



Corporate Sponsorship

Give Support to America's Premier
Children's Christmastime Charity and
Year-Round Force for Good



U.S. Marine Corps Reserve **Toys for Tots** Program



Distributing over 30 million toys to nearly 13 million disadvantaged children requires tremendous support!

Are you in?

Why become a National Corporate Sponsor (NCS)?



As a NCS, you will benefit in numerous ways by partnering with a Nationally known and respected charitable force for good. Use our brand imagery and intrinsic value to create effective marketing communications.

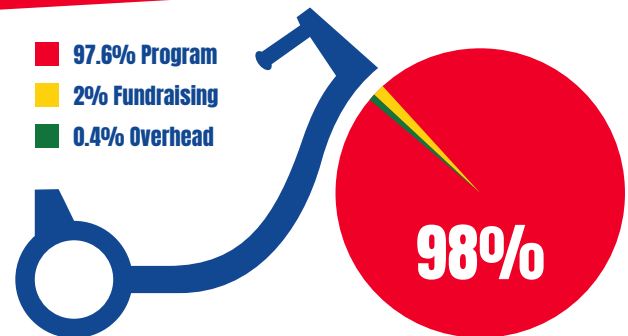
- **Positive Public Image:** Supporting Toys for Tots enhances your company's reputation and adds to a positive public image. Partnering with our Program can also help build a loyal customer base, as many customers prefer to support businesses that give back to the community.
- **Brand Visibility:** You receive prominent recognition and visibility in Toys for Tots marketing materials, events, and media coverage. Our Program reached a cumulative audience of over 60 billion last year. Sponsoring Toys for Tots can lead to positive coverage in local newspapers, TV stations, and online platforms.
- **Community Engagement:** Sponsoring Toys for Tots allows your company to actively participate in community initiatives. This involvement can strengthen relationships with local constituents, demonstrating a commitment to social responsibility.
- **Networking Opportunities:** Corporate Sponsorship often involves collaborations with other sponsors. This can create networking opportunities and potentially lead to valuable business connections.
- **Tax Deductions:** In most cases, charitable contributions are tax-deductible. This can provide financial benefits to your company while supporting a meaningful cause.





Something to feel good about:

98-2 Program to Support Ratio means that 98 cents of every donated dollar goes directly to support our mission of providing gifts for economically disadvantaged children, with not a single donated dollar going toward salaries or labor costs.



The National Toys for Tots website, which receives millions of views, will showcase your company logo (linking back to your website). Your company-branded creative imagery may also be posted on our Facebook, X, Instagram and LinkedIn accounts, announcing our partnership, promoting your cause marketing campaign, and highlighting your charitable giving. Your company will also be listed in Toys for Tots publications such as our Annual Report, Newsletters, and more. Most importantly, your organization can take pride in knowing that you helped to provide hope and joy to America's underprivileged children.

How to become a National Corporate Sponsor (NCS)

- Donate a minimum of **\$25,000** in cash, **or...**
- Make an in-kind product donation of new toys and/or books with a minimum value of **\$100,000**
- Read further and visit www.toysfortots.org for more details on enrollment

NCS Sponsorship Levels

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

Guidelines for consideration

- As an official activity of the U.S. Marine Corps, the Marine Toys for Tots Foundation will not affiliate with an organization that portrays the USMC or the Marine Toys for Tots Program in an unfavorable manner.
- The Marine Toys for Tots Foundation adheres to the Better Business Bureau Wise Giving Alliance Standards for Charity Accountability. View these guidelines and our accreditation at: <http://www.give.org/for-charities/>

How to get started and qualify

- Contact us for information on how to get started
- Pledge to raise or contribute a minimum of **\$25,000 ...or...**
- Make an in-kind product/service donation with a minimum value of **\$100,000** (*Hosting toy drives alone does not constitute a National Corporate Sponsorship, and toys collected do not count toward the value of an in-kind product donation*)
- For cause-marketing initiatives, we like to enter into a simple licensing agreement that captures the basics such as: use of our logo and name, indemnification, a description of your cause-marketing campaign, promotional period, etc.
 - Either use our standard agreement with your amendments incorporated, or use your own
 - Only cause-marketing initiatives require a licensing agreement — monetary donations, in-kind contributions, and toy drives do not
- Implement your action plan



How organizations can provide support

To become an official National Corporate Sponsor for Toys for Tots, organizations can utilize a variety of widely recognized strategies. We offer several opportunities that vary based on your company's objectives, desired demographic, and the resources at your disposal. Below are several methods to support Toys for Tots:

1. Corporate Donations

Contribute financially to the Marine Toys for Tots Program. Your support provides hope to economically disadvantaged children and helps them believe in a brighter future.

2. Round-up Campaign at Checkout

Enable your customers to make a difference by incorporating a round-up campaign at checkout. This simple yet effective method allows patrons to add a donation when making a purchase, contributing directly to Toys for Tots.

3. Cause Marketing Campaigns

Engage in a campaign by aligning your brand with ours and committing to donate a portion of sales during a promotional period, contributing a specific amount for every item sold, initiating a social media campaign tied to charitable actions (e.g., donating a dollar for every like received), and implementing employee workplace giving or payroll deduction (requires a licensing agreement).

4. Donate Sales Proceeds

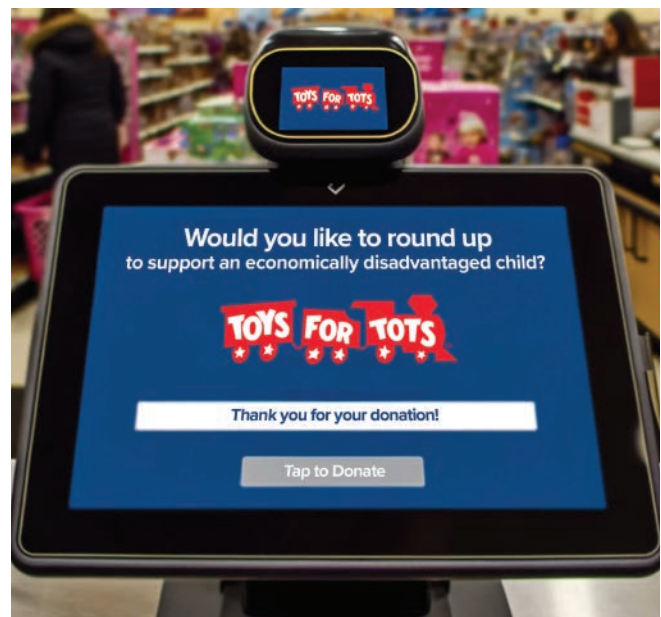
Dedicate the net proceeds from the sale of a specific product or service to Toys for Tots. This strategy not only supports the cause but also showcases your company's dedication to philanthropy.

5. Corporate Peer-to-Peer Fundraising

Engage your employees, business associates, and customers by initiating your own customized Toys for Tots Fundraising Page. Encourage contributions in honor or memory of special individuals, launch a business or organizational fundraising campaign, and show your belief that "Every Child Deserves a Little Christmas."

6. Workplace Giving with Company Match

Encourage giving within your organization by offering employer gift matching programs. Many corporations and employers are willing to match their employees' donations to Marine Toys for Tots, doubling the impact of their contributions.



7. Support Toys for Tots' Celebrated National Programs

Direct your sponsorship toward specific National Programs, including the [Holiday Campaign](#), [Native American Program](#), [Literacy Program](#), [Disaster Response and Recovery Program](#), [Youth Ambassador Program](#), and [Foster Care Program](#). Aligning your support with these programs allows your company to make a targeted and meaningful impact. We can direct donations to your local area.

8. Stock Giving

Opt for a powerful and tax-savvy approach to philanthropy by transferring appreciated assets directly to Toys for Tots. By donating stocks online, your company can provide ongoing hope to children while potentially realizing tax benefits in the upcoming year.

For additional information on any of the above, visit toystortots.org and click "Ways to Donate".



Our celebrated programs

We can direct your support to any one of our 870+ local chapters, or you can allocate your donation to support any of our programs to include:

- **Holiday Campaign**
Through the gift of a new toy or book, help bring the joy of Christmas and send a message of hope to America's children in need. Local campaigns are conducted annually in over 870 communities covering all 50 states, the District of Columbia, Puerto Rico, Guam, and the Virgin Islands.
- **Toys for Tots Literacy Program**
Through the gift of a new book, provide the joy of reading to children in need, enabling them to compete academically, succeed in life, and break the cycle of poverty.
- **Toys for Tots Native American Program**
To provide hope and joy to Native American children living on remote Reservations through the gift of a new toy or book at Christmas.
- **Foster Care Program**
Help reduce anxiety and positively impact at-risk children and those in Foster Care. Toys for Tots provides resources to help children during extraordinarily stressful and trying times.
- **Disaster Response and Recovery Programs**
Provide emotional relief and support for children devastated by a natural disaster at the appropriate time. We stand ready to assist our Nation's children in difficult situations because needs extend beyond the holiday season.
- **Youth Ambassador Program**
Distinguished young people who serve as volunteer representatives of Toys for Tots by helping to inspire others with their positive interactions and community involvement. Spotlight "children helping children" – those who have gone above and beyond in their communities to help those less fortunate than themselves.

Other ways to support

- **Become a *National Corporate Donor***

A ***National Corporate Donor*** is an organization that makes a cash contribution from \$5,000 up to \$24,999. Click the donate button at www.toysfortots.org

- **Hosting Toy Drives**

Toy Drives are considered local events and must be coordinated with your local Toys for Tots chapter www.toysfortots.org/find-your-local-chapter/
The monetary value of toys collected from a company-sponsored toy drive is not included as part of the overall contribution of a corporate sponsorship. Although we greatly appreciate the locally donated toys (as do the children receiving them!), the IRS does not allow us to acknowledge the party hosting a toy drive. It is the individual(s) donating a toy that can take the tax credit.

How to find your local Toys for Tots Chapter

Local Chapters are active from October through December

1. Visit our website at: www.toysfortots.org
2. Click "Find Your Local Toys for Tots Chapter"
3. Enter your state then enter your county in the **dropdown menus**, which will redirect you to the Toys for Tots Chapter website serving that local area. From there, you can then submit a request to:
 - Become a toy drop site
 - Offer pro-bono warehouse space
 - Provide vehicle support
 - Provide other support as requested by the local Coordinator



Board of Directors



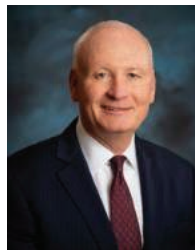
Chairman of the Board

Robert E. Milstead, Jr
Lieutenant General, USMC
(Retired President)
Managing Partner
REM Strategies, LLC



Vice Chairman of the Board

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



President and CEO

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



General Counsel

Ralph A. Dengler, Esq.
Colonel, USMCR (Retired)
Venable LLP



Board Member

David G. Bellon
Lieutenant General, USMC (Retired)
General Partner,
Global Frontier Capital
General Partner,
Last Chance Ranch



Board Member

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



Board Member

David J. Doolan
Senior Manager
Cisco Systems
Research Triangle
Park, NC



Board Member

LtCol USMCR
Jessica van Dop DeJesus
Digital Content
Strategist/Owner
The Dining Traveler
Washington, DC



Board Member

Joshua L. Glover
President &
Chief Revenue Officer
NCINO, Inc



Board Member

Mark A. Haden
Investor Relations Officer
Bunge Limited



Board Member

Dave Lapan
Colonel, USMC (Retired)
Owner
C3 Communications Advisor, LLC



Board Member

Anne Martin
Colonel, USMC (Retired)
Owner/Operator
Chase Stream Farm



Board Member

Sheryl Murray
Colonel, USMC (Retired)
Senior Executive Service (Retired)
Independent Consultant



Board Member

Steven C. Ohmstede
Director of Aviation
Richardson Aviation



Board Member

Tammy Peppe
Major, USMC (Retired)
Direct sales Manager
AstraZeneca



Board Member

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

2024 National Corporate Sponsors

1923 Fund
ABC Liquor
Albert Lee
Alix Partners
Allianz Partners
Amazon
American Association of University Women
(CA Branch)
American Bath Group
Apple
Arthur R. Dubs Foundation
Associated Television Int'l
AT&T
Austin Dillon Motorsports, LLC
Backyard Products (Kidkraft)
Batteries Plus
BigDawsTV Foundation
Bears for Humanity
Blue Ridge Companies
Blue Ridge Property Management, LLC
Boeing
Bonker's Toy Co
Book Depot
Boston Foundation
BSobR Foundation
Build-A-Bear
BunMo / Chillbo
Catch Creation
Catherine M. Schmoker Family Foundation
Ceaco
C. E. and S. Foundation, Inc.
Champion Force Athletics
Cleco
CSC Global
Communities of Coastal Georgia Foundation
Confie Insurance
Cox Enterprises
DariMart (Gibson Straube Char Fdn)
David W. Hearst Jr. Foundation
Deborah Knopf Inc
Delta Air Lines
Deptment of Finance of Howard County, MD
Discovery Toys
Doherty Enterprises-Applebee's
Dollar General
Dunkin Donuts
Duracell
Endeavor Enterprises
EOG Resources
Exploding Kittens
Fareway Stores
Farm & Home Supply
Federated Auto Parts
First Nation
Five Below
Floor & Decor
Funko

Fun Services
GAT Guns
Gemini Collectibles
Global Online Giving Organization
Goodyear Tire & Rubber
Go! Retail Group
Group Sales
GSN Worldwide (Scopely)
Guardian Fueling Technologies, LLC
Guaranteed Rate
Haggen Food & Pharmacy
Hasbro
HDI Wholesale
Hess
Hubbard Radio Cincinnati, LLC
iTradePay
J. C. Kennedy Foundation, Inc
J. W. Kieckhefer Foundation
Jazwares
Jeeps On The Run
Jockey Being Family Foundation
Jordan Kahn Music Company
Kahlert Foundation
KAI USA
Kay Family Foundation, Inc.
KIA North America
Kids Design
La Posada Foundation
LEGO
Lackawanna County
Lennar (WH)
Le-Vel Brands
Lumistella
Meridian Link
Microsoft
Mindware Corporation
Mineola Veterans Assn, Inc
NABISCO (Mondelez Global LLC)
NaphCare Inc.
Nature Planet
Navy Federal Credit Union
New England Doll
NewRez
Next Generation Wireless
Norfolk Southern Foundation
NVIDIA
Oak Foundation USA
OHIO State Eagles
Old Dominion Freight Lines
Ollie's Bargain Outlet, Inc.
OnTime Toys
Parlor Doughnuts
Pechanga Resort Casino
Phat Mojo
Platinum Equity
PLS Financial Services, Inc.
PODS

Pronto
RAMACO
Redner's Grocery
Richard Childress Racing
Right Women PAC
Ripley Entertainment, Inc.
SAIA Motor Freight Line
Santa Yenz Band of Mission Indians
Savannah River Nuclear Solutions, LLC
Scholastic
SciPlay
Scotts Miracle Grow
Shoe Carnival
Signature Aviation
SimplyFun, LLC
Slime Story
Smurfit WestRock
SOCIA Foundation, Inc.
Squishables
STAMPIN'UP, INC
St. Peter's Church
Subaru of America, Inc.
Summit Financial Group
Sylvania Employees Assoc
Tabletop Tycoon
Tackle Hunger
Target
Tenzi
The Farmer Family Foundation
The Gitlin Family Foundation
The Jan Foundation, Inc
The McCormick Family Foundation
The Picerne Family Charitable Foundation
The Walt Disney Company
The Wonderful Company Foundation, Inc.
Thompson
Ultra Tokyo Connection
UnyBrand
Valpak
Venable
Verizon
Vickar Family Foundation
Vineyard Vines
VNR1 Communications, Inc
Wal-mart
Washington Commanders
Weaver USA, Inc.
Welch Packaging
Wells Fargo
White Cap
William N. Pennington Foundation
Wiland Inc.
Winn Dixie Stores, Inc.
WowToyz
WWBX Mix 104.1
YAAMAVA Resort & Casino

Toys for Tots

Delivering Hope since 1947

2024 Fact Sheet

The Marine Toys for Tots Program delivered over **30 million** toys, books, and other gifts to nearly **13 million** children in need.

Marine Toys for Tots Program

Created in 1947 and expanded Nationwide in 1948, the U.S. Marine Corps Reserve Toys for Tots Program is an official activity of the U.S. Marine Corps and the Marine Corps' premier community action program. From 1947-2024, U.S. Marines and volunteers distributed over 708 million toys to more than 314 million underprivileged children. Today, Toys for Tots is our Nation's flagship Christmas charitable cause with local Toys for Tots campaigns conducted from October through December each year in over 870 communities throughout the country. We have also expanded our outreach to support children and families in need through the year -- whenever emotional support and assistance is needed most.

Goals and Objectives

- Deliver a message of hope to disadvantaged children at Christmastime, and beyond, during disaster recovery, and other challenging circumstances when comfort and emotional support are needed
- Restore / build self-esteem and self-confidence
- Inspire our Nation's youth to grow into responsible, productive, patriotic citizens
- Unite members of local communities

Accomplishments

- Distributed 30.8 million toys to 12.9 million children
- Foundation Supplemented local campaigns with 16 million toys valued at over \$233 million
- Distributed toys and books to 1.3 million children outside of the holidays who faced adversity and exceptional circumstances throughout the year
- Distributed over 2.8 million books through the Toys for Tots Literacy Program
- Distributed toys to over 230,000 children through the Toys for Tots Native American Program
- Distributed toys, books, games, and school supplies to over 519,000 at-risk children and those in the Foster Care system
- Unmodified opinion by independent auditor
- Achieved a 98:2 Program to Support Ratio
- Continue to meet all 20 standards of Better Business Wise Giving Alliance
- Charity Navigator 4-Star Rating
- Media Event at the White House
- Rang Closing Bell at NASDAQ

Marine Toys for Tots Foundation

The Marine Toys for Tots Foundation, an IRS recognized 501 (c)(3) not-for-profit public charity, is the fundraising and support organization for the U.S. Marine Corps Reserve Toys for Tots Program. Created at the behest of the Marine Corps, the Foundation has played a key role in every campaign since 1991.

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

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

From 1991 – 2024, the Foundation supplemented the collections of local Toys for Tots campaigns with over 203 million toys valued at over \$1.8 billion dollars. Concurrently, the Foundation provided promotional and support materials valued at \$1.6 million.



“Bill, if there is no agency available to deliver toys to children in need at Christmastime, why don’t you create one?”

— Diane Hendricks

The Founder and the Logo Creator



The Founder of Toys for Tots was the late Colonel William L. Hendricks, USMCR (Ret). 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 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.



HISTORICAL HIGHLIGHTS

- **In 1947**, Major Bill Hendricks, USMCR, founded the Marine Corps Reserve Toys for Tots Program in Los Angeles, California.
- **In 1948**, The Program expanded nationwide when the Commandant of the Marine Corps directed all U.S. Marine Corps Reserve Units to conduct a local Toys for Tots campaign. Walt Disney designed the first National Toys for Tots poster, which included the now famous Toys for Tots train logo.
- **In 1949**, Major celebrities began to endorse the Program. Over the years, Toys for Tots spokespersons included John Wayne, Bob Hope, Frank Sinatra, Johnny Carson, Clint Eastwood, Brooke Shields, Tim Allen and Dr. Phil.
- **In 1980**, The Toys for Tots Native American Program was established to support Native American children living on remote Reservations.
- **In 1983**, Nancy Reagan became the first First Lady to honor Toys for Tots by being the honorary spokesperson.
- **In 1990**, First National television promotion where *Wheel of Fortune* raises over \$3 million, setting a “Guinness Book of World Records” for a call-in television promotional.
- **In 1991**, The Marine Toys for Tots Foundation was created to support fundraising and business efforts.
- **In 2008**, the Toys for Tots Literacy Program was created.
- **In 2020**, Toys for Tots expanded its mission to provide year-round support.
- **In 2024**, Toys for Tots assisted nearly 13 million children, and surpassed a total of 314 million disadvantaged children since 1947.





The Marine Corps Reserve Toys for Tots Program

The Toys for Tots Program, a 78-year initiative, and official activity of the U.S. Marine Corps Reserve, aims to bring joy to underprivileged children during Christmastime and beyond. By distributing toys, books, and other gifts through the help of Marines and volunteers, this charity enhances the self-worth and optimism of children, creating lasting positive impacts. It's believed that these experiences encourage them to grow into responsible and empathetic individuals. For more, visit www.toysfortots.org.

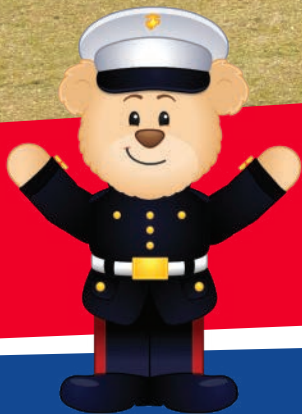
The Marine Toys for Tots Foundation

The Marine Toys for Tots Foundation, recognized by the IRS as a 501(c)(3) nonprofit public charity, serves as the primary entity for fundraising, financing, and supporting the U.S. Marine Corps Reserve Toys for Tots Program. Established under the guidance of the U.S. Marine Corps, the Foundation operates in compliance with directives from both the Marine Forces Reserve and an agreement with the Commander of Marine Forces Reserve, who oversees the Toys for Tots Program. Since its inception in 1991, the Foundation has bolstered Toys for Tots by providing local chapters with millions of toys and books, amounting to a value of over one billion dollars. Further details can be found at www.toysfortots.org.

Toys for Tots Foundation Mission

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 providing day-to-day leadership and oversight of the Program, 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 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.





Oorah

to all who step up!



Top 4 Wish List for 2025

- 1. CORPORATE-LEVEL CASH DONATIONS**
- 2. LARGE SCALE IN-KIND TOY OR BOOK DONATIONS**
(Toys for Tots can accept in-kind product donations any time of year).
- 3. 100,000 BOXES OF CONTRACTOR BAGS**
- 4. SEASONAL WAREHOUSE SPACE IN 860+ LOCATIONS**

Who to contact

Ted Silvester

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

or

Gunnar Spafford

Deputy Vice President
Business Development
703-649-2038 or
gunnar.spafford@toysfortots.org



Marine Toys for Tots Foundation

The Cooper Center • 18251 Quantico Gateway Drive

Triangle, VA 22172-1776

P: 703-640-9433 • F: 703-649-2054



www.toysfortots.org



Policies: Marine Toys for Tots will neither sell, loan, nor distribute our mailing lists or email addresses to third parties, nor actively solicit or promote to our supporters. (We may, however, promote via our social media channels.) We do not consider promotions that utilize direct mail, telemarketing, or door-to-door sales, nor will we advertise items for sale on our website.

© 2025 The Marine Toys for Tots Foundation. All rights reserved.