



Program Overview

Holiday Campaign



Delivering Hope and Christmas Joy Since 1947

Every child deserves a little Christmas.



www.toysfortots.org





Holiday Campaign

The mission of the Marine Toys for Tots Holiday Program is to collect new, unwrapped toys, books, and other gifts and distribute them to less fortunate children at Christmastime.



Local campaigns are conducted in over 830 communities in all 50 states, the District of Columbia, Puerto Rico, and the Virgin Islands.

Marines and volunteers collect and distribute toys, books, and other gifts to children in need in local communities from 1 October- 24 December.

The donated gifts are distributed to children in need to ensure they have at least one present to open on Christmas morning.

Community members drop new, unwrapped toys in collection boxes in their local area. The toys are then sorted by age and gender and prepared for distribution.



Coordinators, with the assistance of volunteers and local organizations, distribute the donated gifts to children in need throughout their local communities.

National Corporate Sponsors and Donors support the Program by making sizeable donations or conducting marketing initiatives that give significant visibility to the Program and national and/or local levels.

Local businesses play a key role during campaign season by providing warehouse space; placing toy collection boxes in their business establishments; providing vehicles to gather donated toys from collection bins; sponsoring local Toys for Tots events; and promoting local campaign efforts.

In 2022, the Marine Toys for Tots Program distributed over **24.4 million** toys, books, and games to nearly **10 million** children in need.

Fund Expenditure 97:3 Program to Support Ratio

Program	97.0%
Fundraising	2.3%
Overhead	0.7%



Find your local campaign at www.toysfortots.org.

