



**TOYS FOR TOTS®**





**Welcome**  
**Coordinators!!!**



**Day 1**

**Marine Toys for Tots**  
**Foundation**

**2025 Annual Training**  
**Conference**

**Hyatt Regency St.**  
**Louis at The Arch –**  
**11–14 Sep 2025**







Network: @Hyatt\_Meetings  
Passcode: Training25



## **Campaign Fundamentals**

David Cooper



## Impact & Legacy of Toys for Tots

- Official Activity of the United States Marine Corps
- Legacy (Since 1947)
  - 708 Million Toys delivered
  - 314 Million Children assisted
- 2024 Results
  - 30.8 Million Toys/books/games distributed
  - 12.9 Million Children assisted
  - 873 Campaigns nationwide
- 2025 Reach
  - 876 Campaigns across 2,100+ counties
  - 91.85% of U.S. population covered
  - Native American Program – 45th Year – LtCol Peter Tagni, USMCR (Ret)



***Heartbeat of Toys for Tots — Showing children they are seen, valued, and loved***







**Lieutenant General**  
**Jim Laster, USMC**  
**(Retired)**

President & CEO





## Agenda

- Why We're Here – Mission & Impact
- Who's Who – Marines, LCOs, Foundation & RCMs
- Core Fundamentals – The Big Five
- Expectations & Accountability – SOPs, Money, Toys, Events
- Admin Must-Do's – Reports, Deadlines, Inventory
- Wrap-Up – Every Child Deserves a Little Christmas







## This Isn't Easy to Plan & Execute!

- Operations and IT Teams!
  - Tammy Weatherholtz (Region 5) – Project Manager
  - Angie Gill (Region 7) – Vendor Coordination & Shadowing Tammy
  - Jennifer Campeau (Region 2) – Dinner Program / Presentation / Helpful Hints
  - Val Anderson – Coming off the “bench” for Katherine (Region 6)
  - Matt McDonald (IT Director) – Technology & AV Support
  - Mike Barclay (Warehouse Manager) – Logistics
  - Kristen Shaw – Online Coordinator Training

***Great job putting the “Show on the Road!”***





## More Than a Training Conference — It's About Connection

- Content
  - Schedule → “Minor changes possible”
  - Participation → “A rising tide lifts all boats”
- Who's Who – Lanyards
  - Black = Foundation Staff
  - Gold = National/Regional Winners & Guests
  - Bronze = Mentors
  - Region Colors = Coordinators
- Reminder
  - “Funded by our donors — please be where you need to be”

## **Name Tags** **Donated by**



New England  
**DOLL & NOVELTY CO., INC.**  
*truckloads of toys • miles of smiles*







## Our Mission

- Collect new, unwrapped toys — October through December
- Distribute toys at Christmas — to children in need in the same community
- Native American Program — Special Christmas program serving reservations & tribal communities
- Beyond Christmas — Literacy Program & Foster/At-Risk Child Events

***Community Engagement — Bringing neighbors together to support families in financial need***





## Who's Who in Toys for Tots

- Office of Marine Corps Reserve (OMCR) – Supervises execution of Toys for Tots for the Commander, Marine Forces Reserve
- Marine Forces Reserve (MFR) Campaigns – Run by a Marine or Sailor at Reserve units
- Local Community Organizations (LCOs) – Approved volunteers extend the program's reach
- Foundation – Provides fundraising, logistics, and accountability support
- Regional Campaign Managers (RCMs) – Your first line of help and main point of contact







## The Big Five

- Follow the SOP – Read it, know it, live it
- Communicate – Start with your RCM, email > phone, use the Secure Site
- Transparency – Toys, money, and children must all be accounted for
- Toy Collection First – Foundation supplements, but you are the primary provider
- Events & Community – Marines in Dress Blues, tell the story, deliver what you promise





## #1 – Follow the SOP

- Read it, know it, live it
  - Most problems happen when SOPs are ignored
- Designed to protect you & the program







## #2 – Communicate

- Start with your RCM
  - There are 876 Coordinators and only one me
- Use email > phone calls
- Complete forms on the Secure Site





## #3 – Transparency

- Toys, money, and children must all be accounted for
  - Donors expect accountability and trust
- No personal credit cards or accounts
- Chain of custody for cash







## #4 – Toy Collection First

- Foundation supplements, but local campaign is the primary provider
  - Foundation is your “rainy day” support, not your main source
- Engage your community – collect toys, raise funds, build support

***Collection Boxes & Promotional Materials – Provided by the Foundation; process & details in SOP/Memos***





## Vendor Partnerships – Stretching Donor Dollars

- Partner Vendors – see Section 8.9 in the SOP
  - Vendor Room: Discovery Toys; Ground Zero; Group Sales; HDI Wholesale; Military Promotions; Rhode Island Novelty; Marine Corps Direct; New England Doll & Novelty; and TK's Toy Box / SNAPO
- ≈\$20M spent annually by local campaigns
- Better Value – Vendor pricing often beats retail stores
- Foundation-vetted – Reliable, safe, cost-effective







## #5 – Events & Community

- Marines in Dress Blues = powerful donor magnet
  - Remember: LCO program was designed to extend TFT beyond Marine Corps units
  - Expectation
- LCOs
  - Ask your local Recruiting Sub-Station (RSS) for support
    - Not their mission, but it is a win-win
- Tell the Toys for Tots story
- Communicate early if issues arise
  - Bad news does not get better with time





## Youth Ambassador Program (YAP)

- Started in 2020: Created by the Bracey siblings in Texas
- Purpose: Youth inspiring peers, “Children Helping Children”
- One-Year Term: October–September; Ambassadors & Mentors
- Recognition: Youth Ambassador of the Year honored at Annual Conference Awards Dinner







## What Success Looks Like

- SOP – Rules protect you & the program
- Money – Foundation accounts only; itemized receipts required
- Toys – Track from collection → distribution → inventory
- Coordinators' Role
  - Gather resources (volunteers, warehouse, community support)
  - Use resources effectively
  - Assist as many children as those resources allow
  - Run a solid, credible campaign that represents the Marine Corps well



***Core Values in Action – Honor / Courage / Commitment  
applied to Toys for Tots***





## Admin Must-Do's

- After-Action Report (AAR) – Due 15 January 2026 (detailed tomorrow)
- Carryover Inventory – Must be verified and accurate (detailed tomorrow)
- Supplemental Toy Program – Covered next slide
- Deadlines – Meet them; credibility depends on it
- Receipts & Documentation – Itemized receipts required for every purchase







## Supplemental Toy Program – “Rainy Day” Support

- Foundation Role – Supplements, but never replaces local collections
- Initial Shipments – Determined by:
  - Carryover inventory – Fund balance – Community Support
- Second Shipments – Requests accepted after Thanksgiving if donations fall short
- Purpose – Ensure right number of toys reach the right-sized campaigns
- Reminder – Plan to meet demand locally; Foundation = rainy day safety net





## Supplemental Toy Program – Community Support

- AAR – Six categories of items to distribute
  - Previous Year's Inventory; Corporate GIK; Foundation Supplements; Transfers from another Campaign; Collections; and Purchases
- Example
  - Collected 700 toys
  - Purchased 300 toys
  - Assisted 300 children
  - $3.33 \text{ toys per child} = \text{No Supplemental Toys}$

***Remember: Does not include Supplemental or Gift-in-Kind shipments***







## Key Takeaways

- Mission & Impact – You are carrying the Marine Corps’ legacy into your community
- Who’s Who – Lean on your RCM and Foundation support
- The Big Five – SOP • Communication • Transparency • Toys • Events
- What Success Looks Like – Do it right, do it with integrity
- Admin Must-Do’s – Reports, inventory, deadlines protect the program

***Bottom Line – Together, we will make sure Every Child Deserves a Little Christmas***





# Questions

***What began with a single doll and 5,000 toys in one city has grown into a program that provides hope and joy to millions of children every year***







Backup Slides





## Foundation Introductions

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





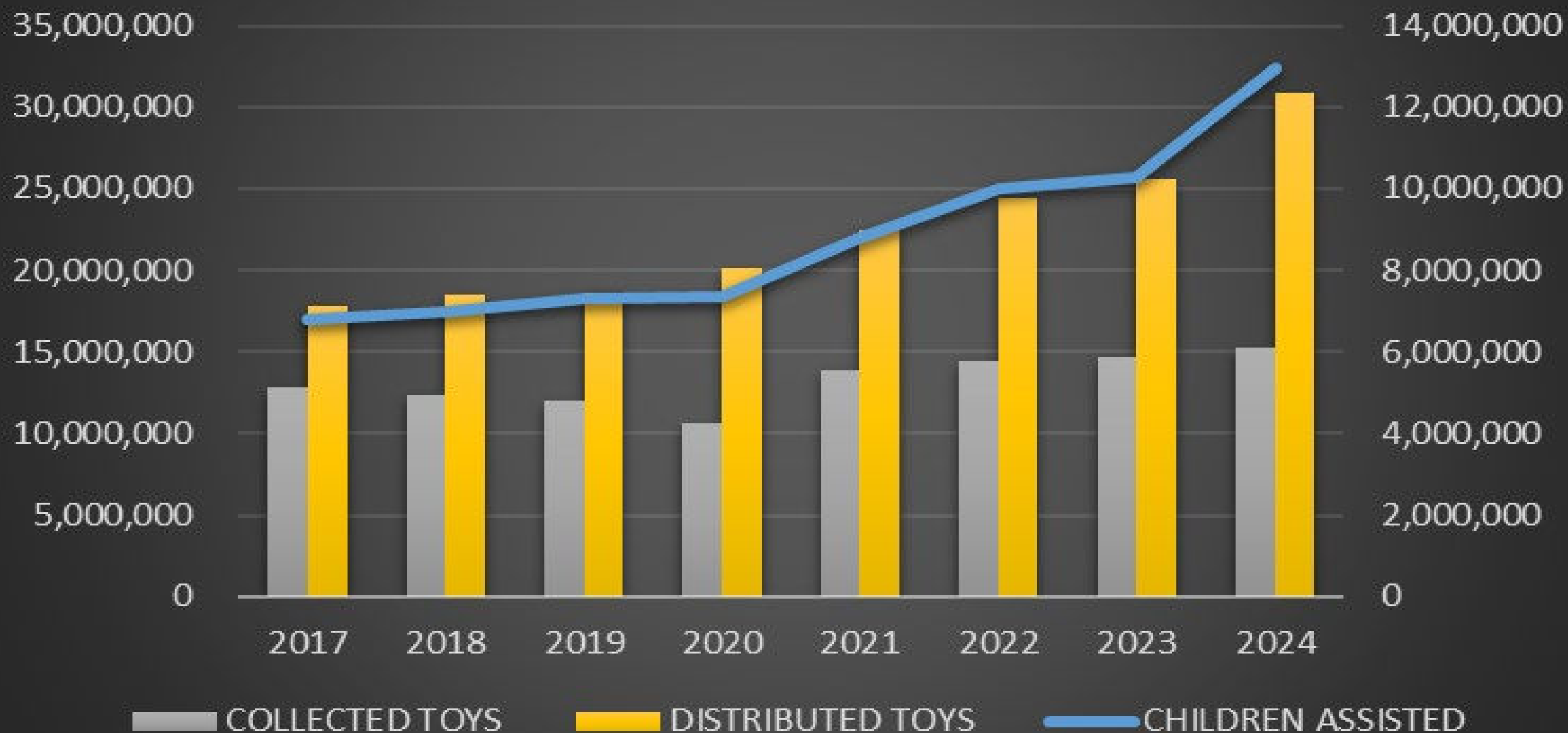


# Foundation Introductions

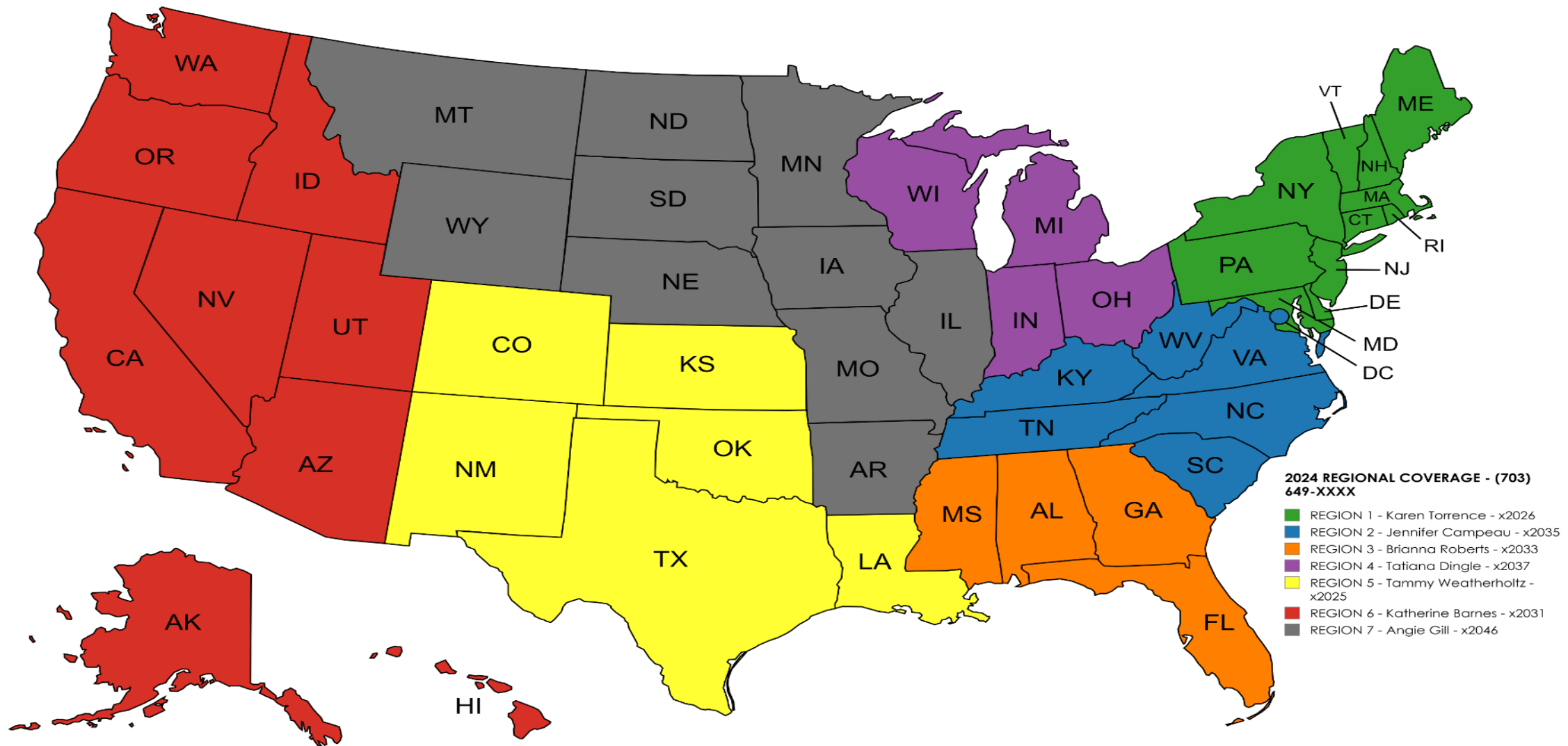
- Operations
  - David Cooper – VP, Operations
  - Mike Stuckey – Deputy VP, Operations
  - Valerie Anderson – Operations Accounting Manager
  - Mike Barclay – Warehouse Manager
  - Regional Campaign Managers
    - Region 1 – Karen Torrence
    - Region 2 – Jennifer Campeau
    - Region 3 – Brianna Roberts
    - Region 4 – Tatiana Dingle
    - Region 5 – Tammy Weatherholtz
    - Region 6 – Katherine Barnes
    - Region 7 – Angie Gill



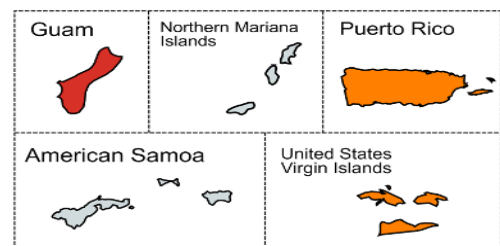
# 2017 - 2024 Program Growth







- 2024 REGIONAL COVERAGE - (703) 649-XXXX**
- REGION 1 - Karen Torrence - x2026
  - REGION 2 - Jennifer Campeau - x2035
  - REGION 3 - Brianna Roberts - x2033
  - REGION 4 - Tatiana Dingle - x2037
  - REGION 5 - Tammy Weatherholtz - x2025
  - REGION 6 - Katherine Barnes - x2031
  - REGION 7 - Angie Gill - x2046



## Why We Are Different

- Not a “normal” charity
- Only DoD charitable endeavor reaching outside the military
  - Official activity of the Marine Corps
- Connects the Nation to our Corps
- 98-2 Program-to-Support Ratio
  - Other People’s Money – OPM, i.e., Donor’s \$\$\$
- Foundation salaries / benefits
  - No donor \$\$\$, interest/dividends/capital gains from endowment





## 2024 National Campaign

- Local campaigns were conducted in 873 communities covering all 50 states, the District of Columbia, Puerto Rico, Guam, and the Virgin Islands
- 12.9M children (2.6M more than 2024)
- Foundation “Other Than Christmas” Efforts
  - 4,043,441 toys, books, and games distributed to 1,442,444 children in need
- Foster / At-Risk / State Custody
  - 519,315 children assisted

