



2025 Toys for Tots Coordinator Training Conference

Marketing & Development

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



MARINE TOYS FOR TOTS FOUNDATION

Sep 13, 2025



Marketing Team

- Ted Silvester VP Marketing & Development
- Kelley Hardison Deputy VP Marketing & Development
- Gunnar Spafford Deputy VP Business Development
- JoAnn Roxburgh GIK Product & Program Manager
- MaryKate Cobb Communications & PR Manager
- John Haehn Community Manager
- Kendra Mungra Social Media Manager
- Breyonna Horsley Digital Content Creator

With Honor, LLC

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

Special Guests



Marketing Overview

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



2024 Activity

77th Anniversary was Another Record Year!

- 30.8 million toys to 12.9 million children!
- Fundraising: Record GIK

Increased year-round support

Foundation partnered with organizations that can assist with distribution

2024

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

2025

- 330,000 books to Title I schools
- Support to natural disasters
 - CA wildfire victims
 - KY tornados
 - TX Flood
- Big city Police Dept's assisting children at risk



Communication / Nat'l Exposure

Master Narrative – Monthly Themes

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

Channels

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

Monitor & Evaluate:

- Media Monitoring
- Website Activity
- Online Donations



National Exposure

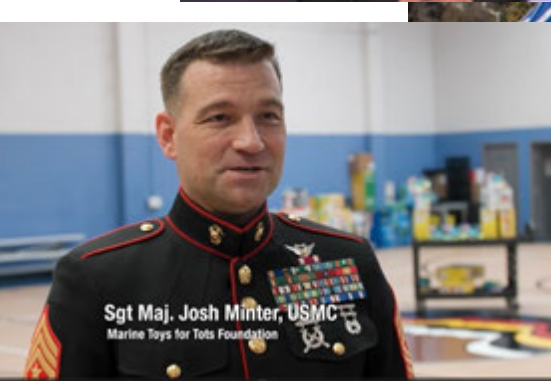


2024 National Exposure

- White House Event
- Blue Angels - Fat Albert Toy Delivery
- Hollywood Christmas Parade
- NASCAR TFT Car #3
- Family Film Awards on CBS



Lifelines of Hope



TFT PSA

Anyone Can Be Santa

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



MARINE TOYS FOR TOTS FOUNDATION

New Website Successful!



21 m Page Views

3.7 m Users

Word Press: easy to change content

Same info – different look

“Chapter” vs “Campaign”

No functional changes to local websites



MARINE TOYS FOR TOTS FOUNDATION

TV Ads: New in 2024, continuing in 2025



MARINE TOYS FOR TOTS FOUNDATION

Radio Ads

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

Q104.3*

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



106.7 LITE FM*

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



WOR*

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



iHeart Audience Streaming Network

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

Geo: NYC DMA

Demo: Charitable Donors



Delilah - National

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



Social Strategy

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



TIMING
15 Weeks

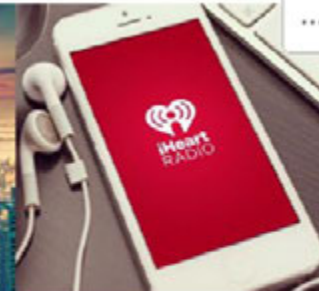
TOTAL IMPRESSIONS
44,016,900+



**INFLUENCER
ENDORSEMENTS**



**HIGH-FREQUENCY
BROADCAST SCHEDULE**



**DIGITAL
AMPLIFICATION**

NASCAR / RCR

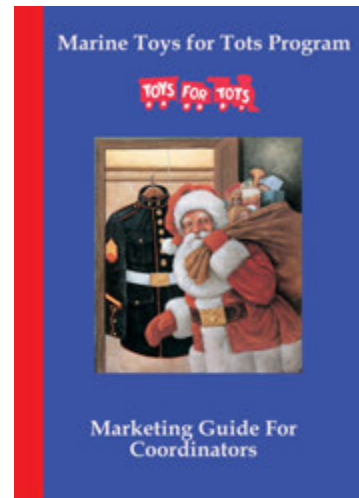


MARINE TOYS FOR TOTS FOUNDATION

Local Communications & Media

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

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



Looking for a Local Media Partner?

Special Guest: Syed Hussein - Nexstar

Nexstar Media Group

- Over 200 Local TV Stations in 116 Markets
- NewsNation
- The CW Network
- The Hill.com



Identify your Nexstar station by visiting <https://www.nexstar.tv/stations/> and navigate to the station's website serving your area.

Locate the Director of Sales: This is your key contact. Their role is crucial for implementing a co-branded campaign.

Initial communication (Early September):

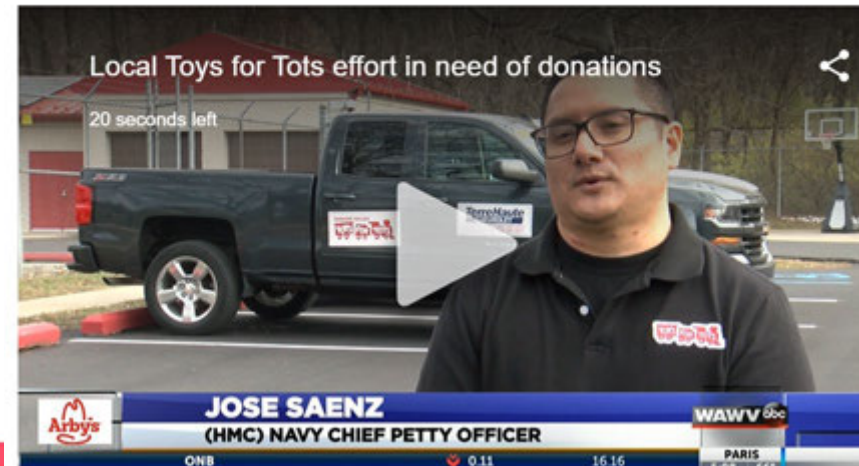
- Send an introductory email to the Director of Sales clearly stating your affiliation with Toys for Tots and referencing the National partnership with Nexstar.
- Express your interest in collaborating on the upcoming holiday campaign, highlighting the mutual benefits of a strong community partnership.
- Request a meeting to discuss campaign specifics and timelines.



Message with your Local Media

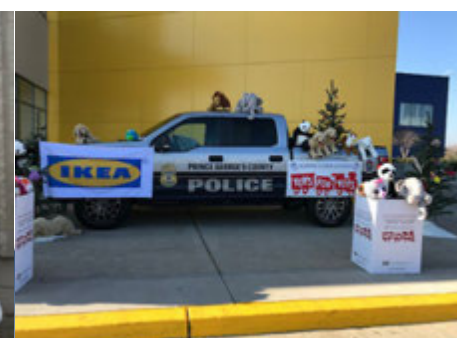


Local Toys for Tots effort in need of donations



Foundation Needs Your Help to Show Program Impact

- Impact Stories & Photos NEEDED!
- Potentially featured on Good Morning America
- Foundation Communications Team collecting stories



Share Your Stories

We need your stories!

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

Disney & other partners asking for impactful stories they can use

Any impactful TFT-related human-interest story

Relatively current, with a person we can contact



Why We Raise Funds

To Augment Your Campaigns!

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

Program to Support Ratio **98:2**

2024 Toy Augmentation
16 Million Toys
\$233 Million
Purchased Toys and GIK

Fund Expenditure 98:2 Program to Support Ratio

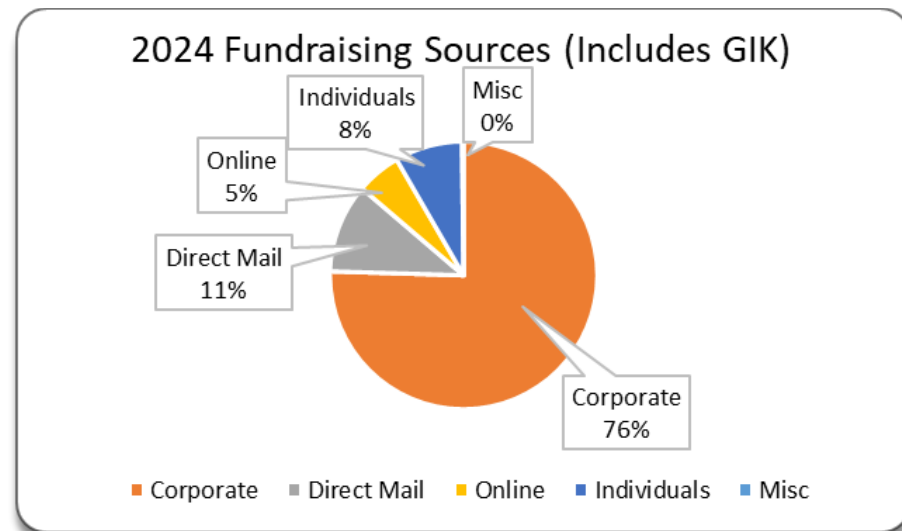
Program	97.6%
Fundraising	2.0%
Overhead	0.4%



How We Raise Funds

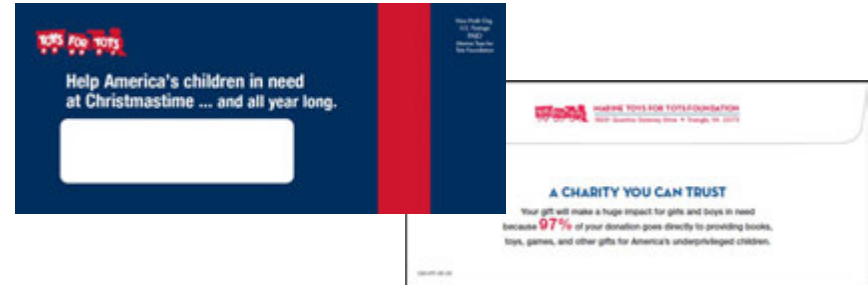
- Corporate Sponsors
- Direct Mail
- Online via Website
- Individual Donations (To Local Campaigns & Foundation)
- CFC / State Employee Campaigns
- Special Projects

2024 Fundraising: \$267m

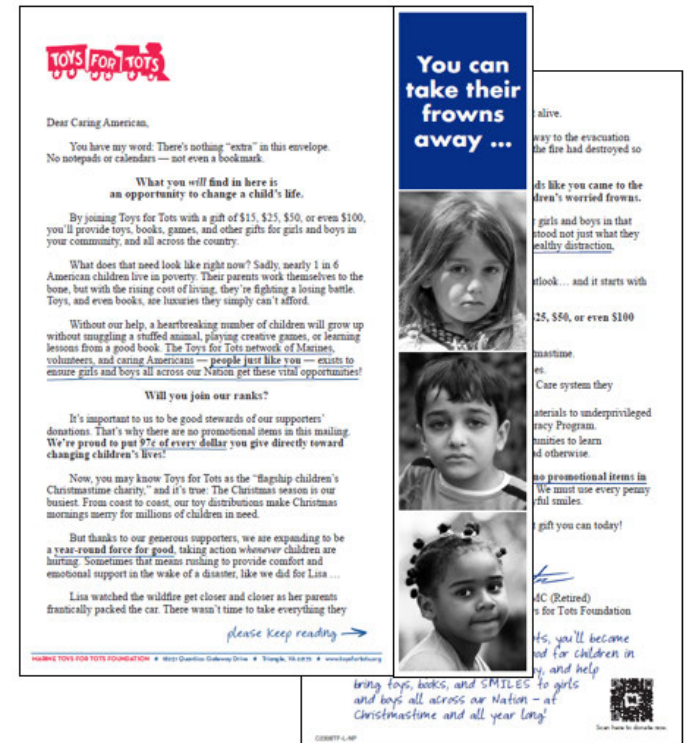


Direct Mail

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



Creative Direct Response (CDR – now Moore)



MARINE TOYS FOR TOTS FOUNDATION

Online / Website

Donations via TFT Website

Website visitor clicks “Donate” button

- Local Web Donations = \$2.0m!

Foundation E-Mail Blasts = \$1.6m

Digital Advertising Campaign

- SEO, Paid Search, Paid Ads, Banners & Pd Social
- Raised \$3.4m

Peer-to-Peer Crowdfunding Pages = \$550k



Local Unit Fundraising

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



Third Party Fundraising Platforms

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

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

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

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

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

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



Virtual Options

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



Gift-In-Kind Donations

Jo Roxburgh, GIK Program Manager

Jo.roxburgh@toysfortots.org

(703) 649-2028

GIK Coordinated by Foundation

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

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

Plush is OK!



Handling Donated Product

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

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



Local GIK & Service Donations

Donors normally request a letter for tax purposes.

3-Part process (SOP Appendix H)

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

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



National Corporate Partners

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



Requests for / from Corporate Partners

Corporate Partners make up over half of TFT Fundraising Support

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



Corporate Sponsors Hosting In-Store Toy Drives

NCS Hosting Toy Drives Supporting Toy Drives Required

Fdn will send Instructions

- Disney (stores & Parks)
- Ollies Bargain Outlet
- Go! Retail
- Vineyard Vines

Sponsor May Contact Coordinator Directly

Please Prioritize support

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

Corporate Partners with local impact:



AMAZON

2024: 6+ Million Toys!

- 10 TFT Campaigns selected to receive Amazon product
- Logistical challenges
- Still fulfilling into 2025
- Counted as Locally Individually Donated toys (Not GIK)

2025: 6+ Million Toys!

- Coordinating product to be shipped to 3PL Warehouse
- Will start AFTER 2024 allocations fulfilled (some local units still receiving AMAZON product)
- Will be distributed via normal GIK process
- Realign to calendar year

Potential for special Wish List promotions via celebrity support

- These would be coordinated with a local TFT Campaign to receive product





Neighborhood Grill & Bar

(Doherty Enterprises)

2025 = 27th Year Supporting TFT!

Roughly 100 Restaurants NY & NJ

Raising dollars at restaurants (Approx \$250,000/yr)

- Round Up when paying check
- Selling gift packs
- Donating portion of drink sales
- Breakfast with Santa event – Dec 13th
 - *With Honor* Coordinating



MARINE TOYS FOR TOTS FOUNDATION

Batteries Plus+

BatteriesPlus+

\$5 OFF*

SELECT ENERGIZER
MAX 24 pack AA & AAA
BATTERIES

**BUY ONE
GIVE ONE**

WITH EACH PACK OF BATTERIES
PURCHASED WE'LL DONATE
ANOTHER PACK TO

TOYS FOR TOTS

POWER WITH PURPOSE

*Buy a pack, give a pack offer valid in store at participating Batteries Plus locations between 11/1/2025 through 11/30/2025. For every package of Energizer that AA and AAA 24 pack (EMR24PPP-24 and EMR34PPP-24) sold, Batteries Plus will donate a pack to Toys for Tots on behalf of the customer. \$5 OFF Instant Savings Offer Valid 11/1/2025 through 11/31/2025 or while supplies last. Not valid with other offers or business pricing. Additional exclusions may apply. No cash value. See store for complete details. Promo Code: CPNG62

Power with Purpose

Working with Duracell during
summer for disaster relief

Holiday Donation

Working with Energizer: BOGO



MARINE TOYS FOR TOTS FOUNDATION

Big Bus

Large-scale toy collection, media events, fundraising

Locations: Chicago Los Angeles San Francisco
Las Vegas New York Miami
Philadelphia Washington D.C.

Dates: TBD Bus Tours
Donations from Ticket Sales: 1 Nov – 6 Jan

Foundation Event Planner: A.T. Wilson 770-490-5348

Corporate Donation / donating proceeds ticket sales

Will have a TFT wrapped Bus in Hollywood Christmas Parade



Meeting w/A.T. Wilson

ILCHIC
NVLAVE
PAPHIL
CAPASA
NYBROO
DCANAC
CASABR
FLHIAL



MARINE TOYS FOR TOTS FOUNDATION



Build-A-Bear Workshop



- Supporting TFT for 18 Years!
- Donated over \$14m
- Not conducting in-store Toy Drives
- Donating GIK: 5,000 furry friends



Colossal

TODDLER OF THE YEAR

REGISTER SUPPORT LOGIN



America's Adorable Toddler Search

One little kiddo will take home \$25,000, star in a national ad campaign, lead the Hollywood Christmas Parade, and go on a trip to a Peppa Pig theme park!

REGISTER



Presenting Host

Mario Lopez

TV personality, actor, and dad of three—Mario Lopez is joining Toddler of the Year to help us celebrate the tiny stars stealing hearts nationwide. With his signature charm and family-first spirit, Mario brings warmth and excitement to this year's competition—reminding us all that even the littlest moments (and feet!) can leave the biggest impact.



In Partnership with Hasbro

We're celebrating the power of play, creativity, and imagination through beloved brands families know and love.



Shaping Big Dreams.

Play-Doh® Brand

We're proud to partner with the Play-Doh® Brand to celebrate creativity, confidence, and the power of imagination. Every squish and shape helps toddlers express themselves, dream big, and create a world that's uniquely theirs.

Together, we're honoring the fearless fun of toddlerhood—where curiosity leads and every little fingerprint makes a big impact.



Big Adventures. Little Feet.

Peppa Pig

Toddlers everywhere know and love Peppa Pig—a cheerful friend who turns everyday moments into big adventures. Since 2004, Peppa has encouraged little ones to explore their world with confidence, curiosity, and plenty of giggles.

Whether it's jumping in muddy puddles or learning something new with friends, Peppa shows toddlers that joy can be found in the simplest of moments.

Benefiting



Bringing Joy to Children in Need



MARINE TOYS FOR TOTS FOUNDATION



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

- TV
- Website
- Social Media
- Retail Locations

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

Confie Brands

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





Sizeable cash donations to units in major Delta markets

\$50,000 to:

- Atlanta
- Boston
- Detroit
- LA
- Minneapolis
- New York City
- Salt Lake City
- Seattle

\$25,000 to:

- Anchorage
- Austin
- Cincinnati
- Ft Lauderdale
- Las Vegas
- Miami
- Nashville
- Orlando
- Raleigh
- Washington DC

- Delta also supports the TFT Literacy Program
- Welcome On-Board Video with Toys for Tots Mention
- Several local events: Tech Ops; Golf Tourney; Bike Drives

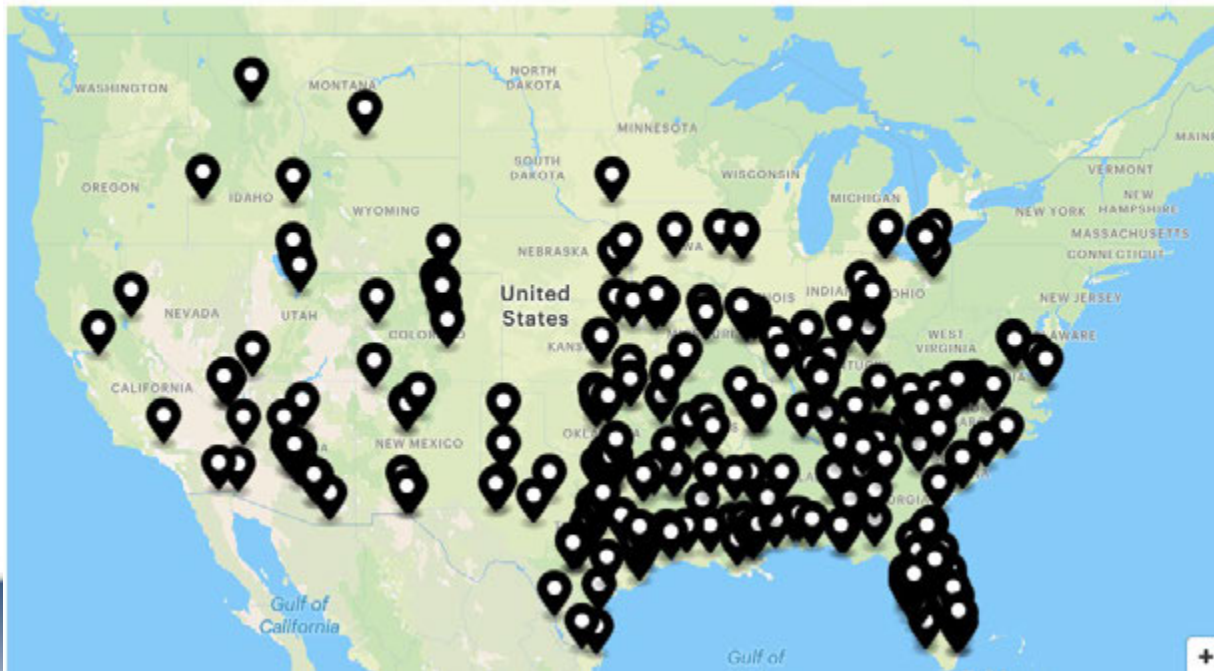


Dillards

Running Holiday Campaign in stores

- Nov 14 – 16
- Donating \$5 for every sleepwear sold during promotion period
- Up to \$50,000

Find a Dillard's Store Near You





The Walt Disney Company

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

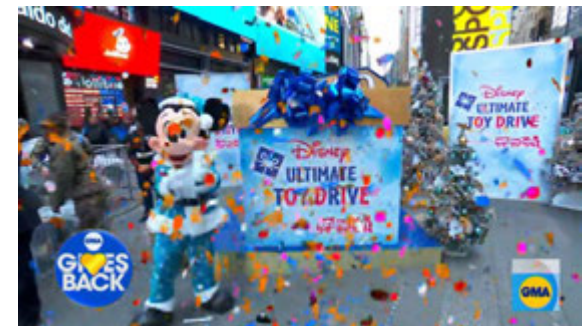


Regional Markets (\$50k)

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



GMA Segment





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





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



Fareway Stores, Inc.

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

2024: Raised \$276,000
Collected 75 pallets of toys

2025: Extending Round-Up by 1 week
24 Nov – 24 Dec





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





Retail stores selling calendars, games, puzzles, toys

Raising dollars from customers at checkout

Round Up is now set up on PINPAD during checkout...

Hosting Toy Drives at Retail Stores

- No toy drives at “pop-up” stores, kiosks in middle of mall. Only established stores that are already opened (no future pop-ups with openings later in fall)

Foundation will register stores as toy drop sites via website

- Fdn will add stores as drop sites on your websites
- Fdn will email Coordinators with instructions
- Fdn will provide store match list to Coordinators with store contact info

Accepting Plush is OK!





34 Year Partner of Toys for Tots

Donated over \$14m

And \$6m in donated Services!

Give Back Program

- 10% of total 2025 purchases by Coordinator donated back to your campaign in 2026
- 2024 Give Back resulted in \$136k to local campaigns for this year!

Give Back Program Includes:

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

Warehouse / 3PL services for Corporate GIK





29 Year Partner!
Donated 13 million toys
Valued at over \$170 million!

Key Hasbro Markets

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

2024:

Donated over 4 million Toys & Games!

Community Oriented Company

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

Global Day of Joy: Dec TBD
Employees volunteer time at TFT
Warehouse ops



MARINE TOYS FOR TOTS FOUNDATION





2025 = 19th year of support providing \$33 million in GIK!

Donating Toy Trucks in areas of Hess Presence:

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



KIA of North America

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

2023: Donated \$100,000

2024: Donated \$150,000

2025: Donating \$150,000

Some dealers may reach out to set up toy drives





Cause Marketing Campaign

- Every DFT Product Purchased = \$2 donation
(Derma Fusion Technology)
- 1 – 31 Dec 2025
- 2024 = Raised \$40,000



ACHIEVEMENTS

PRODUCTS PROUDLY MANUFACTURED IN THE US AND CANADA

CREATED WITH THE HIGHEST GRADE INGREDIENTS

OVER 10 MILLION CUSTOMERS WORLDWIDE

30 PATENTS & COUNTING...

NEARING \$3 BILLION IN LIFETIME SALES

OVER \$200 MILLION IN FREE PRODUCT SHIPPED

OVER \$1 BILLION IN TOTAL BRAND PROMOTER REFERRAL COMMISSIONS PAID





- Longtime partner and major Toy Vendor of Toys for Tots
- As a 5-Star National Corporate Sponsor, donates over \$2 million in toys & books each year





Old Dominion Freight Line

- 9-Year Partner of Toys for Tots
- Has donated \$750,000
- Conducts Toy Drives in major markets
(ODFL contacts your campaigns directly)





Ollie's Bargain Outlet

7th yr supporting Toys for Tots
Has raised over \$5.1m

Last year, raised over \$1 million in stores

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

2025 Holiday Campaign

- Nov 2nd – Dec 6th
 - Raising dollars at registers (\$ will be transferred for use next year)
 - In-Store Toy Drives – Deliver boxes PRIOR to 2 Nov
 - Pick up toys NLT 8 Dec (Toy drives end 7 Dec)

Foundation will register stores as toy drop sites via website

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

Toy Brands include: Barbie, Melissa & Doug, Super Mario, Monopoly, Discovery Kids, Leap Frog





Moving & Storage, Solved.™

Last year, PODS donated 277 containers valued at \$220,000

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

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

Requesting Containers

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





40+ Years Supporting Toys for Tots!

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



SHOE CARNIVAL®

For 5th year in a row, raising \$1.5m
from customers at checkout

Last year, raised over \$282,000!



MARINE TOYS FOR TOTS FOUNDATION



Storage Containers

Over 70 locations throughout U.S.

Eager to help Toys for Tots

We will send an email to
Coordinators with UNIT'S locations
in your area

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





DELIVER HOPE

WITH CHRISTMAS TOYS!

TOYS FOR TOTS
DONATE TODAY AT
ToysForTots.org

Holiday Hours

Dec 26-28
Mon - Fri 9:30AM-5PM
Sat 9:30AM-5PM
Sun 11AM-4PM

Dec 30 - 31
Mon - Fri 9:30AM-6PM • Sat 9:30AM-5PM
Sun 11AM-4PM

3912 Avonlea Rd., Rt. 98N, Fairview • 814-474-5413

\$3 OFF

Any Purchase Of
\$15 Or More

(See Store For Exclusions)

Not Valid With Any Other Offer, Greeting Cards, Knagsnags,
Ornaments, Luggage, or Pet/Bird Care Products. One Coupon
Per Visit. Not Valid During Holiday Open House.
November 8 - 10 Expires 12/30/2014

20% OFF

Any One Item

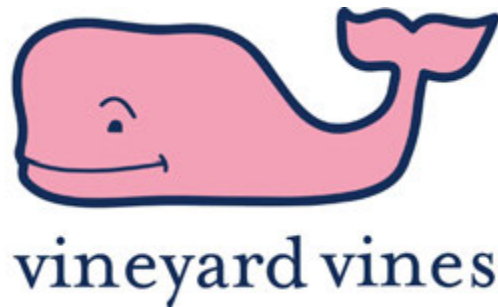
(See Store For Exclusions)

Not Valid With Any Other Offer, Greeting Cards, Knagsnags,
Ornaments, Luggage, or Pet/Bird Care Products. One Coupon
Per Visit. Not Valid During Holiday Open House.
November 8 - 10 Expires 12/30/2014

Open more great toy gift ideas at magnolia.com 814.555.8811



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4-Year partner - Making a corporate donation as a National Corporate Sponsor

Conducting Toy Drives in 136 retail stores

Foundation will register stores as toy drop sites via website

- Fdn will add stores as drop sites on your websites
- Fdn will email Coordinators with instructions
- Fdn will provide store match list to Coordinators with store contact info



2025 NCS (as of Sep 1st)

Alex and Ani	DariMart (Gibson Straube Char Fdn)	Go! Retail Group	Marsh & McLennan Agency LLC	Shoe Carnival
Alix Partners	Delta Air Lines	Goodyear Tire & Rubber	Mason	Signature Aviation
Amazon	Department of Howard County	Group Sales	Mindware Corporation	SimplyFun, LLC
American Bath Group	Dillard's	GSN Worldwide (Scopely)	Navy Federal Credit Union	Smurfit WestRock
ANPABO	Discovery Toys	Haggen Food & Pharmacy	New England Doll & Novelty	Stand Out for Good, Inc.
Apple	Doherty Enterprises-Applebee's	Hasbro	New Era Bourbon Club	Subaru of America, Inc.
Associated Television Int'l	Dollar General	HDI Wholesale	NewRez	Target
Avo Seedo	Doozy Games	Hess	Norfolk Southern Foundation	The Farmer Family Foundation
Bandai Namco Toys & Collectibles	Dunkin Donuts	iTradePay	NVIDIA	The Gitlin Family Foundation
Batteries Plus	Duracell	J. C. Kennedy Foundation, Inc	Old Dominion Freight Lines	The Goodman-Swindell Family Fdn
BigBus	Endeavor Enterprises	J. W. Kieckhefer Foundation	Ollie's Bargain Outlet, Inc.	The McCormick Family Foundation
Boardwalk Puzzles	Epcon	Jazwares	On Time Toys	The Picerne Family Charitable Fdn
Boeing	Fairfield World	Kahlert Foundation	Pechanga Resort Casino	The Walt Disney Company
Book Depot	Family Plays Forever	KAI USA	People Serving People 3, Inc	Titan
Booz Allen Hamilton	Fareway Stores	Kay Family Foundation, Inc.	Pinwheel Crafts	Tycoon Games
Build A Bear	Federated Auto Parts	KIA North America	Platinum Equity	Valpak
C. E. and S. Foundation, Inc.	First Nation	Kids Design (SDI Technologies)	PLS Financial Services, Inc.	Venable
Captain PI LLC	Fiserv	La Posada Foundation	PODS	Vineyard Vines
Ceaco	Five Below	Lackawanna County	QPAU (Team YTD)	Washington Commanders
Colossal: Toddler of the Year	Frito Lay	LEGO	Redner's Grocery	Welch Packaging
Comparison Insurance	GAT Guns	Lennar	SAIA Motor Freight Line	White Cap
Confie Insurance	Geospace	Le-Vel Brands	Scholastic	Whitewater Car Wash
Cox Enterprises	Givewrap Party Ltd	Maaco	SciPlay	WowToyz
				YAAMAVA Resort & Casino



Need Marketing or Fundraising Help?

Ted Silvester

Vice President
Marketing & Development
(703) 649-2021

Ted.silvester@toysfortots.org

Kelley Hardison

Deputy, Vice President
Marketing & Development
(703) 649-2034

Kelley.Hardison@toysfortots.org

Gunnar Spafford

Deputy, Vice President
Business Development
(703) 649-2038

Gunnar.spafford@toysfortots.org

JoAnn Roxburgh

Gift-in-Kind Product & Prog Mgr
(703) 649-2028

Jo.roxburgh@toysfortots.org

MaryKate Cobb

Communications & PR Mgr
(703) 649-2040

marykate.cobb@toysfortots.org

John Haehn

Community Manager
(703) 649-2036

John.haehn@toysfortots.org

Kendra Mungra

Social Media Manager
(703) 649-2045

Kendra.Mungra@toysfortots.org

Breyonna Horsley

Digital Content Creator
(703) 649-2058

Breyonna.horsley@toysfortots.org



SUGAR RUSH.

BALLOON GET! Sweet IT IS! artaaay! ate

10 FOR \$1.25

cool stuff
\$1 TO \$5 & BEYOND
FIVE BELOW

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

FREEMAN

FRE



TOYS FOR TOTS

MARINE TOYS FOR TOTS FOUNDATION



Five Below is the Destination for Kids

Ownable
space
for kids

Fun
TRENDS
Extreme value!

Loved by
Kids & Families
(everyone loves a deal!)



Five Below Community Mission

Five Below is more than a store! We strive to grow and maintain an intimate **connection with every community we serve**. We play an active role in empowering kids and families to have fun in and outside of our stores.

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





Five Below and Toys for Tots 2025

- Our **16th year** as a National Corporate Sponsor with Toys for Tots
- Over **\$21 Million** in toy donations!
- **1,850+** Five Below stores in **46 states** (new states in 2025 – Washington & Oregon)
- Five Below is the **store for kids** with a passionate, customer-focused crew!

Over
1,000,000
Toys donated
In 2024!



Toys for Tots 2025

Campaign Details

- Campaign timing: **11/1 – 12/24**
- Customers can choose \$1, \$3 or \$5 donation amounts during check at all stores
- Goal: **\$5 Million+ (over 1 Million toys!)**
- Advertising: Digital marketing & store signage
- “Stuff the Truck” events at stores
- GIK distributed to TFT Chapters via the normal GIK process



**SEND SMILES
THIS SEASON!**

**TOYS FOR TOTS
DONATE TODAY!**



Toys for Tots 2025

Toys for Tots Awareness

Store Signs
(+ store VO &
digital
marketing)



Checkout
Experience



Toys for Tots 2025

Stuff the Truck Events

- Mutual reach-out to schedule “Stuff the Truck” events across the country between **11/1 – 12/10**
 - Five Below stores to reach out to their local Toy for Tots coordinator to schedule the visit
 - Toys for Tots Coordinators to reach out to Five Below stores
- Store contact info to be shared to all Toys for Tots coordinators
- We love content! Share pics and videos across your social networks by tagging **@fivebe** and **#fivebelow**



Toys for Tots 2025

NYC Toys for Tots PR Event

- December - **5th Ave Store NYC**
- Showcase our assortment & Toys for Tots effort
- Showcase on social channels & gain media exposure



Questions?

Please **share your stories** & pictures



Need a “Real” Santa for an event?

- Submit a request at:
www.T4TSanta.com



Up Next: Interacting with the Media

Dave Lepad
Colonel, USMC (Retired)

