



NEWSLETTER

Summer 2018

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

President & CEO's Report



As we entered the 2017 Campaign, the nation's economy had pretty much recovered; nonetheless, there were still many families struggling to make ends meet. As expected, early reports from local coordinators consistently spoke of a continued heavy demand for toys. Fortunately initial individual toy donations were good, and our long term Gift in Kind (GIK) Corporate Sponsors

were responding positively. 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 remained strong. Our Reserve Units and our Local Campaign Coordinators performed superbly, and Toys for Tots enjoyed an extremely successful campaign. A number of records were set in monetary donations, and our total revenue of over \$286 million was our 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 800 communities covering all 50 states, the District of Columbia, Puerto Rico, Guam, and the Virgin Islands. The Foundation supplemented local toy collections with over 6 million toys valued at \$63 million. Because of the increase in demand, the Foundation spent \$8 million more on toys than we had budgeted.

As I mentioned earlier, the Marine Toys for Tots Foundation had our most successful campaign ever in terms of fundraising. 2017 fundraising numbers: the Direct Mail Campaign raised \$25.1 million; Corporate Sponsor monetary and GIK contributions totaled \$34.8 million; website donations totaled \$5.9 million; and unsolicited donations were \$14.6 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 2017 to have the support of our new First Lady, Melania Trump, as our number one volunteer. Mrs. Trump's support was instrumental in helping us broadcast our message to the American public. Please see the separate article about the First Lady's participation.

Another key factor in our successes this year was exposure. In our quest to maximize our exposure, the Foundation continued 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 Annual Report that provide details on these initiatives.

Overall, 2017 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 800 Campaigns across our country performed superbly throughout the campaign. The spirit of teamwork that existed throughout Toys for Tots was inspirational. Although I am sure there will be many challenges in 2018, 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 Melania Trump Joins the Toys for Tots Team



In early December, the President & CEO of the Marine Toys for Tots Foundation was notified that the First Lady Melania Trump would be supporting Toys for Tots during our 2017 Campaign. On December 13th, Mrs. Trump arrived at our Marine Toys for Tots warehouse in Washington, D.C. to conduct a media event, volunteered her services by assisting with the sorting of toys, conducted a craft session with the children of military service members, and personally thanked the many volunteers who assist with the Washington, D.C. Campaign.

Before introducing the First Lady, Lieutenant General Rex McMillian, Commander Marine Forces Reserve, thanked Mrs. Trump for her support of military families and her interest in and support of the Marine Toys for Tots Program. General McMillian noted that her participation with Marine Toys for Tots would greatly assist in our efforts to energize the public to support this year's campaign.

General McMillian then introduced Mrs. Trump 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. Trump 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 70 years.

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



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



On November 24th, "Black Friday", the President & CEO of the Marine Toys for Tots Foundation, Lieutenant General Pete Osman and Santa Tim Connaghan, together with Marines from 6th Communications Battalion rang the Closing Bell at the New York Stock Exchange in honor of the 70th Anniversary of the Marine Toys for Tots Program. Joining General Osman and Santa Tim on the Exchange Platform were Laura Osman, Lieutenant Colonel and Mrs. Belt, 1st Sergeant and Mrs. Fredonis, Gunnery Sergeant Vouthivong, Sergeant Smith, and PFC Richards. 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.





Hollywood Christmas Parade Supports Toys for Tots

On 27 November the President & CEO participated in the 8th Annual "Hollywood Christmas Parade featuring Marine Toys for Tots."

The Hollywood Christmas Parade has been an American tradition for over 85 years. Conducted in the heart of Hollywood, right down Hollywood Boulevard, the parade has been a longtime 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 Marshal was the popular TV personality, Doctor Oz. The 2017 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 2017 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 touchpoint 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."





Supreme Court Supports Toys for Tots

On the 15th of December, the Chairman of the Board, Lieutenant General Bob Shea, together with Marines from the DC area Reserve Unit were 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 2017 Campaign, they 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.



71st Anniversary Toys for Tots Poster



The 71st 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 2018 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.

NFL Teams Support Toys for Tots

For the 2017 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 19 November to 17 December, football fans across the country spread the joy of the holidays while cheering for their favorite team. During this period, NFL teams 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 2018 to further maximize the potential of this Program.



Marine Toys for Tots Teams-Up with Hillwood Airways and Hasbro Toys to Aid Hurricane Stricken Puerto Rico

Marine Toys for Tots had hoped to conduct a key toy delivery mission with the Blue Angels to hurricane devastated Puerto Rico. Unfortunately, the mission was in jeopardy because “Fat Albert”, the Blue Angels C-130 support aircraft, had been grounded along with the entire fleet of C-130T aircraft. Just when all hope was lost, Hillwood Airways, a Ross Perot Company, offered use of one of their cargo aircraft to fly planeloads of toys donated by one of our key corporate sponsors, Hasbro, Inc., to Puerto Rico. On 20 December a planeload of toys provided by Hasbro departed Dallas making delivery late that day in Puerto Rico. After unloading their pallets of toys, the aircraft flew to Miami, and early on 21 December, picked-up another full load of Hasbro toys and once again flew to Puerto Rico to make delivery. When the mission was complete, Hasbro and Hillwood Airways had delivered over 30,000 toys, books, and games to our Reserve Marines in Puerto Rico for distribution to thousands of Puerto Rican children. These children would truly have



gone without were it not for this special mission! We offer our congratulations and sincere thanks to the team that made this possible, Hillwood Airways, Hasbro, Inc., our Marines in Puerto Rico, and Colonel “Migs” Silvester, our Vice President for Marketing & Development, who coordinated the overall effort.



The UPS Store Supports Childhood Literacy

The UPS Store is the original partner and sponsor of the Marine Toys for Tots Literacy Program. Approximately half of their 4,500 stores collect cash donations throughout the holiday to support literacy. Since 2008, The UPS Store has raised over \$4.6 million and helped Toys for Tots distribute nearly 39 million books to disadvantaged children. Committed to promoting literacy, The UPS Store debuted their first float in the 2017 Tournament of Roses Parade to showcase the importance of childhood literacy, and has already made plans to sponsor a literacy float in the 2019 Rose Parade.

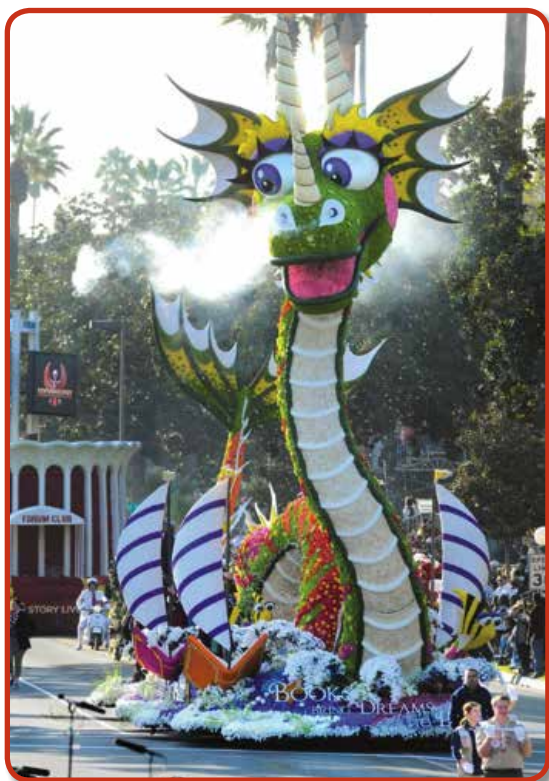


Photo credit Orange County Register

A 10-Year Partnership with Build-A-Bear Workshop

As Build-A-Bear Workshop enjoyed their 20th anniversary, 2017 was their 10th year of supporting Toys for Tots. Build-A-Bear retail locations across the country held many interactive events encouraging patrons and staff to interact with local Marines. These efforts raised over \$350,000 for Toys for Tots. Additionally, Build-A-Bear donated 21,000 of their “furry friends” valued at over \$250,000 bringing their cumulative giving to well over \$11 million.



Toys "R" Us

Once again, Toys "R" Us teamed up with Marine Toys for Tots to bring the magic of the holidays to children across the country, including families who lost everything in the wake of last year's hurricanes. Toys "R" Us rolled out their Share Joy, Give a Toy! campaign resulting in another banner year of support. Toys "R" Us raised over \$5 million as well as collecting over 175,000 toys in their stores. 2017 marked the 14th year Toys "R" Us has partnered with Toys for Tots bringing their cumulative cash raised in their stores to over \$60 million.



Hasbro Delivers over 1.5 Million Toys and Games

In their 21st year of partnering with Marine Toys for Tots, Hasbro stepped up their support in a big way and saved the day for numerous local Toys for Tots campaigns impacted by natural disasters. As part of Hasbro's philanthropic BE FEARLESS BE KIND initiative, their 2017 Toy & Game Holiday Match campaign resulted in Hasbro's donation of 1 million toys. Hasbro's KINDNESS RISING campaign donated an additional 500,000 toys and games to hurricane impacted communities. This initiative helped many thousands of families to experience the magic of the holidays and a return to normalcy for so many whose lives were turned upside down. Hasbro's 2017 contribution was valued at over \$8.5 million bringing their total support to Toys for Tots to 5 million toys valued at nearly \$50 million.



“Hasbro takes great pride in our programs to assist children. However nothing compares with the pride we have in our twenty year partnership with the Marines, who so willingly go in harm’s way to protect our way of life and then, when back home, lead our nation in bringing the joy of the holidays to children in poverty. Hasbro is truly proud to be a part of the Marine Toys for Tots Program. “

— Mr. John Frascotti, *President, Hasbro, Inc.*

Dollar General Presents Their Support on National TV

Partnering with Toys for Tots for their 13th year, Dollar General made a significant contribution donating \$110,000 to Toys for Tots. This donation was made even more special as it was presented on national television at the Dollar General Bowl in Mobile, Alabama on Saturday, December 23rd. Additionally, Dollar General collected countless toys in their retail locations supporting many local campaigns. Dollar General's cumulative support of Toys for Tots exceeds \$1,300,000.

Photo credit to Seth Laubinger at FusionPoint Media



2017 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. Although the economy appears to be fully recovered demand for toys continues to be high and fortunately our Corporate Sponsors and the American public continue to rally around the program. The hard work of our Coordinators ensures this support is maximized to ensure we reach as many of America's less fortunate children as possible.

The Nominees considered from USMC Reserve Sites were:

- Anchorage, AK
- Pasadena, CA
- Camp Pendleton, CA
- Orlando, FL
- West Palm Beach, FL
- Savannah, GA
- Des Moines, IA
- Chicago, IL
- Great Lakes, IL
- Joliet, IL
- Wichita, KS
- Belle Chasse, LA
- Topsham, ME
- Bridgeton, MO
- Springfield, MO
- Billings, MT
- Londonderry, NH
- Las Vegas, NV
- Syracuse, NY
- Cincinnati, OH
- Brook Park, OH
- Erie, PA
- Wyoming, PA

- Ceiba, PR
- Corpus Christi, TX
- Texarkana, TX
- Quantico, VA
- Yakima, WA

The Nominees considered from Local Community Organization (LCO) Sites were:

- Hereford, AZ
- Sedona, AZ
- Fresno, CA
- Fort Collins, CO
- Stuart, FL
- Cummings, GA (Atlanta)
- Griffin, GA
- Warner Robins, GA
- Mason City, IA
- Dubuque, IA
- Lewis, ID
- Jerseyville, IL
- St Mary's, MD
- Trenton, MI
- Rochester, MN
- Jefferson City, MO
- Helena, MT
- Wentworth, NC
- Mt. Laurel, NJ
- Cortland, NY
- Canton, OH
- Chambersburg, PA
- York, PA
- Salem, SC
- Bolivar, TN
- Port Townsend, WA
- Marshfield, WI
- Eau Claire, WI

Regional Award winners are:

Reserve Sites

- SSgt Andrew Roberson – Topsham, ME
- GySgt Mackerl Stuckey – Quantico, VA
- SSgt Robert Bacchus – Orlando, FL
- SSgt Joshua Deneve – Bridgeton, MO
- Sgt Andrew Hermann – Des Moines, IA
- 1stSgt Quavis Shuler – Pasadena, CA

LCO's

- Norm Stitzel – Cortland, NY
- Tommy Thorn – Wentworth, NC
- Kelly Wilson – Cummings, GA (Atlanta)
- Kim Felske – Trenton, MI
- 1stSgt Vince Reynolds – Rochester, MN
- Jessica Montano – Fresno, CA

And selected as the 2017 National Toys for Tots Campaigns/Coordinators of the Year:

Reserve Sites

- 1stSgt Quavis Shuler – Pasadena, CA

LCO's

- 1stSgt Vince Reynolds – Rochester, MN





Marine Toys for Tots Foundation Golf Classic — 2018

On Monday May 21, 2018, participants in the 2018 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 2018 national fundraising campaign. This was the twenty-third 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-eight corporations/business groups, from throughout the nation, supported this year's tournament while donating nearly \$140,000. The 124 participating golfers represented 31 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 windbreaker, golf cap, golf towel, tees, aiming sticks, and one dozen golf balls. Participants had an opportunity to bid on sixteen 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 from Fleet and the President's Flight (team handicap adjusted score) was won by the Mazel Team.



Commandant's Flight Winners



President's Flight Winners

2018 Marine Toys for Tots Reception and Parade

On the evening of 1 June, at the invitation of the Commandant of the Marine Corps, Lieutenant General Robert M. Shea, USMC (Ret) and Chairman of the Board of 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. General Shea was stepping down as Chairman of the Board after having served in that position for nine 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, and then 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 gave a brief overview of our 2017 Campaign. Before introducing General

Shea, General Osman highlighted the many contributions and leadership that General Shea has brought to the Marine Toys for Tots Program during his tenure as Chairman. General Shea spoke about the great impact that the Marine Toys for Tots Program has had on America's less fortunate children and on the image of the Marine Corps and how proud he has been to have been part of the Toys for Tots Team for the past nine years. 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.



photo by Cpl Damon Mclean



photo by Pfc Morgan Burgess



photo by Cpl Damon Mclean

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.



2018 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 2018 Marine Corps Reserve Toys for Tots Campaign

- ABC7
- Alex and Ani
- Allegis Group
- Allstate Foundation
- Amazon Smile Foundation
- American Bath Group
- Anne Cox Chambers Foundation
- Associated Television International
- Bluestem Brands
- Bojangle's Restaurants
- Booz Allen Hamilton
- Build A Bear Workshop
- CalAtlantic
- Chicken Soup for the Soul
- Confie Insurance
- Cotswold Foundation
- Covelli
- Delta Air Lines
- Discovery Toys
- Doherty Enterprises - Applebee's
- Dollar General
- Dunkin Donuts
- Endeavor Enterprises
- Entertainment Earth
- Estes
- Fareway Stores
- Federated Auto Parts
- Feld Entertainment
- Freds BBQ
- Funko
- Gemini Collectibles
- Goodyear Tire & Rubber
- Group Sales
- GSN Worldwide
- Hallmark
- Hasbro
- HDI Housewares
- Hess
- J. Walter Thompson
- Kahlert Foundation, The
- KARHL Holdings
- Kroger Co, The
- Lakeside Organic Gardens, LLC
- LEGO
- Magnolia Advanced Materials
- Maverik
- Merchant Distributors
- New England Doll & Novelty
- The Oak Foundation
- Old Dominion Freight Lines
- OnTime Toys
- Paypal Giving
- Penguin Random House
- Platinum Equity
- Pronto
- Redner's Grocery
- Related Companies
- Rico Industries
- Ruby Tuesday
- SAIA
- SimplyFun, LLC
- Stage Stores
- Stater Brothers
- The Walt Disney Company
- United Technologies
- UPS
- The UPS Store
- Valpak
- Value Card Alliance
- Welch Packaging
- WestRock
- Wow Toyz
- Zero Gravity Enterprises



"bringing the joy of Christmas to less

2018 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 2018 Marine Corps Reserve Toys for Tots Campaign.

- 1 Trick Pony, LLC
- AmeriPark
- Assurant, Inc.
- Bears for Humanity
- Beazer General Services
- Celebration Talent
- Chick-fil-A Peach Bowl
- Citi Business Services
- Cleaner's Supply
- Coastal Sunbelt Produce
- Columbia Utilities
- Cottonwood Financial
- Ferguson
- Fourstar Group
- Fox Broadcasting Company
- GB Remanufacturing
- Hamra - Wendys
- Holiday Charity Ball
- Hulu
- IDEX Health
- Jason Pharmaceuticals, Inc.
- Kid's R Kids
- Klinedinst Attorneys
- Levy Foundation
- Michigan State University
- Navy Federal Credit Union
- PPE Casinos - Maryland Live
- Reynolds & Reynolds
- Scientific Games
- Sealed Air
- Shakey's Pizza
- Western-Shamrock

2018 National Corporate EVENT SPONSORS

Companies, corporations and individuals which contribute \$5,000 or more in support of the 2018 Marine Toys for Tots Foundation golf tournament and other events.

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| <ul style="list-style-type: none"> ■ Atlanta Capital ■ Bank of America/SY Group at Merrill Lynch ■ Communication In Action (CIA) ■ Creative Direct Response (CDR) ■ Data Management Inc. (DMI) ■ Delta Airlines ■ Fleet ■ General Atomics Aeronautical Systems ■ Group Sales – 2018 Golf Classic Co-Sponsor ■ HDI Housewares | <ul style="list-style-type: none"> ■ Key Acquisition Partners ■ Bradley T. MacDonald Family Foundation ■ Mazel Company ■ New England Doll and Novelty ■ OnTime Toys – 2018 Golf Classic Co-Sponsor ■ Raytheon ■ RSM US LLP ■ Stafford Printing ■ Textron ■ TK's Toybox ■ With Honor, LLC |
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Important TFT Dates – 2018 Campaign

2018

September 13 – 16	TFT Coordinators' Training Conference
October 01 – December 24	Local TFT Campaigns
November 25	Hollywood Christmas Parade <i>(Airing locally at various times throughout December. Be sure to check www.toysfortots.org for local airtimes)</i>

2019

January 15	After Action Reports Due
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fortunate children nationwide"



Board Farewells Chairman of the Board, Bob Shea and Director, Burke Whitman

On May 31st the Marine Toys for Tots Foundation bid farewell to Chairman of the Board, Lieutenant General Robert M. Shea, USMC (Ret) and Director, Major General Burke W. Whitman, USMCR. General Shea served in a variety of command and staff positions throughout his career. In his last assignment he served as the J-6, Director of Command, Control, Communications, and Computer Systems, the Joint Staff. He currently serves as the President & CEO of the Armed Forces Communications Electronics Association. General Shea has brought a wealth of leadership experience to the Foundation. During his nine years with Marine Toys for Tots, the Program has flourished, realizing substantial growth in scope, annual revenue, and net worth. Major General Whitman is an active Reserve General Officer currently serving as Commanding General 4th Marine Division. During his eleven years on the Board, General Whitman has served on the Audit Committee, the Finance and Compensation Committee, the Executive Committee, and established and served as the Chairman of the investment Committee. The contributions of these two gentlemen in all of these positions were instrumental in ensuring the proper fiduciary oversight by the Board of Directors and have provided a vision that has enabled the Marine Toys for Tots Program to reach an unprecedented level of success. For their many years of outstanding service to the Marine Toys for Tots Program, Lieutenant General Shea and Major General Whitman were presented the Department of Navy Meritorious Public Service Award by the Commandant of the Marine Corps. The entire Marine Toys for Tots Family wishes these gentlemen fair winds and following seas. Semper fidelis, Marines!



Lieutenant General
Robert M. Shea, USMC (Ret)



Major General
Burke W. Whitman, USMCR

Board Welcomes New Chairman

The Board of Directors has elected **Lieutenant General Robert E. (Boomer) Milstead, USMC (Ret)** to succeed General Shea as Chairman of the Board. General Milstead, a naval aviator, served in a variety of command and staff positions during his forty year career in the Marine Corps. As a general officer he served as Commanding General, 2nd Marine Aircraft Wing, Director of Public Affairs, HQMC, Commanding General, Marine Corps Recruiting Command, and Deputy Commandant, Manpower and Reserve Affairs. General Milstead currently serves as Managing Partner, REM Strategies, LLC.



Lieutenant General
Robert E. (Boomer) Milstead



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



Toys for Tots Bids Farewell to Major Brian Murray

On 31 March 2018, Major Brian Murray stepped down as the Vice President of Operations for the Marine Toys for Tots Foundation. Major Murray had served the Foundation since October 1996. All those who have been associated with Toys for Tots for the past 22 years will sorely miss his dedicated service, incredible work ethic, and strong leadership.



Major Brian Murray

Prior to assuming the position of Vice President of Operations, Major Murray had served for over 20 years as an active duty Marine Infantry Officer. In addition to his time in the operating forces, Major Murray also served with Marine Security Forces in Italy. He also had tours on the staff at the Basic School Staff, and at Headquarters Marine Corps.

Upon retirement, Major Murray applied for and was selected to serve as the Vice President of Operations. Together with Lieutenant General Cooper, President & CEO and Major Bill Grein, Vice President for Marketing and Development, they continued the process of addressing a number of legal and fiscal issues that had plagued the Foundation several years prior. Their efforts resulted in the Foundation becoming one of the most respected, effective, and efficient charities in America. Today the Marine Toys for Tots Program is a \$280 million a year enterprise with a net worth exceeding \$148 million. The program has also grown dramatically in scope. Principally through Major Murray's initiative the number of local Toys for Tots Campaigns has grown from 180 to over 800. As a result, today approximately 18 million toys are distributed annually to about 7 million less fortunate children.

Over the years Major Murray instituted a number of initiatives that have greatly enhanced the effectiveness and efficiency of the Program. To mention just a few of his accomplishments: the Coordinators SOP, the Coordinators Training Conference, the Foundation's website as well as individual websites for all campaign sites, the Purchase Card, a means to value individually donated toys, the designing and building of the Marine Toys for Tots Headquarters.

Major Murray developed a solid, loyal team in Operations that truly knows the Toys for Tots business. From toy buying, to the Coordinators Training Conference, to the execution of the Campaign, to the final submission of the After-Action Report, he had the team working perfectly.

This is but a brief overview of the tremendous impact Major Brian Murray (a.k.a. Santa) 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 Murray.

To both Major Murray and his bride, Debbie, 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.

Lieutenant Colonel David Cooper Joins Toys for Tots Team

Lieutenant Colonel David Cooper, USMC (Ret), has joined the Marine Toys for Tots Team after having been elected by the Board of Directors to succeed Major Brian Murray as our new Vice President of Operations. Colonel Cooper, an infantry officer, retired from the Marine Corps in September 2013 after 21 years of active duty. In addition to his many years in the operating forces, Colonel Cooper served as a Series and Company Commander at MCRD, San Diego, as the Majors' Monitor at HQMC, and as the Operations Officer, MAGTF Staff Training Program. Colonel Cooper brings with him some great "boots on the ground" Toys for Tots experience, having served as the I&I 4th Reconnaissance Battalion, where he was intimately involved in the day-to-day conduct of their Toys for Tots Campaign. 4th Recon Battalion was responsible for conducting the San Antonio 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 Brian Murray (see separate article), we could not have found a better replacement than Lieutenant Colonel David Cooper. Welcome aboard, David!



Lieutenant Colonel
David Cooper



TOYS FOR TOTS



MARINE TOYS FOR TOTS FOUNDATION

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www.toysfortots.org | <https://www.facebook.com/toysfortots>