NEWSLETTER

Summer 2015

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

President & CEO's Report



As we entered the 2014 Toys for Tots Campaign Season, the nation found itself continuing to recover from the economic challenges of the past six years. Although the stock market has recovered nicely, the job market has remained tough for some. 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. Several corporate sponsors who had been so supportive over the past several years were also behind in their support. 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 challenges, the campaign turned out to be extremely rewarding as the American public and our corporate sponsors once again rallied behind the program and both GIK and monetary donations came pouring in. Our Reserve Units and our Local Campaign Coordinators never waivered, and Toys for Tots enjoyed an extremely successful campaign. A number of records were set in monetary and GIK donations, and our total revenue of over \$284 million was by far the best year the program has ever experienced. We also retained a very enviable "program to support ratio" of 97 to 3.

As a result of our successful campaign, our Marines and volunteers distributed 18 million toys to 7 million less fortunate children. Local campaigns were conducted in 759 communities covering all 50 states, the District of Columbia, Puerto Rico, and the Virgin Islands. The Foundation supplemented local toy collections with over 3.5 million toys valued at \$54 million. Because of the increase in demand, the Foundation spent \$5 million more on toys than we had budgeted.

As I mentioned earlier, the Marine Toys for Tots Foundation had one of its most successful campaigns in terms of fundraising. 2014 fundraising numbers: the Direct Mail Campaign raised \$19.5 million; Corporate Sponsor monetary contributions totaled

nearly \$12 million; website donations totaled over \$4 million; and unsolicited donations were \$13.6 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 2014 to once again have as one of its volunteers the First Lady, Michelle Obama. Mrs. Obama brought along a "helper" this year, her husband, the President of the United States. The President and 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 President's and First Lady's participation in the 2014 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 ringing of the Closing Bell at the New York Stock Exchange, and our growing relationship with teams in the National Football League. There are separate articles in the Newsletter that provide details on these initiatives.

Overall, 2014 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 759 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 2015, 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.

HP Oman

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

First Lady Returns as Toys for Tots Number 1 Supporter and Brings Along a "Helper"

In late November, the President & CEO of the Marine Toys for Tots Foundation was notified by the White House that for the sixth year in a row the First Lady was once again supporting Toys for Tots by declaring her support for the 2014 Toys for Tots Campaign. On December 10th, Mrs. Obama arrived at our Marine Toys for Tots warehouse in Washington DC, and for the first time brought along a "helper", the President of the United States. The President and the First Lady teamed-up to conduct a media event at the warehouse and contributed a truckload of toys collected from the White House Staff.

Before introducing the President and First Lady, General Osman thanked Mrs. Obama for her continued support of Toys for Tots as well as her wonderful support of the program during our 2013 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 the President and 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. Both the President and Mrs. Obama 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. They also noted the sacrifices of the children of military members. The President reminded all to remember the pre-teens and early teens as they shop for Toys for Tots gifts. 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 67 years.

Following the media event the President and the First Lady rolled up their sleeves and spent nearly an hour assisting volunteers with the sorting of toys. The President and the First Lady 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 President and 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 2014 Campaign.



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



On November 28th, "Black Friday", the President & CEO of the Marine Toys for Tots Foundation, LtGen Pete Osman and Santa Tim Connaghan, together with Marines from 6th Communications Battalion rang the Closing Bell of the New York Stock Exchange in honor of the 66th Anniversary of the Marine Toys for Tots Program. Joining General Osman and

Santa Tim on the Exchange Platform were Laura Osman, LtCol John Trepka, SSgt Justin Ramirez, SSgt Juan Corrales, Sgt David McCarver, and LCpl Jeremiah Baham. 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.

Supreme Court Supports Toys for Tots



On the 19th 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 2014 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. Many then joined the Chief Justice for the annual singing of Christmas Carols.



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.





Disney; Our Oldest Corporate Partner

When Walt Disney designed the first national Toys for Tots poster in 1948 a strong relationship was born that has stood for many years. Not only has Disney created many of our past posters and our now famous train logo, but they have made other significant contributions as well. Their cash contributions have culminated in millions of dollars and the tally of their toy donations over the years have been more than we can count. No doubt, millions of children over the years have benefitted from our partnership.

In 2014 the Disney / ABC Television Group, as part of their "Be Inspired Program," provided support in various and extremely helpful ways. Throughout the year they worked on the creation of a new 30 second animated public service announcement for Toys for Tots. During the Christmas season you might have seen it on ABC or Disney social pages, but now it can be seen on the Toys for Tots website. Additionally, Toys for Tots received mention on at least seven ABC television shows in the critical month of December. With positive exposure like that it's no wonder that our individual contributions were up last year.

While Disney is extremely generous with its cash and toy contributions, the heart and soul of its charitable operations is its people. Last year, like many of the years before, the Walt Disney World and Disneyland Resort cast members donated more than 6,000 hours of service in support of Toys for Tots. These hours of toy collecting, along with their own individual contributions, resulted in the donation of over 40,000 toys, books and games to Toys for Tots.



NFL football player, Delanie Walker of the Tennessee Titans (3rd from left) and country music star, Brett Eldredge (4th from left) were both on hand at the 2014 Country Music Association Christmas Show on ABC television. Most of the stars and guests brought toys less fortunate children in the Greater Nashville area. On hand to receive the toys and guests of the CMA were five of Marines from the Nashville, TN Marine Reserve Unit.



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





Hollywood Christmas Parade Supports Toys for Tots

On 30 November the President and CEO participated in the 5th 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. Last year's Grand Marshall was the popular entertainer, Stevie Wonder. The 2014 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 2014 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 3rd Marine Aircraft Wing, MCAS Miramar, 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."

Federated Auto Parts Returns for Third Year

Federated Auto Parts, a third year national corporate sponsor, kicked off their support of the 2014 Marine Toys for Tots Program by raising over \$45,000 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 Battery 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.





Elizabeth Rivera, Vice President - Hallmark Gold Crown retail stores, Cristina Ferrare, Host of Hallmark Channel's Home & Family show and Mark Steines, host of Hallmark Channel's Home & Family show present toys to LtGen Pete Osman, President of Marine Toys for Tots Foundation.

Hallmark Provides Over \$1.5 Million in Toy Donations to Toys for Tots

Hallmark makes the world a more caring place by helping people express what's in their hearts and connect in emotional ways with others. For 50 years, Rudolph the Red-Nosed Reindeer® has been lighting up the night and guiding Santa's sleigh to children's homes around the world. Last Christmas, Hallmark Gold Crown® stores, in the generous spirit of Rudolph, helped Santa reach many less fortunate children by assisting the Marine Toys for Tots Program.

During the holiday season Hallmark Gold Crown stores offered two ways customers could help the company provide donations and toys to families in need. First; each time a customer purchased an Interactive Story Buddy® at a Hallmark Gold Crown store, Hallmark donated an Interactive Story Buddy to Toys for Tots. We were able to deliver nearly 43,000 of these

interactive plush characters to less fortunate children helping to bring story time to life. These items also fit well into the Toys for Tots Literacy Program.

The second way Hallmark was able to support Toys for Tots was financially. For each Rudolph the Red-Nosed Reindeer® 50th Anniversary itty bitty,® Santa Claus, Clarice® or Bumble itty bitty sold during the holiday season, Hallmark donated \$1 to Toys for Tots. That resulted in a cash contribution of over \$200,000 and enabled Toys for Tots to purchase thousands of toys for less fortunate children.

A donation presentation to Toys for Tots took place on Nov. 30, during the 83rd annual Hollywood Christmas Parade in Los Angeles, Calif., which was aired on Hallmark Channel Dec. 10.

Delta Air Lines Flies High in Support of Toys for Tots

Delta Air Lines returned as a second year National Corporate Sponsor in a very big way. Not only did they make a donation of \$250,000 for 2014, they also pledged to donate a like amount in 2015 and 2016. This photo, taken in front of the Iwo Jima statue by the main entrance of Marine Corps Base Quantico, captured the check presentation to LtGen Pete Osman, President and CEO of the Marine Toys for Tots Foundation (third from left) by Andrea Fischer Newman, the Senior Vice President-Government Affairs (second from left) for Delta. They are flanked by two Delta employees and Bill Grein, Vice President of Marketing & Development for the Foundation (far right). In addition to the cash contribution, Delta featured a full-page Toys for Tots advertisement in their December Sky Magazine enabling us to spread the message to millions of passengers during the most critical month of the year.



Stage Stores Support Toys for Tots



LtGen Pete Osman, President & CEO of the Marine Toys for Tots Foundation received a check for \$110,000 from Russ Lundy, the Executive Vice President, Chief of Stores for Stage Stores, Inc. Stage Stores, the parent company for Bealls, Goody's, Palais Royal, Peebles and Stage Stores, has supported the Marine Toys for Tots Foundation each year since 2011 and have donated well over \$465,000 during that time. In 2014, like in the three

previous years, Stage Stores conducted their national "Bears That Care" campaign donating one dollar for each bear sold in their 853 stores. Mr. Lundy indicated that their Stage Stores family likes to help children everywhere have the opportunity to experience the happiness of the holidays that many of us take for granted. Mr. Lundy also indicated that Stage Stores will be returning to support our program again in 2015.

NFL Teams Support Toys for Tots

For the 2014 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 23 November to 14 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.

The Marine Toys for Tots Foundation will be working with local coordinators and the NFL in 2015 to further maximize the potential of this Program.

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



2014 Campaigns & Coordinators of the Year

Nominations have been submitted and reviewed, careful consideration has been given to all sites nominated, and 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 each year. In a still-emerging economy, Toys for Tots again had a successful year in 2014. 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 during a challenging time.

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:

- Ceiba, PR
- Great Lakes, IL
- Eugene, OR
- Worcester, MA
- Greensboro, NC
- Austin, TX
- Orlando, FL
- New Orleans, LA
- Jacksonville, FL
- Albany, GA
- Rock Island, IL
- Chicago, IL
- Kansas City, MO
- Milwaukee, WI
- Spokane, WA
- Yuma, AZ
- Boise, ID
- San Jose, CA
- Richmond, VA
- Nashville, TN
- Cincinnati, OH

- Amityville, NY
- Buffalo, NY
- Garden City, NY
- Brooklyn, NY
- Minneapolis, MN
- Oklahoma City, OK
- Wichita, KS
- Abilene, TX

The Nominees considered from Local Community Organization Sites were:

- Albany, NY
- Centreville, MD
- Meadville, PA
- Lebanon, NH
- Ocean View, DE
- Canton, OH
- Bolivar, TN
- Charlottesville, VA
- Sulphur, LA
- Ft Payne, AL
- Greenwood, FL
- Rome, GA
- Dothan, AL
- Ft Wayne, IN
- Decatur, IL
- Jerseyville, IL
- Bay City, MI
- Traverse City, MI
- St Cloud, MN
- Baytown, TX
- New London, MN
- Hutchinson, KS
- Altoona, KS
- Lewiston, ID
- Twin Falls, ID
- Brookings, OR
- Cottonwood, AZ
- Kelseyville, CA.

Regional Award winners are:

Reserve Sites

- Worcester, MA –GySgt James Daponte
- Greensboro, NC SSgt Paul Rimington
- Ceiba, PR SSgt Khoi Nguyen
- Great Lakes, IL GySgt Dennis Jones
- Austin, TX SSgt Daniel Morrissey
- Eugene, OR SSgt Thadd Pooler

LCO's

- Albany, NY Mr. Albert Roman
- Charlottesville, VA –
 Ms. Angie Jefferson
- Sulphur, LA Mr. John Lamar
- Fort Wayne, IN Ms. Sunday Helstrom
- St Cloud, MN Mr. Stephen Titus
- Lewiston, ID Mr. James White

And selected as the 2014 National Toys for Tots Campaigns/Coordinators of the Year:

Reserve Sites

■ Ceiba, PR – SSgt Khoi Nguyen

LCO's

Fort Wayne, IN – Ms. Sunday Helstrom





Marine Toys For Tots Foundation Golf Classic - 2015

On Monday May 18, 2015, participants in the 2015 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 2015 national fund raising campaign. This was the twentieth 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-five corporations/business groups, from throughout the nation, supported this year's tournament while donating over \$135,000. The 88 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 shirt, golf cap, golf towel, tees, 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 Fleet and the President's Flight (team handicap adjusted score) was won by the team sponsored by Atlanta Capital.



Commandant's Flight Winners



President's Flight Winners



photo by Lance Cpl Hailey D. Stuart

2015 Marine Toys for Tots Reception and Parade

On the evening of 19 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. This makes the third straight year that the Marine Toys for Tots Program has been so honored. 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



photo by Lance Cpl Samantha K. Draughon



photo by Lance Cpl Hailey D. Stuart

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 introduced the Chairman of the Board, Lieutenant General Robert M. Shea. General Shea spoke about the great impact that the Marine Toys for Tots Program has had on America's less fortunate children. 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 4000 people attending the Evening Parade.

"The Marine Corps exemplifies the very best of American ideals and caring for those who are less fortunate. Thank you for sharing..."

2015 National Corporate **SPONSORS** (YTD)

Companies, corporations and individuals which contribute or help raise \$25,000 in cash or over \$100,000 worth of toys in support of the 2015 Marine Corps Reserve Toys for Tots Campaign

- Applebee's (Doherty Enterprises)
- Asmodee Editions
- Babies 'R'Us
- Build-A-Bear
- Citibank (Citi)
- Covington & Burling
- Delta Air Lines
- Discovery Toys (Jana Norton)
- Disney
- Duracell
- eBay
- Federated Auto Parts
- Feld Entertainment
- Group Sales
- Hallmark
- Hasbro
- Hess
- JAKKS Pacific
- Kahlert Foundation
- Kellogg (Rice Krispies)
- K'NEX
- Kroger
- Macy's
- Magnolia Advanced Materials
- New England Doll
- The Oak Foundation
- OnTime Toys
- PODS
- Redner's Grocery
- Robert Slingsby
- SimplyFun, LLC
- Snyder's Lance
- Stage Stores
- Swift Merchandising
- The UPS Store
- Toys 'R' Us
- Union Pacific Railroad
- Valpak

2015 National Corporate **DONORS** (YTD)

Companies, 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 2015 Marine Corps Reserve Toys for Tots Campaign.

- AFM, Inc.
- Alton Stone
- Aviator Owl
- Bears for Humanity
- Carolyn Coll
- Charity Inquiry
- Directors, Oceanic Heritage Foundation
- F.M. Harris
- Fords Unlimited
- Frontier Communications
- Hometown Vending, Inc.
- Mead Foundation
- National Defense Industrial Association (NDIA)
- SealedAir.com
- Shakey's USA, Inc. (Shakey's Pizza)
- Subway
- SuperKids AP
- Wheeler Foundation
- Yucatan Foods

2015 National Corporate **EVENT SPONSORS**

Companies, corporations and individuals which contribute \$5,000 or more in support of the 2015 Marine Toys for Tots Foundation golf tournament and other events.

- Atlanta Capital Management
- Bank of America Merrill Lynch/ SY Group at Merrill Lynch
- Bridgestone Americas
- Communication in Action (CIA)
- Creative Direct Response (CDR)
- Data Management, Inc. (DMI)
- Fleet
- General Atomics Aeronautical Systems (UAV)
- Group Sales
- HDI Housewares
- Lockheed Martin
- Bradley T. MacDonald Foundation
- Medifast, Inc.
- OnTime Toys
- Paradysz
- Raytheon
- Rolls-Royce NA
- Sikorsky Aircraft
- Textron
- TK's Toybox

Important TFT Dates - 2015 Campaign

2015

September 17 – 20	TFT Coordinators' Training
October 01 – December 24	Local TFT Campaigns
November 29	Hollywood Christmas Parade (airing locally at various times throughout December be sure to check www.toysfortots.org for local times)

2016

January 15 After Action Reports Due

Toys"R"Us Raises a Record-Breaking \$6.4 Million with their Annual Campaign to Benefit the Marine Toys for Tots Foundation

2014 marked the 11th year of partnership with Toys "R" Us, and their national fundraising campaign to benefit the Marine Toys for Tots Foundation was its most successful to date. They raised \$6.4 million and collected more than 220,000 toys to help bring joy to children in need across the country. As if that weren't enough, Toys "R" Us also made a \$225,000 grant from their charitable foundation to increase the total amount to nearly \$6.7 million.

As part of this year's campaign, NBA Legend Shaquille O'Neal (a.k.a Shaq-A-Claus) and Toys"R"Us encouraged customers to participate in the #PlayItForward Challenge by taking and sharing the ultimate "un-selfie" – a photo of themselves donating a toy to Toys for Tots at







Toys"R"Us stores. For each selfie shared using the dedicated hashtag, Toys"R"Us donated a toy (or the equivalent cash value) to the Marine Toys for Tots Foundation. As a result, hundreds of big-hearted kids and families participated by posting their #PlayItForward selfies across social media, helping provide even more children with toys on Christmas. And, on #GivingTuesday, a global event and social media movement dedicated to giving back that took place on Tuesday, December 2, Toys"R"Us donated two toys to Toys for Tots for every donation selfie posted on social media using #PlayItForward.





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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