



NEWSLETTER

Summer 2014

"bringing the joy of Christmas to less fortunate children nationwide"



President & CEO's Report

As we entered the 2013 Toys for Tots Campaign Season, the Nation found itself continuing to recover from the economic challenges of the past five years. Although the stock market has recovered nicely, the job market remained tough. There was serious concern about the impact that the economy would continue to have, both on the demand for toys and

the ability of our donors to meet the demand. As expected, early reports from local coordinators consistently spoke of an increase in the demand for toys as well as their concern that donations seemed to be lagging. Our corporate sponsors who had been so supportive over the past several years were also far behind in their support. Added to the challenges of the economy was the government shut-down, which included OSD Public Affairs' edict that the Services were not to engage in community outreach efforts (to include the Marine Toys for Tots Program) during the shut-down. Additionally community outreach efforts were not permitted for another two weeks following the shut-down. Added to that was a reduced Marine Corps budget, which affected the manpower, fiscal, and material support that Marine Forces Reserve could dedicate to the Marine Toys for Tots Program. In spite of these incredible challenges, the campaign turned out to be extremely rewarding as the American public and our corporate sponsors literally "turned on the faucets" at the eleventh hour and both GIK and monetary donations came pouring in. Our Reserve Units and our Local Campaign Coordinators never waived, and Toys for Tots enjoyed a very successful campaign. A number of records were set in monetary and GIK donations, and our total revenue of over \$250 million was one of our very best years. We also retained a very enviable "program to support ratio" of 97 to 3.

In 2013 our Marines and volunteers distributed over 16.8 million toys to nearly 7 million less fortunate children, making it a particularly rewarding campaign. Because of the last minute surge in donations, we were unable to distribute a number of toys and books, which have become part of our large 2014 inventory – over 2.2 million toys. These carry-over toys and books will enable us to get a quick start on our distribution efforts in 2014. Additionally, local campaigns were conducted in 762 communities covering all 50 states, the District of Columbia, Puerto Rico, and the Virgin Islands – the most extensive coverage ever. The Foundation supplemented local toy collections with over 3.9 million toys valued at \$50 million. Because of the increase in demand, the Foundation spent \$5 million more on toys than we had budgeted.

Fortunately, the Marine Toys for Tots Foundation had one of our most successful campaigns in terms of fundraising. 2013 fundraising numbers: the Direct Mail Campaign raised \$18.1 million; Corporate Sponsor monetary contributions totaled over \$9.1 million; website donations exceeded \$3.5 million; and unsolicited donations were \$12.5 million. Each of these amounts exceeded our highest expectations and in most cases established all time highs for that particular category.

Key to the successes we enjoyed this year was the tremendous effort of the Marines assigned to Marine Forces Reserve and the tens of thousands of volunteers from towns and cities across our nation. Toys for Tots was blessed in 2013 to once again have as one of its volunteers the First Lady, Michelle Obama. Mrs. Obama's hands-on support was instrumental in helping us get our message to the American public. Please see the separate article about the First Lady's participation in the 2013 Campaign.

Another key factor in our successes this year was exposure. In our quest to maximize our exposure, the Foundation continued its three very successful initiatives, the Hollywood Christmas Parade benefiting Toys for Tots, the 15th Annual Toys for Tots Train from Albany, New York to the Canadian border, and our growing relationship with teams in the National Football League. There are separate articles in the Annual Report that provide details on these initiatives.

Overall, 2013 was a very challenging, but very productive year for the Marine Toys for Tots Program. I am pleased to report that our Marines and volunteers who conducted the 762 Campaigns across our country performed superbly throughout the campaign. The spirit of teamwork that existed throughout the Toys for Tots structure was inspirational. Although the economy and other unknowns will continue to challenge us in 2014, I am confident we will succeed. In view of the experience, competence and dedication of our outstanding Board of Directors, the leadership and dedication of Marine Forces Reserve, and the passion and hard work of our wonderful volunteers, the future of the Foundation and the U.S. Marine Corps Reserve Toys for Tots Program is indeed bright.

H. P. Osman
LtGen, USMC (Ret)
President & CEO

First Lady Returns as Toys for Tots Number 1 Supporter

In early December, the President & CEO of the Marine Toys for Tots Foundation was notified by the White House that for the fifth year in a row the First Lady was once again supporting Toys for Tots by declaring her support for the 2013 Toys for Tots Campaign. The President & CEO joined the First Lady on 19 December for a major media event at the Washington DC Toys for Tots warehouse facility where Mrs. Obama announced that the White House was once again supporting the Marine Toys for Tots Program as its Christmas charity. The First Lady arrived with a truck load of toys collected from the White House Staff.

Before introducing the First Lady, General Osman thanked her for her continued support of Toys for Tots as well as her wonderful support of the program during our 2012 campaign. General Osman noted that her participation continues to be a major contributing factor to the success we have enjoyed during difficult economic times.

General Osman then introduced Mrs. Obama who spoke of the sacrifices of our military members and their families and noted that there were many service members deployed overseas who would be spending Christmas away from their families. She also noted that military families tend to be the biggest volunteers in their communities in spite of the fact they are often only in those communities for a couple of years before moving on to another duty assignment. She also noted the sacrifices of the children of military members. With a number of military children in attendance who were donating toys and volunteering for this



year's campaign, Mrs. Obama cited their generosity as well as their sacrifices. Mrs. Obama also provided an extemporaneous narrative on the history of Toys for Tots and the impact that it has had on America's less fortunate children over the past 66 years.

Following the media event the First Lady rolled up her sleeves and spent nearly an hour assisting the volunteer children with the sorting of toys. She thanked all the volunteers for all they were doing to help bring the joy of Christmas to less fortunate children and posed for many photos.

The First Lady's support of the Marine Toys for Tots Program certainly generated a great deal of media interest and exposure and was one of the keys to our very successful 2013 Campaign.



Marine Toys for Tots Mourns the Loss of General Carl E. Mundy, Jr.

On 3 April 2014, General Carl E. Mundy Jr., 30th Commandant of the Marine Corps, passed away after a nine month battle with cancer. The Marine Toys for Tots Program has lost a great friend and supporter.

General Mundy joined the Marine Corps in December 1953 via the Platoon Leaders Class Program. Upon graduation from Auburn University, he was commissioned a Second Lieutenant. A career infantry officer, he served in a variety of key command and staff positions to include duty as Operations Officer and Executive Officer 3d Battalion, 26th Marines in the Republic of Vietnam. Prior to assuming the office of Commandant in 1991, he served as the Commanding General, Fleet Marine Force Atlantic, II Marine Expeditionary Force, and Fleet Marine Forces Europe.

General Mundy has meant a great deal to the Marine Toys for Tots Program over the past two decades. It was his decision as Commandant back in the spring of 1993 to retain the program when it had fallen on tough times. He realized the long term potential and importance of the program. All he needed was to find the right person to turn it around and lead it properly. General Mundy found that person in his close personal friend, Lieutenant General Terry Cooper. General Cooper took the reins of the Program and put it back on course.

General Mundy's decision to retain and support the Marine Toys for Tots Program may not be as well publicized as some of his other decisions, but it has truly made a difference. The Marine Corps is fortunate in that Toys for Tots has provided a unique and very special way for Marines to connect with and form a very special bond with the American Public during the past 12 years of war. Additionally, General Mundy's decision to retain



the Program has resulted in the distribution of over 300 million toys and books to over 150 million less fortunate children over the past two decades, thus enabling those children to experience the joy of Christmas and receive a message of hope that otherwise would not have been there.

Following his retirement from the Marine Corps, General Mundy continued to be a big supporter of the Marine Toys for Tots Program, attending many events and participating in our Annual Golf Classic. Our Board of Directors and many supporters mourn his loss and thank him for his great leadership and support. What a difference he has made!

Supreme Court Supports Toys for Tots



On the 20th of December, the President and CEO, together with Marines from the DC area Reserve Unit were once again invited by Chief Justice John Roberts to the Supreme Court's annual Christmas Party. During a private meeting in Chief Justice Roberts' Chambers prior to the party, he reiterated his great respect and support for the Marine Toys for Tots Program. After a brief discussion of the 2013 Campaign, we adjourned to the Great Hall to join the other Justices and the Supreme Court staff. Chief Justice Roberts welcomed all and spoke briefly about the Marine Toys for Tots Program before presenting hundreds of toys donated by the staff and members of the Supreme Court.

Ellen DeGeneres and Duracell Together Power Children's Smiles in Support of Toys for Tots

On 22 November 2013, Kelley Hardison, Deputy Vice President of Marketing & Development, and television star, Ellen DeGeneres, joined Toys for Tots and 5 Star Corporate Sponsor, Duracell, at Van Nuys Airport in Los Angeles to help them launch their "Power a Smile" program. DeGeneres, along with Los Angeles area Marines, helped load a C-130 cargo aircraft with Duracell batteries and toys. The plane, decorated as a giant Duracell battery, was symbolically sent to go forth and collect batteries and toys for less fortunate children. In the Power a

Smile effort, each purchase of an eligible battery pack triggered a battery donation to the Marine Toys for Tots Foundation. Their original goal was to raise up to 1 million batteries. Powering more smiles than expected, Duracell ended up donating 1.8 million batteries, which powered many battery powered toys donated by another 5 Star Corporate Partner, Hasbro. "The Ellen DeGeneres Show" has also helped to raise more than \$10 million worth of toys for Toys for Tots since the show's inception.



Federated Auto Parts Returns as Part of the Toys for Tots Team



Federated Auto Parts, a second year national corporate sponsor, kicked off their support of the 2013 Marine Toys for Tots Program by raising \$65,000 at their April national conference. Additionally, they included Marines and Toys for Tots in the September NASCAR Sprint Cup Race held at the Richmond International Raceway. As the official corporate sponsors of the race, Federated requested the Richmond based Bat-

tery H, 3rd Battalion, 14th Marines display an M-177 Howitzer and a 7-Ton Truck. Additionally the Marines hosted a Toys for Tots tent to enable Marines and the foundation staff the opportunity to discuss the program with thousands of race visitors.

"The Marine Corps and the Marine Toys for Tots Foundation truly believe that we are judged by the company we keep, and we couldn't be more pleased than to have kept the company of Federated Auto Parts for a second year" said LtGen Pete Osman, President and CEO of the Marine Toys for Tots Foundation. "Their support was instrumental not only in fund raising and toy donations, but they generated a significant amount of national and local media attention for our 2013 Campaign as well, principally through the Richmond International Raceway

NASCAR event in September." Federated also brought Marine Toys for Tots to the public by highlighting Toys for Tots at the Automotive Aftermarket Products Show in Las Vegas. The Foundation arranged for a Marine Color Guard to kick-off the Show and Federated provided a display booth for Toys for Tots to engage other show participants. Federated also hosted a reception where the Foundation President was able to make remarks thanking Federated for their support and asking others to consider joining the Toys for Tots Team.

"We believe in the mission of Marine Toys for Tots and enjoyed helping collect toys and donations for this extremely worthwhile organization," said Mike Schultz, project manager and former President of Federated Auto Parts. "When we announced at our annual meeting that we were working with Toys for Tots, we raised \$65,000 in about 10 minutes. To say our members and associates were excited about this partnership is an understatement." Federated Auto Parts stores across the nation raised a total of \$161,952 for the 2013 Campaign and collected over 4,000 toys for less fortunate children.





Hollywood Christmas Parade Supports Toys for Tots

On 1 December the President and CEO participated in the 4th Annual "Hollywood Christmas Parade benefiting Marine Toys for Tots".

The Hollywood Christmas Parade has been an American tradition for over 80 years. Conducted in the heart of Hollywood, right down Hollywood Boulevard, the parade has been a long time favorite of TV and movie personalities. Over the years a number of well known celebrities have served as Grand Marshall to include Cecil B. DeMille, Charlton Heston, Bob Hope, "Magic" Johnson, Mickey Mouse, Roy Rogers, Mickey Rooney, Arnold Schwarzenegger, Jimmy Stewart, The Simpsons, and many others. This year's Grand Marshall was astronaut Buzz Aldrin. The 2013 Hollywood Christmas Parade was once again filmed, edited, and made into a television production and on 11 December premiered on the Hallmark Channel and on 20 December on the Hallmark Movie Channel. The production was also in national syndication in over 90% of the country, making the 2013 Parade available to the largest television audience in its history. Actor Erik Estrada (CHiPs) and television host Laura McKenzie (World's Funniest Moments) once again served as parade broadcast hosts.



In addition to the Marine Band from 1st Marine Division, Camp Pendleton, CA, who lead the Parade, there were celebrities from film, television, and stage, award-winning bands, equestrian groups, floats and giant balloons. Marine presence was scattered throughout the Parade from the Red Carpet area to riding with Santa on his sleigh. The official Hollywood Santa, Tim Connaghan, has become a huge supporter of Toys for Tots and joined us in a number of other Toys for Tots events throughout the campaign season.

Bill Abbott, President & CEO, Hallmark Channels said, "Hallmark Channel and Hallmark Movie Channel are America's family networks and are a touch point in many homes throughout the holidays. We are enthusiastic supporters of Toys for Tots and are grateful to have our networks, Toys for Tots, and the Parade come together to help less fortunate children."



Toys for Tots Rings the Closing Bell at the New York Stock Exchange



On November 29th, “Black Friday”, the President & CEO of the Marine Toys for Tots Foundation, LtGen Pete Osman together with the Foundation’s Vice Chairman, Tom Jones, rang the Closing Bell of the New York Stock Exchange in honor of the 66th Anniversary of the Marine Toys for Tots Program. Also on the Exchange Platform were Laura Osman, Deanna Jones, Board Member Keith Nadolski, Christie Nadolski, and Marines from the New York City Toys for Tots Campaign, LtCol John Trepka, SSgt Justin Ramirez, Sgt Shawn Levesque, Sgt Richard Estrada, and Cpl Gustavo Yque. Ringing the Closing Bell on “Black Friday” serves as a great reminder to the American Public to purchase a toy for a less fortunate child when one hits the stores on the biggest shopping day of the year.

2013 Campaigns & Coordinators of the Year

Nominations have been submitted and reviewed, careful consideration has been given to all sites nominated, and finally, a decision has been reached regarding the campaigns and coordinators of the year. The selection process is very difficult, as Toys for Tots coordinators continue to improve every year. In an emerging economy, Toys for Tots again had a successful year in 2013. Much of the credit goes to local, key personnel who seem to have the gift of influencing people to support this U.S. Marine Corps community outreach program, even though it may not be the best of times.

Selections are based on the criteria listed in the SOP, and internal audits enable the Foundation staff to confirm the effectiveness of each campaign.

The Nominees considered from **USMC Reserve Sites** were:

- Wyoming, PA
- Harrisburg, PA
- Buffalo, NY
- North Versailles, PA
- Frederick, MD
- Dayton, OH
- Akron, OH
- Memphis, TN
- Camp Lejeune, NC
- Brook Park, OH
- Hialeah, FL
- Bossier City, LA
- Eastover, SC
- Bessemer, AL
- Huntsville, AL
- Indianapolis, IN
- Peru, IN
- Milwaukee, WI
- Rock Island, IL
- Springfield, MO
- Oklahoma City, OK
- Minneapolis, MN
- Wichita, KS

- Lubbock, TX
- Broken Arrow, OK
- Eugene, OR
- Boise, ID
- Salt Lake City, UT
- Spokane, WA
- Yakima, WA

The Nominees considered from **Local Community Organization Sites** were:

- E. Stroudsburg, PA
- Albany, NY
- Lebanon, PA
- Olean, NY
- Chambersburg, PA
- Canton, OH
- Lima, OH
- Big Sandy, TN
- Bracey, VA
- Salt Lick, KY
- Rome, GA
- Cummings, GA
- Athens, GA
- Lancaster, SC
- Dothan, AL
- Ft Wayne, IN
- Kentwood, MI
- Champaign, IL
- Appleton, WI
- Bay City, MI
- Great Falls, MT
- Helena, MT
- St Cloud, MN
- Hutchinson, KS
- Farmington, NM
- Travis AFB, CA
- Lewiston, ID
- Twin Falls, ID
- Lincoln, CA
- Hilo, HI

Regional Award winners are:

Reserve Sites

- Wyoming, PA – Sgt Brandon Kropf
- Dayton, OH – GySgt Antonio Kitchens
- Hialeah, FL – GySgt Eddy
- Indianapolis, IN – SSgt Brock Dienst
- Oklahoma City, OK – Sgt Brian Sims
- Boise, ID – 1stSgt Shay Henry

LCO's

- E. Stroudsburg, PA – Mr. John Dickson
- Big Sandy, TN – Mr. Joseph Gracie
- Rome, GA – Mr. Hal Gosnell
- Champaign, IL – Mr. Cesar Perez
- Great Falls, MT – Ms. Marylou Brewster
- Travis AFB, CA – TSgt Paul Speer

And selected as the 2013 National Toys for Tots Campaigns/Coordinators of the Year:

Reserve Sites

- Hialeah, FL – GySgt Eddy Fonseca

LCO's

- Rome, GA – Mr. Hal Gosnell





Marine Toys for Tots Foundation Golf Classic - 2014

On Monday May 19, 2014, participants in the 2014 Marine Toys for Tots Foundation Golf Classic gathered at the Mount Vernon Country Club in Alexandria, Virginia to launch the Marine Toys for Tots Foundation's 2014 national fund raising campaign. This was the nineteenth annual **Marine Toys for Tots Foundation Golf Classic**. The weather was perfect, and the players enjoyed a great golf outing with lots of camaraderie.

Thirty-six corporations/business groups, from throughout the nation, supported this year's tournament while donating over \$145,000. The 92 participating golfers represented 28 of these corporations and included corporate executives, Marine Corps officials and Toys for Tots supporters.

The tournament, which began with a shotgun start at 9:00 a.m., was preceded by a continental breakfast and followed by a luncheon and awards ceremony. The format was a best ball scramble. Team winners were selected based on either team low gross scores or team low handicap adjusted scores. Team prizes were presented in two categories: The Commandant's Flight (gross scores) and the President's Flight (handicap adjusted scores). Prizes were presented to the first through third place teams in the Commandant's Flight and to the first through sixth place teams in the President's Flight. Individual prizes were presented for the longest drive, straightest drive and closest to the pin. Hole-in-one prizes were available on each of the four par 3 holes.

Each player received a Toys for Tots Favor Bag which included a golf windbreaker, golf cap, golf towel, golf umbrella, club scrubber, divot tool, and one dozen golf balls. Participants had an opportunity to bid on fourteen silent auction items and to win one of six raffle prizes. Team photos were presented to each participant.

The Commandant's Flight (team low gross score) was won by the team sponsored by First Degree and the President's Flight (team handicap adjusted score) was won by the team sponsored by International Graphics.



1st place Commandant's Flight winners 1st Degree



1st place President's Flight winners International Graphics





photo by Cpl Dengrier Baez

2014 Marine Toys for Tots Reception and Parade

On the evening of 6 June, at the direction of the Commandant of the Marine Corps, the Marine Toys for Tots Foundation served as the Guest of Honor and the Parade Reviewing Official for the Evening Parade at Marine Barracks, Washington, D.C. The Parade was preceded by a reception in Crawford Hall hosted by the Foundation's Directors. In attendance at the reception were the Foundation's Board of Directors and their spouses as well as a number of friends and supporters of the Toys for Tots Program and the Marine Corps. Lieutenant General Richard P. Mills, Commander, Marine Forces Reserve, served as the General Officer host for the evening. He welcomed all to the reception and parade, provided excellent remarks about the Marine Toys for Tots Program, and introduced the President & CEO of the Marine Toys for Tots Foundation, Lieutenant General Pete Osman. General Osman thanked all for their support of the Marine Toys for Tots Program and provided a brief report on the results of the 2013 Toys for Tots Campaign. The evening was an inspiration for all in attendance and provided an excellent opportunity to highlight the Marine Toys for Tots Program to the over 3000 people attending the Evening Parade.



photo by Sgt Bobby J Yarbrough



photo by Cpl Dengrier Baez



photo by Pfc Raimondo Lescaud

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 needy children of Los Angeles, CA. The first toy was a handmade doll crafted 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, a close personal friend of Bill Hendricks, designed the first Toys for Tots poster which included a miniature three-car train that was subsequently adopted as the Toys for Tots logo.



2014 National Corporate Sponsors (YTD)

Companies and corporations and individuals which contribute or help raise \$25,000 in cash or over \$100,000 worth of toys in support of the 2014 Marine Corps Reserve Toys for Tots Campaign

- Acosta Military/C Lloyd Johnson
- Alex and Ani
- Applebee's (Doherty Enterprises)
- Babies 'R' Us
- Bendon Publishing
- Bioscrip
- Build-A-Bear
- Covington & Burling
- Delta Air Lines
- Disney
- Duracell
- Federated Auto Parts
- Galaxy Press
- Group Sales
- Hallmark
- Hasbro
- Hess Corporation
- J Walter Thompson
- Kahlert Foundation
- Leap Frog Enterprises
- New England Doll and Novelty
- OnTime Toys
- PODS
- Redner's Grocery
- Scholastic
- Simply Fun LLC
- Stage Stores
- Toys 'R' Us
- United Technology
- The UPS Store
- Walgreens
- Wal-Mart
- Wheeler Foundation

2014 National Corporate Donors (YTD)

Companies and corporations and individuals which contribute or help raise between \$5,000 and \$24,999 in cash or between \$25,000 and \$99,999 worth of toys in support of the 2014 Marine Corps Reserve Toys for Tots Campaign

- AmeriPark LLC
- Atlanta Capital Management
- Best Buy Co, Inc.
- The Boston Foundation
- Centurytel, Inc.
- Chase on the Lake Resort
- Delta Dental of Minnesota
- Ergotron
- Mazda
- The Mead Foundation
- Navy Federal Credit Union
- Oceanic Heritage Foundation
- PPE Casino Resorts Maryland, LLC
- Robert & Helen Levenson Family Charitable Trust
- Stephen Colbert AmeriCone Dream Fund

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



2014 National Corporate Event Sponsors

Companies and corporations and individuals which contribute \$5,000 or more in support of the 2014 Marine Toys for Tots Foundation golf tournament and other events.

- Atlanta Capital Management
- Bank of America Merrill Lynch/ Merrill Lynch Global Wealth
- The Bradley T. MacDonald Family Foundation
- Communications in Action (CIA)
- Creative Direct Response (CDR)
- Data Management Inc. (DMI)
- Exxon Mobil
- First Degree
- Fleet
- General Automics Aeronautical Systems (UAV)
- Group Sales
- HDI Housewares
- International Graphics
- Lockheed Martin
- Medifast, Inc.
- Northrop Grumman
- OnTime Toys
- Paradysz
- Raytheon
- Rolls-Royce NA
- Sikorsky Aircraft
- Textron
- TK's Toybox



Important TFT Dates – 2014 Campaign

2014

September 18 – 21	TFT Coordinators' Training
October 01 – December 24	Local TFT Campaigns
November 30	Hollywood Christmas Parade <i>(airing locally at various times throughout December be sure to check www.toysfortots.org for local times)</i>

2015

January 15	After Action Reports Due
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NFL Teams Support Toys for Tots

For the 2013 Toys for Tots Campaign nearly all NFL teams once again joined forces with the Marine Corps for local toy drives benefiting the Marine Toys for Tots Program. From 24 November to 15 December, football fans across the country spread the joy of the holidays while cheering on their favorite team. During this period, NFL teams across the country hosted toy drives during one of their home games. Fans were encouraged to bring new unwrapped toys to the stadium on game day, where Marines collected them for distribution within their communities.

Cash donations were also collected at the games and fans were also encouraged to make online and text donations. Additionally, in Cincinnati, Baltimore, Atlanta, and Houston, NFL players together with the local coordinators met at their local Toys 'R' Us stores during December to shop for toys for the less fortunate children in their communities.

The Marine Toys for Tots Foundation will be working with local coordinators and the NFL in 2014 to expand on this Program.

15th Annual Toys for Tots Train Lift



On December 8, 2013 the President & CEO participated in the 15th Annual Toys for Tots Train Lift conducted by the Marine Toys for Tots Campaign in Albany, New York. This year's Train Lift delivered over 10,000 toys to less fortunate children along the rail line from Albany to Rouses Point on the Canadian border. Toys were distributed at six stops along the way. This economically depressed area has been hit particularly hard during our recent recession, so this year's Train Lift took on added importance. The Toys for Tots Coordinator for the Albany area is retired Gunnery Sergeant, Vinny Roman. In addition to coordinating the collection and distribution of the 10,000 (+) toys, Gunnery Sergeant Roman had to coordinate the efforts of two rail companies: Canadian Pacific Railroad, who has provided locomotive support all 15 years of the Train Lift's existence, and Amtrak, which has been a strong supporter

the past two years. As an additional show of support, the President and CEO of Amtrak, Mr. Joe Boardman joined in this year's trip. Gunnery Sergeant Roman also had to coordinate myriad other issues: media coverage, messing support for the dozens of Marines and volunteers, police and security support, border crossing permission, music support, trash removal, etc. Gunnery Sergeant Roman did a remarkable job of coordinating all the "moving parts", and the entire event was an unqualified success.

The Toys for Tots Train Lift has proven to be an exceptional example of the community outreach capabilities of the Marine Toys for Tots Program. This single event brought the joy of Christmas and sent a message of hope to thousands of less fortunate children while bringing America's Marines to the American people in a very special way.



The mission of 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 Christmas. 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 campaigns, 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.



Marine Toys for Tots Foundation

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https://twitter.com/ToysForTots_USA