



2024 Toys for Tots Coordinator Training Conference

Marketing & Development

Colonel Ted “Migs” Silvester, USMC (Ret)
Vice President, M&D



Marketing Team

- Ted Silvester VP Marketing & Development
- Kelley Hardison Deputy VP Marketing & Development
- Gunnar Spafford Deputy VP Business Development
- JoAnn Roxburgh GIK Product & Program Manager
- MaryKate Cobb Communications & PR Manager
- John Haehn Community Manager
- TBD Social Media Manager

With Honor, LLC

- A.T. Wilson, President & Owner
- Assists Foundation with finding NCS
- Coordinates Special Projects

Special Guests



Marketing Overview

- Fundraising
- Communications & Media Coordination
- Corporate Sponsor Engagement
- GIK & Service Donation Processing
- Acknowledgements / Tax Letters
- Program Management



2023 Activity

76th Anniversary was Another Record Year!

- 25.3 million toys to 10.3 million children!
- Fundraising: Record GIK
- Media Exposure / TFT Brand: Largest Audience Reached - 210 BN

Increased year-round support

Foundation partnered with organizations that can assist with distribution

2023

- Provided **125 truckloads to Good360 partner NPs** Spring & Summer
- Provided **900,000 books** to Title I Funded Schools Spring

2024

- Provided **180 truckloads to local NFPs** Spring & Summer
 - Good360, Christian Appalachian Project & Tackle Hunger
- Provided **400,000 books** to Title I Funded Schools Spring
- Provided **186 truckloads GIK to Coordinators** Summer 2023



Communication / Nat'l Exposure

Master Narrative – Monthly Themes

- Participate in Events
 - Capture Impact (Photos, Stories, Video, Quotes)
 - Create Marketing Materials (Public Education & Fundraising)
 - Distribute Content via Multiple Channels

Channels

- Press Release
- OpEd
- NewsFlow
- Social Media
- Website
- E-Mail Blasts
- Dig Adv – Paid Social
- SMS / Text
- TV
- Radio
- Corporate Partners
- USMC

Monitor & Evaluate:

- Media Monitoring
- Website Activity
- Online Donations



2023 National Exposure

- White House Event
- Washington Commander's Game Day
- Blue Angels - Fat Albert Toy Delivery
- Hollywood Christmas Parade
- Grand Ole Opry
- Corporate Partner Promotions



WHITEHOUSE.GOV



GAMEDAY LIVE: Dolphins Swim North for Week 13 vs. the Commanders
| Miami vs. Washington

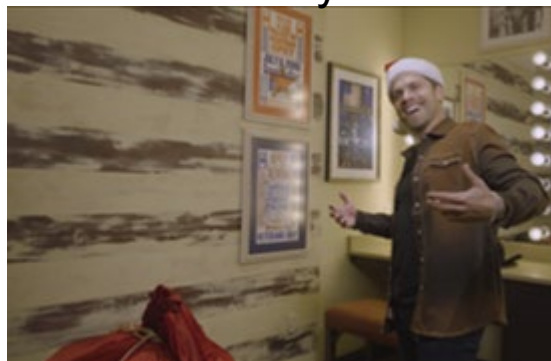




Darius Rucker

Dustin Lynch

Lauren Alaina



Good Morning America Segments

COMMUNICATIONS - BROADCAST

Good Morning America segments supported key comms beats to drive campaign messaging with total viewership of over 9M.

[11/7 Launch](#)



[11/28 Giving TOYSday](#)



[12/18 Toy Tracker](#)



MARINE TOYS FOR TOTS FOUNDATION

Disney / ABC TV Integration

CONTENT INTEGRATION



TAMRON HALL

- Air date: 12/6/23
- [Segment Link](#)

THE VIEW

- Air date: 12/13/23
- [Segment Link](#)

GENERAL HOSPITAL

- Air date: 12/14/23
- [Segment Link](#)

WHEEL OF FORTUNE

- Air date: 12/15/23
- [Segment Link](#)



MARINE TOYS FOR TOTS FOUNDATION

Disney / ABC TV Integration

CONTENT INTEGRATION



GET UP!

- Air date: 12/15/23
- [Segment Link](#)



FIRST TAKE

- Air date: 12/15/23
- [Segment Link](#)



MARINE TOYS FOR TOTS FOUNDATION

National Exposure



MARINE TOYS FOR TOTS FOUNDATION

Jan/Feb: Family Film Awards

26th Family Film and TV Awards on CBS

TFT Receives Humanitarian Award, 27 Jan 2024



MARINE TOYS FOR TOTS FOUNDATION

TFT PSA

Anyone Can Be Santa

- Shift in focus from Marine actions to “The Giver”
- Inspires the public to see themselves as a catalyst for action
- Two storylines coming together about the power of giving
- Nearly **21,000 TV airings** last fall



MARINE TOYS FOR TOTS FOUNDATION

New Website Successful!



21 m Page Views

3.7 m Users

Word Press: easy to change content

Same info – different look

“Chapter” vs “Campaign”

No functional changes to local websites



New for 2024: TV Ads



Radio Ads

iHeart Media (Radio Ads for 15 weeks on nationally syndicated programs)

Q104.3*

- » 51x :30 M-F 5a-9a
- » 51x :15 M-F 9a-2p
- » 51x :30 M-F 2p-7p
- » 51x :30 M-F 7p-12a
- » 51x :15 Sa-Su 6a-8p



106.7 LITE FM*

- » 68x :30 M-F 6a-10a
- » 51x :15 M-F 10a-3p
- » 51x :30 M-F 3p-8p
- » 51x :30 M-F 8p-12a
- » 51x :15 Sa-Su 6a-7p



WOR*

- » 51x :30 M-F 6a-10a
- » 51x :15 M-F 10a-12p
- » 51x :30 M-F 12p-3p
- » 51x :30 M-F 3p-6p
- » 51x :15 M-F 6p-9p



iHeart Audience Streaming Network

- Live custom & artist stations on mobile, desktop, smart speaker, auto & other connected devices
- Audio (:15/:30)

Geo: NYC DMA

Demo: Charitable Donors



Delilah - National

- 390x Syndicated Delilah Voiced Spots
- 15M Impressions Nationwide
- 93% US Penetration



Social Strategy

- 2 Social posts on LITE, WOR and Q104.3 official pages (platforms of your choosing)



TIMING
15 Weeks

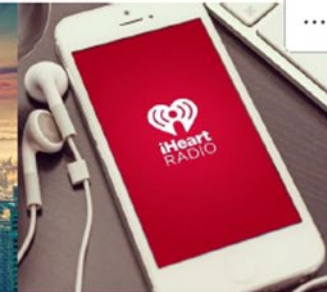
TOTAL IMPRESSIONS
44,016,900+



**INFLUENCER
ENDORSEMENTS**

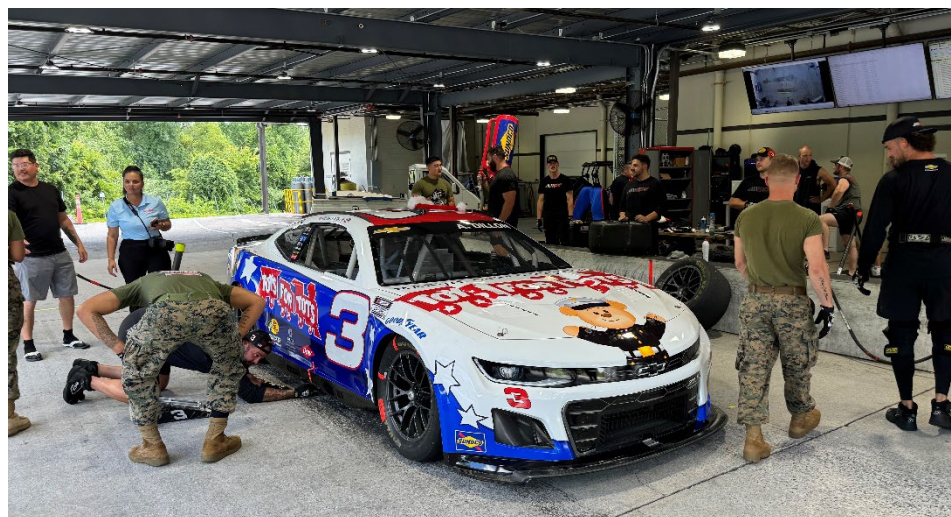


**HIGH-FREQUENCY
BROADCAST SCHEDULE**



**DIGITAL
AMPLIFICATION**

NASCAR / RCR



MARINE TOYS FOR TOTS FOUNDATION

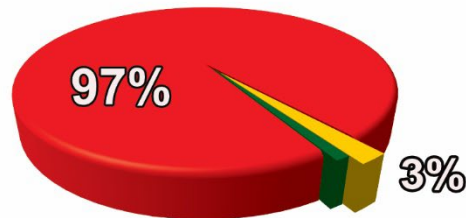
Why We Raise Funds

To Augment Your Campaigns!

- Purchase toys, books and other gifts for units
- Pay for Shipping
- Pay for program and fundraising expenses
- Pay for Promotional Materials
- Public Education

Fund Expenditure 97:3 Program to Support Ratio

Program	97.0%
Fundraising	2.4%
Overhead	0.6%



2023 Toy Augmentation

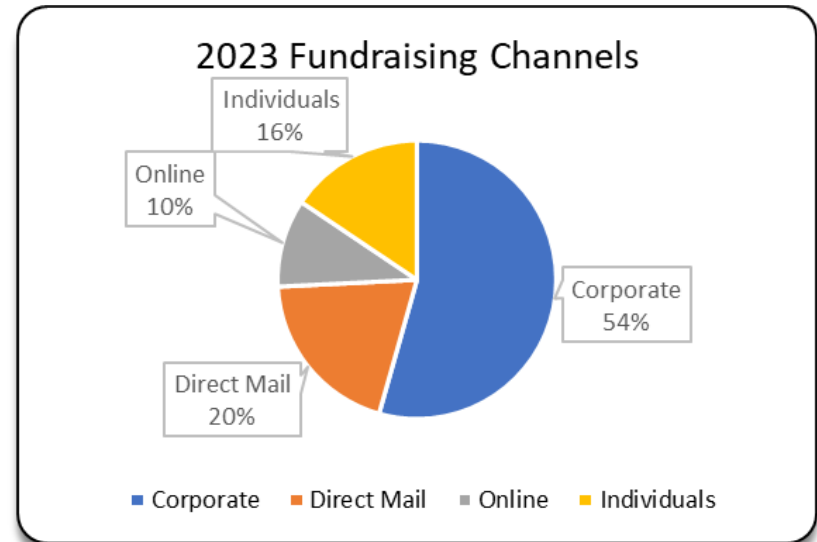
- 12 Million Toys
- \$120 Million
Purchased Toys and GIK



How We Raise Funds

- Corporate Sponsors
- Direct Mail
- Online via Website
- Individual Donations (To Local Campaigns & Foundation)
- CFC / State Employee Campaigns
- Special Projects

2023 Fundraising: \$141m

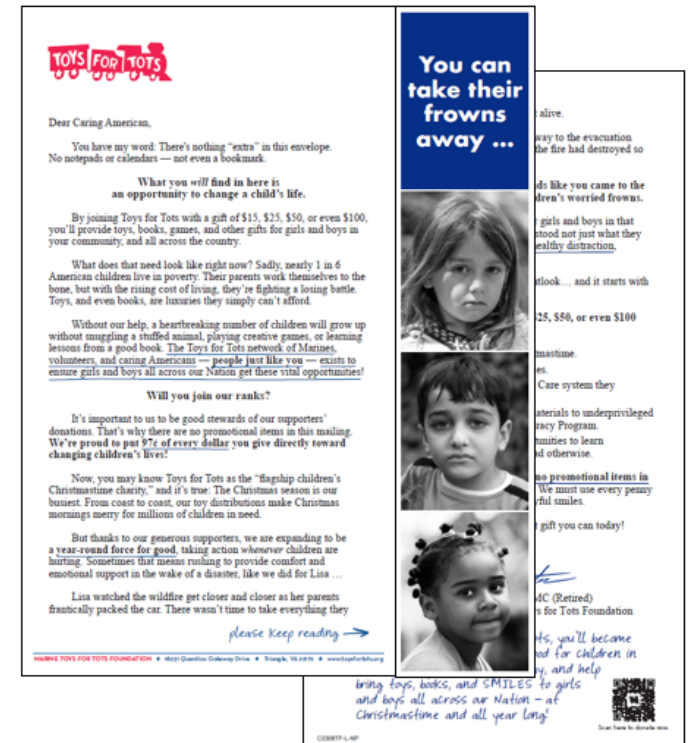
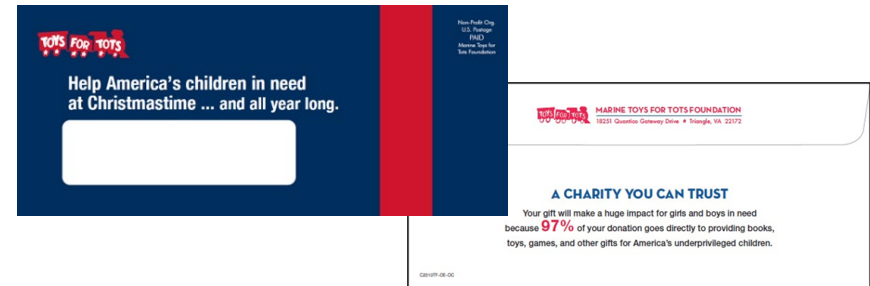


Direct Mail

- Over 20 million letters
- Covers every state
- Biggest Fundraising Project
- Enhances local donations (Serves as a reminder)

Creative Direct Response (CDR – now Moore)

- Direct Mail; Digital Advertising; E-blasts



Online / Website

Donations via TFT Website

Website visitor clicks “Donate” button

- Local Web Donations = \$2.2m!

Foundation E-Mail Blasts = \$1.6m

Digital Advertising Campaign

- SEO, Paid Search, Paid Ads, Banners & Pd Social
- Raised \$2.5m

Peer-to-Peer Crowdfunding Pages = \$500k



Local Unit Fundraising

- Local campaign **focus = collect & distribute toys**
- Local fundraising is certainly ok, but **NOT the principal role** of the Coordinator.
- Federal & State Laws are strict & often change
- Toys for Tots answers to:
 - IRS, State's Atty Gen, Financial Auditing Regs, Charity Oversight Agencies, DoD Regs, etc
 - We must ensure all FR activities are in compliance!
- Fundraising infractions can jeopardize our standing with the IRS, revocation of state registrations, cause negative sentiment of TFT & USMC
- If you do engage in fundraising activities:
 - CANNOT collect, write down, maintain credit card info
 - CANNOT solicit via email blasts; telemarketing
 - CANNOT host a raffle
 - CANNOT host an event raising funds and then split funds / pay another organization
 - CANNOT use 3d party fundraising platforms
- Media Guide for Coordinators contains fundraising tips, Do's & Don'ts



Third Party Fundraising Platforms

Do **NOT** use 3rd Party platforms for fundraising

Peer-to-Peer platforms such as **Go Fund Me** not approved

- No oversight / accountability
- MTFTF often cannot verify / acknowledge donors
- Potential affiliation with organization negative to USMC
- Unauthorized use of TFT name & Logo

MTFTF Website has great P2P / Fundraising Team tools for public use

Other 3rd party tools (non-fundraising) are authorized to use, but cannot collect PII type information...

- **You Give Goods** = free e-commerce giving platform to engage sponsors, volunteers and donors to raise more toys



Virtual Options

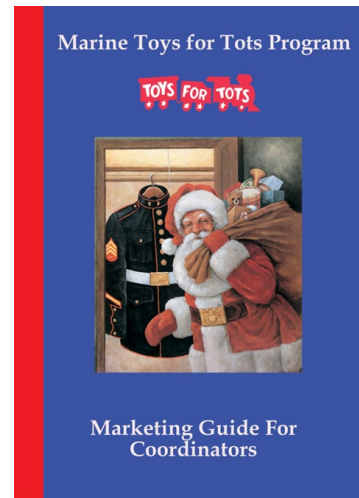
- Encourage local **online donation** via www.toysfortots.org
- Create a **crowdfunding / P2P team** at www.toysfortots.org, select “Ways to Donate”, click “Create Your Own Page” under Crowd Funding tab
- “**Virtual Toy Box**” located at www.toysfortots.org under “Donate a Toy”. Donor can select an actual toy to buy and donate. Donated toys are aggregated and distributed as GIK – cannot select local chapter.
- A company can set up a Virtual Toy Drive for multiple locations via www.yougivegoods.com. **You Give Goods** will match company locations to corresponding TFT campaigns and coordinate the shipping of donated toys.



Local Communications & Media

In order to run a successful TFT Campaign, **your community needs to know there is one in your area!**

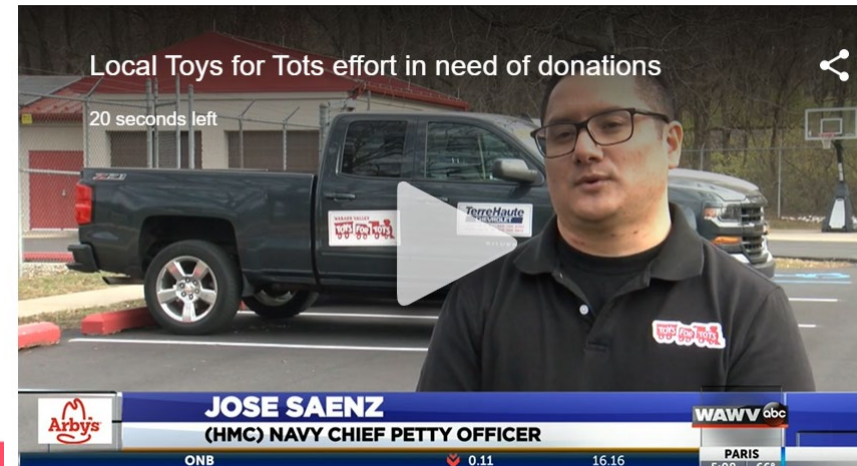
- Local media is your most important partner – use them to engage your community!
- Usually, a partnership with one network TV station – Establish contact early & often!
- Offer yourself for interviews about TFT
 - Provide business card / contact info
 - Deliver DVD of TFT PSA's
 - 1-pager about your campaign & important dates
 - Communicate needs: Warehouse; toy collections low, volunteers, etc
- Never mention NCS in a negative manner
- Media Guide for Coordinators
- Multi-Media Assets Platform
 - On TFT Website; Corp Sponsors; Marketing & Promotional Materials; Media Assets



Message with your Local Media



Local Toys for Tots effort in need of donations



Foundation Needs Your Help to Show Program Impact

- Impact Stories & Photos NEEDED!
- 4 winners will receive a \$500 Barnes & Nobel Gift Card for impact story
- Foundation Communications Team collecting stories



Share Your Stories

We need your stories!

- Turn into testimonials
- Educate the public on program activity
- Send appeal to generate support
- Last year's story was a GMA segment

Story Contest!

- (4) \$500 Gift Cards from Barnes & Noble
- Submit your story to Fdn Communications & Social Media Team
- (4) winning stories will be selected

Any impactful TFT-related human-interest story

Relatively current, with a person we can contact



Gift-In-Kind Donations

Jo Roxburgh, Marketing GIK Specialist

Jo.roxburgh@toysfortots.org

(703) 649-2028

GIK Coordinated by Foundation

Simplified Process – takes a couple rocks out of your packs...

- Corporate Toys & Books donated on a national level
- GIK shipped from Donor to TFT Warehouse Partner
- GIK included in supplemental shipment to TFT units (Nov & Dec)
- **A letter of receipt of GIK NO LONGER NEEDED**
- **After Action reporting of Corporate GIK handled by Foundation**

Plush is OK!



Handling Donated Product

High Value Items (Lego Set; Xbox; Bike; etc)

- Product **MUST** be distributed: Donor Intent
- DO NOT sell product or attempt to return/exchange at a retailer
- DO NOT let recipients sell/auction off items you distribute
- Coordinator is responsible for the actions of volunteers!
 - Warehouse
 - Events
 - Fundraisers
- New Policy distributed via E-mail & added to SOP



Local GIK & Service Donations

Donors normally request a letter for tax purposes.

3-Part process (SOP Appendix H)

- 1) Letter of Donation to Foundation (**From Donor**)
 - Must include number of items and their value along with their name & address
- 2) Letter/email **from Coordinator** confirming receipt of toys
- 3) Send both to MTFTF Marketing. We will issue acknowledgment letter that can be used for tax purposes

Service Donation same process, but must wait until the end of the service period



National Corporate Partners

- Normally 125+ NCS; and 500 NCD
- Cash, Gift-in-kind (GIK), or Service Donation
- Companies thrilled to affiliate with Toys for Tots
- Cause Marketing Projects to Raise Funds
- **Sponsors and Toy Drives**
- Benefits in return for support (Branding & Exposure):
 - Use of TFT Name & Logo
(Enhance Image and Recognition with Partnership)
 - Logo on TFT Foundation Website
 - Participate in Media / Kickoff / PR Events
 - Social Media



Requests for / from NCS

Corporate Partners make up over half of TFT Fundraising Support

- Do NOT call NCS for support without calling me first
 - Call Ted, Gunnar, or Jo
- Do NOT ask NCS to complete an event request
 - If event info needs to be entered in your website, inform Ted, Gunnar, or Jo
- Do prioritize any requests from a NCS
 - Toy Drives; Volunteer Opportunities; Event Support
- Do alert your Regional Campaign Manager if you receive \$5,000+ cash, or \$25,000+ GIK donation



Corporate Sponsors Hosting In-Store Toy Drives

NCS Hosting Toy Drives Supporting Toy Drives Required

Fdn will send Instructions

- Disney (stores & Parks)
- Ollies Bargain Outlet

Sponsor May Contact Coordinator Directly

Please Prioritize support

- Confie / Freeway Insurance
- Dollar General
- Fareway Stores
- Federated Auto Parts
- KIA
- Old Dominion Freight Lines
- Redner's Markets

Corporate Partners with local impact:





Neighborhood Grill & Bar

(Doherty Enterprises)

2024 = 26th Year Supporting TFT!

Roughly 100 Restaurants NY & NJ

Raising dollars at restaurants

- Round Up when paying check
- Selling gift packs
- Donating portion of drink sales
- Breakfast with Santa event – Dec 9th for NJ / NY Locations
 - *With Honor* Coordinating



MARINE TOYS FOR TOTS FOUNDATION

BARNES & NOBLE

Donating Books

Donating proceeds of sales from selected books

B&N gift cards





Build-A-Bear Workshop



- Supporting TFT for 17 Years!
- Donated over \$14m
- In-store fundraising for their Foundation (not solely for TFT)
- Making a corporate cash donation
- Not conducting in-store Toy Drives
- Donating GIK: 5,000 furry friends





\$2m+ in Donated Media Advertisement Sep – Dec

- TV
- Website
- Social Media
- Retail Locations

Confie Brands in many locations will be requesting to become toy drop sites

Confie Brands

- Freeway
- InsureOne
- USAgencies
- Cost U Less
- Baja Auto Ins
- Texas State Low Cost
- Vern Fonk
- Oasis
- Driver's Choice
- Arizona
- Alabama
- California
- Louisiana
- Nevada
- Texas
- Illinois
- Washington





Sizeable cash donations to units in major Delta markets

- Atlanta
 - Boston
 - Detroit
 - LA
 - Minneapolis
 - New York City
 - Salt Lake City
 - Seattle
 - Anchorage
 - Austin
 - Cincinnati
 - Ft Lauderdale
 - Miami
 - Raleigh
 - Washington DC
- Delta also supports the TFT Literacy Program
 - Welcome On-Board Video with Toys for Tots Mention
 - Several local events: Tech Ops; Golf Tourney; Bike Drives





The Walt Disney Company

- Our oldest sponsor
- Incorporating TFT signage in ABC TV shows
- \$730,000 Donation —————> Key Disney Markets (\$75k)
 - Orange Co, CA
 - Los Angeles, CA
 - New York City
 - Orlando, FL
 - Bristol, CT
- Toy Drives: 14 Nov – 13 Dec
 - Disney Stores
 - Parks



Regional Markets (\$50k)

- Philadelphia, PA
- San Francisco, CA
- Fresno, CA
- Raleigh, NC
- Houston, TX
- Chicago, IL
- DC



GMA Segment





- Partner since 2005
- Makes a corporate donation \$100,000
- In store toy drives (regionally)





- Donated 7 million batteries over past 11 years!
- Donating batteries again this year
- Batteries will be distributed through our normal GIK process

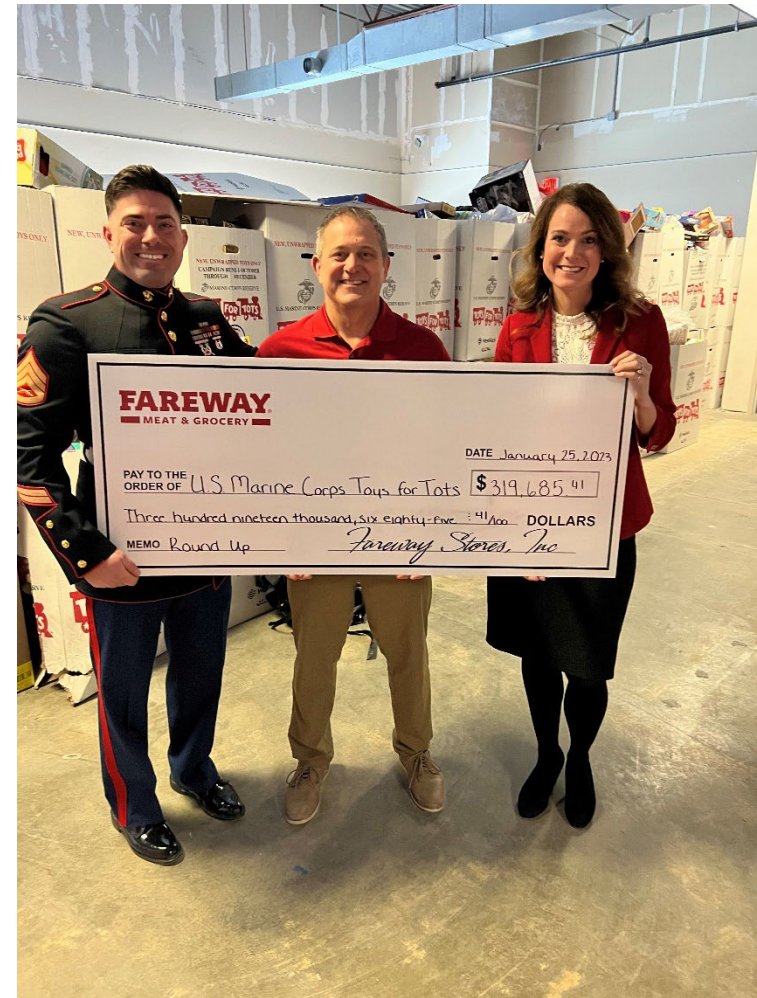


Fareway Stores, Inc.

- 133 Stores in (7) mid-west states
- Raise dollars in Dec: Round-Up
- Collect toys
- Partner for over 20 years

2023: Raised \$319,000
Collected 75 pallets of toys

2024: Starting Round-Up earlier!





- 4,000 stores; raise dollars & Toy Collections
- Since 2012 Federated has raised over \$3+ million





33 Year Partner of Toys for Tots

Donated over \$10m

And \$4m in donated Services!

Give Back Program

- 10% of total 2023 purchases by Coordinator donated back to your campaign in 2024
- 2023 Give Back resulted in \$137k to local campaigns for this year!

Give Back Program Includes:

- Free shipping and delivery on the day you request
- Order now with free storage of order until needed
- 24 hour turn around on all orders
- Toys and Gifts for all ages
- Option to have skids marked by age, gender, or other preferred category
- Website ordering available

Warehouse / 3PL for Corporate GIK: 2023 Service Donation over \$1.5m





(Albertsons)

- Raises dollars at Albertsons & Haggen stores
- Counties in Washington
- Merged with Kroger

2023 Donation = \$143,500

2024 TOYS FOR TOTS- DISTRIBUTION BY COUNTY			
BENEFITTING ORGANIZATION	COUNTY	# OF STORES	\$ RAISED
Toys for Tots	Whatcom County	4	\$ 43,800
	Snohomish County	5	\$ 61,000
	Island County	1	\$ 15,650
	Thurston County	1	\$ 12,600
	Pierce County	1	\$ 10,300
TOTAL:			\$ 143,350





28 Year Partner!
Donated 12 million toys
Valued at over \$130 million!

Key Hasbro Markets

- Burbank, CA (CAPASA)
- Providence, RI (RIPROV)
- Renton, WA (WAFTLW)
- Miami, FL (FLHIAL)
- New York City (NYBROO)

2024:

Donated over 4 million Toys & Games!

Community Oriented Company

- Civic 50: Most Community Oriented
- World's Most Ethical
- 100 Best Corporate Citizens

Global Day of Joy: Fri, Dec 13th

Employees volunteer time at TFT
Warehouse ops



MARINE TOYS FOR TOTS FOUNDATION





2024 = 18th year of support providing \$33 million in GIK!

Donating Toy Trucks in areas of Hess Presence:

- Eastern Ohio
- Texas (Lubbock, Houston)
- North Dakota
- Southern Louisiana





Supports and strengthens adoptive families by providing funding to nonprofit organizations, enabling them to provide critical post-adoption services on both local and national levels.

We believe that every child deserves to grow up with a loving family in a forever home.

Summer 2024:

Jockey & TFT conducted (30) Events Supporting children in Foster Care Distributing Backpacks / Back-to-School items



KIA of North America

KIA's *"Accelerate the Good"* Giving Campaign

2023: Donated \$100,000

2024: Donating \$150,000

Some dealers may reach out to set up toy drives



Nabisco / Mondelez

- Running Instant Win Game & Sweepstakes with customers
- Contestants have option to give Instant Win Gameplay to TFT and \$1 will be donated up to \$100,000





- Newrez 5-year partner
- Last year: donated over \$160,000 and 7,500 toys
 - Employees donate via Benevity with company match

Annual “Home for the Holidays” Campaign

Newrez is continuing their commitment to spread holiday joy to kids across the country again this giving season





Old Dominion Freight Line

- 8-Year Partner of Toys for Tots
- Has donated \$650,000
- Conducts Toy Drives in major markets
(ODFL contacts your campaigns directly)





Ollie's Bargain Outlet

Last year, raised over \$1 million in stores

- Dollars have been transferred to local campaigns with instructions to buy toys from Ollie's this fall
- 15% Discount Coupons will be provided mid-Oct

2024 Holiday Campaign

- Nov 3rd – Dec 7th
 - Raising dollars at registers (\$ will be transferred for use next year)
 - In-Store Toy Drives – Deliver boxes PRIOR to 3 Nov
 - Pick up toys NLT 8 Dec (Toy drives end 7 Dec)

Foundation will register stores as toy drop sites via website

- Fdn will provide store match list to Coordinators with store contact info
- TFT Campaign INTITATE contact with store (But NOT before 1 Oct)

In-Store Shopping Event with kids (looking for 3-5 markets)

Interested in conducting “Stuff the Truck” Events. Coordinate via Store Manager

Take pictures of in-store events





Moving & Storage, Solved.™

Last year, PODS donated 271 containers valued at \$680,000

Containers available from **Sep through Jan** (dependent on staffing & availability)

- Delivered empty, picked up **EMPTY**
- Locks, long-distance transportation, storage at PODS facility not provided
- Should be placed in **highly visible/trafficked areas** & placed on paved, level surfaces
- Cannot be delivered to residential addresses

Requesting Containers (NEW PROCESS)

- Email donation form request to: donationrequests@pods.com
 - All requests must go through above – not via local PODS store
 - Request form available on Secure Site #9: Marketing & Promotional Materials





40+ Years Supporting Toys for Tots!

- Chain of markets in PA & MD
- Collects Toys and Raises Dollars for local campaigns
- Funds transferred to TFT units following year



Target

Supporting Toys for Tots for past 5 years

Last year: Donated \$750,000 & \$4m GIK

2024: Monetary donation & GIK donation



UNITS

Storage Containers

Over 70 locations throughout U.S.

Eager to help Toys for Tots

We will send an email to
Coordinators with UNITS locations
in your area

ALHUNT	ININDI	OKOKCI
ALBESS	KSTOPE	OKBRAR
AZPHOE	LASTTM	PAALLE
CAALAM	MALAWR	PAGYBG
CAPASA	MAAYER	PAMLSQ
CAPTHU	MAAYER	PACARL
CACPLR	MDFTME	SCCHAR
CASACR	MIGRRA	SCGREE
CASADI	MIDETR	TNNASH
CAPTHU	MILANT	TNKNOX
COAURO	MNMNPL	TNBOLI
COAURO	MOWARR	TXSAAT
CTPLAI	MOBRID	TXARLI
FLHIAL	NCHICK	TXAUBR
FLJAAA	NCPITT	TXTOMB
FLBRAD	NCCHAR	TXTOMB
FLHIAL	NCCALE	TXDAFW
FLORLA	NEOMAH	TXAUST
FLSTPT	NJDOVE	UTOGDN
GAAUGU	NVLAVE	VAVABE
GACUMG	NYSUFF	VAQUAN
IADEMO	OHBRRO	WAFTLW
IDBOIS	OHCOLU	WIMADI
ILHIGH	OHCINC	WIMILW





Provides nationwide exposure through inserts in Valpak envelopes



2024 NCS (as of Sep 1st)

American Bath Group	Dunkin Donuts	Kahlert Foundation	SAIA Motor Freight Line
Associated Television Int'l	Duracell	KAI USA	SciPlay
Bangor Savings Bank	Endeavor Enterprises	KayFamilyFoundation, Inc.	Shoe Carnival
BigDaws TV Foundation	Exploding Kittens	KIA North America	SimplyFun, LLC
Blue Ridge Property Management, LLC	Fareway Stores	LEGO	STAMPIN'UP, INC
Boeing	Federated Auto Parts	Lumistella	Subaru of America, Inc.
Bonker's ToyCo	Five Below	NABISCO (Mondelez Global LLC)	Tabletop Tycoon
Book Depot	Floor & Décor	Navy Federal Credit Union	Tackle Hunger
Booz Allen Hamilton	Funko	New England Doll	Target
Build A Bear	GBU Life	NewRez	The McCormick Family Fdn
BunMo / Chillbo	Gemini Collectibles	Next Generation Wireless	The Walt Disney Company
C. E. and S. Foundation, Inc.	Goodyear Tire & Rubber	Norfolk Southern Foundation	UnyBrand
Catch Creation	Group Sales	NVIDIA	Valpak
Ceaco	GSN Worldwide (Worldwinner)	Oak Foundation USA	Venable
Christmas Is Not Cancelled	Haggen Food & Pharmacy	Old Dominion Freight Lines	Verizon
Communities of Coastal Georgia Fdn	Hasbro	Ollie's Bargain Outlet, Inc.	Wal-mart
Confie Insurance	HDI Houseware Distributors	On Time Toys	Washington Commanders
Cox Enterprises	Hess	Pechanga Resort Casino	Welch Packaging
DariMart	Hubbard Radio Cincinnati, LLC	Phat Mojo	WestRock
Delta Air Lines	IC3D	PLS Financial Services, Inc.	White Cap
Discovery Toys	iTradePay	PODS	Wiland Inc.
Diversified Energy	Jackson National Life Ins Co	Redner's Grocery	WowToyz
Doherty Enterprises - Applebee's	Jazzwares	Right Women PAC	Wunderman Thompson
	Jeeps On The Run	Ripley Entertainment, Inc.	



Need Marketing or Fundraising Help?

Ted Silvester

Vice President
Marketing & Development
(703) 649-2021
Ted.silvester@toysfortots.org

Kelley Hardison

Deputy, Vice President
Marketing & Development
(703) 649-2034
Kelley.Hardison@toysfortots.org

Gunnar Spafford

Deputy, Vice President
Business Development
(703) 649-2051
Gunnar.spafford@toysfortots.org

JoAnne Roxburgh

Gift-in-Kind Product & Prog Mgr
(703) 649-2028
Jo.roxburgh@toysfortots.org

MaryKate Cobb

Communications & PR Mgr
(703) 649-2040
marykate.cobb@toysfortots.org

John Haehn

Community Manager
(703) 649-2036
John.haehn@toysfortots.org

TBD

Social Media Manager
(703) 649-2050



Special Guest **fiVE BELOW**

Five Below 7th year as a National Corporate Sponsor

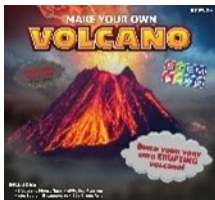
- Donated **3.7 million toys!**
- Valued at over **\$11 Million!**

Dollars raised from customers at all stores and online

- Customer chooses toy amount to be donated
- GIK distributed to TFT Chapters via the normal GIK process

Significant exposure:

- Stores: Front Doors, Voiceovers, Register + In-line Signs, “Donate Today” stickers
- Media Marketing: Digital Ads, Social, Email and Press Release



The **fiVE BELOW** Experience



**Let Go
& Have fun!**
that's what we're
all about!
have you done that lately?



MARINE TOYS FOR TOTS FOUNDATION

The **fiVe** **BEL°W** Experience

Now over **1,700 stores** in 43 states

Amazing, Fun Store for Families and Kids

Passionate Wow Crew helping customers every day



fiVE BEL°W Community Mission

More than just a store!

Five Below strives to grow and maintain an intimate **connection with each and every community we serve.**

We play an active role in allowing kids and families to let go and have fun, in and outside of our stores.

Through our **charitable contributions**, customer donations, volunteer efforts and passion from our Wow Crew, we're able to achieve the impossible and make unlimited possibilities a reality.



MARINE TOYS FOR TOTS FOUNDATION

five BELOW Key Markets

Five Below interested in Stuff the Truck events

Helping drive more toy donations!

CA	TFT Unit	UNIT NAME	NY	TFT Unit	UNIT NAME	Midwest	TFT Unit	UNIT NAME
Los Angeles	CAPASA	Pasadena CA	New York City	NYBROO	Brooklyn NY	Chicago	ILCHIC	Chicago IL
Sacramento	CASACR	Sacramento CA	Albany	NYALBA	Albany NY	Detroit	MIDETR	Detroit MI
San Diego	CASADI	San Diego CA	Syracuse	NYSYRA	Syracuse NY	Cleveland	OHBROO	Brookpark OH
San Jose	CASAJ0	San Jose CA	Rochester	NYROCH	Rochester NY	Columbus	OHCOLU	Columbus OH
			Buffalo	NYBUFF	Buffalo NY	Cincinnati	OHCINC	Cincinnati OH
TX	TFT Unit	UNIT NAME				Milwaukee	WIMILW	Milwaukee WI
Dallas/Ft Worth	TXDAFW	Fort Worth TX	PA	TFT Unit	UNIT NAME	St Louis	MOBRID	Bridgeton MO
Houston	TXHOUS	Houston TX	Pittsburgh	PATRTM	Tarentum PA	Kansas City	MOKACI	Kansas City MO
San Antonio	TXSAAT	San Antonio TX	Philadelphia (H	PAPHIL	Philadelphia PA	Omaha	NEOMAH	Omaha NE
Austin	TXAUST	Austin TX				Denver	COAURO	Aurora CO
El Paso	TXELPA	El Paso TX	South	TFT Unit	UNIT NAME	Albuquerque	NMALBU	Albuquerque NM
Laredo	TXLARE	Laredo TX	Charlotte	NCCHAR	Charlotte NC	Tulsa	OKBRAR	Broken Arrow OK
			Atlanta	GACUMG	Cummings GA	Oklahoma City	OKOKCI	Oklahoma City OK
FL	TFT Unit	UNIT NAME	Birmingham	ALBESS	Bessemer AL	Phoenix	AZPHOE	Phoenix AZ
Miami	FLHIAL	Hialeah FL	New Orleans	LANORU	New Orleans LA	Colorado Springs	COCOSP	Colorado Springs CO
Tampa	FLTAMP	Tampa FL	Nashville	TNNASH	Nashville TN			
Orlando	FLORLA	Orlando FL	Memphis	TNBOLI	Bolivar TN	New England	TFT Unit	UNIT NAME
			Knoxville	TNKNOX	Knoxville TN	Boston	MAAYER	Ayer MA
Atlantic	TFT Unit	UNIT NAME	Little Rock	ARNOLR	North Little Rock AR	Hartford	CTPLAI	Plainville CT
DC	DCANAC	Anacostia DC	Jackson	NCMOUN	Mount NC	Providence	RIPROV	Providence RI
Baltimore	MDBALT	Baltimore MD	Charleston	SCCHAR	Charleston SC			
Richmond	VARICH	Richmond VA						



five BELOW Stuff the Truck events

- **Five Below and TFT Units to coordinate event dates and store locations between 11/1 – 12/10**
- **We love content! Take many pics and videos!**



MARINE TOYS FOR TOTS FOUNDATION

Questions?

Win a \$500 Gift Card

Please **share your stories** &
pictures with John Haehn



Need a “Real” Santa for an event?

- Submit a request at:
www.T4TSanta.com

