



NEWSLETTER

Summer 2016

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

President & CEO's Report



As we entered the 2015 Marine Toys for Tots Campaign Season, the Nation found itself continuing to recover from the economic challenges of the past few years. Although many of us now see the recession as a thing of the past, those in the lower economic groups have yet to see full recovery. The job market has remained tough for some. Thus we found there to be a continued high demand for assistance. As expected, early reports from local coordinators

consistently spoke of an increase in the demand for toys. Although initial individual toy donations were better than we had seen in recent years, some of our long term corporate sponsors were unable to provide support as they had in the past. Added to that was a shrinking 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 wavered, and Toys for Tots enjoyed an extremely successful campaign. A number of records were set in monetary donations, and our total revenue of over \$270 million was our second best year on record. 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 782 communities covering all 50 states, the District of Columbia, Puerto Rico, Guam, and the Virgin Islands. The Foundation supplemented local toy collections with over 5.2 million toys valued at \$66 million. Because of the increase in demand, the Foundation spent \$10 million more on toys than we had budgeted.

As I mentioned earlier, the Marine Toys for Tots Foundation had one of our most successful campaigns in terms of fundraising. 2015 fundraising numbers: the Direct Mail Campaign raised \$21.5 million; Corporate Sponsor monetary contributions totaled nearly \$12 million; website donations totaled over \$4 million; and unsolicited donations were \$16.2 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 2015 to once again have the First Lady, Michelle Obama, as one of our volunteers. 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 2015 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 Opening Bell at the New York Stock Exchange, 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, 2015 was a very productive year for the Marine Toys for Tots Program. I am pleased to report that our Marines and volunteers who conducted the 782 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 2016, 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
Lieutenant General, USMC (Ret)
President & CEO

First Lady Returns as Toys for Tots Number 1 Supporter

In late November, the President & CEO of the Marine Toys for Tots Foundation was notified by the White House that the First Lady would once again be supporting Toys for Tots. 2015 marked the seventh consecutive year that Mrs. Obama had declared her support for Marine Toys for Tots. On December 9th, Mrs. Obama arrived at our Marine Toys for Tots warehouse in Washington, DC to conduct a media event, volunteered her services by assisting with the sorting of toys, and contributed a truckload of toys collected from the White House Staff.

Before introducing the 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 2014 campaign and cited her great interest in and work for America's youth. 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. 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 other duty assignments. She also noted the sacrifices of the children of military members. 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 First Lady rolled up her sleeves and spent nearly an hour assisting volunteers with the sorting of toys. Mrs. Obama personally thanked all the volunteers for all they were doing to help bring the joy of Christmas to less fortunate children and also posed for many photos.

The First Lady's support of the Marine Toys for Tots Program generated a great deal of media interest and exposure and was one of the keys to our very successful 2015 Campaign.



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



On November 27th, “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 Opening Bell of the New York Stock Exchange in honor of the 68th Anniversary of the Marine Toys for Tots Program. Joining General Osman and Santa Tim on the Exchange Platform were Laura

Osman, Major Stacie M. Piccinich, Captain Malachi Ross, Captain Alexander Tsusaki, Staff Sergeant Juan Corrales, and Sergeant Royce Grant, as well as representatives from the Stock Exchange. Ringing the 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.



“bringing the joy of Christmas to less fortunate children nationwide”





Hollywood Christmas Parade Supports Toys for Tots

On 29 November the President & CEO participated in the 6th 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 Marshal 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 Marshals were the popular magicians Penn and Teller. The 2015 Hollywood Christmas Parade was once again filmed, edited, and made into a television production and aired nationally by the CW Television Network and the Hallmark Channel. The production was also in national syndication in over 90% of the country, making the 2015 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 Marine Corps Recruit Depot San Diego, who led 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.”



Marine Toys for Tots Native American Program

2015 marked the 36th Christmas that the Marine Toys for Tots Native American Program has delivered toys and books to Native American Reservations. This year we distributed toys and books to Navajo, Ramah Navajo, Hopi, Apache, Hualapai, Pascua, Yaqui, Zuni, Tohono O'odham, Chemehuevi, Ak-Chin, Lakota, and other Native American children on their reservations. The children served by the Native American Program are among the most underprivileged in our country.

The Program was started because there were no large donor based population centers near the reservations that could support a traditional community toy program. The Navajo Nation was the first beneficiary because of the close relationship between the Marine Corps and the Navajo Code Talkers of WWII.

Through special funding from the Marine Toys for Tots Foundation, our Marines and volunteers were able to distribute more than 240,000 toys and books to over 119,000 Native American children in 2015. This effort is greatly facilitated by one of our key business partners and corporate sponsors, Group Sales.

The individual who has lead this program over the past 36 years is Lieutenant Colonel Peter Tagni, USMCR (Ret). Pete has done a magnificent job coordinating all aspects of the program, and through his efforts, millions of Native American children have experienced the joy of Christmas and received a message of hope that would have otherwise not been there. Well done, Pete!



2015 Campaigns & Coordinators of the Year

Selecting the annual Toys for Tots campaigns and coordinators of the year has become a very challenging process. Nominations are submitted, an internal audit of each campaign is conducted, and a difficult decision is made. During the last several years, the economy would have to be classified as one that has been very slowly recovering from the recession that began in 2006. Even though the economy has been sluggish, Toys for Tots has experienced many successful years. The results of each campaign prove the American public will not allow Toys for Tots to fail to reach America's less fortunate children.

The Nominees considered from USMC Reserve Sites were

- Ceiba, PR
- Chicago, IL
- Raleigh, NC
- Chicopee, MA
- Dayton, OH
- Vienna, OH
- Austin, TX
- Jacksonville, FL
- Lafayette, LA
- Terre Haute, IN
- Baton Rouge, LA
- Bossier City, LA
- Joliet, IL
- Peru, IN
- Battle Creek, MI
- Spokane, WA
- Riverton, UT
- Lathrop, CA
- Corpus Christi, TX
- Galveston, TX
- Texarkana, TX
- Omaha, NE
- Frederick, MD

- Dover, NJ
- Anacostia, DC
- Wyoming, PA
- Eugene, OR
- Abilene, TX
- Anchorage, AK

The Nominees considered from Local Community Organization Sites were:

- E. Stroudsburg, PA
- Albany, NY
- Fulton, NY
- Lebanon, NH
- Rockland, ME
- Bolivar, TN
- Princeton, WV
- Loudon, VA
- Ft Payne, AL
- Dothan, AL
- Sarasota, FL
- Rome, GA
- Aiken, SC
- Festus, MO
- Jackson, MI
- Appleton, WI
- Ft Wayne, IN
- Flint, MI
- Lawrence, KS
- Owatonna, MN
- Rochester, MN
- Dubuque, IA
- Farmington, NM
- Lewiston, ID
- Travis AFB, CA
- Fresno, CA
- Twin Falls, ID
- Lake Isabella, CA

Regional Award winners are:

Reserve Sites

- Anacostia, DC – GySgt Fitzpatrick Givans
- Raleigh, NC – MSgt Nicola Pacheco
- Jacksonville, FL – SSgt Phillip Greer
- Peru, IN – Sgt Andre Velez
- Chicago, IL – GySgt Jesus Castenada
- Texarkana, TX – HM1 Candice Williams
- Anchorage, AK – Sgt Cary Jaeger

LCO's

- Lebanon, NH – Mr. Rick Maynard
- Loudon, VA – Mr. Frank Holtz
- Dothan, AL – Mr. Michael Walton
- Flint, MI – Mr. Gary Stanley
- Farmington, NM – Mr. Jason Crawford
- Lake Isabella, CA – Ms. Yvonne Pickerell

And selected as the 2015 National Toys for Tots Campaigns/Coordinators of the Year:

Reserve Sites

- Ceiba, PR – GySgt Jerry Tolbert

LCO's

- Farmington, NM – Mr. Jason Crawford





Marine Toys for Tots Foundation Golf Classic - 2016

On Monday May 16, 2016, participants in the 2016 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 2016 national fund raising campaign. This was the twenty-first 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-three corporations/business groups, from throughout the nation, supported this year's tournament while donating over \$135,000. The 104 participating golfers represented 26 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 fifteen 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 Communication in Action Team and the President's Flight (team handicap adjusted score) was won by the Bank of America/ Merrill Lynch Team.



Commandant's Flight Winners



President's Flight Winners



2016 Marine Toys for Tots Reception and Parade



Mr. David A. Brandon, Chairman and Chief Executive Officer, Toys "R" Us, Inc. Toys "R" Us has been the number one corporate sponsor of the Marine Toys for Tots Program for the past 12 years. 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 Rex McMillian, 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 introduced the Guest of Honor, Mr. David Brandon. Mr. Brandon spoke about the great impact that the Marine Toys for Tots Program has had on America's less fortunate children, and how proud Toys "R" Us has been to have been associated with such a highly regarded charity. 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.



Marine Corps and Marine Toys for Tots Program Honored by UPS and the Washington Nationals



On July 21, UPS sponsored an event honoring the U. S. Marine Corps and the Marine Toys for Tots Program at the Washington Nationals Major League Baseball Game. Representing the Marine Corps was the Commandant of the Marine Corps, General Bob Neller, who threw out the first pitch. The crowd responded with a huge ovation. Representing UPS was the Vice President of Corporate Public Affairs, Chip Meyers. The Color Guard of the Marine Corps presented the National Colors and the Marine Drum and Bugle Corps marched onto the field and played our National Anthem. Additionally, as part of the pre-game festivities,

the Marine Corps Silent Drill Platoon performed. To complete the Marine theme, Marines stood at attention along the 1st and 3rd baselines during the playing of our National Anthem. UPS has long been a sponsor of the Marine Toys for Tots Program through The UPS Stores' support of the Toys for Tots Literacy Program. UPS provided a great evening of Americana, featuring Major League Baseball, our nation's Marines, and the Marine Toys for Tots Program. To top the evening off the Nationals beat the visiting Dodgers, 8 to 1.

Toys for Tots Bids Farewell to Major Bill Grein



At the conclusion of the 2015 Marine Toys for Tots Campaign, Major Bill Grein stepped down as the Vice President of Marketing & Development for the Marine Toys for Tots Foundation. Major Grein had served the Foundation since September 1991. All those who have been associated with Toys for Tots for the past 24 years will sorely miss his dedicated service, engaging manner, and inspirational leadership.

Prior to assuming the position of Vice President, Major Grein had served for over 20 years as an active duty Marine. Major Grein served in a variety of military specialties from aviation supply, to motor transport, to logistics, to public affairs. As a captain, Major Grein served as a company commander, ground defense force, Guantanamo Bay, Cuba. As a major he served as the Public Affairs Officer, 22 Marine Amphibious Unit / Multinational Peacekeeping Force Lebanon following the Beirut Bombing in 1983. From 1986 until his retirement in 1991, he served as the Joint Public Affairs Officer for 4th Marine Division and 4th Marine Aircraft Wing. While in this position he was the officer responsible for the oversight of the U.S. Marine Corps Reserve Toys for Tots Program.

Upon retirement, Major Grein was approached by the newly formed Marine Toys for Tots Foundation to accept the position of Vice President. Shortly after joining the Foundation, Major Grein identified a number of irregularities in the operation of the Foundation and took action. His moral courage to challenge the President resulted in the Board of Directors relieving the President & CEO, and with the guidance of the Commandant of the Marine Corps, elected Lieutenant General Matthew T. Cooper as the new President & CEO. Together, Lieutenant General Cooper and Major Grein began the process of addressing a number of legal and fiscal issues and eventually developing the Foundation into one of the most respected, effective, and efficient charities in America. Today the Marine Toys for Tots Program is a \$250 million a year enterprise with a net worth exceeding \$133 million. The program has also grown dramatically in scope. For the first 50 years of its existence the number of local campaigns was tied directly to

the number of Marine Corps Reserve Units. In order to allow for growth, the Foundation created the opportunity for Marine Corps League Detachments and other community organizations to establish and operate local campaigns. This initiative has allowed the number of local Toys for Tots Campaigns to grow from 180 to over 750. As a result, today approximately 18 million toys are distributed annually to about 7 million less fortunate children.

The Marine Toys for Tots Program has accumulated a number of prestigious accolades to include Reader Digest's "Best Children's Charity", multiple top rankings in the Chronicle of Philanthropy's "Philanthropy 400", Forbes' designation as one of the nation's most efficient charities, and Forbes' "Gold Star" list as one of the nation's top 10 charities, and has been awarded the Charity Navigator's 4-Star rating. Additionally the Foundation meets all 20 standards established by the Better Business Bureau Wise Giving Alliance and has been designated an accredited charity.

In addition to the successes described above, it's important to note that the "program to support" ratio today is a remarkable 97 to 3, one of the very best in the nonprofit world.

All the successes described are, in large part, a function of the efforts of Major Bill Grein. Although Bill's impact on the Marine Toys for Tots Program goes well beyond simple dollars and cents, a member of our Board of Directors who had an affinity for fundraising did a little research which revealed that between corporate sponsorships and our direct mail program, Bill was personally responsible for raising over \$630,000,000.00 for the Marine Toys for Tots Program.

This is but a brief overview of the tremendous impact Major Bill Grein has had on the Toys for Tots Program. Through his efforts, millions of underprivileged children have experienced the joy of Christmas and have seen a ray of hope that otherwise would not have been there. In recognition of his remarkable contributions to the Marine Toys for Tots Program, the Commandant of the Marine Corps recently presented the Department of the Navy Superior Public Service Award to Major Grein.

To both Major Grein and his bride, Karen, the Board of Directors, the Foundation Staff, the Commander Marine Forces Reserve, and all associated with the Marine Toys for Tots Program wish them fair winds, following seas, and Godspeed.

Colonel Ted “Migs” Silvester Joins Toys for Tots Team



Colonel Ted “Migs” Silvester, USMC (Ret), has joined the Marine Toys for Tots Team after having been elected by the Board of Directors to succeed Major Bill Grein as our new Vice President of Marketing & Development. Colonel Silvester, a Naval Aviator (F/A-18's), retired from the Marine Corps in July 2015 after 25 years of both active and reserve service. Prior to retiring he served as the Chief of Staff for Commander Marine Forces Reserve's Washington Office. Colonel Silvester brings with him some great “boots on the ground” Toys for Tots experience, having served as the Executive Officer, Marine Aircraft Group 42, where he was intimately involved in the day-to-day conduct of their Toys for Tots Campaign. MAG-42 was responsible for

conducting the Atlanta area Toys for Tots Campaign, one of the largest local campaigns in the country.

Although the entire Marine Toys for Tots Family will miss Major Bill Grein (see separate article), we could not have found a better replacement than Colonel Ted Silvester. Welcome aboard “Migs”.

69th Anniversary Toys for Tots Poster



The 69th Anniversary promotion poster was designed by LtCol Keith McConnell, USMCR (Ret). Colonel McConnell has designed a number of Toys for Tots promotion posters in the past to include the 50th and 60th Anniversary posters. The 2016 poster has been used in previous years and is considered by many the all-time favorite. All previous Toys for Tots posters can be viewed on the Foundation's website (www.toysfortots.org – click “About Toys for Tots, then click “Promotion Media”, then click “Promotion Posters”).

NFL Teams Support Toys for Tots

For the 2015 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 22 November to 13 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.

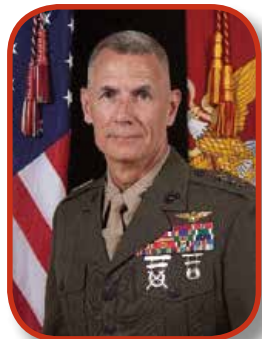
The Marine Toys for Tots Foundation will be working with local coordinators and the NFL in 2016 to further maximize the potential of this Program.



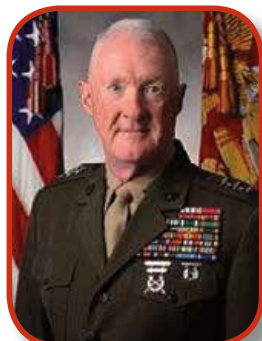
★ *“The value of Toys for Tots to the Marine Corps and the Reserve establishment: Priceless!”*



Marine Forces Reserve Change of Command



Lieutenant General
Rex C. McMillian



Lieutenant General
Richard P. Mills

Lieutenant General Rex C. McMillian assumed command of Marine Forces Reserve and Marine Forces North during a change of command ceremony held at Marine Corps Support Facility New Orleans, Louisiana, Sept. 12, 2015.

General McMillian replaced Lieutenant General Richard P. Mills, who retired after 40 years of honorable service to the Corps. General Mills had served as Marine Forces Reserve and Marine Forces North Commander since 2013.

An infantry officer, General Mills commanded the 3rd Battalion, 6th Marine Regiment as well as the 24th Marine Expeditionary Unit, which participated in Operation Joint Guardian in Kosovo and combat operations in Iraq. Shortly after assuming command of the 1st Marine Division in 2009, General Mills was selected to command the I Marine Expeditionary Force, which deployed to Afghanistan as part of the International Security Assistance Force. Upon promotion to lieutenant general, he assumed the duties as the Commanding General of Marine Corps Combat Development Command in Quantico, Virginia. After retirement General Mills was elected to serve as President & CEO of the Marine Corps University Foundation.

Lieutenant General McMillian graduated from the University of Southern California and was commissioned in 1980 via the Platoon Leaders Class program. A Naval Aviator by trade, he completed flight school in 1982 and has accumulated more than 3,000 flight hours during his career flying F-4 Phantoms, F/A-18 Hornets, as well as helicopters, refueling tankers, and personnel transports. General McMillian commanded Marine Fighter Attack Squadron 134, served as Deputy Commander for Marine Aircraft Group 46, as well as Deputy Commanding General, Marine Corps Forces Pacific. He also served as Deputy Commanding General, I Marine Expeditionary Force, and Commanding General, 4th Marine Aircraft Wing.

United States Marine Corps Reserve Celebrates 100 Years

This year marks the 100th Anniversary of the U.S. Marine Corps Reserve. This Centennial Celebration will allow us to recognize the many thousands of Marines who have served in our Reserve Establishment, to highlight the sacrifice of their families, and to recognize the support they have received from their employers and their communities.

Since the founding of the Marine Corps Reserves, our Reserve Marines have fought in World War I, the Banana Wars in Central America and the Caribbean, World War II, Korea, the first Gulf War, and most recently Iraq and Afghanistan. Reserve Marines have also come to play a vital role in Theater Engagement Operations, helping to build and develop relationships in potential trouble spots around the world.

Despite the heavy demands placed on our Reserve Marines, they have managed to balance their military obligations with the expectations and responsibilities they have with their employers and, most importantly, their families. As if this is not enough, they have also managed to create, build, and sustain the U. S. Marine Corps Reserve Toys for Tots Program. This program has developed into one of our nation's most successful and supported charities.

**United States Marine Corps Reserve,
100 Years of selfless service to our
nation and our communities.**



Marine Toys for Tots Mourns the Loss of Sue Hoeft

On November 16, 2015, Colonel Diane Sue Hoeft, USMC (Ret), passed away after a courageous three-year battle with cancer. Colonel Hoeft had served as a Director of the Marine Toys for Tots Foundation since 2012.

Following graduation from the University of Wisconsin in 1970, Colonel Hoeft earned a commission as a 2nd Lieutenant in the Marine Corps. Over the next 28 years, Colonel Hoeft served in a variety of manpower assignments as well as a number of unique postings. Following an initial assignment at Marine Corps Recruit Depot, San Diego, she served a tour in recruiting as an Officer Selection Officer in St. Louis. The first of three tours at Headquarters Marine Corps followed, where she also had the opportunity to serve as a White House Aide for both the Ford and Carter Administrations. Additional assignments included Marine Corps Combat Development Command, Quantico, VA; Marine Forces Atlantic, Norfolk, VA; and Marine Corps Base, Camp Butler, Okinawa, Japan. Colonel Hoeft concluded her career at Marine Corps Base, Quantico, where she served four years as the Vice President, Marine Corps University. Following her 28 years of active duty, Colonel Hoeft continued to serve in the field of education while she and her husband, retired Marine Colonel, Roger Bernard, enjoyed extensive international travel.

Colonel Hoeft was elected to serve on the Board of the Marine Toys for Tots Foundation in 2012. During her tenure she served on the Audit Committee, Fundraising Advisory Committee, and Nominating Committee. Her thoughtful observations were always “spot-on”. She was highly respected and viewed as one of the real stalwarts by all Board Members. All of us associated with the Marine Toys for Tots Program miss Sue. She loved the Marine Toys for Tots Program and worked hard to ensure the program would always reflect in the most positive fashion on the Marine Corps. She also wanted to ensure we maximized the potential of the program in order to bring the joy of Christmas and send a message of hope to as many of America’s less fortunate children as possible. Under her leadership we did. Thank you, Sue. What a difference you made!



★ ★
★ *“The Marine Corps Toys for Tots Program exemplifies the very best of American ideals and caring for those who are less fortunate. Thank you for sharing...”*



The Founder and the Logo Creator

The Founder of Toys for Tots was the late Colonel William L. Hendricks, USMCR (Ret). In the middle 1940's, Bill Hendricks was the Director of Public Relations for Warner Brothers Studio and concurrently a Major in the Marine Corps Reserve. In the fall of 1947, Bill, with the assistance of members of his Marine Reserve Unit, collected and distributed toys to the less fortunate 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.



2016 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 2016 Marine Corps Reserve Toys for Tots Campaign

- AC Moore
- Alex and Ani
- Alex Brands
- Babies 'R' Us
- Build-A-Bear Workshop
- Causley
- Coca-Cola
- Covington & Burling
- Dari-Mart
- Delta Airlines
- Discovery Toys (Jana Norton)
- Disney
- Doherty Enterprises (Applebee's)
- Dunkin Donuts
- Duracell
- eBay
- Fareway Stores
- Federated Auto Parts
- FM Harris
- GAT Guns
- Girls Explore
- Group Sales
- Hallmark
- Hasbro
- HDI Housewares
- Hess
- Jackson National Community Fund
- Kahlert Foundation
- Kellogg's Rice Krispies
- Lakeside Organic Gardens
- Leapfrog
- Le-Vel Brands
- Macy's
- New England Doll
- OnTime Toys
- PODS
- Redner's Markets
- Rico Industries
- Stage Stores
- St. Jude Medical Foundation
- TeddyCanz
- The Oak Foundation
- The UPS Store
- Toys 'R' Us
- UPS
- Valpak
- WestRock
- Zenergy

Important TFT Dates – 2016 Campaign

2016

September 15 – 18	TFT Coordinators' Training
October 01 – December 24	Local TFT Campaigns
November 27	Hollywood Christmas Parade (airing locally at various times throughout December be sure to check www.toysfortots.org for local times)

2017

January 15	After Action Reports Due
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2016 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 2016 Marine Corps Reserve Toys for Tots Campaign.

- | | |
|-----------------------------------|------------------------------------|
| ■ Alliant Energy Foundation, Inc. | ■ Navy Federal Credit Union |
| ■ American Golf Foundation | ■ Norberthood |
| ■ AmeriPark LLC | ■ Panoche Creek Packing |
| ■ Assurant, Inc. | ■ Pepper Hamilton LLP |
| ■ Bangor Area Breakfast Charities | ■ PepsiCo, Inc. |
| ■ Bears for Humanity | ■ Pic Quik Stores, Inc. |
| ■ Boston Foundation | ■ Pittsburgh Penguins Foundation |
| ■ Cleaner's Supply | ■ PPE Casino Resorts Maryland, LLC |
| ■ Commonwealth Charitable Fund | ■ Prologis |
| ■ FIS Foundation, Inc. | ■ Propac Marketing, Inc. |
| ■ Flat Out Events, LLC | ■ Robert Graham Retail |
| ■ Fourstar Group | ■ Royal Fund Management |
| ■ GBU Financial Life | ■ SCO, LLC |
| ■ GE Foundation | ■ TATA America Int'l Corp. |
| ■ Greater Anchorage, Inc. | ■ The Cleveland Foundation |
| ■ IV Labs, Inc. | ■ The Computer Merchant |
| ■ Jam Haik Hyundai | ■ The John Family Foundation |
| ■ Jarhead Java | ■ The Kringle Group, LLC. |
| ■ Jason Pharmaceuticals, Inc. | ■ The Wright Family Foundation |
| ■ Kern Pacific Construction Co. | ■ UAW |
| ■ Klair Management Enterprises | ■ Value Pay Services, LLC |
| ■ Loan Depot Com, LLC | ■ Westfield Capital Mgmt. Co. |
| ■ Manheim, Inc. | ■ XI Global Services, Inc. |
| ■ Maxim Group LLC | ■ Zipcar |
| ■ Meritex Industrial Investments | ■ Z-Medica |
| ■ National Christian Foundation | |

2016 National Corporate EVENT SPONSORS

Companies, corporations and individuals which contribute \$5,000 or more in support of the 2016 Marine Toys for Tots Foundation golf tournament and other events.

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| ■ Bank of America/Merrill Lynch | ■ Lockheed Martin |
| ■ Communication In Action (CIA) | ■ Bradley T. MacDonald Family Foundation |
| ■ Creative Direct Response (CDR) | ■ Mazel Company |
| ■ Data Management Inc. (DMI) | ■ Medifast, Inc. |
| ■ Delta Airlines | ■ OnTime Toys – 2016 Golf Classic Co-Sponsor |
| ■ Fleet | ■ Raytheon |
| ■ General Atomics Aeronautical Systems | ■ Sikorsky Aircraft Corporation |
| ■ Group Sales – 2016 Golf Classic Co-Sponsor | ■ Stafford Printing |
| ■ Key Acquisition Partners | ■ Textron |



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.



TOYS FOR TOTS



MARINE TOYS FOR TOTS FOUNDATION

The Cooper Center | 18251 Quantico Gateway Drive | Triangle, VA 22172-1776

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