

MARINE TOYS FOR TOTS FOUNDATION



TOYS FOR TOTS

2024 Annual Report



The mission of the 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 Christmastime and beyond. 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 chapters, 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.



2024 President and CEO Report



The Marine Toys for Tots Program achieved another record-setting year in 2024, thanks to the incredible generosity of the American people, our National Corporate Partners, and the steadfast dedication of our Marines, Sailors, Coordinators, and volunteers. Together, we distributed over 30

million toys, books, and other gifts to nearly 13 million disadvantaged children. Each supporter's commitment played a crucial role in spreading optimism and happiness to children in need, and I am deeply humbled and proud of these efforts.

While our core mission is to bring joy and hope to children at Christmastime—to include Native American children living on remote Reservations through our Toys for Tots Native American Program—our support extends far beyond the holidays. Children face challenges year-round, which is why we remain a steadfast year-round force for good. Through programs like our Literacy Program, Foster Care Program, and Disaster Response and Recovery Program, we are dedicated to providing ongoing support to children in need—paving the way for a brighter future every day.

As we step into the new year, our commitment to being a constant source of hope and support is stronger than ever—because no child living in poverty should ever be forgotten or left behind. A year-round force for good is persistent, always moving forward, and unwavering in the face of adversity. With the continued generosity of our supporters, I am confident we can provide even more

profound relief and make a lasting, life-changing impact on the lives of millions more children in need in 2025.

On behalf of the Marine Toys for Tots Foundation, the United States Marine Corps, and the millions of children who have been given the gift of hope through our efforts, I express my deepest gratitude for the unparalleled support we have received. I commend our extraordinary supporters for their unwavering dedication to the Marine Corps Reserve Toys for Tots Program. Wishing you all a safe and prosperous 2025.

2024 Facts and Figures:

- Provided optimism and joy to nearly 13 million disadvantaged children
- Expanded our Foster Care Program by providing support to over 519,000 at-risk children, including those in Foster Care
- Provided 123 truckloads of emotional relief gifts to our non-profit partner, Good360, to be distributed to children in need across the Nation through the Spring and Summer months
- Distributed nearly 3 million books to disadvantaged children through our Toys for Tots Literacy Program to include over 570,000 books to Title I funded schools
- Provided 10,000 toys, books, and games to nearly 3,000 children in Henderson County, North Carolina, whose families were impacted by Hurricane Helene
- Supported over 237,000 Native American children through our Toys for Tots Native American Program
- Increased our highly desirable Program to Support Ratio to 98 to 2

“The success of Toys for Tots is not ours alone. It's for every volunteer, every donor, and every supporter who believes in the power of hope and the power of giving.”

— Lieutenant General Len Anderson
Commander, U.S. Marine Corps Forces Reserve
and U.S. Marine Corps Forces South





Marine Toys for Tots Overview

77 Years of Providing Hope to our Nation's Disadvantaged Children

2024 marked the 77th anniversary of the U.S. Marine Corps Reserve Toys for Tots Program, which began in 1947 when Major William Hendricks and his Marine Reserve unit collected 5,000 toys for disadvantaged children in Los Angeles. The success of this campaign led the Commandant of the Marine Corps to direct all Marine Reserve Units to conduct similar campaigns nationwide the following year. In 1948, Walt Disney designed the first promotional poster, featuring the iconic three-car train logo that remains today.

Since then, Toys for Tots has grown into a year-round Program, supporting underprivileged children at Christmastime and throughout the year. Our flagship

Holiday Campaign, Toys for Tots Literacy Program, Toys for Tots Native American Program, Foster Care Program, and Disaster Response and Recovery Program ensure that disadvantaged children are supported when they need it the most. Since 1947, the Program distributed over 708 million toys, books, and other gifts to more than 314 million children in need.

Toys for Tots is the Marine Corps' premier Community Action Program and the Nation's most recognized children's Christmastime charity. It operates as an official activity of the U.S. Marine Corps and a mission of the Marine Forces Reserve. The Marine Toys for Tots Foundation, located in Triangle, Virginia, just outside the Main Gate of Marine Corps Base, Quantico, was established in 1991 and supports the Program by raising funds, purchasing toys, and providing logistical assistance. Governed by a board of 15 Directors, all of whom are Marine veterans, the Foundation ensures that the Program operates efficiently and reaches as many children as possible.

Happy Birthday, Marines

When it comes to Marines, you'll face no fiercer enemy on the battlefield and no better friend in the streets of our communities. They are warriors, forged in the crucible of intense training, dedicated to serving with an unwavering sense of honor and duty. Their courage and unwavering commitment are hallmarks of what makes them extraordinary. Marines protect not only our freedoms but also our values, uplifting those around them and embodying the essence of true leadership.

November 10th, 2025, marks a momentous milestone—250 years of our Nation's greatest fighting force, the United States Marine Corps. This historic birthday is a celebration of all who wear the Eagle, Globe, and Anchor with pride and of their unwavering dedication to serving our country, but also a tribute to past generations of Marines who have upheld the highest standards of service and sacrifice. The Marine Toys for Tots Foundation proudly salutes the brave men and women who have earned the honor of calling themselves



Marines, who have stood on the frontlines of freedom, and who have exemplified the highest standards of courage and commitment.

As we commemorate this special day, we honor those who have fought valiantly to protect our Nation, those who continue to defend it, and the countless heroes who have paid the ultimate sacrifice. Their legacy is one of valor, resilience, and unyielding devotion to the principles we hold dear.

Happy Birthday, Marines. Here's to 250 years of service, sacrifice, and Semper Fidelis—a promise that will echo in eternity.



Public Service Announcement

The Marine Toys for Tots Foundation's current Public Service Announcement (PSA), titled "Anyone Can Be Santa," was created by the Marine Corps' long-time public relations partner, VML (formerly Wunderman Thompson). The PSA honors all those who bring the spirit of Christmas to underprivileged children during the holiday season.

Aired extensively throughout the 2024 campaign, "Anyone Can Be Santa" was broadcast over 28,000 times by hundreds of local TV stations nationwide. VML tracked the views, estimating the airtime's value at approximately \$5.7 million.

This PSA served as a reminder to the American public that their support ensures disadvantaged children across the country can experience the joy of Christmas. The Marine Toys for Tots Foundation is grateful to the networks that helped share this important message.

We are truly inspired by the millions of "Secret Santas" who bring hope to children in need each year, and we hope this PSA will inspire even more people to become a "Secret Santa" and spread joy.

"Alongside our Marines and volunteers, our donors and supporters, we will persist in providing joy, hope, and support to children and families in need today, tomorrow, and for generations to come."

— Lieutenant General James Laster, USMC (Retired)



Hollywood Christmas Parade Supported the Marine Toys for Tots Program



The Hollywood Christmas Parade returned for its 92nd year on December 1st, 2024, with thousands of spectators filling the streets of Hollywood Boulevard. Hosted by Montel Williams and Elizabeth Stanton and co-hosted by Laura McKenzie and Dean Cain, the parade featured the U.S. Marine Band San Diego and honored Jeremy Renner as Grand Marshal. Renner, an actor and philanthropist, founded the RennerVation Foundation to support at-risk youth and foster children.

The Hollywood Christmas Parade ushered in the joy of the holiday season and supported the Marine Corps Reserve Toys for Tots Program with celebrity performances, movie cars, marching bands, giant balloons, and floats.

We are proud to be part of the longstanding tradition and appreciate the tremendous exposure that enables us to highlight our mission on National television, fostering even more public awareness and support from the generous American people. We can't thank the Hollywood Christmas Parade enough for their continued support.



22nd Capital Region Toys for Tots Holiday Train

The Marine Toys for Tots Foundation was proud to join in the celebration of the 22nd Annual Toys for Tots Holiday Train on December 14th, 2024. For over 20 years, the Toys for Tots chapter in Albany, New York—Capital Region Toys for Tots—has coordinated

this event, which helps bring the joy of Christmas and sends a message of hope to thousands of economically disadvantaged children along major rail lines in upstate New York. This past year's Holiday Train executed its mission along a delivery route from Binghamton to Delanson.

The Marine Toys for Tots Foundation extends our gratitude and congratulations to veteran Marine Patrick Lurenz for his tireless efforts ensuring the success of the Holiday Train and his leadership of the second largest Toys for Tots chapter in our Nation. With the help of over 130 dedicated volunteers and their Youth Ambassadors—Mentors Will Champagne & Ryan Champagne—the Capital Region Toys for Tots chapter conducted an extraordinary distribution event throughout a 17-hour day to help local children in need.

Santa Claus, Mrs. Claus, and the Toys for Tots elves rolled through towns across New York on a special holiday train put together by Norfolk Southern, Amtrak, Keystone Division railroaders (train operators), and the railcar owners, John Webb III and Bennett Levin, to deliver gifts for the Capital Region Toys for Tots. This year's Santa train delivered more than 10,500 toys, stocking stuffers, coats, blankets, and more across five memorable stops.



United States Navy Blue Angels Deliver Hope and Gifts to Children in Puerto Rico



For years, the United States Navy Blue Angels have played a vital role in Toys for Tots' mission to bring hope and joy to children in need. From distributing toys, books, and other gifts at Christmastime to offering support to families affected by natural disasters or economic hardships, the Blue Angels have shown that the sky truly isn't the limit when it comes to giving.

On December 17th, 2024, the Blue Angels, in partnership with Hasbro and Toys for Tots, returned to Puerto Rico for another distribution event for local children in need.

The 156th Wing welcomed the Blue Angels at Muñiz Air National Guard Base, where they helped transport

16 pallets of toys—generously donated by Hasbro—as part of the Marine Toys for Tots campaign.

“On behalf of all Airmen in the Puerto Rico Air National Guard, we are honored to support the Blue Angels and the Marine Toys for Tots Program for the third consecutive year, helping to spread holiday cheer to children in our local communities,” said U.S. Air Force Col Evaristo Orengo, commander of the 156th Wing.

These efforts have a profound impact on communities across the island, delivering thousands of toys to local children during the holiday season. We are proud to partner with such incredible organizations, all united in spreading hope, joy, and smiles to the children and families who need them most.

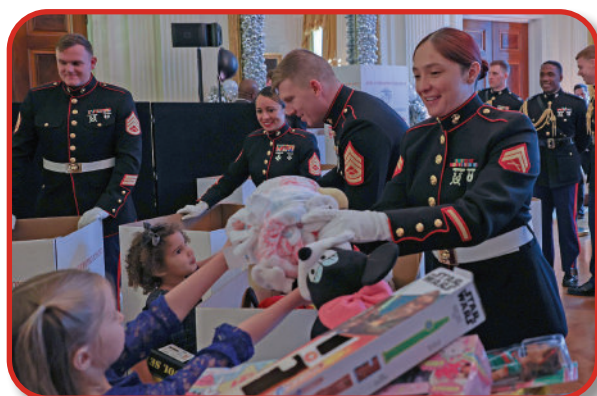


First Lady Dr. Jill Biden Supports Toys for Tots in Annual Tradition

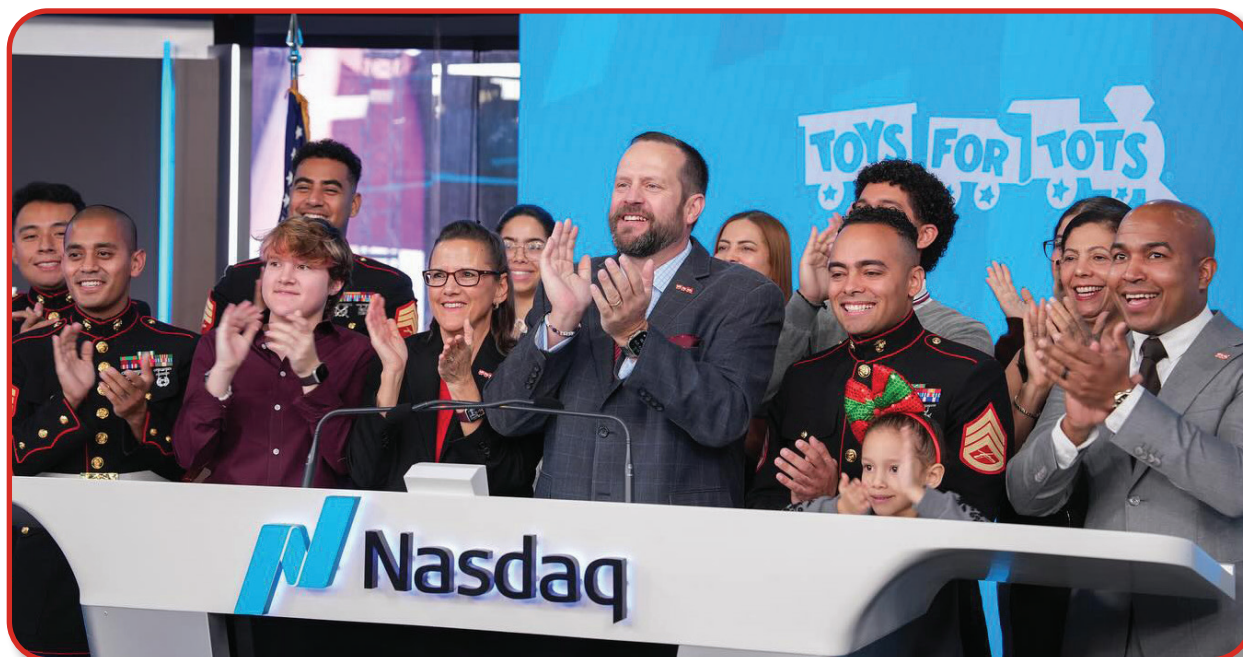
The Marine Toys for Tots Program was honored to have the continued support of First Lady, Dr. Jill Biden, at a White House Toys for Tots event on December 13th, 2024.

Dr. Jill Biden and children from military families sorted the large pile of toys donated by the White House staff. The First Lady said, "If you can remember one thing for the holidays, after all the wrapping paper is cleaned up, let it be this: You are loved."

We simply can't thank First Lady Jill Biden enough for her warm and enthusiastic recognition of our Program and heartfelt endorsement of our mission.



The Marine Toys for Tots Program Honored at Nasdaq Bell Ringing



On December 30th, Nasdaq welcomed the U.S. Marine Corps and the Marine Toys for Tots Foundation to honor the 77th Annual Marine Corps Reserve Toys for Tots campaign season. Deputy Vice President of Business Development, Maj Gunnar Spafford, USMC (Retired), had the honor of ringing the Opening Bell alongside Marines of the 6th Communications Battalion in Brooklyn.

Ringling the Opening Bell at Nasdaq is a wonderful reminder for Americans to spread holiday cheer by purchasing a toy for a disadvantaged child. This small gesture can bring the joy and wonder of Christmas to those who need it the most.



Disney Ultimate Toy Drive Supports Marine Toys for Tots

For over 75 years, Disney has been Toys for Tots' most loyal supporter—forming the relationship with the creation of the official Toys for Tots logo—a simple drawing of a three-car train by Walt Disney.

Through its long-running Ultimate Toy Drive, Disney has helped bring joy to millions of children in need. Throughout the 2024 holiday season, Disney aired a PSA—voiced by *The Conners*' John Goodman, titled “Dear Santa”—on its television networks and streaming platforms to include ABC, Disney Channel, Hulu, and National Geographic. The Marine Toys for Tots Program



was also featured on segments of *The View*, *Tamron Hall Show*, and *Good Morning America*.

“Dear Santa” exemplifies the spirit of giving and encourages the audience to join Disney in giving the gift of happiness this holiday season. Toy collections were also hosted by the ABC Owned Television Stations in New York, Los Angeles, Chicago, Philadelphia, and other cities.

Thanks to Disney's Ultimate Toy Drive, over 513,000 toys and games were donated to the Toys for Tots Program. This generous support helped the Program provide over 30 million toys, books, and games to nearly 13 million disadvantaged children in 2024. We are deeply grateful for their continued commitment and generosity.



The Marine Toys for Tots Program and Richard Childress Racing (RCR) Are Partnering to #DriveForHope for Children in Need

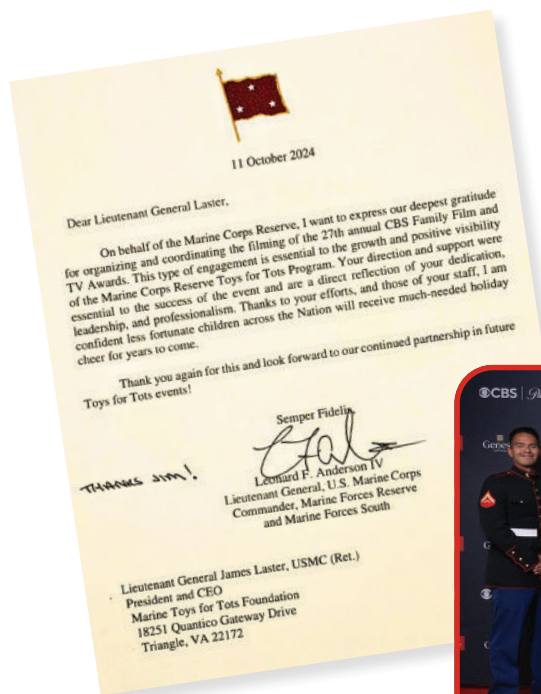
Earlier in 2024, the Marine Toys for Tots Foundation entered into an exciting multi-year partnership with Richard Childress Racing (RCR) and Austin Dillon to spotlight our year-round efforts in supporting underprivileged children. Austin Dillon's No. 3 Chevrolet, featuring the Toys for Tots logo, took to the track during the NASCAR Cup Series race at Darlington Raceway on September 1st, 2024, in support of the #DriveForHope campaign.

"We are thrilled and honored to partner with the RCR team and showcase the Toys for Tots logo on the iconic No. 3 car with Austin Dillon behind the wheel," said LtGen Laster. "This partnership will allow us to amplify our efforts and be a stronger force for good, offering hope to disadvantaged children who need to believe in a brighter future."

Toys for Tots' mission is to provide hope and emotional support to economically disadvantaged children through toys, books, and other gifts at Christmastime and throughout the year. Because needs aren't seasonal, Toys for Tots has evolved into a year-round force for good, ensuring that no child is forgotten any day of the year.

"We are resolved to be an even stronger force for good—because children growing up in poverty deserve nothing less," said LtGen Laster. "The partnership with RCR will open an entirely new avenue of exposure and support for the Toys for Tots Program to ensure that children living in poverty are provided with hope for tomorrow and the tools they need to succeed."





Marine Toys for Tots Recognized as Official Charity of Choice at Family Film and TV Awards



The Marine Toys for Tots Program was honored to be recognized as the official charity of choice for the 27th Annual Family Film and TV Awards, presented by CBS. This special event honored the organization's unwavering, year-round commitment to supporting disadvantaged families and children.

Celebrity presenters Montel Williams, Dean Cain, Laura McKenzie, and Elizabeth Stanton highlighted the unifying power of family films. "Family films have a way of uniting us, no matter where we come from or what our experiences are," they shared.

"Tonight, we celebrate that spirit of unity, the same spirit that fuels the amazing work of Toys for Tots," said Stanton.

LtGen James Laster, CEO of the Marine Toys for Tots Foundation and LtGen Len "Loni" Anderson, Commander, Marine Forces Reserve and U.S. Marine Forces South, spoke passionately about the year-round mission of Toys for Tots and those who support its initiatives.

"The success of Toys for Tots is not ours alone. It's for every volunteer, every donor, and every supporter who believes in the power of hope and the power of giving," said LtGen Anderson.

LtGen Laster added, "Because needs aren't seasonal, we work year-round to ensure that impoverished children and families receive the help they need. Our mission is critical and ongoing, and it wouldn't be possible without the generous support of the American people."

LtGen Anderson and LtGen Laster also spoke about the importance of the Toys for Tots Literacy Program and Native American Program—highlighting how these initiatives provide toys, books, and other educational resources to children living in poverty and on remote Reservations across the country.

"Our Marines protect this Nation every day. They also dedicate themselves to serving families and children in need in their communities," said LtGen Laster, as Marines walked onto the awards ceremony stage to a standing ovation. They beamed as the audience recognized their dedication to defending our country, as well as their commitment to assisting economically disadvantaged families and children in their communities.

"Alongside our Marines and volunteers, our donors and supporters, we will persist in providing joy, hope, and support to children and families in need today, tomorrow, and for many years ahead," LtGen Laster concluded.

The recognition at the 27th Annual Family Film and TV Awards highlights the powerful impact of the Marine Toys for Tots Program and its ongoing dedication to bringing hope and joy to disadvantaged children. With the support of volunteers, donors, and the United States Marine Corps, Toys for Tots continues to make a meaningful difference, ensuring that children in need receive the resources and opportunities to thrive.





2024 Marine Toys for Tots Literacy Program Boosts Its Efforts

The Marine Toys for Tots Literacy Program, initiated in 2008 as a year-round effort, offers 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. The mission is to elevate children's reading and communication skills, empowering them to become productive and talented individuals. Literacy is essential for communication and affects a child's education, social interactions, and future career opportunities. The Program aims to inspire hope and alleviate poverty, one book at a time.

A brief synopsis of the 2024 endeavors and their impact are listed below:

- **Annual Holiday Campaign** – To help offset potential distribution shortfalls, the Foundation supplemented the 873 local chapters with books. In 2024, 839,000 books valued at over \$2.5 million were purchased for our local chapters and distributed to economically disadvantaged children throughout the country.
- **Native American Program (NAP)** – For the fourth year, the Foundation supported the Toys for Tots Native American Program with books. We purchased more than 246,000 books valued at over \$669,000 which were distributed across 104 Native American Tribes and/or Reservations.
- **Department of Education Title I Funded Schools** – The Foundation continues to expand 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 unwavering support and assistance, the Foundation was able to distribute over 572,000 books valued at over \$1.4 million to teachers, school administrators and children in more than 830 Title I funded schools.

- **Kids In Need Foundation (KINF)** – This organization's mission coincides with the TFT Literacy Program. The Foundation partnered with KINF for a fourth year and supported their annual Thanks a Million! teacher appreciation event that provided more than 6,800 books valued at \$19,000 to 9 event locations for teachers and students in low-income areas that don't have a Toys for Tots chapter.
- **Disaster Response and Recovery Program** – More than 2,500 books valued at over \$6,800 were distributed to families impacted by Hurricane Helene in Henderson County, North Carolina.

In conjunction with NAESPA, KINF, over 870 local chapter Coordinators, the support from our donors, and the tremendous effort of Brianna Roberts, the Foundation's Literacy Program Specialist, resulted in 2,881,402 books distributed in 2024!

Literacy is the foundation for success in life. Toys for Tots wants every child to experience the joy of reading, and that starts with having access to age-appropriate books. Our message is simple: Get books into the hands of economically disadvantaged children. Hope is just a book away!

The Youth Ambassador Program Welcomed 43 Youth Ambassadors in 2024

The Youth Ambassador Program continues to attract young enthusiastic leaders from many of our local Toys for Tots chapters across the United States. In 2024, the Program welcomed 43 Youth Ambassadors to represent the Marine Corps Reserve Toys for Tots Program on a National level. The Youth Ambassador Program provides nationwide opportunities to showcase our Youth Ambassadors' initiative, leadership, and volunteerism that they display within their local chapters and communities. Many of our returning Youth Ambassadors go above and beyond and show exemplary leadership skills during their first or second years within the Program that they are invited to return as a Mentor to the Youth Ambassador Program. Mentors share experiences and ideas to help grow the Program and support newly selected Ambassadors. All selected Youth Ambassadors will serve a one-year term that runs from October 1st until September 30th of each year.

The Program expanded its efforts outside of the traditional Christmastime season. Each month, the Youth Ambassadors virtually meet 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 that will continue to connect their communities with Marine Toys for Tots' year-round initiatives. For example, March was National Reading Month, and our Youth Ambassadors participated in book distributions to children in local Title I funded schools that encouraged peers to unplug from their video games, pick up a book to read, and read books in elementary school classrooms. The Youth Ambassador Program will formally introduce a Scholastic Read-Along Program in 2025 that we hope to eventually expand into the locations of all Youth Ambassadors.

Our Youth Ambassadors continue to do amazing work, and we extend our gratitude to them for their continued dedication to their local chapters! They continue to surpass all expectations with their creativity and community involvement. Their volunteerism has become infectious within the younger generation and their positive influences are felt throughout the Nation.



2024 Toys for Tots Leadership Summer Camp at Outdoor Odyssey

Last summer, the Marine Toys for Tots Foundation sponsored eight Youth Ambassadors and twelve foster children from the state of Pennsylvania to attend a weeklong leadership 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 and mentors teach and facilitate in their curriculum.

From July 14th through July 20th, the Marine Toys for Tots Foundation utilized Outdoor Odyssey's "Growth Through Adventure" curriculum to further develop the leadership skills of our youth volunteers with a goal to strengthen, empower, and motivate them to be the best that they can be.



During the leadership camp, our Youth Ambassadors overcame challenging obstacles including intricate ziplines and climbing towers, proving to themselves that with confidence and determination, they could succeed both individually and as a team.

The Outdoor Odyssey Leadership Summer Camp had such a positive impact on our Youth Volunteers that the Marine Toys for Tots Foundation will offer this experience to all 43 Youth Ambassadors in 2025. The Outdoor Odyssey experience not only provides leadership opportunities for our Ambassadors that other youth can emulate, it also increases interest in the Youth Ambassador Program, encouraging youth all across our Nation to be positive role models in their communities.



Foster Care Program

The Marine Toys for Tots Foundation continued enhancing the President and CEO's vision to positively impact some of our Nation's most vulnerable children — those in Foster Care. The Foster Care Program took a holistic approach in 2024 during Foster Care Awareness Month in May, working closely with local Toys for Tots Coordinators in communities with large foster populations. We encourage a community approach, garnering support from police departments, city officials, other volunteer organizations, local celebrities, and business partners.

The Foundation was able to host and participate in four events assisting 7,600 children in 2024.

- 3 Foster Care events organized by local Coordinators that supported 600 children
 - Marengo, IL – 200 children assisted through direct distribution from Kids in Need Organization
 - Mount Laurel, NJ - 200 children assisted during a birthday celebration which included gifts, games, activities, and dinner
 - Smithfield, VA - 200 children assisted during a Foster Family Fun Fest style event providing a day of outdoor activities
 - Supported over 500,000 at-risk children during the Holiday Campaign
- Jockey Partnership – July 2024
 - 30+ locations across the country
 - Supporting 7,000 children living in Foster Care



Marine Toys for Tots' Disaster Response and Recovery Program

The Marine Toys for Tots Program remains committed to supporting those in need all year long, because they know that needs do not follow a seasonal timetable. Whether assistance is needed during the holiday season or following a crisis like Hurricane Helene, Toys for Tots stands ready to help families and children who are facing unimaginable challenges and adversity through their Disaster Response and Recovery Program.

In 2024, thanks to their compassionate and generous supporters, Toys for Tots countered nature's random brutality with a huge outpouring of kindness. Children who had lost their homes, their belongings, and their sense of security all received a glimmer of hope through emergency distribution events. In total, over 10,000 toys, books, and games made their way into the hands of 2,600 families.

"I am deeply humbled by the incredible generosity of our supporters. Every donation and every act of kindness strengthens our mission and allows us to reach more disadvantaged children, year after year. Together, we are truly making a difference," said LtGen Laster. "While natural disasters may be random, our supporters' generosity is deliberate and intentional, and thousands of children are thankful for that," he continued.

Just as Toys for Tots provided support to North Carolina families whose lives were turned upside by Hurricane Helene in 2024, our Disaster Response and Recovery Program was active again in early 2025 conducting distribution events to children and families in communities devastated by the Los Angeles wildfires.



In response to the California wildfires, Toys for Tots coordinated multiple distribution efforts:

- 5,000 toys, books, and other gifts distributed to 2,800 families through Sydney Paige Foundation in Pasadena
- 3,000 toys provided to 1,000 children through Tackle Hunger and the Los Angeles Regional Food Bank
- 2,000 toys distributed to 750 families through the First Responders Children's Foundation

"The tragic fires in Los Angeles have put countless families in crisis, disrupting their lives and destroying homes. While our hearts ache for those affected, our dedication to assisting those in need remains steadfast," stated LtGen Laster.

The gifts provided by Toys for Tots will offer vital comfort and care to children impacted by these disasters, providing them with hope and a sense of normalcy during their most challenging times.

2024 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 2024 Marine Corps Reserve Toys for Tots Campaign:

Amazon
Associated Television Int'l
Bonkers Toys Co.
Build-A-Bear
Confie Insurance
Delta Air Lines
Exploding Kittens
Five Below
Group Sales
Hasbro
Hess
Jazwares
Kids Design (SDI Technologies)
LEGO
New England Doll
Ollie's Bargain Outlet, Inc.
Tabletop Tycoon
Target
The Walt Disney Company
Thompson
Wal-Mart
Ceaco

FOUR STAR ★★★★★

The following Four Star corporations contributed or helped raise over \$500,000 in cash or contributed over \$1,000,000 worth of toys to our 2024 Marine Corps Reserve Toys for Tots Campaign:

Nature Planet
PODS
Ultra Tokyo Connection
Duracell
Scholastic

THREE STAR ★★★

The following Three Star corporations contributed or helped raise over \$250,000 in cash or contributed over \$500,000 worth of toys to our 2024 Marine Corps Reserve Toys for Tots Campaign:

Catch Creation
Doherty Enterprises-Applebee's
Fareway Stores
Federated Auto Parts
Funko
Lumistella
Pechanga Resort Casino
Platinum Equity
Shoe Carnival
Valpak
SimplyFun, LLC
Haggen Food & Pharmacy
HDI Wholesale
Pronto

TWO STAR ★★

The following Two Star corporations contributed or helped raise over \$100,000 in cash or contributed over \$250,000 worth of toys to our 2024 Marine Corps Reserve Toys for Tots Campaign:

Book Depot
Cleco
Dollar General
Floor & Decor
iTrade Pay
Jeeps On the Run
Jordan Kahn Music Company
KIA North America
NABISCO (Mondelez Global, LLC)
Norfolk Southern Foundation
Old Dominion Freight Lines
Phat Mojo
PLS Financial Services, Inc.
Ripley Entertainment, Inc.
Slime Story
Smurfit WestRock
St. Peter's Church

See 2024 National Corporate Sponsors on page 18

TENZI
Verizon
VNR1 Communications, Inc.
Wells Fargo
GSN Worldwide (Scopely)
Navy Federal Credit Union
NewRez
Redner's Grocery

ONE STAR ★

The following One Star corporations contributed or helped raise over \$25,000 in cash or contributed over \$100,000 worth of toys to our 2024 Marine Corps Reserve Toys for Tots Campaign:

NVIDIA
1923 Fund
ABC Liquor
Albert Lee
Alix Partners
Allianz Partners
American Association of University Women CA Branch
American Bath Group
Apple
Arthur R. Dubs Foundation
AT&T
Backyard Products (KidKraft)
Batteries Plus
BigDawsTV Foundation
Bears for Humanity
Blue Ridge Companies
Blue Ridge Property Management, LLC
Boeing
Booz Allen Hamilton
Boston Foundation
BSoBR Foundation
BunMo / Chillbo
Catherine M. Schmoker Family Foundation
C. E. and S. Foundation, Inc.
Champion Force Athletics
CSC Global
Communities of Coastal Georgia Foundation
Cox Enterprises
Dari Mart
David W. Hearst Jr. Foundation
Deborah Knopf Inc
Department of Finance of Howard County, MD
Discovery Toys

Dunkin Donuts
Endeavor Enterprises
EOG Resources
Farm & Home Supply
First Nation
Fun Services
GAT Guns
Gemini Collectibles
Global Online Giving Organization
Goodyear Tire & Rubber
Go! Retail Group
Guardian Fueling Technologies, LLC
Guaranteed Rate
Hubbard Radio Cincinnati, LLC
J. C. Kennedy Foundation, Inc.
J. W. Kieckhefer Foundation
Jockey Being Family Foundation
Kahlert Foundation
KAI USA
Kay Family Foundation, Inc.
La Posada Foundation
Lackawanna County
Lennar
Le-Vel Brands
Meridian Link
Microsoft
Mindware Corporation
Mineola Veterans Assn, Inc
NaphCare, Inc.
Next Generation Wireless
Oak Foundation USA
OHIO State Eagles
OnTime Toys
Parlor Doughnuts
RAMACO
Richard Childress Racing/RCR Race Operations, LLC
Right Women PAC
SAIA Motor Freight Line
Santa Yenz Band of Mission Indians
Savanah River Nuclear Solutions, LLC
SciPlay
Scotts Miracle Grow
Signature Aviation
SOCIA Foundation, Inc.
Squishables
STAMPIN'UP, Inc.

Subaru of America, Inc.
 Summit Financial Group
 Sylvania Employees Association
 Tackle Hunger
 The Farmer Family Foundation
 The Gitlin Family Foundation
 The Jan Foundation, Inc.
 The McCormick Family Foundation
 The Picerne Family Charitable Foundation
 The Wonderful Company Foundation, Inc.
 UnyBrand
 Venable

Vickar Family Foundation
 Vineyard Vines
 Washington Commanders
 Weaver USA, Inc.
 Welch Packaging
 White Cap
 William N. Pennington Foundation
 Wiland, Inc.
 Winn Dixie Stores, Inc.
 WowToyz
 WWBX Mix 104.1

2024 National Corporate Donors

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 2024 Marine Corps Reserve Toys for Tots Campaign:

1st Members Community Credit Union
 301 Cruisers
 A Great Notion Pub
 A. D. B. Hospitality Corporation
 ABB Optical Group, LLC
 Abound Federal Credit Union
 Ace Peninsula Hardware
 Achieva
 Adirondack Oral and Maxillofacial Surgery
 ADP
 ADT, LLC
 Advanced Supply Chain
 AdventHealth
 AIRBUS U.S.
 American Family Mutual Insurance
 American Independent Business Coalition
 American Legion 206
 American Legion Charity
 American Legion Home Assoc Post 624
 American Legion Jack Carey Charities
 American Legion Post 180
 American Legion Post 91
 American Legion Post 733
 America's Best House Plans
 Ameriprise Financial
 AmSafe, Inc.
 Amvets Post 5 Ladies Auxiliary
 Analytic Partners

Analytic Partners, LP
 Antietam
 Apple
 ArcBest Panther, II Transportation, Inc.
 Arnette Polymers, LLC
 Arnold Roofing and Restoration
 Art N. Soul
 Arthur R. Dubs Foundation
 Asbury Automotive Group
 Ascendance Trucks Central, LLC
 Assurant, Inc.
 Atlantic Coast Conservancy, Inc.
 Aubrey Alexander Toyota
 Augusta GA Building & Trades
 Austin Dillon Motorsports, LLC
 Auto Rental Services, LLC
 Auto-Owners Insurance Company
 Avis Budget Group
 Bachara & Bryan Family Dentistry
 BAE
 Bame Foundation
 Band Together BG
 Bangor Savings Bank
 Baracker Flynn Foundation
 Bark Entertainment, LLC
 Batteries Plus
 Beckley Area Foundation, Inc.
 Bell and Grove
 Benevolent Protect Order of Elks
 Berglund Toyota

See 2024 National Corporate Donors on page 20

Berkshire Hathaway Energy	Colony Bank
Berrien County Sheriff's Office	Color Street Foundation
Bessemer Trust Company	Columbia Fraternal Assoc.
Bev Smith Toyota Scion	Combs Family Foundation
Big Lake Spud Fest	Commerce Quality Foods
Bill & Vi Sigmund Foundation	Commercial Real Estate Appraiser
Bloomberg Industry Group	Commercial Warehouse & Cartage, Inc.
Bonfire, LLC	Community Bank & Trust
Booz Allen	Community Development, Inc.
Bonterra	Community Foundation of Greater Atlanta
Broadview Federal Credit Union	Community Foundation of Greater Dubuque
Bronco Oil Company, Inc.	Community Foundation of the Chattahoochee Valley
Brook Park Post 610 American Legion	Community Supervisions & Corrections Christmas Fun
BRP US, Inc.	Compliance Training Associates, Inc.
Building & Construction Trades Dept, AFL-CIO	Connections Credit Union
Bulle Rock Community Association, Inc.	Consolidated Billing Services, LLC
BurgerWorks Texas, LLC	County of Aroostook
Butler Family Foundation	Covelli Enterprises, Inc.
California Classic Cares, Inc.	Coweta Community Foundation, Inc.
Callo Moose Lodge 917	Craig Truitt & Sabrina Boone Family Fund
Candlewood Lake Foundation	CRC Group
CapTech Ventures	Cruising Quackers
Carousel Sports, LLC	CSC Corptax
Cars & Social, LLC	Cutting Edge Charities
CCS Mechanical	D&H Cares
Ceasars Enterprise Services, LLC	D. N. McQueen Unit 103
Cedar Lake Branch	Dandy Productions
Celebration Talent	Dayton Realtors
Centene Corporation	Deerwood Bank
Centerra-SRS	Delaware Park Management Company, LLC
Century Golf Partners Management	Delkin Devices
CF of Mid Tennessee	Dell
Chappell Culpepper Family Foundation	Dimensional Metals, Inc.
Charter America	Doc's Diesel, LLC
Cherry's Propane Service, Ltd.	Downers Sand Club Corp.
Chicken Soup for the Soul	Driven Brands (Maaco)
Chukchansi Gold Resort & Casino	Durant Lions Club
Churchill Downs	Easterly Government Properties
Church's Texas Chicken	ECP Safe-Way Door, LLC
Cigna	El Dorado Community Foundation
Cisco	Electric Drilling Technologies
Citizens First Bank	Electronic Merchant Systems
Citizens of GPC, Bowen Chapter	Elite Property Services
Clayton Properties Group, Inc.	Enerco Corporation
Cleaner's Supply	English Gardens
Clear Lake Junior Chamber	Enterprise Mobility Foundation
CLEAResult Consulting, Inc.	EOG Resources
Cody Lions Club	Ergon, Inc.
Coefficient Markets	Erie Insurance
Cognizant US Corp.	ESI Brands, Ltd.

Essa Bank & Trust
 Esstac, LLC
 Evenflo Company, Inc.
 Everi Payments, Inc.
 ExxonMobil
 EZ Derm
 F.H. Furr Plumbing, Heating, Air Conditioning & Electrical
 Faith, Hope and Charity Recycle Store, Inc.
 Federal Protection, Inc.
 Ferman
 FINRA
 Firelands Veterans
 First United Bank and Trust
 Fisher Landing
 FLEET
 Flex Oilfield Services
 Flow Marketing Services, LLC
 Foresters of America
 Fortinet
 Fox Corporation
 Fox Restaurant Concepts
 Frangakis Family Charitable Foundation
 Franklin County Livestock Market
 Fraternal Order of Eagles 598
 Fraternal Order of Eagles Yellow Banks 4168
 Fraternal Order of Eagles, MO
 Freedom Mortgage
 Freedom Seekers Motorcycle Club, Inc.
 Freewill Impact
 Frontier Access, LLC
 Gadsen County Men of Action, Inc.
 Gaghan Mechanical, Inc.
 Gagnon Foundation, Inc.
 Gardner Family Trust
 Garr Tool
 Garrett Cooperative Ministry, Inc.
 GBU Financial Life
 General Atomics
 Georg Utz, Inc.
 Georgia & Carroll Thomas Family Foundation
 Gettel Management Group
 GFL Environmental, Inc.
 Gibson-Gorham Foundation
 Goddard Youth Sports, Inc.
 GOLO, LLC
 Good360
 Google
 Granite Shore Power, LLC
 Grant County Holiday Project
 Great River Hydro, LLC

Greater Anchorage, Inc.
 Greater Good of The Big Country
 Greater Worcester Community Foundation
 Greathouse Foundation
 Green Bay Packers
 Greensboro Jaycee Old Timers, Inc.
 Greg LeBlanc Toyota
 Greystar
 Gun Lake Tribal Gaming Authority
 Gunterberg Charitable Foundation
 GVCS Operations LA, LLC
 HJ Promise Foundation
 Harbor Freight
 Harcros Chemicals, Inc.
 Harvey & Company, LLC
 Heenan & Cook Trial Lawyers
 Heritage-Crystal Clean, LLC
 Heroes Haven, Inc.
 Hershey Entertainment & Resort Company
 Highly Foundation, Inc.
 Homeport Enterprises, LLC
 Honda
 Honeywell Federal Manufacturing & Technology
 Horizon Federal Credit Union
 Houchens Food Group, Inc.
 HSNI, LLC
 Hudson VFW Post 5791
 HULU
 IAMAW Local Lodge S6
 Ianniello Chauvin, LLP
 IBEW Local Union 104
 Icarus Brewing
 IDEX Foundation
 Indiana State University Federal Credit Union
 Indy E. Cigs2, LLC
 Infinity Solar USA
 Infoblox
 InMarket Media, LLC
 International Association of Metal, Air, Rail & Trans. Workers
 International Brotherhood of Electrical Workers
 International Metal Hose Co.
 International Pipe Traders JTC, Inc.
 IT3TEK
 Jake Owen Foundation
 James & Chloe Gilman Charitable Foundation, Inc.
 JB & Kathryn Salla Charitable Foundation
 Jeb Environment Technologies, Inc.
 Jefferies, LLC

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 See 2024 National Corporate Donors on page 22

Jessica Tuthill Memorial Fund	Mescalero Apache Tribe
Jet Aviation	Metplas, Inc.
Jim's Motorcycle Sales	Miami Correctional Facility
Joe Nic Barco Memorial	Microsoft
Johanson Transportation Service	Mighty Cause Foundation
Johnson Charitable Gift Fund	Mil2Civ
Johnson, Mirmiran & Thompson	Mims Foundation
JTL Business Solutions	Minto Foundation
Kansas City Chiefs Football Club	Mitsubishi Electric Automation, Inc.
Kearney & Company, P.C	MMR Constructors, Inc.
Kent Island American Legion	Moore Group
Kern Health Systems	Morgan Stanley
Kerry, Inc. U.S.	Morrison Construction Co., Inc.
Keweenaw Bay Indian Community	Mountain State
Kimray	MoreVent Heating Cooling Plumbing and Electrical
Klinedinst Attorneys	Musical Society Unter Uns
Label Logic, Inc.	MyEyeDr.
Laborers' International Union of NA	Naperville Post 43 American Legion
Lac Vieux Desert Public Enterprise & Finance Commission	National Acquisition & Development Co., LLC
Lake in the Hills	National America Miss, Inc.
Lakeside Foundation	National Automobile Dealers Association
Lancaster County Community Foundation	National Christian Foundation of Georgia
Las Cruces Home Builders Association	National Football Museum, Inc.
Las Vegas Sands	Needlepoint.com
Lasting Energy Solutions	Neffsville
Lee Schwab Tire Centers	Nepare Corporation
LG&E and Ku Foundation, Inc.	Nera-OK
Liberty Mutual	New Era Bourbon Club
Little Forest Bear Co	New Hampshire Towing Association
Little Hippo Books	New Meadowlands Racetrack, LLC
Lockheed Martin	New York Thoroughbred
Los Angeles Charitable Association, Inc.	Newby Rubber, Inc.
Love, Inc. of Lufkin	Nike
Love's Country Stores	North Iowa Det 859
Lumen Technologies	Northeast Democratic Club
Lupton Excavation, Inc.	Northeast PA Auto Auction
Luzerne County Funeral	Northeastern Subcontractors Association
M&D ACE Cypress	Northern Builders
Magna International	Northern Ohio Chavelle Club, Inc.
Main Manufacturing Products	Northern Trust Hfs & Gfs
Marine League Charities	Northern United Federal Credit Union
Marine Riders of Las Vegas	Norwalk Wastewater Equipment Co., Inc.
Martin Marietta	Ocean City-Berlin Optimist Club
Martinez Lake Community Association	Ocean Enterprise 589, LLC
Mass Mutual	OCSEA
Mathile Family Foundation	ODW Logistics
McClave & Associates	Ohio Lecet-Oca Charity Fund
Membership Marketing Partners	Ohio State Eagles
Merit Advisors, LLC	Okta
	Olander Family Foundation

Old Republic Aerospace, Inc.
 Olney Volunteer Fire Dept
 Omaha Area Board of Realtors
 Oracle
 Oregon Mortgage Association
 Orsted A/S
 OurCFB
 Pacific Builders
 Pangea Shellfish Company
 Paragon Services Group, LLC
 Park Social Bar
 Parkview MCJROTC
 Parkview Regional Hospital Foundation
 Paskenta Band of Nomlaki Indians
 Past Times
 Paul Bunyan Rifle & Sportsman's Club, Inc.
 Peninsula Community Foundation
 Performance Contractors
 Performance Foodservice
 Permian Basin Association
 Pfizer
 Pine Financial Group, Inc.
 Pittsburgh Penguins Foundation
 Planet Art (I See Me)
 Pledgeling Foundation
 Plumbers, Steamfitters & Refrigeration Fitters
 Potelco, Inc.
 Prime Well Solutions, LLC
 Priority Toyota
 Public Consulting Group, LLC
 Pulsafeeder, Inc.
 Qualys, Inc.
 R&D Clark Family Foundation, Inc.
 Radial, Inc.
 Raymond James Financial, Inc.
 Raytheon Technologies
 Recycle West Virginia
 Refreshment Services Pepsi
 Regeneron
 Registry Finder
 Renaissance Charitable Foundation
 RestorePro Reconstruction, Inc.
 Richmond Hot Shots
 Rimrock
 Riot Society Clothing
 Riverwood Poker Club
 RKD Group
 RMC Construction
 Robert & Maxine Parker Foundation
 Robins Financial

Rochester Area Community Foundation
 Rollins, Inc. (WH)
 Rotary Club of Vienna
 Rowan University
 Royal Gold, Inc.
 RSUI Indemnity Company
 Ruben Charitable Trust
 Russell & Ruth Anderson Charitable Foundation, Inc.
 Samsung
 Santa's Letters (North Pole Post)
 Scannell Properties
 SchaSam Farm, LLC
 Secret Consulting
 Service First Janitorial, LLC
 Shiloh American Legion Post 791
 Simplifi, Inc.
 SitePro Rentals, Inc.
 Skewes Family Foundation
 Smith-Newman, LLC
 Smokey Water Campground, LLC
 So. IL Hospital Services, Inc.
 SoFi
 Solidarity Community Federal Credit Union
 Sony Music Group
 Southern Consumer Alliance
 Southwestern Energy
 Southwire Cares
 Space Coast Credit Union
 Space Coast Harley Davidson
 SpaceX
 Spectrum Community Solutions
 Speedy Cash, Inc.
 St. Cloud Area Golden Gloves Boxing, Inc.
 St. John Greek Orthodox Church
 St. Michael's
 St. Paul Federal Credit Union
 St. Paul Public Schools
 Stafford Printing
 Starwood Capital Group
 State of Indiana Wabash Valley Corr Facility
 Stater Bros. Charities
 Steelheads Booster Club
 Sternberg Automotive Group
 Stoked Out Construction Group, LLC
 Stryker
 Summit Media, LLC
 Suncoast Sports
 Sunrise Coal
 Susquehanna Beneficial and Social Assoc

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 See 2024 National Corporate Donors on page 24

SY Financial Group at Morgan Stanley	United Assoc of Journeymen and Apprentices
Sycuan Casino Resort	United Steelworkers
Sysco Corporation	United Tel-Supply, Inc.
Takeda	Units
Taser Softball	Upstate Credit Union
Team Health	USAA
Terrible Herbst, Inc.	USLI
Tesoro Viejo	Valley Bank of Helena
Texas Trust Credit Union	Vanda Pharmaceuticals
The AC and Shaughne S. Warnock Foundation	Vcare Charitable Foundation
The Benefit Advantage, Inc.	Veterans of Foreign Wars of Ohio
The Biedenharn Foundation	VFW Ohio Charities, Inc Post 943
The Boyd Foundation	Victoria's Secret
The Brethen Foundation	Visa
The Gilbert J Martin Foundation	VitalSource Technologies, LLC
The Hoffmann Philanthropic Fund	Volunteer Conn, Inc.
The John W. Warner IV Foundation, Inc.	Voodoo Misfits, Inc.
The Joseph and Anna C Dias Jr Family Foundation	W. D. Larsen Companies, Ltd., Inc.
The Levy Foundation	W. R. Long, Inc.
The Margaret Finkel Foundation, Inc.	Wagner Spray Tech Corporation
The McCrory Foundation	Walker Industries
The McGregor Company	Wayne and Gladys Valley Foundation
The Pokagon Fund, Inc.	Wayne Homes
The Ponaganset Foundation, Inc.	Waynes World of Paintball, Inc.
The Prescott Foundation	WCIA Toy Drive
The Richard M. Schulze Family Foundation	Weathertight Roofing, Inc.
The Roberts Charitable Foundation, Inc.	Wells Fargo
The Rockefeller Foundation	West Burlington Firefighters Association
The Sheriffs Foundation	West Fraser, Inc.
The Susan Rae Whitney Decker Family Trust	West Fraser, Inc.
The William Allen Newton, II Fdn, Inc.	West Shore Home, LLC
The William F. Foss, II Memorial Foundation	Western National Mutual Insurance Co
Thomas and Cheryl Wells Family Fund	Western Wayne County Conservation Assoc, Inc.
Tier Rats Motorcycle Club, Inc.	Western-Shamrock
Times Oil Corporation	Who Sais Shots Local 7433, Inc.
Tioga Downs Racetrack, LLC	Wichita Toy Run
TJ R'way Memorial Fund	Wild Basin Oil & Gas, LLC
T-Mobile	Williams Form Engineering Corp.
Toast, Inc.	Wire & cable Manufacturer's Alliance
Tom Scott Honda	Wise Santas Deputies Association
Toybox Trust Cape Girardeau Jaycees	With Honor, LLC
Toyota	Woodrum Insurance Agency, Inc.
Toyota Motor Sales	World Water Works
Toyota of Greenburg	Wright County Whiskey Club
Tree City Advisors, LLC	Wright Hennepin Electric Trust
True Natural Gas	WSDC Foundation
UHG	WTP Employees Activity Association
Uncommon Charitable Impact, Inc.	Young Marines
United Ag & Turf NE, LLC	



29th Annual Marine Toys for Tots Foundation Golf Classic

The Marine Toys for Tots Foundation hosted our 29th annual Golf Classic on Monday, May 20th, 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, OnTime Toys, and New England Doll & Novelty, Inc. Thirty-four teams came out to play golf, enjoy the day, and support disadvantaged 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," team winners were selected based on their low gross scores (The Commandant's Flight) and low handicapped scores (The President's Flight).

We are sincerely grateful and extend our special thanks to the Mount Vernon Country Club, corporations, business partners, and participants who helped make our 2024 Golf Classic a highly successful event! Your generous donations will help millions of children in need across our Nation.



Commandant's Flight Winners | FLEET



President's Flight Winners | Bankers Insurance



2024 Marine Toys for Tots Sunset Parade and Reception

On the evening of August 13th, at the invitation of the Commandant of the Marine Corps, Mr. David Martin, CBS News National Security Correspondent, served as the Guest of Honor and the Parade Reviewing Official for the Sunset Parade at the Marine Corps War Memorial in Arlington, Virginia. The parade was preceded by a reception at the Women in Military Service of America Memorial and was hosted by the Marine Toys for Tots Foundation.

Lieutenant General Leonard F. Anderson IV, Commander of Marine Forces Reserve, served as the General Officer hosting the Parade. He welcomed all to the Parade,



provided excellent remarks about the Marine Toys for Tots Program, and then introduced the Guest of Honor, Mr. Martin.

Mr. Martin then gave his remarks. As the CBS News National Correspondent, Mr. Martin spoke about the significant impact that the Toys for Tots Program has on America's impoverished children. Mr. Martin 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 all who attended the Sunset Parade.



2024 Toys for Tots Coordinator Training Conference



The Toys for Tots Coordinator Training Conference went on the road for the first time in 2024 to St. Louis, Missouri. The Foundation partnered with The Hyatt Regency St. Louis at the Arch from September 12th — 15th to train over 480 attendees, including Marines and Local Community Organization Coordinators. The Hyatt Regency hosted the annual Meet and Greet on Thursday evening to kick the training off, allowing Coordinators and staff to get to know one another.

The Coordinators used this opportunity to hear presentations given by the staff in the main session room and to break off in groups. Coordinators were a part of discussions by chapter size, which allowed them to share ideas with those in comparably sized chapters. Four veteran Coordinators held a “Boots on the Ground”

panel discussion about how to run a successful campaign. The Marketing Department answered questions regarding the use of the logo and fundraising, in a panel discussion titled “Ted(+)Talk.” The IT Department held the third panel discussion titled “IT is It” in a Town Hall setting with questions and answers relating to the mobile app, taking applications and local website set up. We received great feedback from the attendees on the panel discussions and hope to incorporate them again in 2025.

Once again, the Toys for Tots Training Conference was also available virtually. Many Coordinators and their assistants watched from their chapter site to extend the training to those who were not able to attend in person.

On Friday, September 13th, before recognizing the Regional and National Coordinators of the Year at a formal dinner, all attendees headed across the street to get a group picture under the Arch.

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

- Take One Production for providing the Audio/Visual capabilities
- The Hyatt Regency St. Louis at the Arch for working with us to have a successful 2024 training conference
- St. Louis Lambert International Airport for allowing Toys for Tots banners to hang throughout the airport, showing our presence in the St. Louis, MO area

2023 National Toys for Tots Campaigns/ Coordinators of the Year



**Marine National
Coordinator of the Year**

**SSGT ANTHONY
PALAGALLO**
*1st Battalion, 24th Marines
Detroit, MI*



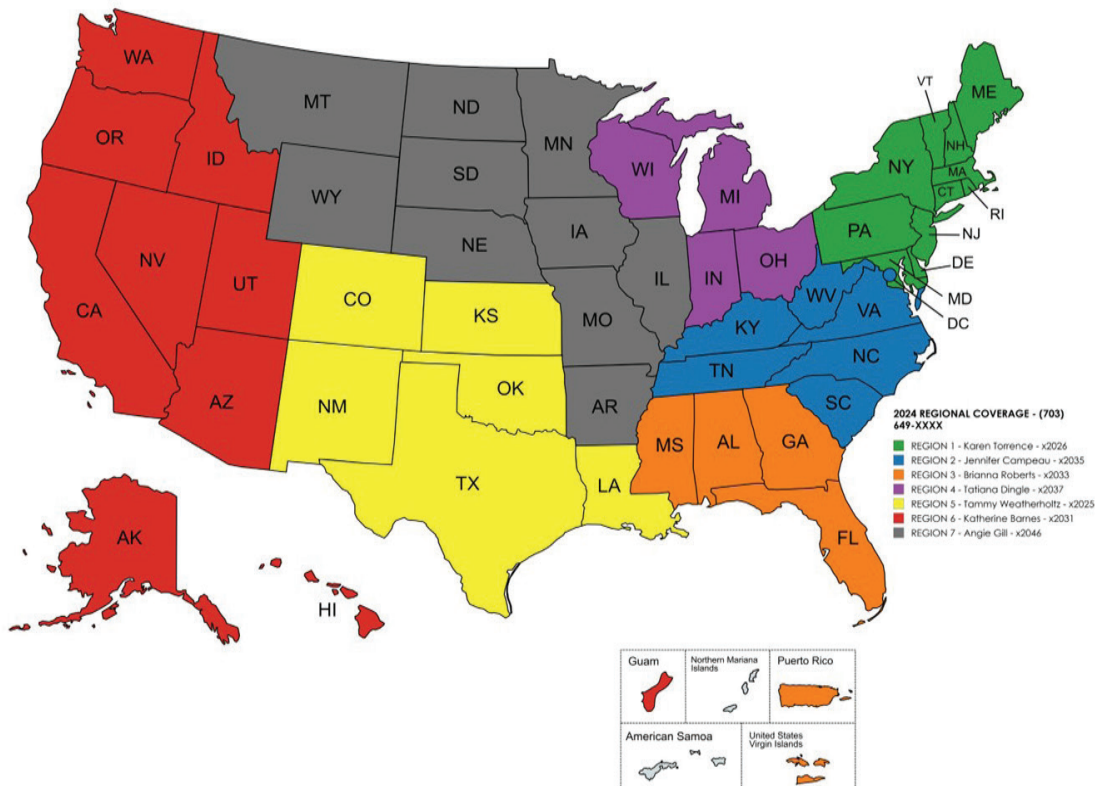
**National LCO
of the Year**

GYPC SERNA
San Angelo, TX



2024 Toys for Tots Regional Organization

In 2024, the Marine Corps Reserve Toys for Tots Program continued with having seven “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 Campaign Manager is assigned to each region and oversees the administrative and accounting matters for the chapters located in their respective states. Each region consists of an average of 120 local chapters. 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.



2024 Toys for Tots Campaign

The 2024 U.S. Marine Corps Reserve Toys for Tots Campaign marked the 77th Anniversary of America’s most recognizable Christmastime charity that achieved the following record-breaking results:

- 873 local chapters (up from 864 in 2023) covering all 50 states, DC, Puerto Rico, Guam, and the US Virgin Islands
- More than 48,000 volunteers including Marines and Sailors
- 30.8 million toys distributed to 12.9 million children in need

- Foundation supplemented local collections with 16.2 million toys valued at \$233 million
- Over 4.8 million promotional materials provided valued at \$1.6 million

From 1947 through 2024, Marines, Sailors, and their volunteers distributed 708 million toys, books, and games to 314 million children in need. From 1991 to 2024, Marine Toys for Tots Foundation has supplemented local collections with 187.3 million toys, books, and games valued at over \$1.629 billion.

2024 Financial Report (Executive Summary)

Report of Independent Accounting Firm

The independent accounting firm, RSM US, LLP, conducted an audit of the Foundation's 2024 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, 2024 (With Comparative Totals for 2023)

Support and revenue:	2024	2023
Contributions:		
Toys	\$ 423,027,044	\$ 279,317,335
Direct mail	28,835,293	27,948,367
Individual	36,368,649	36,383,443
Corporate	9,554,809	9,682,951
Contributions of nonfinancial assets	13,487,370	9,636,468
Combined Federal Campaign	900	77,907
Interest and dividends, net	7,053,564	4,490,579
Other	298,603	300,059
Events	136,770	99,583
Unrealized and realized (loss) gain on investments, net	6,561,541	8,343,637
Total support and revenue	\$ 525,324,543	\$ 376,280,329
Expenses		
Program services:		
Toy distribution program	\$ 515,490,172	\$ 367,349,926
Education program	5,123,167	4,970,539
Supporting services:		
Fundraising	13,519,834	11,069,227
Management and general	1,815,196	1,763,599
Total Expenses	\$ 535,948,369	\$ 385,153,291
Change in net assets	\$ (10,623,826)	\$ (8,872,962)
Net Assets		
Beginning	\$ 209,080,427	\$ 217,953,389
Ending	\$ 198,456,601	\$ 209,080,427

Program and Support Service Expenses

The Foundation's 2024 program to support services expense ratio was 98:2.

2024 Audited Financial Statement

The 2024 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



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 2.8 million books to impoverished children throughout 2024.
2. **Native American Program:** Continued to expand the Toys for Tots Native American Program to provide support to Native American children living on remote Reservations. The Program distributed toys, books, and games to over 237,000 Native American children.
3. **Foster Care Program:** Expanded the Foster Care Program to provide support and emotional relief gifts to children facing the challenges of the Foster Care System. The Program supported over 519,000 at-risk children throughout 2024 including those in Foster Care.
4. **Disaster Relief Activities:** Provided emotional relief packages to children whose families were affected by natural disasters in communities in North Carolina.
5. **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.
6. **Successful Campaign:** With a record 873 local chapters, distributed over 30 million toys, books, and other gifts to nearly 13 million economically disadvantaged children.
7. **Audited Financial Statements:** The Foundation, as has been the case since 1994, received an unmodified opinion on the 2024 financial statements from RSM US, LLP.
8. **Program to Support Services Expense Ratio:** The Foundation achieved a 98:2 ratio of Program to Support services expenses in 2024. This means that 98 cents of every dollar spent in 2024 went to program services and only two 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 cover all labor costs.

Accolades

Better Business Bureau Wise Giving Alliance

In 2024, 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 2024

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

Morning Consult 2024

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



2024 Activities

Program Services and Events

- Supplemented local Toys for Tots chapters with over 16 million toys valued at \$233 million.
- Distributed nearly 3 million books to Title I funded schools and disadvantaged children through the Toys for Tots Literacy Program.
- Distributed toys, books, and games to over 233,000 Native American children in 104 Reservations/Tribal Groups.
- Distributed toys, books, and school supplies to over 519,000 at-risk children, including those living in Foster Care across the Nation.
- Provided promotional and support materials to 873 local Toys for Tots chapters valued at over \$1.6 million.
- Published and distributed 29th edition of the SOP for local Toys for Tots chapters.
- Conducted 23rd Annual Coordinator Training Conference in St. Louis, Missouri.
- Recognized at the 27th Annual Family Film and TV Awards as the Official Charity of Choice.
- Announced multi-year partnership with Richard Childress Racing and Austin Dillon's No. 3 car.
- Provided local Coordinators with an all-encompassing package of information and materials for successful campaigns.
- Expanded on the Youth Ambassador Program and welcomed 43 outstanding youths to serve.
- Hosted a Leadership Summer Camp at Outdoor Odyssey for our Youth Ambassadors.
- Continued improvements to the After-Action Report.
- Conducted major PR and public information and education "call to action" campaign.
- PSAs televised over 28,000 times during campaign season valued at a \$5.7 million service donation.
- Over 19.1 million Direct Mail letters.
- Media event with First Lady Dr. Jill Biden.
- President & CEO personally conducted multiple TV and radio interviews nationwide.
- Participated in the Hollywood Christmas Parade.

Fundraising

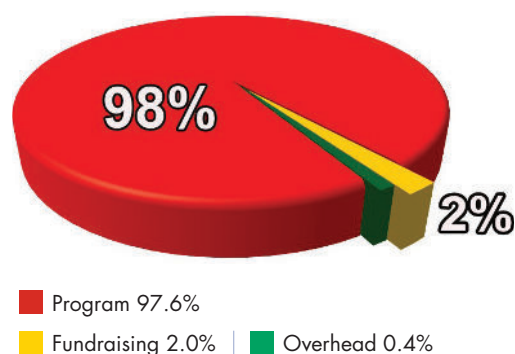
- Registered with all states & DC to solicit funds
- 167 National Corporate Sponsors
 - Revenue - \$75 million
- Direct Mail Campaign
 - 20.3 million letters
 - Revenue - \$28.8 million
- Special Events/Projects
 - Revenue - \$500,000
- Individual Donations
 - Revenue - \$21.9 million
- Local individually donated toys
 - Revenue - \$224.9 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 and 873 bank sub-accounts.
- Managed Online Financial Data System to provide financial data 24/7 to local Coordinators.

Fund Expenditure

98:2 Program to Support Ratio



The Marine Toys for Tots Foundation Welcomes New Board Members



Lieutenant General
David G. Bellon

Lieutenant General David G. Bellon

We are honored to welcome Lieutenant General Dave Bellon to the Marine Toys for Tots Foundation's Board of Directors. His exemplary service and leadership in the United States Marine Corps brings immense value to our mission of providing joy and hope to children in need.

Lieutenant General Bellon—a native of Fort Polk, Louisiana, and St. Louis, Missouri, and a graduate of the University of Missouri School of Law—has had a remarkable career since being commissioned as a Second Lieutenant in 1989. He began his service as an Infantry Officer with the 2nd Battalion, 7th Marine Regiment, and later served as a Judge Advocate with the 1st Force Service Support Group.

In 1997, he transitioned to the Selected Marine Corps Reserve, where he served six years with the 4th Light Armored Reconnaissance Battalion, and as a civilian, he founded his own law firm in 1999.

Following the devastation of 9/11, he returned to active duty, undertaking four combat tours in support of OPERATION IRAQI FREEDOM (OIF) and OPERATION ENDURING FREEDOM (OEF). Throughout his four combat tours, LtGen Bellon served as the Operations Officer for 4th LAR, Intelligence Officer for Regimental Combat Team 1, and Commander of Battalion Task Force 3rd Battalion, 23rd Marine Regiment.

In 2008, LtGen Bellon was selected as the Marine Corps Reserves representative in a full-time student status attending Top Level School at the Naval War College in Newport, Rhode Island. While there, he was promoted to Colonel and in September 2009, he was deployed to Afghanistan with the British 6th Division and served as the Chief of Operations for Southern Afghanistan during NATO's 2010 surge of forces.

Promoted to Brigadier General in 2013, Lieutenant General Bellon has held several key positions, including Deputy Commander (Mobilization) 1st Marine Expeditionary Force; Deputy Marine Forces Command; Director Reserve Affairs, and Commander Marine Forces, South; and Director of Strategy, Policy, and Plans (J5) U.S. Southern Command. He was then promoted to the Commander, U.S. Marine Corps Forces Reserve and U.S. Marine Corps Forces, South.

"Lieutenant General Bellon's exceptional leadership and strategic vision will be tremendous assets to our Board," said Lieutenant General Jim Laster, USMC (Retired), President & CEO of the Marine Toys for Tots Foundation. "His commitment to service exemplifies the values that drive our mission to support children in need across the Nation."

The Marine Toys for Tots Foundation looks forward to the valuable contributions Lieutenant General Bellon will bring to our efforts to deliver hope and joy to millions of disadvantaged children each year.



Major General
Craig Crenshaw

Major General Craig Crenshaw

The Marine Toys for Tots Foundation proudly announces the addition of Major General Craig Crenshaw, USMC (Retired), to its Board of Directors. His distinguished military career and extensive leadership experience will strengthen the Foundation's mission of delivering hope and joy to America's children in need.

Major General Crenshaw brings over three decades of logistics and supply chain expertise, having led global operations throughout his impressive career. A graduate of Southern University and A&M College with a Bachelor of Arts in Political Science, he further enhanced his education with a Master of Arts from Webster University and a Master of Science from the prestigious Eisenhower School for National Security and Resource Strategy.

Prior to joining the Board, Major General Crenshaw served as President of Claxton Logistics Services following his retirement from active duty. His military career featured numerous Senior Executive roles, including Director of Manpower Management, Commanding General of Marine Corps Logistics Command, Director of Logistics Plans and Policy at Headquarters United States Marine Corps, and Vice Director for Logistics at the Joint Chiefs of Staff.

"Major General Crenshaw's exceptional background in logistics and leadership will be invaluable to our nationwide mission," said Lieutenant General Jim Laster, USMC (Retired), President & CEO of the Marine Toys for Tots Foundation. "His strategic expertise will help us maximize our impact as we continue to assist millions of impoverished children each year."

The Marine Toys for Tots Foundation's Board of Directors is confident that Major General Crenshaw's wealth of experience will significantly enhance the organization's ability to support disadvantaged children across America.

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



Board of Directors *Year End 2024*



Dave Bellon
Lieutenant General, USMC
(Retired)
Partner, Global
Frontier Capital



Craig Crenshaw
Major General, USMC (Retired)
Secretary of Veterans and
Defense Affairs,
Commonwealth of Virginia



W. Tim Davis
President
The UPS Store, Inc.
(Retired)



David J. Doolan
Colonel, USMCR (Retired)
Senior Manager
Cisco Systems



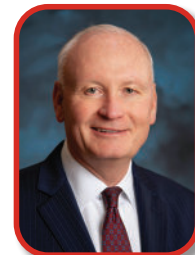
Joshua L. Glover
Major, USMC (Retired)
President and Chief
Revenue Officer
NCINO, Inc



Mark A. Haden
Investor Relations Officer
Bunge Limited



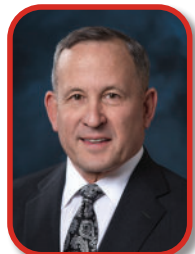
David A. Lapan
Colonel, USMC (Retired)
Owner
C3 Communications
Advisor, LLC



James B. Laster
Lieutenant General,
USMC (Retired)
President & CEO, Marine
Toys for Tots Foundation



Anne Weinberg Martin
Colonel, USMC (Retired)
Real Estate Agent
Keller Williams -
Coastal Estates



Robert E. Milstead, Jr.
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USMC (Retired)
Managing Partner REM
Strategies (Retired)



Sheryl Murray
Colonel, USMC (Retired)
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AstraZeneca



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



**Lieutenant Colonel,
Jessica van Dop DeJesus**
Lieutenant Colonel, USMCR
Digital Content Strategist/Owner
The Dining Traveler

Officers Year End 2024



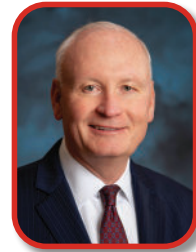
Robert E. Milstead, Jr.
Chairman of the Board



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





The Marine Toys for Tots Foundation Welcomes New Staff Members



Richele Pensabene

Richele Pensabene

Richele joined the Marine Toys for Tots Foundation team in August 2024 as the Deputy Director of Finance & Accounting. Richele comes to us from RSM US LLP, the Assurance, Tax and Consulting firm, where she was an Assurance Supervisor specializing in the nonprofit industry. She has worked directly with many NFP organizations throughout the Washington, DC metropolitan area.

Richele has a strong family connection with the military as her brother served 4 years in the United States Army and her grandfather in the United States Marine Corps during WWII and the Korean War.

Richele earned both her bachelor's degree in accounting and her master's degree in business from Shepherd University. Outside of work, she has a passion for swimming, having been a competitive swimmer from the age of six until her high school graduation. She also enjoys shopping and cherishes time with family and friends.

Her extensive experience in public accounting will make her a valuable asset to the Marine Toys for Tots Foundation. Welcome to our team, Richele!



Kendra Mungra

Kendra Mungra

Kendra Mungra joined the Toys for Tots team in September 2024 as the Social Media Manager & Content Creator. A native of Northern Virginia, she grew up in Loudoun County and earned her Bachelor of Science in Business Marketing from George Mason University.

With over a decade of diverse experience in communications and marketing, Kendra is driven by her passion for "always learning" — a personal mantra that keeps her ahead in the rapidly evolving industry.

Kendra felt called to serve for the Toys for Tots mission as she carries a deep belief that all children, but especially underprivileged children, deserve to experience hope and joy in their lives. She looks forward to becoming a year-round force for good for children in need through her work alongside the remarkable team at the Marine Toys for Tots Foundation.

Outside of the office, Kendra enjoys crafting, baking, reading, exploring locally, and spending time with her cherished pets and loved ones.

Welcome to the team, Kendra!



Breyonna Horsley

Breyonna Horsley

Breyonna joined the Marine Toys for Tots Foundation team in October 2024 as the Digital Content Creator.

Before joining Toys for Tots, Breyonna worked as the Digital Marketing Manager at 4P Foods, a farm-to-table company dedicated to connecting local farmers with consumers through fresh, sustainable food options.

Breyonna has a deep respect for the military. Her father served over 30 years in the United States Army, and her sister retired as a Major in the United States Air Force. Many other members of her family have proudly served in other military branches as well.

Breyonna holds a Business Management degree from Winston-Salem State University and earned her Master of Business Administration from UNC Greensboro. Outside of work, she is passionate about dance and enjoys instructing young girls. She also pursues modeling as a hobby, loves traveling whenever possible, and cherishes spending quality time with her family.

Welcome to the team, Breyonna!



“At the heart of the Marine Corps’ mission is a commitment to bringing hope and joy to children in need by being a year-round force for good. Just as Marines stand ready to defend and serve, Toys for Tots is committed to ensuring every child feels the warmth and promise of a brighter future.”

— Lieutenant General Jim Laster, USMC (Retired),
President & CEO of the Marine Toys for Tots Foundation



Support Staff *Year End 2024*



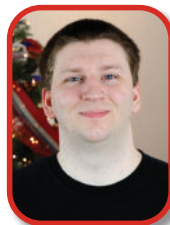
Mrs. Valerie M. Anderson
Operations Accounting
Manager



Mr. Mike Barclay
Warehouse Manager



Mrs. Katherine C. Barnes
Regional Campaign
Manager, Region 6



Mr. Steven Boone
Information Technology
Specialist



Ms. Jennifer R. Campeau
Regional Campaign
Manager, Region 2



Mrs. MaryKate Cobb
Communications Manager



Ms. Tatiana Dingle
Regional Campaign
Manager, Region 4



Mrs. Angie Gill
Regional Campaign
Manager, Region 7



Mr. John Haehn
Community Manager



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



Ms. Breyonna Horsley
Digital Content Creator



Ms. Christin Jones
Donor Relations
Administrator



Ms. Jennifer C. Laine
Donor Relations
Manager



Mr. Matthew D. McDonald
Director of
Information Technology



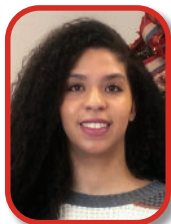
Mrs. Sara M. Mills
Executive Assistant to
President & CEO



Ms. Kendra Mungra
Social Media Manager &
Content Creator



Ms. Richele Pensabene
Deputy Director of
Finance & Accounting



Ms. Brianna Roberts
Regional Campaign
Manager, Region 3



Mrs. JoAnn Roxburgh
Marketing Associate



**Maj Gunnar Spafford,
USMC (Retired)**
Deputy Vice President,
Business Development



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



Ms. Karen M. Torrence
Regional Campaign
Manager, Region 1



Mrs. Melanie Turner
Director of Finance &
Accounting



**Mrs. Tammy W.
Weatherholtz**
Regional Campaign
Manager, Region 5





The Founder and the Logo Creator

The Founder of Toys for Tots was the late Colonel William L. Hendricks, USMCR (Retired). 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 economically disadvantaged 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 nationwide 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 Hendicks



Marine Toys for Tots Foundation

The Cooper Center

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