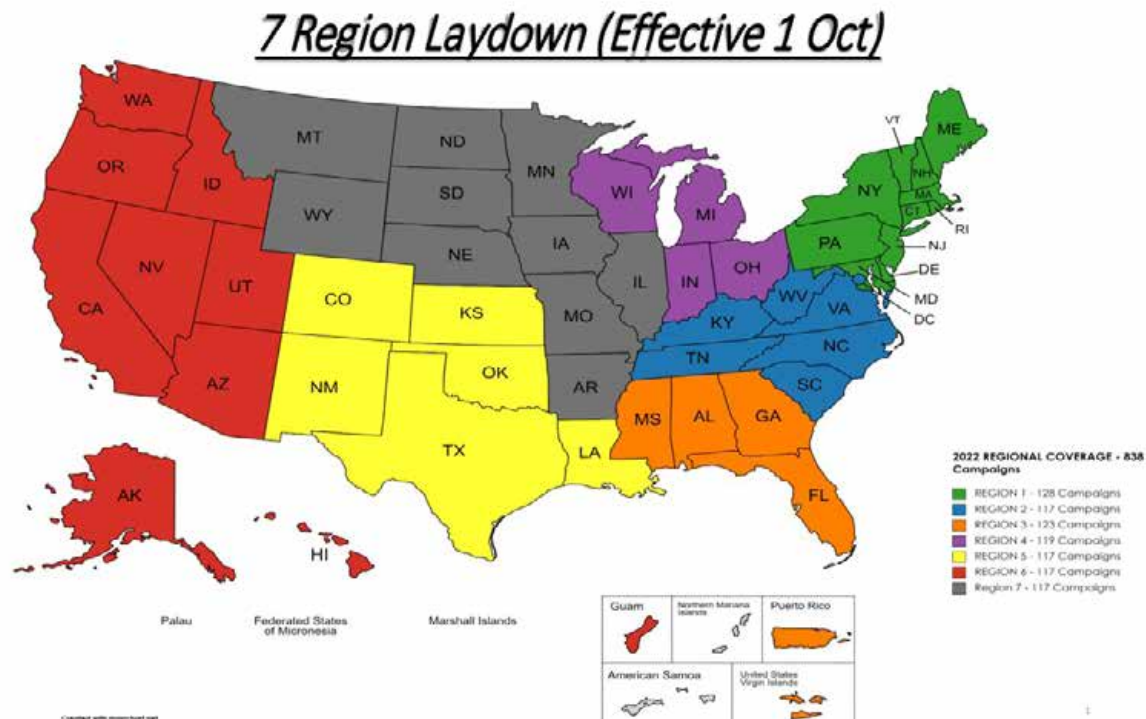


USMC Reserve Coordinator of the Year

1STSGT IULIAN DAN
*Company D,
4th Tank Battalion
Twentynine Palms, CA*

2022 Toys for Tots Regional Organization

In 2022, the Marine Toys for Tots Foundation organized the Nation into seven (7) “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. A Regional Accounting Specialist is assigned to each region and manages the administrative and accounting matters for the states in each respective region. Today, each region consists of nearly 120 local campaigns. This construct improves communications from the Foundation to local Coordinators, develops a greater spirit of teamwork, significantly enhances the administrative and fund management proficiency of local campaigns, and creates a more organized, Nationwide campaign.



Toys for Tots Campaign 2022

The 2022 U.S. Marine Corps Reserve Toys for Tots Campaign, the 75th Anniversary of America's most recognizable Christmastime charity, was another record-breaking endeavor. The Program increased local campaign coverage to 833 local communities covering all 50 states, the District of Columbia, Puerto Rico, Guam, and the U.S. Virgin Islands. Local campaigns made up of Marines, Sailors, and more than 41,000 volunteers distributed an unprecedented 24.4 million toys to 9.9 million less fortunate children. The exemplary efforts of all involved with the Program enabled the joy of Christmas and message of hope to be delivered to over 1.1 million more of America's less fortunate children than in 2021!

The Marine Toys for Tots Foundation, the fundraising and support organization for the Marine Corps Reserve Toys for Tots Program, supplemented the collections of local Toys for Tots Campaigns with over 12 million toys, books, and games valued at over \$127 million. The Foundation also provided local campaigns with over 5.4 million promotional and support materials valued at over \$1.8 million.

From 1947 through 2022, Marines, Sailors, and their volunteers have distributed 652 million toys, books, and games to 291 million less fortunate children. From 1991 through 2022, Marine Toys for Tots Foundation has supplemented local collections with 174 million toys, books, and games valued at over \$1.47 billion.

2022 Financial Report (Executive Summary)

Report of Independent Accounting Firm

The independent accounting firm, RSM US, LLP, conducted an audit of the Foundation's 2022 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, 2022 (With Comparative Totals for 2021)

Support and revenue:	2022	2021
Contributions:		
Toys	\$ 297,933,366	\$ 260,765,585
Direct mail	27,809,759	31,444,315
Individual	35,736,422	39,380,982
Corporate	13,003,179	15,589,223
Donated services	7,389,122	7,822,587
Combined Federal Campaign	34,986	120,990
Interest and dividends, net	3,687,408	8,501,233
Other	282,417	278,743
Events	130,855	130,233
Unrealized and realized (loss) gain on investments, net	(19,482,825)	7,255,138
Total support and revenue	\$ 366,524,689	\$ 371,289,029
Expenses		
Program services:		
Toy distribution program	\$ 377,997,060	\$ 330,755,831
Education program	4,396,475	4,416,058
Supporting services:		
Fundraising	9,996,222	9,098,268
Management and general	2,338,453	1,280,383
Total Expenses	\$ 394,728,210	\$ 345,550,540
Change in net assets	\$ (28,203,521)	\$ 25,738,489
Net Assets		
Beginning	\$ 246,156,910	\$ 220,418,421
Ending	\$ 217,953,389	\$ 246,156,910

Program and Support Service Expenses

The Foundation's 2022 program to support services expense ratio was **97:03**.

2022 Audited Financial Statement

The 2022 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 2022, 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 2022

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

Morning Consult 2022

Toys for Tots listed in Morning Consult's Top 20 Most Favorable Nonprofits



Accomplishments

1. **Literacy Program:** Continued to grow the Toys for Tots Literacy Program to provide books and educational materials to economically disadvantaged children and schools in low-income areas. The Toys for Tots Program distributed over 6.5 million books to children throughout 2022.
2. **Native American Program:** Continued to expand the Toys for Tots Native American Program in order to provide support to Native American children living on remote Reservations. The Program distributed toys to nearly 220,000 Native American children throughout 2022.
3. **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.
4. **Successful Campaign:** With a record 833 local campaigns, distributed over 24.4 million toys to 9.9 million less fortunate children.
5. **Audited Financial Statements:** The Foundation, as has been the case since 1994, received an unmodified opinion on the 2022 financial statements from RSM US, LLP.
6. **Program to Support Services Expense Ratio:** The Foundation achieved a 97:03 ratio of program to support services expenses in 2022. This means that 97 cents of every dollar spent in 2022 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.



2022 Activities

Program Services and Events

- Supplemented local Toys for Tots campaigns with over 12 million toys valued at over \$127 million
- Distributed more than 6.5 million children's books through the Toys for Tots Literacy Program
- Distributed 747,751 toys to nearly 220,000 Native American children in 84 Reservations/Tribal Groups
- Distributed toys, books, and school supplies to over 447,000 foster care children
- Provided promotional and support materials to 833 local Toys for Tots campaigns valued at over \$1.8 million
- Published and distributed 27th edition of the SOP for local TFT campaigns
- Conducted 21st Annual Coordinator Training Conference at the Hilton Washington Dulles Airport in Herndon, VA
- Celebrated the Program's 75th year of providing gifts and hope at Christmastime
- Conducted multiple events in celebration of the Program's 75th anniversary
- Provided local Coordinators all-encompassing package of information and materials for successful campaigns
- Expanded on the Youth Ambassador Program and welcomed 30 outstanding youths to serve
- Hosted a Leadership Summer Camp at Outdoor Odyssey for the Youth Ambassadors
- 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
- PSAs televised nearly 18,000 times during campaign season valued at \$1 million
- Over 18.6 million Direct Mail letters
- Media event with the First Lady, Dr. Jill Biden, and surprise appearance from President Biden
- President & CEO personally conducted multiple TV and radio interviews Nationwide
- Hollywood Christmas Parade featuring Marine Toys for Tots
- Partnered with Circle Network and gained exposure through the Grand Ole Opry shows

- Received unwavering support from Grand Ole Opry members and artists
- The Marine Toys for Tots Program was awarded the Department of the Navy Distinguished Public Service Award

Fundraising

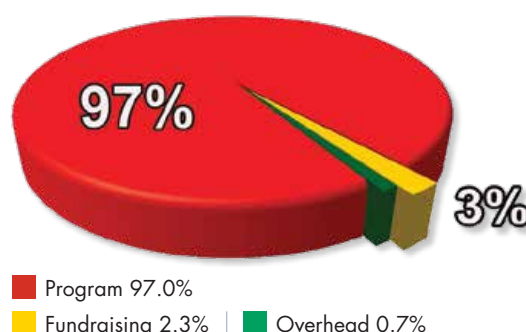
- Registered with all states & DC to solicit funds
- 141 National Corporate Sponsors
 - Revenue - \$76 million
- Direct mail campaign
 - 18.6 million Letters
 - Revenue - \$27 million
- Special Events/Projects
 - Revenue - \$600,000
- Individual Donations
 - Revenue - \$15 million
- Local individually donated Toys
 - Revenue - \$224,874,215 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
 - 833 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



Board of Directors Year End 2022



W. Tim Davis
Retired 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
BGen, USMCR
Director, Brute Krulak
Center for Innovation and
Creativity, MCU
MCB Quantico, VA



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



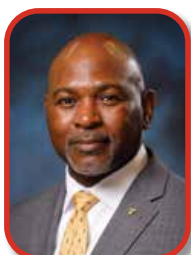
Robert E. Milstead, Jr.
LtGen, USMC (Ret)
Managing Partner
REM Strategies
Wilmington, NC



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



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



Alphonso Trimble
Director, Business
Development
Tech Solutions and Services
BAE Systems Intelligence &
Security Sector
McLean, VA



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

Officers Year End 2022



Robert E. Milstead, Jr.
Chairman of the Board



W. Tim Davis
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



“The purpose of leadership is not to make the present bearable. The purpose of leadership is to make the future possible.”

— Joan D. Chittister

Support Staff

Year End 2022



Mrs. Valerie M. Anderson
Operations Accounting Specialist



Mrs. Katherine C. Barnes
Accounting Specialist,
Region 6



Mr. Steven Boone
Information Technology Specialist



Ms. Jennifer R. Campeau
Accounting Specialist,
Region 2



Miss MaryKate Cobb
Communications and
Public Relations
Specialist



Ms. Tatiana Dingle
Accounting Specialist,
Region 4



Ms. Alba Cuebas-Fantauzzi
Social Media Content
Producer



Mrs. Angie Gill
Accounting Specialist,
Region 7



Mr. John Haehn
Social Media Manager



Mrs. Kelley J. Hardison
Deputy Vice President,
Marketing & Development and
Director of Human Resources



Ms. Christin Jones
Administrative
Assistant



Ms. Jennifer C. Laine
Donor Relations and
Processing Administrator



Mr. Matthew D. McDonald
Director of
Information Technology



Mrs. Sara M. Mills
Executive Assistant to
President & CEO



Miss Brianna Roberts
Accounting Specialist,
Region 3



Mrs. JoAnn Roxburgh
Marketing Associate



**GySgt Mike Stuckey,
USMC (Ret)**
Deputy Vice President,
Operations



Ms. Brooke M. Sumners
Accounting Specialist,
Region 4



Ms. Karen M. Torrence
Accounting Specialist,
Region 1



Mrs. Melanie Turner
Corporate Accountant



Mrs. Tammy W. Weatherholz
Accounting Specialist,
Region 5

Board of Directors Welcome Two New Members



David A. Lapan

David A. Lapan

We are pleased to welcome Colonel David Lapan, USMC (Retired), as one of the newest members of our Board of Directors!

Dave's distinguished Marine Corps career spans over 35 years where he served in many roles through the Director of Marine Corps Public Affairs, Public Affairs Officer of II Marine Expeditionary Force, and holds a plethora of experience as a Spokesperson for the Department of Homeland Security and the Department of Defense. David is a skilled Communications Executive who has planned, directed, and managed agency level communications and public relations programs and events. His experience includes leading communications strategies for the Marine Corps, International Security Assistance Force, the Chairman, Joint Chiefs of Staff, as well as two non-profit organizations.

Through his experience, Dave has envisioned, founded, and lead C3 Communications Advisor, LLC where he provides expert advice and guidance to individuals, government agencies, and organizations on strategic and crisis communications. Dave brings a wealth of knowledge and insights, and he will be an extremely impactful Board member for the Marine Toys for Tots Foundation.



Anne (Weinberg) Martin

Anne (Weinberg) Martin

The Marine Toys for Tots Foundation is also pleased to welcome Colonel Anne Weinberg Martin, USMC (Retired), to the Board of Directors!

Anne's career in the Marine Corps includes a vast range of expertise during her 27 years of service to include leadership as an Intelligence professional across a broad range of international military operations in Joint and Coalition environments. In her final position in the Marine Corps, Branch Head of Manpower, Plans & Policy, Colonel Martin was responsible for the oversight of the Marine Corps' effort to fully integrate women into ground combat arms MOSs and units.

After retiring from the Marine Corps, Anne developed Chase Stream Farm, a 72-acre organic farm in midcoastal Maine. She continues to facilitate a 9-month education and training program that helps fellow veterans reach their goals of establishing a successful farm business. Anne is also the founder of Farmer Veteran Consulting that helps farmer veterans throughout New England reach their production and farm business goals.

Anne's expertise will be tremendously beneficial and her position on the Board of Directors will be equally impactful to the Marine Toys for Tots Program.

The Marine Toys for Tots Foundation Farewells Brooke Sumners



Brooke Sumners

Brooke Sumners began her employment at the Marine Toys for Tots Foundation on 5 July 2011. For over 11 years, Brooke was a Regional Accounting Specialist on the Operations team. As such, she was the primary point of contact for the Marine and Local Community Organization (LCO) Campaign Coordinators throughout Region 4 which encompasses much of the upper Midwest.

She assisted, managed, and supported local Coordinators with the administrative requirements of executing a local campaign. She immediately excelled due to her outstanding analytical, problem solving and decision-making skills, and she was consistently very detail oriented. Due to her acumen, she took on the additional responsibility of serving as the Toys for Tots Literacy Program Specialist and was instrumental in the significant growth of the Literacy Program over the past two years.

During her time at the Foundation, she excelled in her personal life as well. Brooke finished her Associate's Degree in General Studies from Northern Virginia Community College. She continued to look for ways to enhance her life while raising her two boys. She was determined to become a homeowner and turned that dream into a reality. During the process of purchasing a home, she realized that her next chapter in life was to help others in buying and selling their homes. Brooke studied, became a licensed realtor, and she left the Foundation on 31 December 2022 to be a fulltime realtor. Good luck with all of your future endeavors, Brooke!



*“Marine Toys for Tots is a year-round force for good—
because needs aren’t seasonal, and neither are we.”*



The Marine Toys for Tots Foundation Welcomes New Members to the Team!



Tatiana Dingle

Tatiana joined the Marine Toys for Tots Foundation team this past October as the Region 4 Accounting Specialist, replacing Brooke Sumners. She is the daughter of two Marines and has relocated to six different duty stations with her parents before settling in Fredericksburg, Virginia.

Tatiana has earned an associate degree in general studies at Germanna Community College and a Bachelor of Arts Degree with a concentration in Digital Filmmaking and Video Production from the Art Institute of Washington.

Tatiana loves reading and learning new things. She also brings a plethora of talent and experience to the family as a former 17-year employee at Walmart Supercenter, daycare teacher, and video production intern. She has a passion for helping others and has volunteered at organizations such as the Children's Miracle Network, Salvation Army, and the local food banks. Tatiana says, "I love feeling as if I'm making a difference in children's lives working for the Marine Toys for Tots Foundation." Welcome to the Toys for Tots team, Tatiana!



Angie Gill

This past August, the Marine Toys for Tots Foundation welcomed Angie Gill to the Toys for Tots team as the Region 7 Accounting Specialist. Angie was born and raised in Watertown, New York where she attended the State University of New York Jefferson Community College.

She would go on to earn an Associates of Applied Science Degree in Paralegal Studies at Kaplan University.

As a former employee of the United States Postal Service and Supervisor at LIDL US, Angie brings a plethora of experience with her to the Foundation. Angie also has a passion for helping others and giving back to her community. She has put in countless hours volunteering at homeless shelters and food distribution centers during the COVID-19 pandemic. Angie says, "I am excited to be a part of the Marine Toys for Tots Foundation team knowing I am working year-round to help facilitate bringing joy to less fortunate children." Welcome to the Toys for Tots team, Angie!



Christin Jones

Christin joined the Toys for Tots team in September of 2022 as our Administrative Assistant. She jumped right into the hustle and bustle of campaign season and pursued her job with excitement and enthusiasm. Originally from Johnston, PA, Christin attended West Virginia

University and has spent over 20 years in Virginia since graduating.

Her passion for helping people led her to initially pursue a career as a Radiologic Technologist, and her career path eventually led her to join the Toys for Tots family! We are thrilled to have her on the team as we watch her excel in her dream of helping families and children through her work at the Foundation. She is also equally thrilled to watch her daughter attend college in the fall on a volleyball athletic scholarship! Welcome to the Toys for Tots team, Christin!

Special Advisors to the President & CEO



Howard Mears

Howard Mears, Helena, Montana

The Marine Toys for Tots Foundation is pleased to welcome Mr. Howard Mears as a Special Advisor to the President & CEO of the Marine Toys for Tots Foundation. Mr. Mears became the Helena, Montana Coordinator in 2014 and has led and nurtured the steady growth of the campaign.

Mr. Mears actively supports the Toys for Tots Native American Program in Montana by delivering gifts and hope to the Native American children in the Little Shell, Chippewa Cree, Northern Cheyenne, Assiniboine, and Sioux, Aaniiih (Gros Ventre) tribes. He also coordinates distributions to the Nakoda (Assiniboine), Salish- Kootenai, Crow, and Blackfeet Reservations.

Mr. Mears also works industriously to raise funds for his local Toys for Tots campaign through his “Mow Your Weeds for Donations” fundraiser—which he started in 2016. He spends countless hours mowing fields in Helena and all he asks for in return is a donation of any amount to Toys for Tots. In his first year he raised \$600. Now he raises thousands of dollars each year with his mowing efforts alone.

A diligent worker, Mr. Mears is committed to the accurate and timely completion of all administrative requirements of a National charity and has volunteered to work with other Toys for Tots Coordinators to not only share information and ideas, but to assist them in becoming more effective and efficient campaign Coordinators.

Since Mr. Mears began coordinating the Helena Toys for Tots Campaign, he has ensured that the Program has become a well-known community action effort throughout Helena, MT. We are honored to have Howard’s experience to assist in the continuing expansion of the Marine Toys for Tots Program.

“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...”



Toys for Tots Mourns the Loss of Wally

It is with great sadness that the Marine Corps Reserve Toys for Tots family lost our Special Advisor to the President & CEO, Local Campaign Coordinator, mentor, and friend, David "Wally" Waller on November 19, 2022.

Wally exemplified the heart and spirit of Marine Toys for Tots and served as a true inspiration for all associated with the Program. The tremendous impact he made on thousands of children and their families will stand the test of time as part of his legacy. It was not only the children in need who benefited from Wally's love of service -- local campaign Coordinators across the Nation benefited from his mentorship as well. He was always an email or phone call away and would always be available to assist Coordinators by providing the best guidance possible to ensure their campaigns were successful.

Mr. Waller began as the Polk County, Florida Coordinator in 2017 and raised a record amount of donated funds and distributed a record number of toys to support children in need in his community. His efforts each year benefited thousands of children who were positively impacted by this great American. Wally was recognized as the 2018 Region III Local Community Organization (LCO) Coordinator of the Year and earned the honor of the National LCO Coordinator of the Year in 2020.



Wally will be deeply missed by the President & CEO, the Foundation staff, Marine and LCO Coordinators, volunteers of the campaign he so successfully executed, and the families in Polk County who benefited from his labor of love. Mr. Waller believed in his heart that with the continued support of his enthusiastic and dedicated volunteers, local businesses, and citizens of Polk County, Marine Toys for Tots will continue to bring joy and hope to thousands of underprivileged children in his community. Our hearts go out to his family and friends.

Wally exemplified the heart and spirit of Marine Toys for Tots and served as a true inspiration for all associated with the Program.



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 Hendricks







Marine Toys for Tots Foundation

The Cooper Center

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www.toysfortots.org

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