

MARINE TOYS FOR TOTS FOUNDATION



TOYS FOR TOTS

2015 Annual Report



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.



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 waived, 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 \$21.7 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





Toys For Tots Overview

68 Years of Bringing the Joy of Christmas to America's Less Fortunate Children

This year marked the 68th Anniversary of the U.S. Marine Corps Reserve Toys for Tots Program. The Program was created in 1947 when Major William Hendricks, USMCR, the Director of Public Relations for Warner Brothers Studio assisted by members of his Marine Reserve Unit, collected 5,000 toys and distributed them to war orphans and other less fortunate children of Los Angeles, CA.

The success of this first campaign caused the Commandant of the Marine Corps to direct that in 1948 every Marine Reserve Unit would conduct a local Toys for Tots Campaign. In support, Walt Disney, a close personal friend of Bill Hendricks, designed the first promotional poster for the nationwide campaign in 1948. In that poster was a three car train that continues to serve as the official logo of Toys for Tots today.

Since that first campaign, the program has grown to encompass local campaigns in over 750 communities covering all 50 states, the District of Columbia, Puerto Rico, Guam, and the Virgin Islands. From 1947 through 2015, local Toys for Tots coordinators have distributed 512 million toys to 237 million less fortunate American children. Today, Toys for Tots is the Marine Corps' premier community action program, one of the nation's flagship Christmas charitable causes, and the only charitable cause within the Department of Defense that reaches outside the military establishment to give something back to local communities.

The mission of Toys for Tots is to bring the joy of Christmas to less fortunate children. The principal goal is to deliver a message of hope that will inspire youngsters to grow into responsible, productive, patriotic citizens. The objectives include having a positive impact on the development of children, creating or restoring self-esteem, and bringing all elements of communities together in a common cause for three months each year.

Toys for Tots is an official activity of the U.S. Marine Corps and an official mission of Marine Forces Reserve. The Commandant of the Marine Corps promulgates broad policy guidance for the Marine Toys for Tots Program and delegates to the Commander, Marine Forces Reserve and the President & CEO of the Marine Toys for Tots Foundation the responsibility and authority for the day-to-day direction and supervision of Marine Toys for Tots.

Marine Toys for Tots Foundation, recognized by the IRS as a tax exempt, not-for-profit public charity within Section 501(c)(3) of the Internal Revenue Code, is the fundraising and support organization for the U.S. Marine Corps Reserve Toys for Tots Program. Created at the behest of the Marine Corps, the Foundation has been an integral part of Toys for Tots since Christmas 1991.

A board of thirteen directors, composed of successful business leaders representing business and geographic diversity, governs the Foundation. All directors are either serving in the U.S. Marine Corps Reserve or are veteran Marines.

Day to day operations of the Toys for Tots Program are handled by a professional staff at the Foundation offices located in Triangle, VA just outside the Main Gate to Marine Corps Base, Quantico, which is 35 miles south of Washington, DC.

In addition to providing the day to day leadership and oversight, the Foundation raises funds to purchase toys to supplement local collections, defrays the costs of conducting annual Toys for Tots campaigns and provides promotional and support materials for local campaigns. The Foundation manages all funds raised and donations received based on use of the Toys for Tots name and logo. The Foundation also provides administrative, advisory and logistical support to local Toys for Tots Coordinators as well as providing other support the Marine Corps as a federal agency, cannot provide. Finally, in order to maximize the potential of the program, the Foundation works to gain as much exposure for Toys for Tots as possible. This includes 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.

Public Service Announcements



The Marine Toys for Tots Foundation has two public service announcements that were produced by J. Walter Thompson, the long time public relations firm of the Marine Corps. The public service announcements were funded by the Marine Corps Recruiting Command to assist in

the commemoration of the 50th and 60th Anniversaries of the Marine Toys for Tots Program. In honor of the 50th Anniversary, J. Walter Thompson produced "Guard Duty" and in honor of the 60th Anniversary, "Christmas Morning". Christmas Morning and Guard Duty received a great deal of air time during the 2015 Campaign being shown over 27,000 times by hundreds of local television stations across the country. J. Walter Thompson is able to track the showings and valued the air time at over \$3.7 million. The airing of these public service announcements serve to remind Americans that it is their donations that ensure America's less fortunate children have the opportunity to experience the joy of Christmas. The Marine Toys for Tots Foundation thanks those stations that help deliver that message to the public.



68th Anniversary Toys for Tots Poster



The 68th 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 2015 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").





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 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 another duty assignment. 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 Closing 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. 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.

“Thanks for the update on Marine Toys for Tots...have seen our Marines all over performing this worthy and noble task...thanks to all the Marines and volunteers who do all the hard work to make this happen and do it with the esprit our Corps is known for.”

— General Robert B. Neller, 37th Commandant of the Marine Corps



THE HOLLYWOOD CHRISTMAS PARADE TOYS FOR TOTS

Hollywood Christmas Parade Supports Toys for Tots

On 29 November the President & CEO participated in the 6th Annual "Hollywood Christmas Parade featuring Marine Toys for Tots".

The Hollywood Christmas Parade has been an American tradition for over 80 years. Conducted in the heart of Hollywood, right down Hollywood Boulevard, the parade has been a long time favorite of TV and movie personalities. Over the years a number of well known celebrities have served as Grand Marshall to include Cecil B. DeMille, Charlton Heston, Bob Hope, "Magic" Johnson, Mickey Mouse, Roy Rogers, Mickey Rooney, Arnold Schwarzenegger, Jimmy Stewart, The Simpsons, and many others. This year's Grand Marshals were the popular magicians Penn & 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."





Supreme Court Supports Toys for Tots

On the 18th 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 2015 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.

Hasbro; Nearly Two Decades of Support

Hasbro has a long and proud tradition of supporting children through a variety of philanthropic programs to include supporting Toys for Tots. In 2015, Hasbro donated over 270,000 toys valued at over \$4 million. Hasbro also encourages its employees to volunteer their time to "Make our Community Shine". Hasbro's "Joy Maker Challenge" encouraged youth volunteerism enlisting over 143,000 children to spread the joy and donated a toy for every volunteer up to \$1 million in value. In nearly two decades of contributing to Toys for Tots, Hasbro has saved Christmas for millions of children having donated over 3.2 million toys valued at over \$36 million!



Hess Supports Toys for Tots

For the ninth year in a row, Hess Corporation donated a significant number of its highly popular Toy Trucks to Toys for Tots. The Hess Toy Truck has been a holiday tradition since 1964 and sells out annually. The company is committed to ensuring less fortunate children get to share in the tradition and has graciously donated more than 500,000 Hess Toy Trucks to Toys for Tots over the history of our relationship.





Build-A-Bear Workshop Continues Its Merry Mission

Build-A-Bear Workshop, an eight-year National Corporate Sponsor, kicked off support of the 2015 Marine Toys for Tots Program in November 2015 as part of the company's ongoing "Merry Mission" story that encourages families to join in the true spirit of the season. Guests at Build-A-Bear Workshop stores helped make furry friends for Toys for Tots program recipients and raised funds from November 1-December 31, 2015. "Build-A-Bear Workshop's partnership with Toys for Tots was a terrific way to encourage boys and girls to give back to their communities," said **Gina Collins, chief marketing officer, Build-A-Bear Workshop**. "Our mission is to add a little more heart to life, and giving to others while you shop was an easy way to make the season even more heartfelt." In addition to donating 35,000 furry friends in 2015 valued at \$400,000, Build-A-Bear Workshop raised almost \$400,000 in cash donations as well. To date, Build-A-Bear Workshop and the company's guests have donated toys and cash valued at nearly \$11 million to Toys for Tots.

Hallmark Returns for Second Year

Hallmark returned as a second-year National Corporate Sponsor in a very big way. Playing into the excitement for all things *Star Wars*™, Hallmark offered their customers a way to help families in need by donating a portion of proceeds from sales of holiday-themed *Star Wars* characters as four-inch itty bittys® plush toys, raising nearly \$200,000 in cash. Additionally, Hallmark donated over 139,000 toys valued at \$2.3 million as gift-in-kind.



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.

Marine Corps and Marine Toys for Tots Program Honored by 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 Lieutenant General Ron Bailey, who threw out the first pitch. Unlike most ceremonial first pitches, General Bailey put some real zing on the ball for a definite strike. The crowd responded with a huge ovation. Representing UPS was the President of The UPS Stores, Tim Davis. Tim is also a member of the Board of Directors, Marine Toys for Tots Foundation. As the players took the field, standing atop the Nationals dugout, Tim officially started the game by shouting, "Play Ball". The Color Guard of the Marine Corps presented the National Colors and the Marine Band marched onto the field and played our National Anthem. To complete the Marine theme, Marines



stood at attention along the 1st and 3rd baselines. UPS provided a great evening of Americana, featuring Major League Baseball, our nation's Marines, and the Marine Toys for Tots Program.



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..."*



Toys for Toys 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 non profit 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.

Board Farewells Director “Oz” Fretz



On December 31st the Marine Toys for Tots Foundation bid farewell to long time Director Osmund R. Fretz, III, who had served on the Board of Directors for an unprecedented ten years. Mr. Fretz was a veteran Marine, who among his many assignments played on the Quantico Marines Football Team in the early 1970's. Upon leaving active duty, Mr. Fretz worked in a variety of businesses to include IBM and Coca Cola, thus bringing a wealth of business experience to the Foundation. During his ten years with the Board, Mr. Fretz served as a Partner with IBM Business Consulting Services and as President and Strategic Consultant, B2B Workforce, a Randstad Company. His contributions to the Board included service as the Chairman of the Fundraising Advisory Committee and Chairman of the Audit Committee. His contributions in both of these positions were instrumental in ensuring the proper fiduciary oversight by the Board of Directors. For his many years of outstanding service to the Marine Toys for Tots Program, Mr. Fretz was presented the Department of Navy Meritorious Public Service Award by the Commandant of the Marine Corps. The entire Marine Toys for Tots Family wishes “Oz” fair winds and following seas. Semper fidelis, Marine!

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”.



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 National Corporate Star Sponsors

FIVE STAR ★★★★★

The following Five Star corporations contributed or helped raise over \$1,000,000 in cash or contributed over \$2,000,000 worth of toys to our 2015 Marine Corps Reserve Toys for Tots Campaign:

Babies 'R' Us
Bendon Publishing
Hallmark
Hasbro
J. Walter Thompson
Macy's
Toys 'R' Us

FOUR STAR ★★★★

The following Four Star corporations contributed or helped raise over \$500,000 in cash or contributed over \$1,000,000 worth of toys to our 2015 Marine Corps Reserve Toys for Tots Campaign:

Build-A-Bear
Delta
Feld Entertainment
Lego
Scholastic
Swift Merchandising

THREE STAR ★★★

The following Three Star corporations contributed or helped raise over \$250,000 in cash or contributed over \$500,000 worth of toys to our 2015 Marine Corps Reserve Toys for Tots Campaign:

Applebee's (Doherty Enterprises)
Disney
Duracell
Edible Arrangements
Federated Auto Parts
Funko
Group Sales
Hess
KAHRL Holdings
Platinum Equity
Smarty Ants
The UPS Store

TWO STAR ★★

The following Two Star corporations contributed or helped raise over \$100,000 in cash or contributed over \$250,000 worth of toys to our 2015 Marine Corps Reserve Toys for Tots Campaign:

A.C. More
Alex and Ani
Asmodee
Bluestem Brands
Bojangles' Restaurants
Citibank
Coca-Cola
Custom Education Solutions
Dollar General
Jamberry
Jazwares
Kohl's
Le-Vel
Plexus Worldwide
Redner's Grocery
Simply Fun, LLC
Stage Stores
Treehouse Kids
Tylenol
Valpak

ONE STAR ★

The following One Star corporations contributed or helped raise over \$25,000 in cash or contributed over \$100,000 worth of toys to our 2015 Marine Corps Reserve Toys for Tots Campaign:

Alix Partners
Alex Brands
Ann Williams Group
BarclayCard
BMW
Booz Allen Hamilton
CalAtlantic
Covington & Burling
Cox Media Group

See **ONE STAR** on next page

Dandy Innovations
Discovery Toys
eBay
Entertainment Earth
Fishing Kids
Gander Mountain
Godiva
Goodyear Tire & Rubber Co.
GSN Worldwide
iRULU
JAKKS Pacific
Kahlert Foundation
Kellogg's Rice Krispies
K'NEX
Kroger
Loot Crate
Magnolia Advanced Materials
New England Doll
The Oak Foundation
OnTime Toys
PepsiCo
Phoenix Cardinals
Pigment & Hue
PODS
Ruby Tuesday
SAIA
Snyder's-Lance
Stater Brothers
STC Consolidated
St. Jude Medical Foundation
Union Pacific Foundation
United Technologies
U.S. Bank
WestRock
XPO Logistics

2015 National Corporate Donors

The following corporations or individuals contributed or helped raise between \$5,000 and \$24,999 in cash or contributed between \$25,000 and \$99,999 worth of toys to our 2015 Marine Corps Reserve Toys for Tots Campaign:

Alton Stone
Amazon
ANP Bellingham Energy Company, LLC
Balsam Brands
Barnickel Foundation
BDO USA, LLP
Bears for Humanity
Brickworld, LLC
C.E. and S. Foundation
Café Press Inc.
Canadian Pacific Railway Company
ChemAdvisor Inc.
Cleaner's Supply
Commercial Warehouse & Cartage Inc.
Copp Paving Inc.
Cotswold Foundation
Cramer Production Company Inc.
Denbury
DF Property Management, LLC
Dogma Restaurant Group, LLC
F.M. Harris
Ferguson
Fis Foundation, Inc.
Fourstar Group USA, Inc.
Frontier Communications
Geico Philanthropic Foundation
GuideVine
Hunt Brothers Pizza
J.P. Morgan
Kids R Kids International, Inc.
Marcia & Mark Miller Family Foundation
Mead Foundation
Miller's Ale House, Inc.
National Christian Foundation
National Defense Industrial Association
Navy Federal Credit Union
North Point, LLC

Oceanic Heritage Foundation
Omni Hotels
O'Shea Family Foundation
Pepper Hamilton, LLP
Rainelle Medical Center
Randa Accessories
Randi & Clifford Lane Foundation, Inc.
RetailMeNot
Robert Graham
Robert Slingsby
Rue LaLa
Sanford C. Bernstein Foundation
SCP Foundation
Sealed Air
Shakey's
Silicon Valley Community Foundation
Stamos Capital Partners
The Computer Merchant
The Houser Foundation, Inc.
Toyota
UnityJets
Value Pay Services, LLC
Wheeler Foundation
Yucatan Foods
Zipcar

2015 National Corporate Event Sponsors

The following corporations or individuals donated \$5,000 or more in support of the 2015 Marine Toys for Tots Foundation golf tournament and/or other events:

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

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





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 fundraising 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 Western Development.



Commandant's Flight Winners



President's Flight Winners



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 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.



2015 Toys for Tots Coordinator Training Conference

For the sixth year in a row the Toys for Tots Coordinator Training Conference was held at the National Conference Center September 17th – 20th. This venue has proven to be the perfect setting for our Coordinator Training. The Foundation Staff spent many hours preparing presentations and handout material for local coordinators to hear, read, review, and generally get ready for the 2015 Toys for Tots Campaign. This year there were over 500 attendees that took advantage of the opportunity to gather together for a few days to undergo some serious training; exchange Toys for Tots stories (lessons for all to learn); learn more about the program; recognize the Regional and National Coordinators of the Year; and to just enjoy each other's company before the hectic pace of the campaign engulfs the days leading up to Christmas. For the fourth year we had our Accounting Specialists conduct most of the basic training by Region. This has proven very effective and has been well received by the Coordinators. Master Sergeant Hall of Marine Forces Reserve reviewed the policies and way ahead with respect to support from their headquarters. As each conference becomes more

refined, the planning becomes more detailed and challenging due in part to the lessons learned from each event, but also as a result of the staff and coordinators being better informed and prepared to engage in three meaningful days of training.



Our principal goals for this conference were:

- Enhance teamwork throughout the TFT Team
- Provide information and guidance to help coordinators conduct more effective campaigns
- Seek methods of operation that ease the workload of TFT Coordinators
- Enhance the image of the U.S. Marine Corps Reserve Toys for Tots Program
- Enhance administrative proficiency throughout all elements of the TFT Program
- Recognize the Regional and National Coordinators and Campaigns of the Year

We believe we achieved these goals, but are committed to preparing for and having an even better conference next year, to be held at the National Conference Center in Leesburg, VA September 15-18, 2016.



Fundraising 2015

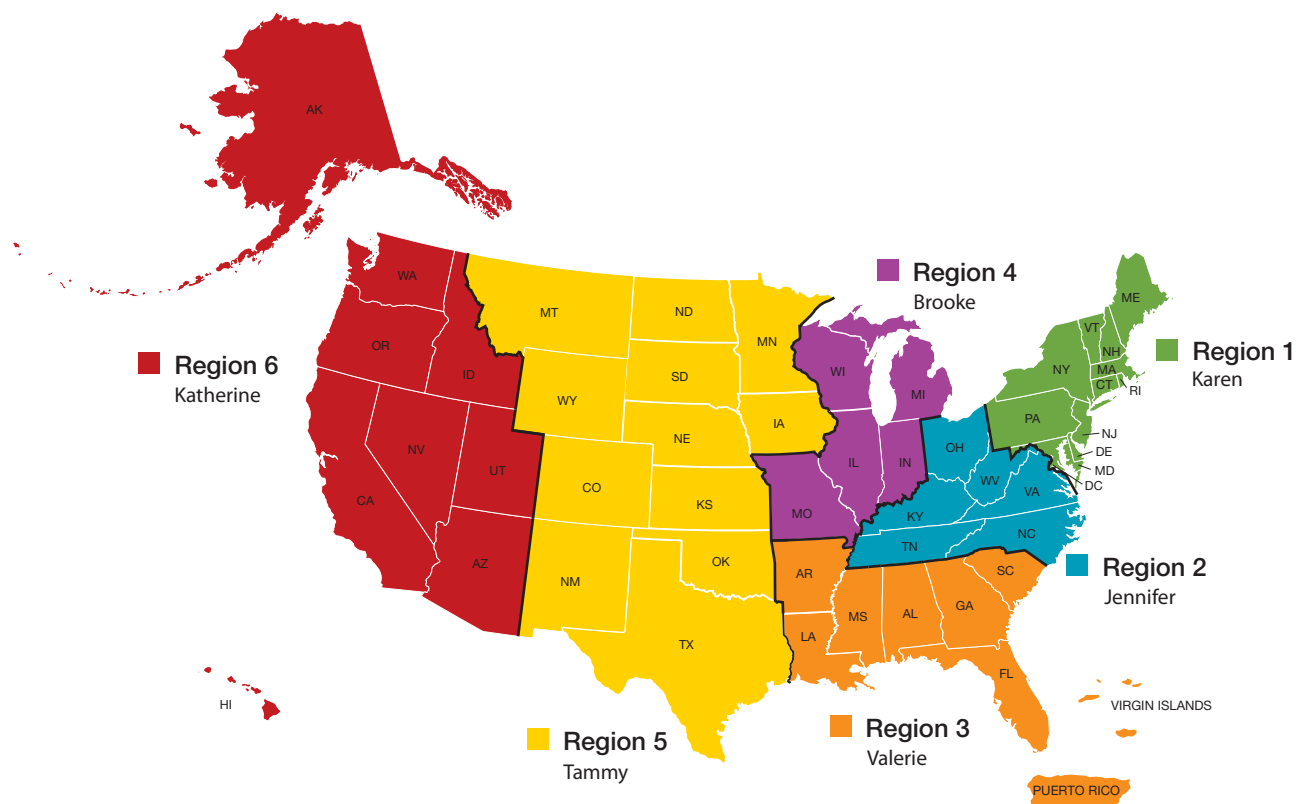
Marine Toys for Tots Foundation enjoyed a very successful fundraising campaign in 2015. All fundraising goals were exceeded and the average percentage of the goals was 125%. Based on donations of \$25,000 or more, 89 corporations were designated National Corporate Sponsors. It is important to point out that 65 of these were repeat sponsors. These sponsors donated over \$11.5 million in cash, \$32.1 million in GIK toys and \$4.7 million in service. Additionally, our Direct Mail Campaign earned over \$21.7 million, and online donations brought in \$4.1 million. All of these exceeded our expectations and several represent all-time

highs. We also received over \$15 million in unsolicited donations. Overall, total support and revenue was over \$270 million nearly eclipsing our previous best year, 2014. The fundraising success attained during 2015 – a challenging year – represented quite an accomplishment. The Vice President for Marketing and Development, Major William J. Grein, USMC (Ret), his Deputy Vice President, Mrs. Kelley Hardison, his Marketing Associate, Mrs. Jo Roxburgh, and his Marketing Clerk, Ms. Sara Thompson were the architects of this resounding success story.

Regional Organization

In 2015, Marine Toys for Tots Foundation divided the nation into six (6) “Toys for Tots Regions”. The purpose of this regional concept is to enhance the effectiveness and efficiency of the annual campaign at both the local and national levels and to provide local coordinators a single point of contact at the Foundation. An accounting specialist is assigned to each region and handles the administrative and accounting matters for the states

in each respective region. Today, each region consists of approximately 130 local campaigns. This program improves communications from the Foundation to local coordinators, develops a greater spirit of teamwork, significantly enhances the administrative fund management proficiency of local campaigns, and creates a more organized, nationwide campaign.



Toys for Tots Campaign 2015

The 2015 U.S. Marine Corps Reserve Toys for Tots Campaign was one of the most successful in the 68 year history of Toys for Tots. First, local campaigns were conducted in 782 communities covering all 50 states, the District of Columbia, Puerto Rico, Guam and the Virgin Islands. Second, local Toys for Tots coordinators distributed nearly 18 million toys to nearly 7 million less fortunate children.

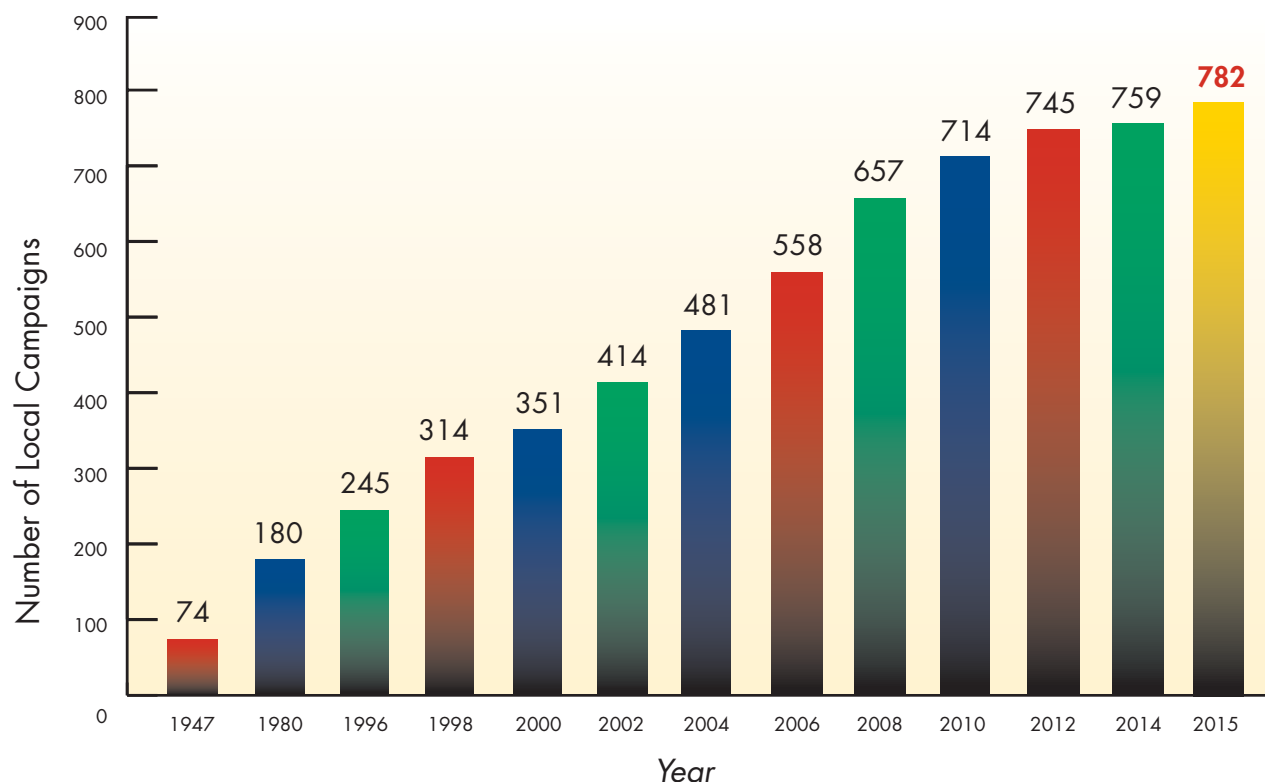
The Marine Toys for Tots Foundation, the fund raising and support organization for the Marine Toys for Tots

Program, supplemented the collections of local Toys for Tots Campaigns with 5.2 million toys valued at over \$66 million. The Foundation also provided local campaigns with promotion and support materials valued at over \$900,000.

From 1947 through 2015, Marines and their volunteers have distributed 512 million toys to 237 million less fortunate children. From 1991 through 2015, Marine Toys for Tots Foundation has supplemented local collections with 117 million toys valued at \$920 million.

Toys For Tots Campaign Coverage

- First nationwide Toys for Tots (TFT) campaign was conducted in 1948 when there were 74 Marine Reserve Training Centers in 25 states.
- From early 1980s through 1995, local TFT campaigns were conducted in 180 communities in 46 states, the District of Columbia and Puerto Rico. All campaigns were conducted by Reserve Units.
- From 1996 through the present, Marine Corps League Detachments and other local community groups/Organizations have been authorized to conduct local TFT campaigns in communities without a Marine Reserve Training Center.
- 2015 local campaigns conducted in 782 communities covering 50 states, DC, Puerto Rico, the Virgin Islands and Guam.



2015 Financial Report (Executive Summary)

Report of Independent Accounting Firm

The independent accounting firm, RSM, LLP, conducted an audit of the Foundation's 2015 Financial Statements and issued an unmodified opinion indicating that the financial statements are presented fairly and in conformity with accounting principles generally accepted in the United States of America.

Statements of Activities

Year Ended December 31, 2015 (With Comparative Totals for 2014)

Support and revenue:	2015	2014
Contributions		
Toys	\$ 210,745,236	\$ 222,105,666
Direct mail contributions	21,733,354	19,463,710
Individual	19,036,213	17,576,151
Corporate	11,559,359	11,951,195
Donated services	4,717,831	8,043,706
Combined Federal Campaign	225,644	245,286
Interest and dividends	3,185,113	3,342,834
Other	1,170,745	1,051,800
Events	129,038	106,046
Unrealized and realized (loss) gain on investments, net	(2,895,672)	(975,738)
Total support and revenue	\$ 269,606,861	\$ 282,910,656
Expenses		
Toy distribution program	\$ 251,067,460	\$ 269,427,834
Education program	3,160,931	2,728,058
Fundraising	7,318,553	8,020,828
Management and general	1,127,073	1,020,097
Total Expenses	\$ 262,674,017	\$ 281,196,817
Change in net assets	\$ 6,932,844	\$ 1,713,839
Net Assets		
Beginning	\$ 118,808,478	\$ 117,094,639
Ending	\$ 125,741,322	\$ 118,808,478

Program and Support Service Expenses

The Foundation's 2015 program to support services expense ratio was **97: 03**.

2015 Audited Financial Statement

The 2015 Audited Financial Statement is available on the Marine Toys for Tots Foundation website (www.toysfortots.org) or upon request at a cost of \$2.00 to cover mailing and handling.



2015 Activities

Program Services and Events

- Supplemented local Toys for Tots campaigns with over 5.2 million toys valued at \$66.7 million.
- Provided promotion and support materials valued at over \$957,000.
- Further refined Total Toy Valuation Program
- Improved purchase card program
- Published and distributed 20th edition of the SOP for local TFT campaigns
- Conducted 14th Annual Coordinator Training Conference at the National Conference Center
 - Provided local coordinators all-encompassing package of info and materials for successful campaigns
- Refined the national website
- Refined the Holiday Recognition Program
 - Provided significant enhancements to each local campaign website
- Completely revamped the After Action Report
- Conducted major PR and public information and education “call to action” campaign
 - Rang Opening Bell at NYSE
 - PSA’s televised over 27,000 times during campaign season valued at \$3.7 million
 - 1,000,000 educational brochures distributed
 - Nearly 20 million Direct Mail letters
 - Media event with the First Lady (seventh straight year)
 - Secretary John Kerry presented several truck-loads of toys collected at State Department
 - Chief Justice, John Roberts, dedicated the Annual Supreme Court Christmas Party to TFT
 - Foundation recognized as the honored guest at Marine Barracks Washington Evening Parade
 - President & CEO personally conducted over 60 TV & radio interviews nationwide
 - 6th Annual Hollywood Christmas Parade featuring Marine Toys for Tots
 - 17th Annual Toys for Tots Holiday Train
 - National Football League Teams dedicated games to local Toys for Tots Campaigns

Fundraising

- Registered with all states & DC to solicit funds
- 87 National Corporate Sponsors
 - Revenue - \$48.1 million
- Direct mail campaign
 - 20 million Letters
 - Revenue - \$21.5 million
- Combined Federal Campaign
 - Revenue - \$226,000
- Donated Services
 - Revenue - \$4.7 million
- Special Events
 - Revenue - \$129,000
- Individual Donations
 - Revenue - \$20.2 million
- Local individually donated Toys
 - Revenue - \$178.6 million

Management & General

- Operated in accordance with Internal Revenue Code, state laws, American Institute of Certified Public Accountants’ rules, Better Business Bureau Wise Giving Alliance charitable standards
- Managed all funds raised and monetary donations received based on use of Toys for Tots name and logo
- Managed 10 checking, saving and investment accounts
 - 782 bank sub-accounts
- Managed Online Financial Data System to provide financial data 24/7 to local coordinators

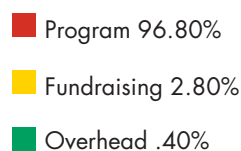


Figure 2 - Fund Expenditure

Marine Toys for Tots Foundation

Accolades

Philanthropy 400.

In 2015, the Chronicle of Philanthropy, for the seventeenth consecutive year, ranked Marine Toys for Tots Foundation in the Philanthropy 400 and the eleventh consecutive year the Foundation was ranked in the top 100 of that group. The Foundation ranked #89 in the 2015 Philanthropy 400. It is particularly noteworthy for the Foundation to be ranked #89 of the approximately 1.9 million nonprofit organizations in the United States, of which 1.4 million are IRS recognized 501(c)(3) not-for-profit charities.

Better Business Bureau WiseGiving Alliance.

In 2014 The Marine Toys for Tots Foundation underwent its biennial review and continues to meet all 20 of the standards established by the Better Business Bureau Wise Giving Alliance and has accordingly been designated an Accredited Charity and is a Seal Holder.

Charity Navigator. In 2015 Charity Navigator awarded The Marine Toys for Tots Foundation its coveted 4 Star Rating.



Accomplishments

1. **Literacy Program:** Continued to grow the Toys for Tots Literacy Program in concert with The UPS Store in order to provide books and educational materials to economically disadvantaged youngsters and schools in depressed areas.
2. **Purchase Card:** Further enhanced this program which is a cornerstone of annual campaigns. The purchase card allows Coordinators to purchase toys and support materials without having to utilize purchase orders, checks or cash.
3. **Successful Campaign:** In spite of the economic challenges, distributed over 17.5 million toys to nearly 7 million less fortunate children.
4. **Audited Financial Statements.** The Foundation, as has been the case since 1994, received an unqualified opinion on the 2015 financial statements from RSM, LLP.
5. **Program to Support Services Expense Ratio.** The Foundation achieved a **97:03** ratio of program to support services expenses in 2015. This means that 97 cents of every dollar expended in 2015 went to program services and only 3 cents to fundraising and overhead costs. **It's important for donors to realize that not one donated dollar goes to pay anyone's salary.** The interest and dividends from a special endowment fund pay all manpower costs.



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



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The UPS Store, Inc



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Attorney
Venable, LLP
New York, NY



Osmund R. Fretz, III
Strategic Consultant
B2B Workforce,
a Randstad Company
Alpharetta, GA



Terry Gardner
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Cyrus J. Lawrence, LLC
New York, NY



Mark A. Haden
Investor Relations Officer
Bunge Limited
White Plains, NY



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BGen, USMCR
Attorney at Law
Hanover Insurance Group
Terkowitz & Hermesmann
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Education
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Business Consultant
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Director, Airline Safety
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Marine Toys for Tots
Foundation
Triangle, VA



Robert M. Shea
LtGen, USMC (Ret)
President & CEO
Armed Forces
Communications and
Electronics Association
Reston, VA



Burke W. Whitman
MajGen, USMCR
Deputy Commanding General
II Marine Expeditionary Force
(Mobilization)



Cornell A. Wilson, Jr.
MajGen, USMCR (Ret)
Military Advisor
State of North Carolina

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Chairman of the Board



Thomas D. Jones
Vice Chairman of the Board



Patrick J. Hermesmann
Treasurer



H. Pete Osman
President & CEO



William J. Grein
Vice President
Marketing & Development



Brian A. Murray
Vice President Operations
Corporate Secretary



William W. Chip, Esq.
General Counsel

Support Staff Year End 2015



GySgt David E. Adamson, USMC (Ret)
Operations Chief



Mrs. Mitzie Anderson
Accounting Associate



Mrs. Valerie M. Anderson
Accounting
Specialist, Region 3



Mrs. Katherine C. Barnes
Accounting
Specialist, Region 6



Mrs. Kelley J. Hardison
Deputy Vice
President, Marketing
& Development



Ms. Jennifer C. Laine
Administrative
Assistant



Mr. Matthew D. McDonald
IT Specialist



Mrs. Laura A. Moyer
Executive Assistant to
President & CEO



Mrs. JoAnn Roxburgh
Marketing Associate



Ms. Brooke M. Summers
Accounting
Specialist, Region 4



Ms. Sara M. Thompson
Marketing Clerk



Ms. Jennifer R. Campeau
Accounting
Specialist, Region 2



Ms. Karen M. Torrence
Accounting
Specialist, Region 1



Mrs. Tammy W. Weatherholtz
Accounting
Specialist, Region 5

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 nation-wide in 1948. That year, Walt Disney designed the first Toys for Tots poster which included a miniature three-car train that was subsequently adopted as the Toys for Tots logo.



“Bill, if there is no agency available to deliver toys to less fortunate children at Christmas, why don’t you create one.”

— Diane Hendicks



TOYS FOR TOTS



Marine Toys for Tots Foundation

The Cooper Center

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P: 703.640.9433 • F: 703.649.2054

www.toysfortots.org

<http://www.facebook.com/#!/toysfortots>