

The 2018 Marine Toys for Tots Holiday Campaign
Delivered **18.5 Million Toys** to over **7 Million less fortunate Children**

Marine Toys for Tots Program

Created in 1947 and expanded nationwide in 1948, the U.S. Marine Corps Reserve Toys for Tots Program is an official activity of the U.S. Marine Corps and the Marine Corps' premiere community action program. From 1947-2018, **U.S. Marines distributed 566 million toys** to over **258 million less fortunate children**. Today, Toys for Tots is the nation's flagship Christmas charitable cause with local Toys for Tots campaigns conducted from October through December each year in over 800 communities throughout the nation.

Goals and Objectives

- Bring the joy of Christmas to less fortunate children
- Deliver a message of hope
- Restore / build self-esteem and self-confidence
- Inspire youngsters to grow into responsible, productive, patriotic citizens
- Unite members of local communities

Accomplishments

- **Distributed 18.5 million toys to 7 million children**
- **Foundation Supplemented local campaigns** with **6.1 million toys valued at over \$70 million**
- **Unmodified opinion** by independent auditor
- Maintained **97:3 Program to Support Ratio**
- **Meet all 20 standards** of *Better Business Wise Giving Alliance*
- Distributed over **1.3 million books** through **Toys for Tots Literacy Program**
- **Distributed toys** to **over 144,000 children** through Toys for Tots **Native American Program**
- **Media Event with the First Lady**
- **Rang Closing Bell at NYSE**
- 9th Annual **Hollywood Christmas Parade**
- 20th Annual **Toys for Tots Holiday Train**

Marine Toys for Tots Foundation

The Marine Toys for Tots Foundation, an IRS recognized 501 (c)(3) not-for-profit public charity, 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 played a key role in every campaign since 1991.

The mission of the Marine Toys for Tots Foundation is to assist the U.S. Marine Corps in achieving its goal of delivering hope and happiness in the form of gifts to less fortunate children at Christmas. This assistance includes raising funds to:

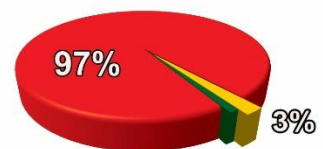
- **Provide Toys** to supplement the collections of local Toys for Tots campaigns
- **Defray the costs** of local campaigns
- **Manage funds** raised and donated base on the Toys for Tots name and logo
- **Provide administrative, advisory, financial, logistical and promotional support** to local Toys for Tots Coordinators
- **Provide other support** that the Marine Corps, as a federal agency, cannot provide
- **Conduct public education and information programs** about Toys for Tots that call the general public to action in support of this patriotic community action program.

From 1991 – 2018, the Foundation supplemented the collections of local Toys for Tots campaigns with **over 132 million toys valued at over \$1.04 billion dollars**. Concurrently, the Foundation provided promotional and support materials valued at **\$15.5 million**.

Fund Expenditure

97:3 Program to Support Ratio

Program	96.7%
Fundraising	2.9%
Overhead	0.4%



For more information, visit www.toysfortots.org