





*Welcome Local TFT
Coordinators!*

*Marine Toys for Tots
Foundation*

*2024 Annual
Campaign
Coordinator Training
Conference*

Things to Think About

- ❖ Official Activity of the United States Marine Corps
- ❖ Program Impact – Delivering Hope Since 1947
 - ❖ 677 Million Toys / 301 Million Children
- ❖ Because of Marines & Volunteers like you, 2023
 - ❖ 14.7 Million Toys, Books, & Games Collected
 - ❖ 24.4 Million Toys, Books, & Games Distributed
 - ❖ 9.9 Million Children in Need Assisted
- ❖ 2024 Coverage
 - ❖ 2023 Campaigns = 864
 - ❖ 2024 Campaign = 878
 - ❖ Over 2,100 counties have a local TFT campaign = 91.85% of the U.S. population
- ❖ Native American Program – 44th Year thanks to LtCol Peter Tagni, USMCR (Ret)
- ❖ At-Risk / Foster Children
- ❖ TFT Literacy Program
- ❖ The Marine Corps Premier Community Outreach Program





*LtGen Jim Laster,
USMC (Ret)*

President & CEO



*Some Administrative
Stuff*

Agenda

- ❖ Introductions
- ❖ Purpose of the Training Conference
- ❖ Mission & Program Concepts
- ❖ Program Organization
- ❖ 2023 Campaign Results
- ❖ Core Values
- ❖ Campaign Fundamentals
 - ❖ Things I think are important



Foundation Introductions

- ❖ LtGen Laster, US Marines (Retired) – President & CEO
- ❖ Administrative Staff
- ❖ Operations
- ❖ Marketing & Development
- ❖ Information Technology
- ❖ *See backup slides*



Foundation Introductions

- ❖ New Location = Lots of Work
 - ❖ This isn't easy to plan & execute!
- ❖ Tammy Weatherholtz – Region 5 Campaign Manager
- ❖ Matt McDonald – Director of IT
- ❖ Great job putting the “Show on the Road”



Office of Marine Corps Reserve (OMCR)

- ❖ Manages the Marine Toys for Tots Program for the Commander, Marine Forces Reserve (COMMARFORRES)
- ❖ Located in Arlington, VA at Headquarters Marine Corps (HQMC)



Partners / Vendors

❖ Toy Vendors

- ❖ Book Depot
- ❖ Discovery Toys
- ❖ DollarDays
- ❖ Ground Zero
- ❖ Group Sales
- ❖ HDI
- ❖ Mercy Toys
- ❖ New England Doll & Novelty
- ❖ Rhode Island Novelty
- ❖ TK's Toy Box

❖ Promotional Items – Shirts, Coins, Hats, etc.

- ❖ Marine Corps Direct
- ❖ Military Promotions

❖ Raffle...



Vendor Info

❖ Section 8.9 of the SOP

❖ Park View

❖ There is \$26.7M spread across 878 campaigns, the vendors will help you spend and stretch your donor's money.

Group Sales

- Website: www.groupsalesinc.com
- POC: Marine Corps Units
 - Robert Myers
 - rmyers@groupsalesinc.com
 - Direct Line: (513) 559-3323
 - Cell Phone: (513) 477-1487
- POC: LCOs
 - Steve Zix
 - szix@groupsalesinc.com
 - Direct Line: (513) 458-1504
 - Cell Phone: (513) 679-1518
- Notes
 - Purchase using the Toys for Tots Purchase Card
 - Group Sales provides 10% of total purchase as a donation back to the Foundation and Local Campaigns



HDI Wholesale

- Website: www.hdiwholesale.com
- POC: Sara Depies
- Phone: 262-334-1095
- Mobile: 414-491-0776
- Email: sara@hdiwholesale.com
- Notes:
 - Purchase using the Toys for Tots Purchase Card
 - Shop website anytime, [Call](#) for help building your order!
 - Customerservice@hdiwholesale.com for any reason.
 - Wishlist option for easy fundraising
 - Request another 2024 Toys for Tots Catalog: <https://www.hdifor.com/toys-for-tots-catalog>



New England Doll & Novelty Co., Inc. (Established 1918)

- Website: www.nedollco.com
- POC: 1stSgt Martin T. Hughes, USMC (Ret)
- Cell: 412-287-3788
- Email: mthughes9999@yahoo.com
- Notes
 - Offering a large variety of toys, electronics, and sports items for ages 0 to 17.
 - Provides a 20% donation back to Toys for Tots.
 - Sells only to nonprofit children's charities. Philanthropist [run](#).
 - 4th generation family business established in 1918, veteran family.
 - Purchase using the Foundation's credit arrangements.
 - Free shipping on all orders, delivered on your designated day.
 - Minimum order is one full trailer load.



OnTime Toys

- Website: <http://www.ontimetoy.com/>
- POC: Chris Thifault
- Phone: (800) 464-8762
- Email: ct@ontimetoy.com
- Notes: Orders should be made using the Foundation's credit arrangements



Get the Admin Out of the Way!

- ❖ Class Schedule – Always minor changes
- ❖ Format of Classes / Events
 - ❖ In-Person & WebEx
 - ❖ All Hands & Breakout Discussions
 - ❖ 2023 Campaign Recognition Dinner – Mandatory
- ❖ Lanyards
 - ❖ Foundation Staff = Black
 - ❖ National & Regional Winners / Guests = Gold
 - ❖ Mentors = Bronze
 - ❖ Regions each have their own color
- ❖ Participation is critical to our goal of everyone learning
 - ❖ “A rising tide lifts all boats”
- ❖ Attendance – Check out your name tag!
 - ❖ Funded by our donors, be where you need to be



Get the Admin Out of the Way!

❖ Schedule Changes

❖ Today

❖ Back here at 1300 after lunch!

- ❖ 1300 – 1400: Corporate Sponsors & Social Media
- ❖ 1400 – 1445: Website Management
- ❖ 1445 – 1515: Office of Marine Corps Reserve

❖ Tomorrow

❖ Back here at 1300 after lunch!

- ❖ 1300 – 1600: Panel Discussions





Let's get on with it!

Conference Purpose

- ❖ Training
 - ❖ Doing the right things and doing things right
- ❖ Exchange ideas, learn from each other, and build camaraderie
 - ❖ *Coordinators Only Closed Facebook Group*
- ❖ Acquaint Coordinators with each other & Foundation staff
- ❖ Successful organizations change, evolve, & grow
- ❖ Prepare for execution



Marine Corps Reserve Toys for Tots Program

❖ The mission of the *U.S. Marine Corps Reserve* Toys for Tots Program is to collect new, unwrapped toys during October, November and December each year, and distribute those toys as Christmas gifts to economically disadvantaged children *in the community in which the campaign is conducted*

❖ *Bringing the community together to support their children in need*

❖ A Year-Round Force for Good!

❖ The Foundation, with local campaigns, conduct "Other Than Christmas" endeavors:

- ❖ Good360
- ❖ Title I School Support
- ❖ Foster Child Events



The Legacy of Toys for Tots

- ❖ Individual Marine idea → Marine Corps' Premier Community Outreach Program
 - ❖ 1947 – Major Bill Hendricks
 - ❖ 1948 – CMC General Cates directs all USMCR units to conduct campaigns (74-units)
 - ❖ National Security Act of 1947
- ❖ Local toy collection campaigns – community supports economically disadvantaged families
- ❖ Native American Program (1980)
- ❖ Marine Toys for Tots Foundation (1991)
- ❖ Official Marine Corps activity & mission of MFR (1995)
- ❖ Toys for Tots Literacy Program (2008)
- ❖ Objective: To bring community together for 3 months



The History of the Foundation

- ❖ 1989: Foundation created at the request of the Marine Corps
- ❖ 1991: Foundation became operational
- ❖ MTFTF is sole fundraising & support organization
- ❖ Marine Corps Reserve Toys for Tots Program & Marine Toys for Tots Foundation
- ❖ 1996: Local Community Organizations (LCOs)
 - ❖ MFR authorized MTFTF to manage all aspects of LCO participation
 - ❖ 65 in 1996 — 744 in 2024



MFR Marine Unit vs. LCO???

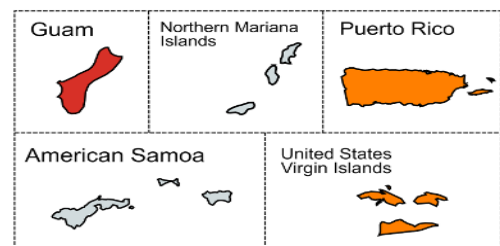
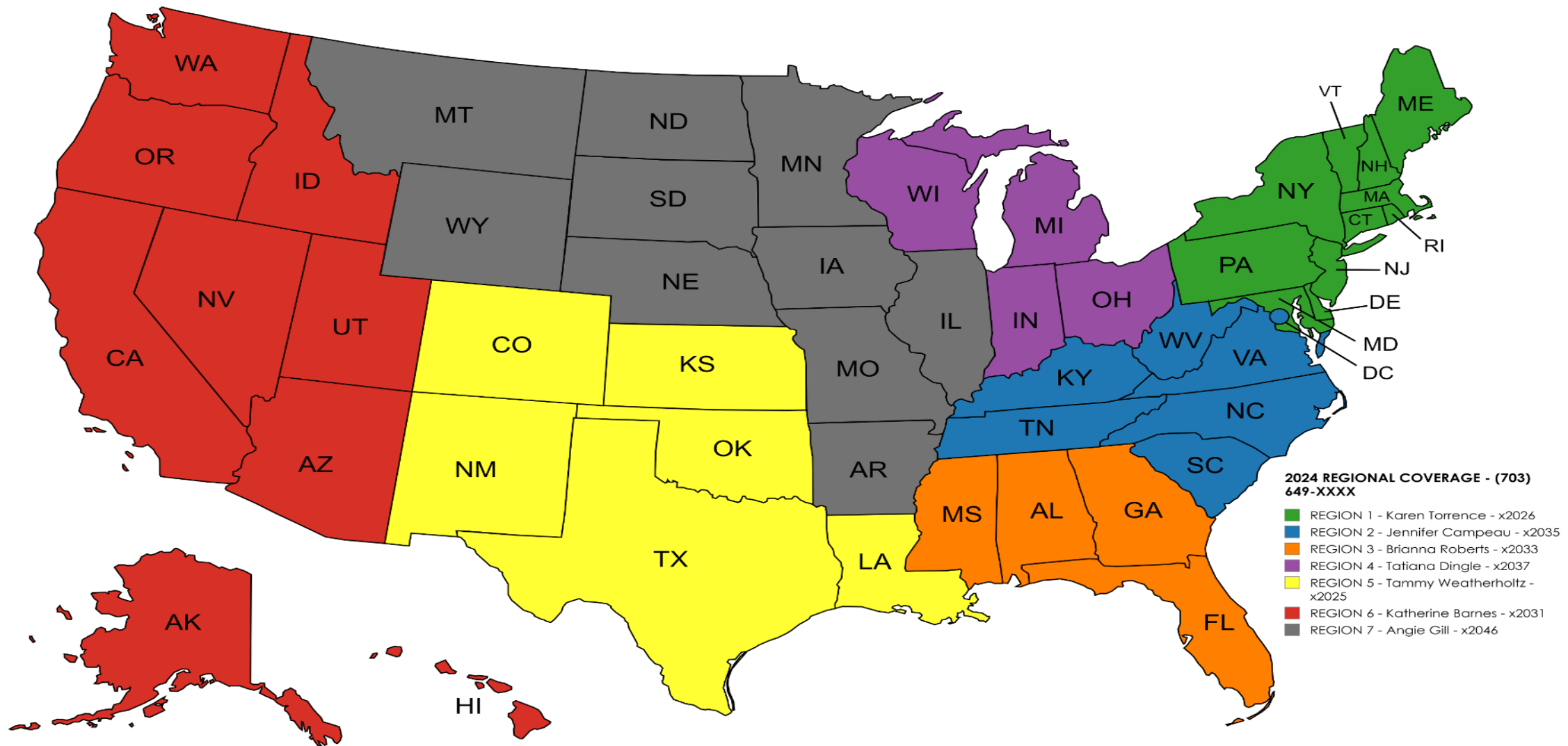
- ❖ Marine Forces Reserve = MFR
 - ❖ HQ located in New Orleans w/ Reserve Sites across the country
 - ❖ Marine or Sailor is coordinator
 - ❖ 134 Campaigns in 2024
- ❖ Local Community Organization = LCO = Volunteer!!!
 - ❖ Organization sponsors the campaign ***BUT IS NOT THE COORDINATOR!!!***
 - ❖ Approved by Foundation – Extends Program's reach
 - ❖ 744 LCO Campaigns in 2024
 - ❖ 731 Campaigns in 2023



TFT Organization

- ❖ Seven (7) Regions
- ❖ Regional Campaign Managers *(that's new)*
 - ❖ Assist Coordinators
 - ❖ Ensure the administrative tasks are accomplished
 - ❖ Primary Point of Contact (POC) for all correspondence
 - ❖ *There are 878 Coordinators and one of me!*
- ❖ Toys for Tots 1996 – 180 MFR Sites / 65 LCOs
- ❖ Toys for Tots 2024 – 134 MFR Sites / 744 LCOs





2023 National Campaign

- ❖ Local campaigns were conducted in 864 communities covering all 50 states, the District of Columbia, Puerto Rico, Guam, and the Virgin Islands
- ❖ 10.3M children (400K more than 2023)
- ❖ Foundation “Other Than Christmas” Efforts
 - ❖ 3,020,777 toys, books, and games distributed to 1,217,852 children in need
- ❖ Foster / At-Risk / State Custody
 - ❖ 332,167 children assisted



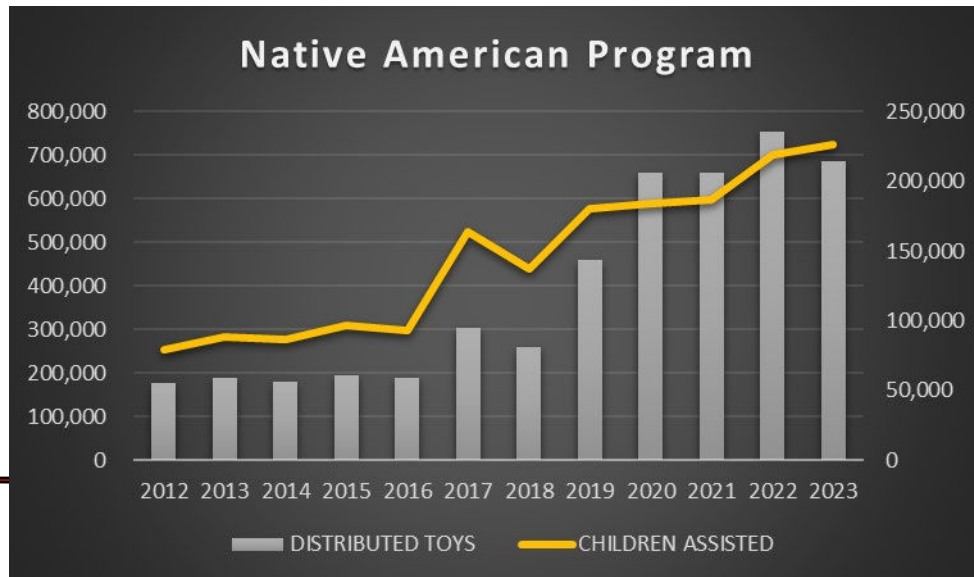
TFT Literacy Program

- ❖ Coordinated at the Foundation by Brianna Roberts (Region 3 Campaign Manager)
- ❖ Breaking the cycle of poverty through access to books & education...one book at a time!
 - ❖ Title I Schools (spring / summer)
 - ❖ Native American Program (Christmas)
 - ❖ Supplement Campaigns (Christmas)
- ❖ 2023: 2.8M books purchased by the Foundation
 - ❖ Much of those books went to supplement local campaigns & NAP



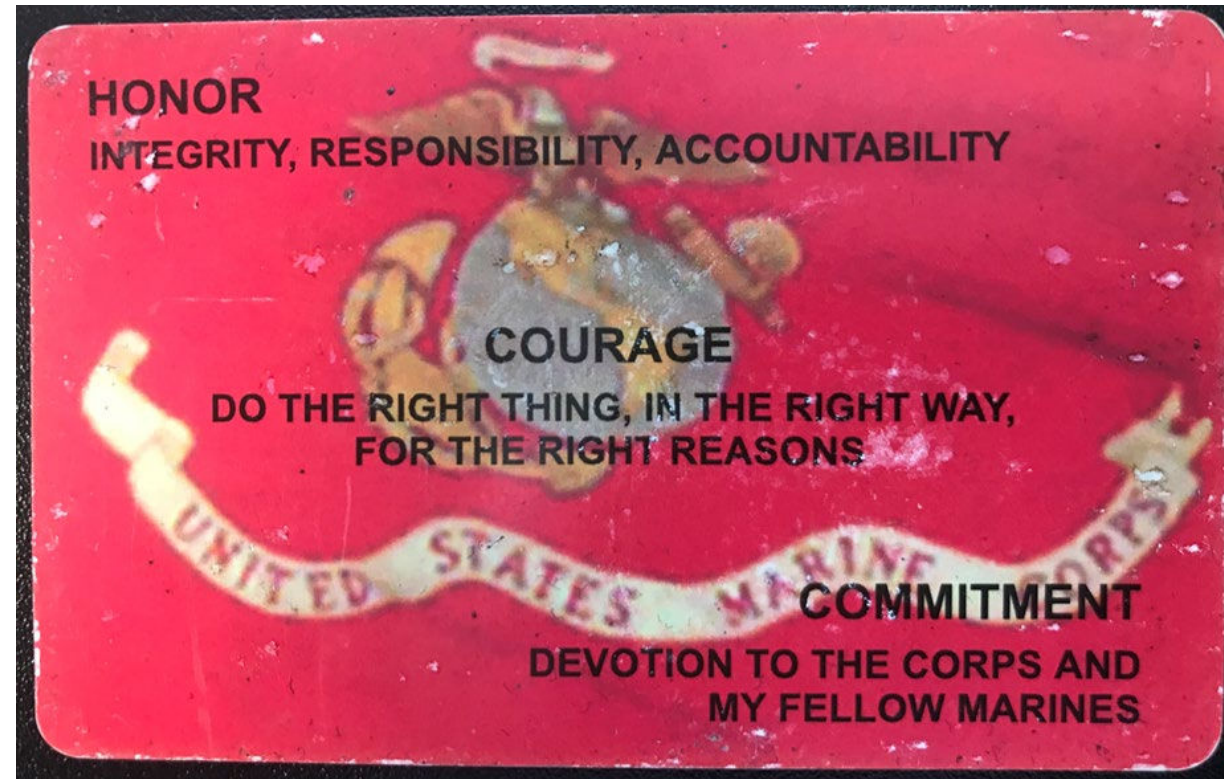
Native American Program (NAP)

- ❖ Started in 1980 by LtCol Peter Tagni, USMCR (Ret) assisting the Navajo Nation
 - ❖ 45th campaign!!!
- ❖ Assisting tribes / reservations that are unable to support a “traditional” TFT campaign
 - ❖ 11 local efforts (including Peter)



Program Basics and Core Values

- ❖ United States Marine Corps Program
 - ❖ Marine in Dress Blues
 - ❖ Three car train logo
 - ❖ Children / Toys / Santa / Christmas
- ❖ 77th Anniversary of the Marine Corps' Premier Community Outreach Program
- ❖ Assisting economically disadvantaged children
- ❖ Connecting Corps to Community



Why We Are Different

- ❖ Not a “normal” charity
- ❖ Only DoD charitable endeavor reaching outside the military
 - ❖ Official activity of the Marine Corps
- ❖ Connects the Nation to our Corps
- ❖ 97-3 Program-to-Support Ratio
 - ❖ Other People’s Money – OPM, i.e., Donor’s \$\$\$
- ❖ Foundation salaries / benefits
 - ❖ No donor \$\$\$, interest/dividends/capital gains from endowment





*What do I think is
important after seeing
7 Christmas
campaigns?*

Here it goes!

2024 SOP

- ❖ *SOPs are only good if you read & understand them*
- ❖ Regional Campaign Managers
- ❖ Section 4.2: Supplemental Toy Change
 - ❖ Policy: Self-supporting campaigns will not receive additional toys
 - ❖ Example: Campaign collects 4,683 toys and purchased 1,085 toys. Assisted 823 children. Equals 7.01 toys per child. No need for Foundation supplementation.
- ❖ Section 6.24: Personal Funds
 - ❖ Policy: No personal credit card purchases for local campaigns
- ❖ Section 11.3: Guidelines for Expensive Donations
 - ❖ Policy: Do not sell, raffle, exchange, or barter high-value items
 - ❖ Items: Sony PlayStations, LEGO sets, vintage toys, bicycles
 - ❖ Plan: Develop a strategy for distributing these items



Communication w/ Foundation

- ❖ 878 local campaigns
- ❖ You must start with your Regional Campaign Manager
 - ❖ Please, when sending an email, ID your campaign – Unit Name
- ❖ I need emails vs. phone calls. I can't remember all the details of calls.
- ❖ *Finally, when we request you complete a form via the Secure Site, please complete it vs. sending an email with that information*



Memos

- ❖ This is how we communicate information that is persistent so you can continue to refer to them
- ❖ On the Secure Site
- ❖ 2024
 - ❖ 2024 Memo 001_Group Sales Transfer
 - ❖ 2024 Memo 002_High Value Donations
 - ❖ 2024 Memo 003_Other Than Christmas Campaign Events and Endeavors
 - ❖ 2024 Memo 004_Increasing LCO Campaigns
 - ❖ 2024 Memo 005_Promotional Materials and Toy Collection Box Process
 - ❖ 2024 Memo 006_Process for Requesting Promotional Materials for Events
 - ❖ 2024 Memo 007_Partnership With Ryder_Process for Renting Ryder Vehicles
 - ❖ 2024 Memo 008_Bank of America Cash Deposit Account Closure
 - ❖ 2024 Memo 009_2024 Carryover Inventory Adjustment
 - ❖ 2024 Memo 010_2024 Supplemental Toys



TFT Name & Logo

- ❖ You have the authority to authorize its use
- ❖ Remember, most individuals/organizations just want to help us
- ❖ Help them help you
- ❖ Contact your Campaign Manager
 - ❖ If someone or an organization is using it without your permission, the Foundation will help you



Campaign Accounts

- ❖ Not individual checking accounts for every unit
 - ❖ No Personal / Organization bank accounts!
- ❖ Itemized Receipts
- ❖ High balances = Not Good
 - ❖ Affects ability to receive Foundation Supplemental Support
- ❖ No debt to Foundation
- ❖ Cash Handling = Chain of Custody!!!
 - ❖ Transparency!!!!!!!!!!!!
- ❖ *Please remember you need money in your account!*



Promotional Materials & Toy Collection Boxes

- ❖ 2024 Memo 005
- ❖ Standard Package & Special Orders
- ❖ Standard Package
 - ❖ Read above Memo
 - ❖ Promotional Materials
 - ❖ Shipped via UPS Ground. No “driver notification.”
 - ❖ Collection Boxes
 - ❖ If freight, i.e., pallets, FLEET will reach out to you to coordinate delivery
 - ❖ If receiving 15-pack cartons, they are shipped UPS Ground. Again, no “driver notification.”
- ❖ **Mike Barclay – Warehouse Manager**



Toy Collection

- ❖ The mission of the Marine Corps Reserve Toys for Tots Program is to collect new unwrapped toys and distribute those toys to economically disadvantaged children at Christmas
- ❖ Systematic approach to collection box locations
- ❖ Use the *new app* & your local website to post collection box locations
- ❖ Do I have the resources?
 - ❖ *Deliver what you promise, do not promise what you can't deliver*



2024 Supplemental Toy Program

- ❖ SOP§4.2 – Support ability to meet demand
- ❖ Supplement does not relieve requirement for local toy and monetary donations
- ❖ Right number of toys reach the right sized campaigns
- ❖ Initial Supplemental Toy Shipment Criteria
 - ❖ Carryover inventory / Fund balance / Self-Support
 - ❖ 2024 Memo 010_2023 Supplemental Toys – Released on 6 September
 - ❖ 591 Campaigns – Toys /// 860 Campaigns - Books
- ❖ Second Supplemental Toy Shipment
 - ❖ Lack of local donations to meet the registration demand
 - ❖ Requests accepted NET 2 Dec (Monday after T-Day)
 - ❖ Foundation is Local Campaign's "Rainy Day" Support





Mike Stuckey

Corporate Gift-in-Kind (GIK)

- ❖ *2024 has been a tremendous GIK year!*
- ❖ Most GIK shipped to Group Sales in Cincinnati, OH
 - ❖ Items shipped to local campaigns and NAP during First & Second supplemental shipments
- ❖ GIK may go directly to Local Campaigns
 - ❖ Due to the great year so far, many truckloads of GIK were shipped directly to Local Campaigns
- ❖ Foundation uploads GIK numbers into AAR



2023 Carryover Inventory Adjustment

- ❖ 2024 Memo 009_2024 Carryover Inventory Adjustment
 - ❖ Inventory adjustment due NLT 26 September
 - ❖ Only for campaigns that submitted a 2023 AAR
- ❖ Required by Auditors
- ❖ Accurately reflects starting inventory
 - ❖ GIK will NOT be counted in your updated numbers
- ❖ Secure Site: #12 Supplemental Toys
 - ❖ Updated Carryover Inventory Form
- ❖ Read Memo on how to update your numbers!



Storage / Warehouse Leases

- ❖ Goal: Acquire donated warehouse space
- ❖ MTFTF only 501(c)3 entity, the lease is between the Foundation and the facility owner
- ❖ *LCO Coordinators can sign leases on behalf of Foundation*
- ❖ Requests MFR Coordinators to forward leases to Foundation for signature...why???
- ❖ Federal laws and regulations are very clear: Only a contracting officer can purchase goods or services or contract for them on behalf of the government (using USG funds)
- ❖ Although not USG funds, this is added protection for Marines. Don't want the perception that Marines are using USG funds.



Liability Insurance

- ❖ Foundation has liability insurance to protect from claims submitted by
 - ❖ Volunteers
 - ❖ Those who assist with the distribution of toys
 - ❖ Parents of children injured by a distributed toy
 - ❖ Other participants in the Marine Toys for Tots Program
- ❖ May be asked for Certificate of Insurance (COI) verifying Foundation liability
 - ❖ Forklift backs into a wall, windows broken, etc.
 - ❖ Remember that the toys are not covered
- ❖ Coordinators MUST have volunteers sign a Hold Harmless Agreement (see Appendix C of SOP and #5 DOCUMENTS AND AGREEMENTS on Secure Site)



Liability Insurance

- ❖ Mostly for storage / warehouse facility
- ❖ Not required unless Owner / Property Manager request
- ❖ Fundraising events more restrictive
 - ❖ Recommendation: Attempt to find a sponsor
 - ❖ Decreases the Foundation's liability risk
- ❖ Fundraising events, i.e., "Special Events"
 - ❖ General Liability policy does not apply to any "bodily injury", "property damage" or "personal and advertising injury"
 - ❖ May need additional rider
 - ❖ See SOP Section 6.21 and Appendix T
 - ❖ Cost borne by local account
- ❖ Secure Site: Under #6 - Forms
- ❖ *Give us time to get you the Certificate of Insurance!*
 - ❖ *Turnaround time for COI's can range from 5 days or more*



Asset Management

- ❖ Visibility over assets
- ❖ Account for donated or purchased items
- ❖ Reduce purchasing the same items every year
- ❖ What we are not accounting for
- ❖ Asset Management form to add items
 - ❖ secure site: #6 - Forms
- ❖ Accountability timeline:
 - ❖ NLT 1 Oct and again 15 January.
- ❖ View asset form at the bottom of Control panel under campaign assets



Youth Ambassador Program (YAP)

- ❖ What is a Youth Ambassador
 - ❖ A volunteer representative of Toys for Tots that inspire others through their volunteerism, community involvement and initiative in helping others.
- ❖ How the program started
 - ❖ Brother and sister duo (The Bracey's) from Heartland, TX in 2020
- ❖ Purpose and Intent of the program
 - ❖ Encourage support from the younger generation
 - ❖ Enhance community outreach of local campaigns
 - ❖ Highlight "Children Helping Children"
- ❖ Selection Process
 - ❖ Youth Ambassadors will serve a 1- year term from 1 October to 30 September
- ❖ 2024: 52 Youth Ambassadors including 11 Mentors



Youth Ambassador Program (YAP)

- ❖ What are our expectations of a Youth Ambassador?
 - ❖ Mandatory monthly Zoom meetings (usually the first Sunday of month)
- ❖ Choice Board Activities
 - ❖ Opportunity to spread awareness about Toys for Tots and engage with their peers & community
 - ❖ Penny wars in school
 - ❖ Book reading events to elementary school children
 - ❖ Distribute YAP promotional materials at school games and activities
- ❖ Foundation monitors all activities
- ❖ Youth Ambassador of the Year Award
 - ❖ 2023: Awarded at the Hollywood Christmas Parade
 - ❖ 2024: Awarding tonight at dinner





Almost finished!

Events

- ❖ Donors want to see Marines in Dress Blues
 - ❖ It is ***MARINE*** Toys for Tots
 - ❖ 134 MFR Units out of 878 Total Campaigns
- ❖ Prioritize events
 - ❖ Bad news does not get better with time
 - ❖ Deliver what you promise, do not promise what you can't deliver
 - ❖ For MFR units, send right number of Marines
- ❖ If you can support events
 - ❖ Tell the Marine Toys for Tots story
 - ❖ Especially for Marines, tell your story
 - ❖ Communicate early if there are potential issues, i.e., MFR funeral support
- ❖ LCOs ask local USMC Recruiters, but remember they may say "no"
 - ❖ *Rolling donuts!*



Administrative Requirements

- ❖ Extremely important!!! More details in backup slides.
- ❖ If you donate to a charity, you expect accountability
 - ❖ Money / Toys / Children
 - ❖ *Have a process of accounting for toys from collection – distribution – inventory*
- ❖ Itemized receipts verifying purchases
- ❖ Weekly Reports – *NOT REQUIRED*, but feeds AAR
- ❖ Site Visits – Donated Toy Value Study / MFR / Campaign Managers / Financial Auditors / Inventory Verification
 - ❖ Inspect what you expect
- ❖ After-Action Report (AAR)
 - ❖ Due 15 January 2025



Summary

- ❖ Introductions
- ❖ Purpose of the Training Conference
- ❖ Mission & Program Concepts
- ❖ Program Organization
- ❖ 2023 Campaign Results
- ❖ Core Values
- ❖ Campaign Fundamentals
 - ❖ Things I think are important





*Questions
&*

*More Details during
Breakout Sessions*



Backup Slides

Foundation Introductions

❖ Operations

- ❖ David Cooper – VP, Operations
- ❖ Mike Stuckey – Deputy VP, Operations
- ❖ Valerie Anderson – Operations Accounting Specialist
- ❖ Mike Barclay – Warehouse Manager

❖ Accounting Specialists

- ❖ Region 1 – Karen Torrence
- ❖ Region 2 – Jennifer Campeau
- ❖ Region 3 – Brianna Roberts
- ❖ Region 4 – Tatiana Dingle
- ❖ Region 5 – Tammy Weatherholtz
- ❖ Region 6 – Katherine Barnes
- ❖ Region 7 – Angie Gill



Foundation Introductions

- ❖ See Section 1.4 of the SOP
- ❖ Marketing & Development
 - ❖ Ted Silvester – VP, M&D
 - ❖ Kelley Hardison – Deputy VP, M&D
 - ❖ Gunnar Spofford – Deputy VP, Business Development
 - ❖ MaryKate Cobb – Social Media Manager
 - ❖ John Haehn – Community Relations Manager
 - ❖ JoAnn Roxburgh – GIK Associate
 - ❖ AT Wilson – Corporate Sponsor Relations
- ❖ Information Technology
 - ❖ Matt McDonald – Director of Information Technology
 - ❖ Steven Boone – IT Specialist

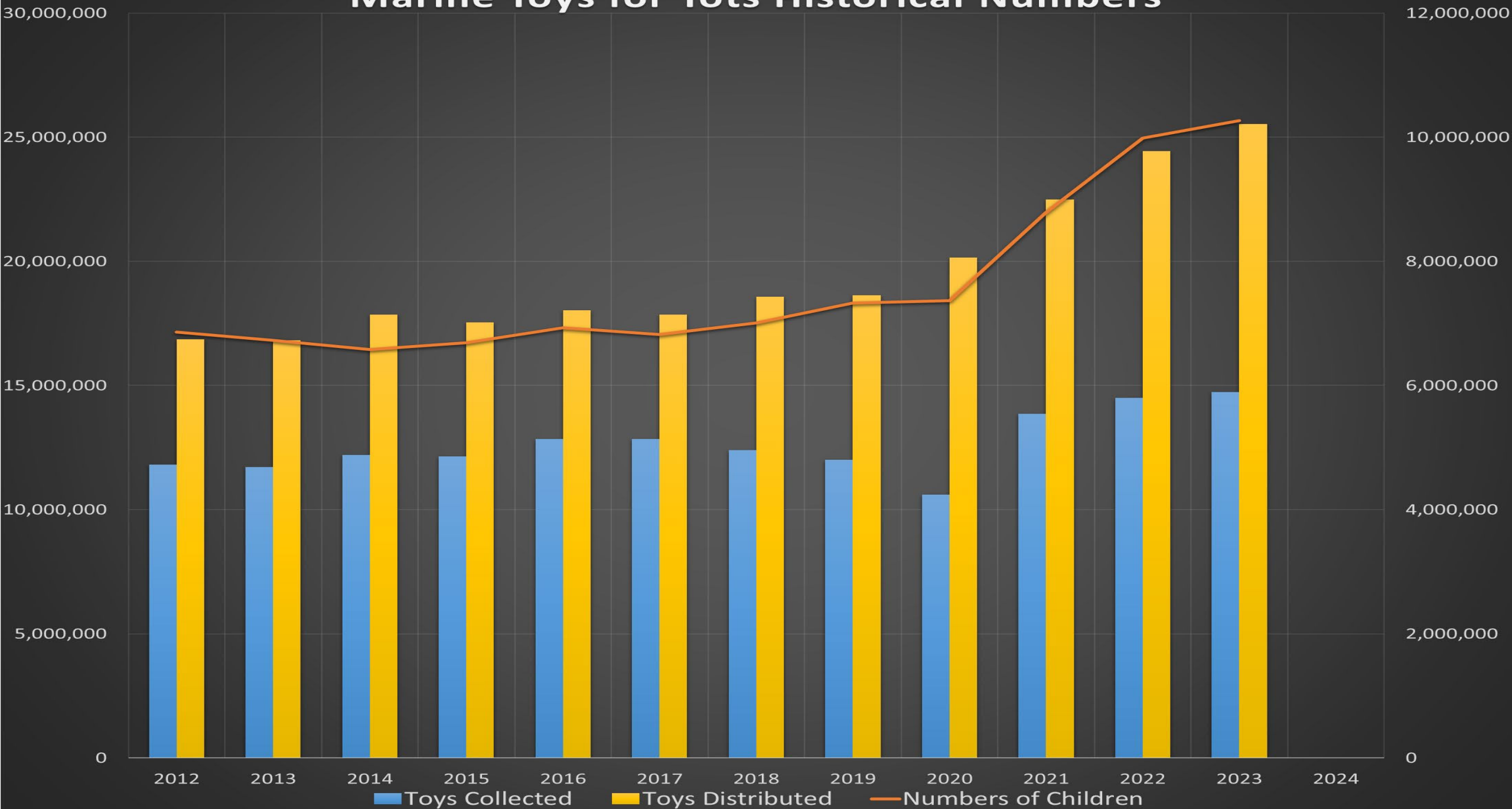


National Security Act of 1947

- ❖ Set in Law the requirement of the Marine Corps
- ❖ The United States Marine Corps, within the Department of the Navy, shall include land combat and service forces and such aviation as may be organic therein. The Marine Corps shall be organized, trained, and equipped to provide fleet marine forces of combined arms, together with supporting air components, for service with the fleet in the seizure or defense of advanced naval bases and for the conduct of such land operations as may be essential to the prosecution of a naval campaign. It shall be the duty of the Marine Corps to develop, in coordination with the Army and the Air Force, those phases of amphibious operations which pertain to the tactics, technique, and equipment employed by landing forces. In addition, the Marine Corps shall provide detachments and organizations for service on armed vessels of the Navy, shall provide security detachments for the protection of naval property at naval stations and bases, and shall perform such other duties as the President may direct: Provided, That such additional duties shall not detract from or interfere with the operations for which the Marine Corps is primarily organized. The Marine Corps shall be responsible, in accordance with integrated joint mobilization plans, for the expansion of peacetime components of the Marine Corps to meet the needs of war.



Marine Toys for Tots Historical Numbers



"Toys for Tots Police"

- ❖ Our mission is to assist less fortunate children –
Don't punish a child for a parent's behavior
- ❖ There is always the " 10% "
- ❖ Don't make it hard to register
- ❖ Karma
 - ❖ Hunting down people selling toys?
- ❖ *Don't miss assisting a family or child because you want to catch all those trying to "get one over" on the system*



Conflict of Interest

- ❖ Definition: A Conflict of Interest is defined as a personal interest or relationship that conflicts with the faithful performance of official duty
- ❖ Don't put yourself into a Conflict of Interest position
- ❖ Can't accept gifts, gratuities, free trips, personal property or other items of value from an outside person or organization that could be construed as an inducement to obtain business (printing, advertising, services, etc.) from the Foundation
 - ❖ Business owner contracting with MTFTF
 - ❖ Toy company gives you all expense paid trip to their showroom



Locally Donated Toy Valuation

- ❖ Foundation representatives will visit 15-25 sites, normally over the Thanksgiving weekend
- ❖ They will contact coordinators first and have letter from the Foundation
- ❖ TFT coordinator identifies high traffic locations
- ❖ Determine actual toy price
 - ❖ 1500 – 2500 sample size required
- ❖ Report provided to Foundation
 - ❖ 2022 = \$15.49 per toy
 - ❖ 2023 = \$15.05 per toy



Program Site Visits / Validation

❖ NOT THE CARRYOVER INVENTORY VERIFICATION

- ❖ Selected sites visited by:
 - ❖ Foundation/OMFR/Auditors
- ❖ Calls from Auditors to discuss campaign processes & procedures as they relate to toy/book accountability
- ❖ Confirms campaigns are following the policies and procedures as directed in the MCO, ForO, and SOP
- ❖ Insight into the Program
- ❖ "Inspect what you expect!"



Weekly Report / After Action Report (AAR)

- ❖ Weekly Report feeds the AAR!
- ❖ **THE ONLY FORMAL DOCUMENT DETAILING WHAT HAPPENED TO THE TOYS AND HOW MANY CHILDREN WERE HELPED!!!**
- ❖ Report closes Midnight on *Tuesday, 14 January 2025*
- ❖ **TIMELINESS & ACCURACY**
- ❖ Will discuss in detail tomorrow



Carryover Inventory Verification

❖ Mike Stuckey

- ❖ Visit ~170 sites to verify carryover inventory
- ❖ Sites based on previous year's carryover inventory, i.e., 2,500 toys or more – YOUR CAMPAIGN WILL BE COUNTED UNLESS YOU HAVE ZERO
- ❖ Carryover Estimate in December
 - ❖ ONLY BEST GUESS
- ❖ Identifies potential problems BEFORE audit
- ❖ Validates numbers reported on AARs
- ❖ **EXTREMELY IMPORTANT TO HAVE ACCURATE CARRYOVER INVENTORY NUMBERS ON AAR!**
- ❖ Correct contact information extremely important!



YAP

- ❖ How we select our Youth Ambassadors
 - ❖ Coordinator submits application between 1 May – 31 July
 - ❖ Age limit: 13 - 17
 - ❖ Regional Campaign Managers review along with Deputy VP of Operations. 1 – 15 August
 - ❖ We want to see that the applicants are active and taking initiative, part of other organizations. Don't just tell us that they volunteer in the warehouse.
- ❖ President and CEO review selections
- ❖ Deputy VP emails the selections 16 – 31 August
- ❖ Youth Ambassadors will serve a 1- year term from 1 October to 30 September



YAP

- ❖ FY23- Program started with 52 Youth Ambassadors.
 - ❖ 42 Youth Ambassadors
 - ❖ 11 Mentors
- ❖ What will they do?
 - ❖ Mandatory monthly zoom meetings (usually the first Sunday of month @ 7pm)
 - ❖ Coordinator and Parents are encouraged to attend
 - ❖ Guest speakers
 - ❖ Mentor led discussions
 - ❖ Theme of the month (Communications Roadmap)
 - ❖ Choice board planning
 - ❖ Submit pics and 30 second videos in closed Facebook group

