

# Marine Toys for Tots Program



**Corporate Sponsorship  
2023**

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# Introduction

Established in 1947, Toys for Tots is the U.S. Marine Corps' premier community action program and **America's most popular Children's Christmastime Charity**. It is the combined efforts of the U.S. Marine Corps Reserve and the Marine Toys for Tots Foundation. Our mission today is the same as it was in 1947: *to bring the joy of Christmas to America's less fortunate children*.

Toys for Tots is a **National program with a local touch** – we have over 830 local toy collection and distribution programs in most major market areas in all 50 states, DC, Puerto Rico, Guam and the Virgin Islands.

Each local Toys for Tots Campaign is run by a Marine Reserve unit, Marine Corps League Detachment, or other community organization with each campaign headed by a **Toys for Tots Coordinator** who organizes a seasonal campaign from October through December. Their primary focus is to collect, sort and distribute toys to less fortunate children in their local area. Each Coordinator:

- Establishes a volunteer network
- Works with local businesses and organizations to help collect toys, raise dollars and promote the program within the community
- Distribute toys, books and gifts to children-in-need within the local area

The **Marine Toys for Tots Foundation**, an IRS recognized 501(c)(3) not-for-profit public charity, is the fundraising, funding and support organization for the U. S. Marine Corps Reserve Toys for Tots Program.

Partnering with Toys for Tots can help with your **corporate image** creating an association with a highly regarded charity running a positive social program. **People support companies that support their charities.**

## People want to feel good at Christmas and we make it easy.

- Toys for Tots provides a **positive, uplifting social program**
- A person can literally fix a problem with a single donation – a \$10 gift will provide a package of toys and fulfill the Christmas holiday dreams of one child-in-need.

## Who better tells the story of Christmas than Toys for Tots?

Supporting Toys for Tots:

- Invokes patriotism by supporting a U.S. Marine Corps program
- Tugs at heartstrings by helping children-in-need
- During America's favorite holiday: Christmas!

**Last year, Toys for Tots distributed  
24.4 million toys to 10 million less fortunate children!**



# Become a National Corporate Sponsor

## Contact Us

It starts with a simple phone call or email to the Vice President, Marketing & Development, Ted Silvester at (703) 649-2021 or [ted.silvester@toysfortots.org](mailto:ted.silvester@toysfortots.org)

## Make a Pledge

Pledge to raise or contribute a specified amount of cash

### **To be a National Corporate Sponsor (NCS)**

- Donate a minimum of \$25,000 in cash, **or...**
- Make an in-kind product donation of new toys and/or books with a minimum value of \$100,000  
(Toys collected via toy drives do not count towards value of an in-kind product donation)
- Hosting toy drives alone does not constitute a national partnership



## Enter into a Licensing Agreement

- For **cause-marketing initiatives**, we like to enter into a simple licensing agreement that captures the basics such as: use of Toys for Tots Logo and name, indemnification, a description of your cause-marketing campaign, promotional period, etc.
- Feel free to use the agreement we provide, make any necessary changes, amendments, or even use your own.
- Supporting Toys for Tots with a monetary donation, an in-kind contribution and/or toy drives do not require a licensing agreement (only cause-marketing initiatives).

## Guidelines for consideration as a Corporate Partner

- As an official activity of the U.S. Marine Corps, the Marine Toys for Tots Foundation will not affiliate with an organization that portrays the USMC or the Marine Toys for Tots Program in a negative manner.
- The Marine Toys for Tots Foundation adheres to the Better Business Bureau Wise Giving Alliance Standards for Charity Accountability. View these guidelines and our accreditation at: <http://www.give.org/for-charities/>.
- Marine Toys for Tots does not sell, loan, or distribute our mailing lists or email addresses to third parties.
- Out of respect to our current donors and corporate partners, Marine Toys for Tots will not actively solicit or promote to our supporters. We may, however, promote via our social media channels.
- Marine Toys for Tots Foundation does not consider promotions that utilize direct mail, telemarketing or door-to-door sales, nor will we advertise items for sale on our website.

# Benefits of a National Corporate Sponsor

## Boost Your Corporate Image

- Alignment with Toys for Tots can promote greater awareness of a company's products and services, increase sales and promote employee retention
- Association with a widely recognized credible national charity running a positive social program - **Use of Toys for Tots Name and Logo** in your cause marketing campaign, publicity, promotions and website

## Get Seen – Exposure, Exposure, Exposure!

**Your company featured on the Toys for Tots website receiving millions of views in November and December**

- Your logo posted on Toys for Tots website
- Your logo linked back to your website

### **Toys for Tots Social Media Promotion**

- Toys for Tots will **post your creatives** on our **Facebook, Twitter, Instagram** and **LinkedIn** accounts
  - Announce Partnership
  - Promote your cause marketing campaign
  - Highlight your charitable giving

**Your company listed in Toys for Tots Publications**

- Annual Report, Newsletters, etc.

## Feel Good

**Satisfaction knowing your contribution is used to answer the Christmas Holiday dreams of underprivileged children**

**Know that Toys for Tots makes good use of your donation...**

- Our **97:3 Program to Support** ratio means that 97% of all expended funds directly support our mission of providing gifts for less fortunate children
- Not a single donated dollar goes toward anyone's salary

**Direct your donation to support your local area or have it distributed to support one or more of our 830+ local campaigns**



**Toys for Tots Proudly Boasts a 97:3 Program to Support Ratio**

# Levels of Nationally Recognized Corporate Partners

A **National Corporate Sponsor** has 5 tiers depending on the contribution:

Sponsorship Level	Cash Donation	or	Gift-in-Kind / Service Donation
★★★★★ 5 Star Sponsor	\$1 million +	or	\$2 million +
★★★★ 4 Star Sponsor	\$500,000 - \$999,999	or	\$1 million - \$2 million
★★★ 3 Star Sponsor	\$250,000 - \$499,999	or	\$500,000 - \$999,999
★★ 2 Star Sponsor	\$100,000 - \$249,999	or	\$250,000 - \$499,999
★ 1 Star Sponsor	\$25,000 - \$99,999	or	\$100,000 - \$249,999

A **National Corporate Donor** is an organization that makes a **cash donation** of at least **\$5,000 up to \$24,999**

## Ways to Support as a Corporate Partner

There are many ways to support the Toys for Tots Program

- Make a Corporate Donation
- Encourage Employee Donations with a Corporate Matching Gift
- Conduct a Cause Marketing Campaign: Make a donation for every item or service sold
- Conduct a Fundraising Event; Set up a custom crowdfunding page
- Allow your customers to donate at checkout with a point-of-sale transaction
- Make an In-Kind Product Donation (New Toys and/or Books)
- Donate a Service (Typically Media Advertising; Warehouse Space; Logistics Support)

Many of our Corporate Sponsors also conduct **Toy Drives**.

**Toy Drives** are considered local events and ***must be coordinated with your local Toys for Tots representative.***

The monetary value of toys collected from a company-sponsored toy drive is not included as part of the overall contribution of a corporate sponsorship. Although we greatly appreciate the locally donated toys (as do the children receiving them!), the IRS does not allow us to acknowledge the party hosting a toy drive. It is the individual(s) donating a toy that can take the tax credit.





The 2022 Marine Toys for Tots Holiday Campaign  
 Delivered **24.4 Million Toys** to **10 Million less fortunate Children**

## Marine Toys for Tots Program

Created in 1947 and expanded nationwide in 1948, the U.S. Marine Corps Reserve Toys for Tots Program is an official activity of the U.S. Marine Corps and the Marine Corps’ premier community action program. **From 1947-2020, U.S. Marines and volunteers distributed 627 million toys to over 281 million less fortunate children.** Today, Toys for Tots is our Nation’s flagship Christmas charitable cause with local Toys for Tots campaigns conducted from October through December each year in over 830 communities throughout the country.

### Goals and Objectives

- Deliver a message of hope to less fortunate children at Christmas, during disaster recovery, and other areas in need of emotional support
- Restore / build self-esteem and self-confidence
- Inspire youngsters to grow into responsible, productive, patriotic citizens
- Unite members of local communities

### Accomplishments

- **Distributed 24.4 million toys to 9.9 million children**
- **Foundation Supplemented local campaigns with 12 million toys valued at over \$127 million**
- **Distributed 3 million toys, books, and games throughout Spring & Summer**
- **Distributed over 6.5 million books through the Toys for Tots Literacy Program**
- **Distributed toys to over 220,000 children through the Toys for Tots Native American Program**
- **Received Unmodified opinion** by independent auditor
- Achieved a **97:3 Program to Support Ratio**
- **Met all 20 standards** of *Better Business Wise Giving Alliance*
- **Charity Navigator 4-Star Rating**

## Marine Toys for Tots Foundation

The Marine Toys for Tots Foundation, an IRS recognized 501 (c)(3) not-for-profit public charity, 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 played a key role in every campaign since 1991.

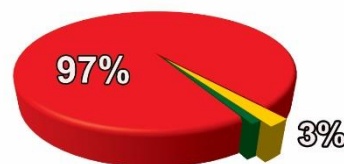
The mission of the Marine Toys for Tots Foundation is to assist the U.S. Marine Corps in achieving its goal of delivering hope and happiness in the form of gifts to less fortunate children at Christmas, during disaster recovery, and other areas in need of emotional support. This assistance includes raising funds to:

- **Provide Toys** to supplement the collections of local Toys for Tots campaigns
- **Defray the costs** of local campaigns
- **Manage funds** raised and donated based on the Toys for Tots name and logo
- **Provide administrative, advisory, financial, logistical and promotional support** to local Toys for Tots Coordinators
- **Provide other support** that the Marine Corps, as a federal agency, cannot provide
- **Conduct public education and information programs** about Toys for Tots that call the general public to action in support of this patriotic community action program.

From 1991 – 2021, the Foundation supplemented the collections of local Toys for Tots campaigns with **over 161 million toys valued at over \$1.3 billion dollars.** Concurrently, the Foundation provided promotional and support materials valued at **\$18 million.**

**Fund Expenditure**  
97:3 Program to Support Ratio

	Program	97.0%
	Fundraising	2.3%
	Overhead	0.7%



For more information, visit [www.toysfortots.org](http://www.toysfortots.org)

# Listing of 2022 National Corporate Sponsors

3 Bees & Me	Federated Auto Parts	New England Doll
ABC Liquor	First Nation	Noodle & Boo
Accenture	Five Below	Norfolk Southern Foundation
Advisor Compliance Associates, LLC	Flat River Group	NVIDIA
Albert Lee Appliance	Floor & Decor	Nuclear Power Labor-Management
American Bath Group	Frito Lay	Oak Foundation USA
Amneal Pharmaceuticals	Fuel Partnerships	Okta
Angel's Garage	Funko	Old Dominion Freight Lines
Ashbritt Management and Logistics	Fun Services	Ollie's Bargain Outlet, Inc.
Associated Television Int'l	Galactic Toys	On Time Toys
Augusta GA Building & Trades	GEICO	Panther IT Transportation, Inc.
Aurora World	Gemini Collectibles	Pep Boys
AutoDesk	Goodyear Tire & Rubber	Pink Zebra
Bangor Savings Bank	Google	Pinwheel Crafts
Barnes & Noble	Go! Retail Group	Platinum Equity
Batteries Plus	Group Sales	PLS Financial Services, Inc.
Bayer	GSN Worldwide	PODS
Bechtel Energy	Guaranteed Rate, Inc.	Pronto (Part of FAP)
BlueStem Brands	Haggen Food & Pharmacy	Quantified Media
Boeing	Hallmark	QVC
Booz Allen Hamilton	Hasbro	Redner's Grocery
Breezeline	HDI Houseware Distributors	Republic National Distributing Company
BSobR Foundation	Health Care Services	Resnick Foundation
Build A Bear Wprkshop	Hermann Services	SAIA
BunMo	Hess	Scholastic
C. E. and S. Foundation, Inc.	Hubbard Radio Cincinnati, LLC	SciPlay
Celebrity Family Feud	Hunter Douglas	Shoe Carnival
Celebrity Wheel of Fortune	IC3D	SimplyFun, LLC
Christmas Is Not Cancelled	iTradePay	SPB Hospitality
Clinique	Jackson National Life Ins Co	Squishable
Color Street Foundation	Jada Toys	Styled Adventures, LLC
Confie Insurance	J&B Group	Tabletop Tycoon
Cox Automotive, Inc.	J. C. Kennedy Foundation, Inc.	Target
Cox Enterprises	Jeeps on the Run	The Farmer Family Foundation
Cupcake Vineyards	JRC Transportation	The Lichtenberger Foundation
DariMart	Kay Family Foundation, Inc.	The McCormick Family Foundation
Delta Air Lines	Kellogg	The Picerne Family Charitable Foundation
Delta Community Credit Union	KAI USA	The UPS Store
Digital Bookkeeper Association, LLC	Kerry and Simone Vickar Family Fdn	The Walt Disney Company
Discovery Toys	KIA North America	Titan Ignite
Diversified Energy	Kissimmee Medical & Wellness Center	TOPGOLF
Doherty Enterprises-Applebee's	Kum & Go	Toy Life
Dollar General	La Posada Foundation	UnyBrand
Donate A Toy.org	LEGO	Valpak
DPR Construction, Inc.	LKQ Corporation	Venable
Dunkin Donuts	Lockheed Martin Corporation	Wal-mart Foundation
Duracell	Lokai	Welch Packaging
Endeavor Enterprises	Lumistella	WestRock
Enesco	Merchant Distributors	White Cap
FabFitFun	MerryMakers, Inc.	William Mark
Fanatics	Museum Editions	Wunderman Thompson
Fareway Stores	Navy Federal Credit Union	



# Board of Directors



**Robert E. Milstead, Jr.**  
Chairman

LtGen, USMC (Retired)  
Managing Partner  
REM Strategies, LLC



**W. Tim Davis**  
Vice Chairman

President  
The UPS Store, Inc.



**James B. Laster**  
President & CEO

LtGen, USMC (Retired)



**David J. Doolin**

Senior Manager  
Cisco Systems



**Terry Gardner**

Senior Managing  
Director  
Cyrus J. Lawrence, LLC



**Mark A. Haden**

Investor Relations  
Officer  
Bunge Limited



**Valerie Jackson**

BGen, USMCR  
Director  
Brute Krulak Center for  
Innovation and Creativity  
Marine Corps University



**Dave Lepan**

Col, USMC (Ret)  
Owner  
C3 Communications  
Advisor, LLC



**Anne Martin**

Col, USMC (Ret)  
Owner/Operator  
Chase Stream Farm



**Sheryl Murray**

Col, USMC (Ret)  
SES (Ret)  
Independent  
Consultant



**Steven C. Ohmstede**

Director of Aviation  
Richardson Aviation



**Alphonso Trimble**

Director, Business Dev  
Tech Solutions and  
Services  
BAE Systems  
Intelligence & Security



**Jessica van Dop DeJesus**

LtCol, USMCR  
Digital Content Strategist  
Owner  
The Dining Traveler

# Historical Highlights

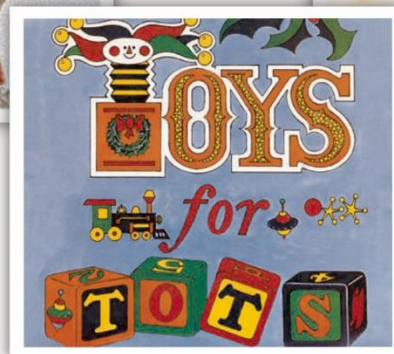
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1947	Major Bill Hendricks, USMCR, founds the Marine Corps Reserve Toys for Tots Program in Los Angeles, California. Hendricks and a handful of Marines collected 5,000 toys for less fortunate children that Christmas.
1948	The program expands nationwide when the Commandant of The Marine Corps directed all U.S. Marine Corps Reserve Units to conduct a local Toys for Tots campaign. Walt Disney designs the first national Toys for Tots poster, which included the now famous Toys for Tots train logo. These Christmas posters have become a recognized annual tradition of the program.
1949	Major celebrities begin to endorse the program. Over the years Toys for Tots spokespersons have included John Wayne, Bob Hope, Frank Sinatra, Johnny Carson, Clint Eastwood, Brooke Shields, Tim Allen and Dr. Phil.
1962	The New York Yankees sponsor the first major sports event to benefit Toys for Tots. Since then many professional teams have supported our program.
1965	Toys for Tots Program continues to grow, as does public support. More local and national corporations become involved. Local civilian organizations and individuals assist Marine Corps units with programs in their communities.
1980	Native American Toys for Tots Program begins. Marines begin collecting only new, unwrapped toys; no longer accepting or repairing used toys. Toys for Tots raises approximately 8 million toys annually.
1983	Nancy Reagan became the first of three First Ladies to honor Toys for Tots by being the honorary spokesperson. Barbara Bush was the second. In her book, Mrs. Bush names Toys for Tots as one of her favorite charities.
1990	First national television promotion. Game show “Wheel of Fortune” raises over \$3,000,000 setting a “Guinness Book of World Records” for participation in a call-in television promotional.
1991	The newly created Marine Toys for Tots Foundation begins to provide fundraising and other business support for the Toys for Tots Program.
1992-1999	With increased support from businesses and individual Americans, the Toys for Tots Program grew steadily reaching an average of 4.2 million children annually.
2001	Toys for Tots listed in the Chronicle of Philanthropy’s “Philanthropy 400” for the first time and has been listed every year since.

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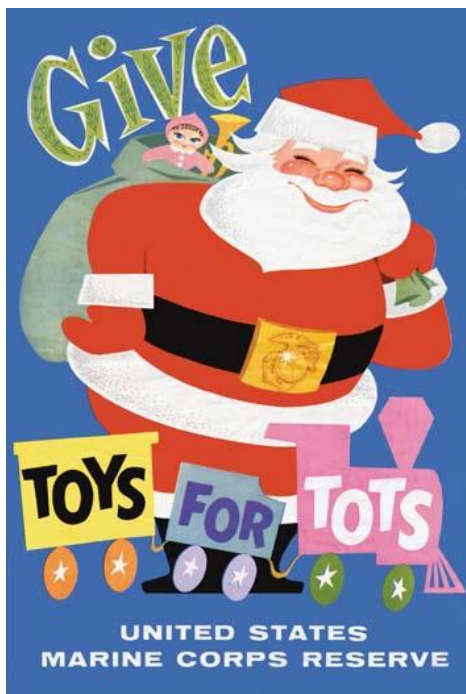


2001	The following accolades were received: named by Reader's Digest as the Best Children's Charity; included on the Gold-Star list of Charities by Forbes Magazine; Named as the Outstanding Nonprofit of the Year by the Direct Marketing Association.
2005	President Bush helped sort toys in the Washington DC campaign.
2008	The Toys for Tots Literacy Program is established.
2009-2016	First Lady Michelle Obama selected Toys for Tots as her Christmas charity every year since 2009 conducting media events and serving as a volunteer in one of our warehouses.
2020	For the fourth year in a row, First Lady Melania Trump volunteered her time to help sort toys in the Washington DC campaign and interact with children and volunteers. Toys for Tots distributed a record number of toys (20.2 million) during pandemic restrictions.
2022	For the past two years, Toys for Tots has provided support year-round to less fortunate children with the distribution of millions of toys and games in the spring and summer as well as distributed books to Title I funded schools.
Today	Recent annual campaigns have averaged distributing 18 million toys to well over 8 million less fortunate children



## The Founder and the Logo Creator

The Founder of Toys for Tots was the late Colonel William L. Hendricks, USMCR (Ret). In the middle of the 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 from his Marine Reserve unit, collected and distributed toys to the less fortunate children of Los Angeles, CA. Bill Hendricks' pilot project was such a success that the Marine Corps adopted it and expanded it nation-wide in 1948. As a personal friend and as a favor to Bill, 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.



**First Toys for Tots Poster**  
(Designed by Walt Disney)



**William Hendricks**  
Colonel, USMC (Ret)



**Walt Disney**



# Marine Toys for Tots Foundation Contacts

## Ted Silvester

Colonel, USMC (Ret)  
Vice President, Marketing and Development  
[ted.silvester@toysfortots.org](mailto:ted.silvester@toysfortots.org)  
(703) 649-2021

## Kelley Hardison

Deputy Vice President, Marketing and Dev  
[kelley.hardison@toysfortots.org](mailto:kelley.hardison@toysfortots.org)  
(703) 649-2034

## How to find your local Toys for Tots Coordinator

(Local campaigns are active only from October through December)

- Visit our website at: [www.toysfortots.org](http://www.toysfortots.org)
- Click "**Find Your Local Toys for Tots Program**"
- Enter your state then enter your county in the dropdown menus
- That will take you to the local Toys for Tots Campaign website serving that area. From there, you can then submit a request to:
  - Become a toy drop site
  - Offer pro-bono warehouse space
  - Provide vehicle support
  - Provide other support as requested by the local coordinator

As a seasonal charity, our local Toys for Tots Coordinators and their websites are often inactive until the end of summer; however, Marine Toys for Tots Foundation staff members are available year-round to assist with your charitable giving.

## Additional Information can be found on our website

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

## Be sure to *Like* and *Follow* us on our Social Media channels



Facebook: <http://www.facebook.com/toysfortots>



Twitter: [@ToysForTots\\_USA](https://twitter.com/ToysForTots_USA)



Linked In: <https://www.linkedin.com/company/marine-toys-for-tots-foundation>



Instagram: <https://www.instagram.com/marinetoysfortotsfoundation/>