



## President & CEO's Report

As we entered the 2011 Toys for Tots Campaign Season, the Nation continued to find itself facing serious economic challenges. Although the stock market continued to show signs of recovery, the housing market and especially the job market remained dismal. There was serious concern about the impact that the economy would have, both on the demand

for toys and the ability of our donors to meet the demand. There were numerous news stories regarding the difficulties that many nonprofits were experiencing in their fundraising efforts. As expected, early reports from local coordinators consistently spoke of an increase in the demand for toys as well as their concern that donations seemed to be lagging. Our corporate sponsors who had been so supportive over the past several years were also far behind in their support. Added to the challenges of the economy was a reduction of manpower, fiscal, and material support that Marine Forces Reserve could dedicate to the Marine Toys for Tots Program. In spite of some incredible challenges, the campaign turned out to be extremely rewarding as the American public and our corporate sponsors literally "turned on the faucets" at the eleventh hour and both GIK and monetary donations came pouring in. Our Reserve Units and our Local Campaign Coordinators never waived, and Toys for Tots enjoyed a very successful campaign. A number of records were set in monetary and GIK donations, and our total revenue of over \$250 million was the most ever achieved in the history of the Toys for Tots Program. We also retained a very enviable "program to support ratio" of 97 to 3.

In 2011 our Marines and volunteers distributed over 15.6 million toys to over 7.2 million less fortunate children, making it a particularly rewarding one. Because of the last minute surge in donations, we were unable to distribute a number of toys, which have become part of our large 2012 inventory – over 1.5 million toys. These carry-over toys will enable us to get a quick start on our distribution efforts in 2012. Importantly, local campaigns were conducted in 721 communities covering all 50 states, the District of Columbia, Puerto Rico, and the Virgin Islands – the most extensive coverage ever. The Foundation supplemented local toy collections with over 4 million toys valued at \$59 million. Because of the increase in demand, the Foundation spent \$5 million more on toys than we had budgeted.

Fortunately, the Marine Toys for Tots Foundation had one of our most successful campaigns in terms of fundraising. 2011 fundraising numbers: the Direct Mail Campaign raised \$17.0 million; Corporate Sponsor monetary contributions totaled over \$9.1 million; website donations exceeded \$3.0 million; and unsolicited donations were \$16.8 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 2011 to once again have as one of its volunteers the First Lady, Michelle Obama. 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 2011 Campaign.

Another key factor in our successes this year was exposure. In our quest to gain more exposure, the Foundation built on its three new initiatives, the Hollywood Christmas Parade benefiting Toys for Tots, an event with the Blue Angels which resulted in pallets of toys being delivered to less fortunate children in tornado ravaged Alabama and Touchdown for Tots which leveraged the wide appeal of the NFL. There are separate articles in the Annual Report that provides details on these new initiatives.

Overall, 2011 was a very challenging, but very productive year for the Marine Toys for Tots Program. I am pleased to report that our Marines and volunteers who conducted the 721 Campaigns across our country performed superbly throughout this challenging year. The spirit of teamwork that existed throughout the Toys for Tots structure was inspirational. Although the economy will continue to challenge us in 2012, I am confident we will succeed. In view of the experience, competence and dedication of our outstanding Board of Directors and the leadership and dedication of Marine Forces Reserve, the future of the Foundation and the U.S. Marine Corps Reserve Toys for Tots Program is indeed bright.

*H P Osman*  
H. P. Osman  
LtGen, USMC (Ret)  
President & CEO

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## Marine Toys for Tots Mourns the Loss of Brad MacDonald

On 4 April 2012, Colonel Bradley T. MacDonald, USMCR (Ret), passed away after a five month battle with cancer. Colonel MacDonald had served as a Director of the Marine Toys for Tots Foundation for over 8 years before having to resign in October 2011 in order to fight his cancer.

Colonel MacDonald was commissioned a 2nd Lieutenant in the Marine Corps in July 1971 following graduation from Villanova University. Designated an artillery officer, his first assignment was with a 175mm Gun Battery, 2nd Force Troops at Camp Lejeune, NC. He left active duty in August 1974 and over the years served in a number of Reserve Units filling a variety of command and staff positions. In 1990 he assumed command of 4th Maintenance Battalion where he led the mobilization of over 500 of his Marines for service in Desert Shield/Desert Storm. In 1991 he returned to active duty to serve as Deputy Director of the Morale, Welfare and Recreation Support Activity, Headquarters Marine Corps. In 1993 he was promoted to Colonel. In 1995 Colonel MacDonald assumed command of Provisional Support Battalion, 4th FSSG, where he served until his retirement in 1997.

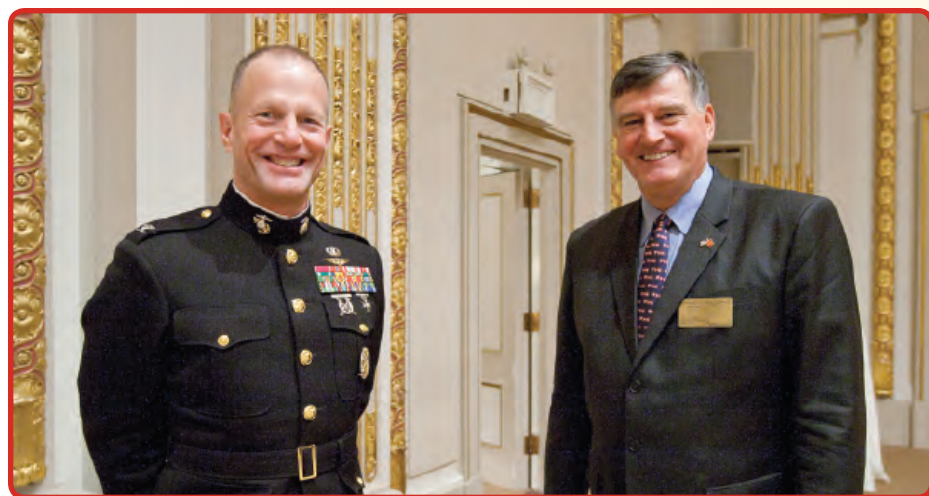
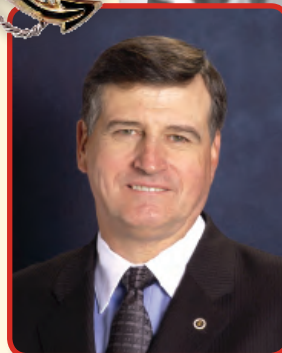
A true entrepreneur, Colonel MacDonald had a diverse civilian career. Following active duty he served as a sales manager and supervisor with the Carnation Company. In 1976 he joined the Andrew

Jergens Company as a national sales manager and later served as the COO, Executive Vice President and President of The Bonneau Company. From 1989 to 1991, he was the Chairman and CEO of MacDonald and Associates of Dallas, Texas. In 1994 he served as Program Director of the United States Mint. From 1996 through 2007, Colonel MacDonald served as Chairman and CEO of Medifast, Inc. working to develop the business into the highly successful publicly traded corporation that it is today. In 2007 he assumed the position of Executive Chairman.

Colonel MacDonald was elected to serve on the Board of the Marine Toys for Tots Foundation in 2003. Over the years he proved to be one of the key figures on the Board. His strong business background and multiple leadership experiences quickly propelled him to leadership positions on the Board. Colonel MacDonald served as both the Vice Chairman of the Board of Directors and Chairman of the Audit Committee where his leadership, business acumen, and

hands-on approach brought huge dividends to the program as a whole. One of his most unique contributions was securing for Marine Toys for Tots the opportunity to annually ring the Closing Bell at the New York Stock Exchange on the last trading day before Thanksgiving and "Black Friday". Having our huge Toys for Tots banner hanging from the Stock Exchange podium serves as a great reminder that a less fortunate child's Christmas depends upon the toy you buy when doing your holiday shopping. In recognition of his many contributions to the Marine Corps and the Marine Toys for Tots Program, the Commandant of the Marine Corps has presented the Department of the Navy Superior Public Service Award to Colonel MacDonald.

All of us associated with the Marine Toys for Tots Program will miss Brad. He 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. He 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 his leadership we did. **Thank you, Brad. What a difference you made!**





## First Lady Returns as Toys for Tots Number 1 Supporter

On 30 November, the President & CEO of the Marine Toys for Tots Foundation was notified by the White House that the First Lady was once again supporting Toys for Tots by declaring her support for the 2011 Toys for Tots Campaign. The President & CEO joined the First Lady on 16 December for a major media event at the Washington DC Toys for Tots warehouse facility where Mrs. Obama announced that the White House was once again supporting the Marine Toys for Tots Program as its Christmas charity. The First Lady arrived with a truck load of toys collected from the White House Staff.

Before introducing the First Lady, General Osman thanked her for her continued support of Toys for Tots as well as her wonderful support of the program during our 2010 campaign. General Osman noted that her participation was a major contributing factor to the success we enjoyed. General Osman also noted the universal appeal of Toys for Tots by sharing a short story that took place at North Carolina State University during their homecoming football game which had been dedicated to Toys for Tots. During the pregame warm-ups, the NC State coach mentioned to the Clemson coach that the

game was dedicated to Toys for Tots. The Clemson coach's response was quick, simple and generous. He whipped out his check book and wrote a very generous check to Marine Toys for Tots. It's that kind of spontaneous response that the Marine Toys for Tots Program enjoys across the nation.

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. In particular she noted that "Marines are not only serving our country in troubled spots around the world, but upon returning home they are also making a difference in our own towns and cities by bringing hope to less fortunate children through the Marine Toys for Tots Program." 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 64 years.

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

The First Lady's support of the Marine Toys for Tots Program certainly generated a great deal of media interest and exposure and was one of the keys to our very successful 2011 Campaign.



## Hollywood Christmas Parade Supports Toys for Tots

On 27 November the President and CEO participated in the 2nd Annual “The Hollywood Christmas Parade benefiting 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 Marshall was Marie Osmond. The 2011 Hollywood Christmas Parade was once again filmed, edited, and made into a television production and on 12 December premiered on the Hallmark Channel. The production was aired numerous times on the Hallmark Channel leading up to Christmas and was also in national syndication in over 90% of the country, making the 2011 Parade available to the largest television audience in its history. Actor Erik Estrada (CHIPs) and television host Laura McKenzie (World’s Funniest Moments) served as parade broadcast hosts. In addition to the Marine Band from Marine Corps Recruit Depot, San Diego, CA, which lead the Parade, there were



celebrities from film, television, and stage, award-winning bands, equestrian groups, floats and giant balloons.

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.”



## Blue Angels Join the Toys for Tots Team for Tots

The Navy Flight Demonstration Squadron, better known as the Blue Angels once again approved the utilization of “Fat Albert” to support the Marine Toys for Tots Program. Fat Albert is the C-130 support aircraft for the Blue Angels. After several weeks of intensive coordination the mission for Fat Albert was planned and executed. On 22 November, Captain Benjamin Blanton, Fat Albert’s Commander, and his team flew Fat Albert to Atlanta and Dallas/Fort Worth where pallets of toys donated by Lockheed Martin were loaded on the aircraft and flown to Birmingham, Alabama and distributed to the less fortunate children in that area. That area was selected because so many families were still recovering from the devastating tornados that struck western Alabama last summer and the prospects for Christmas were not good. Upon arrival in Birmingham, Fat Albert was greeted by a number of dignitaries, to include the Governor of Alabama, and a huge group of Marines and volunteers to assist in the final phase of the delivery of the toys.

Although many folks assisted in ensuring the success of the mission, the real heroes were Captain Blanton and the crew of Marines and Sailors on Fat Albert who volunteered their off-duty time to make the mission possible. This was a particularly meaningful mission for Captain Blanton who is from Birmingham, Alabama and could fully appreciate the devastation suffered by the folks in that part of the State. He expressed great pride and delight in being able to help bring some Christmas joy and send a message of hope to the children and families of an area he knows so well. On 22 November, Captain Blanton and the crew of Fat Albert made a difference to the families of western Alabama that few could match.



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



On November 23, the President & CEO of the Marine Toys for Tots Foundation, LtGen Pete Osman, together with Board Members Keith Nadolski and Osmund Fretz and the Vice President of Medifast, John O'Brien, rang the Closing Bell of the New York Stock Exchange in honor of the 64th Anniversary of Toys for Tots. Joining these gentlemen on the Platform were Marines from the New York City Toys for Tots Campaign, LtCol Richard Bordonaro and SSgt Ivan LeBron, as well as Karen Fretz, Lindsey Nadolski, Laura Osman, Dr. Julia Osman, and Allan Cannington. Ringing the Closing Bell on the last trading day before Thanksgiving and "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.



## 2011 Campaigns & Coordinators of the Year

Nominations have been submitted and reviewed, careful consideration has been given to all sites nominated, and finally, a decision has been reached regarding the campaigns and coordinators of the year. The selection process is very difficult, as Toys for Tots coordinators continue to improve every year. In spite of a struggling economy, Toys for Tots once again had a wonderful year in 2011. Much of the credit goes to local, key personnel who seem to have the gift of influencing people to support this U.S. Marine Corps community outreach program, even when times are lean.

Selections are based on the criteria listed in the SOP, and internal audits enable the Foundation staff to confirm the effectiveness of each campaign.

### USMC Reserve Site nominees were:

- ▶ Brooklyn, NY
- ▶ Wyoming, PA
- ▶ Devens, MA
- ▶ Frederick, MD
- ▶ Topsham, ME
- ▶ Cincinnati, OH
- ▶ Dayton, OH
- ▶ Brook Park, OH
- ▶ Richmond, VA
- ▶ Camp Lejeune, NC
- ▶ Eastover, SC
- ▶ Orlando, FL
- ▶ Belle Chasse, LA
- ▶ Bossier City, LA
- ▶ Lafayette, LA
- ▶ Chicago, IL
- ▶ Highwood, IL
- ▶ Bridgeton, MO
- ▶ Battle Creek, MI

- ▶ Peoria, IL
- ▶ Dallas/Ft Worth, TX
- ▶ Abilene, TX
- ▶ Corpus Christi, TX
- ▶ Wichita, KS
- ▶ Billings, MT
- ▶ Reno, NV
- ▶ Portland, OR
- ▶ Yakima, WA
- ▶ Las Vegas, NV
- ▶ Port Hueneme, CA.

### Local Community Organization Site nominees were:

- ▶ Metuchen, NJ
- ▶ Milford Square, PA
- ▶ Saco, ME
- ▶ Stamford, CT
- ▶ Harford, MD
- ▶ Martinsville, VA
- ▶ Dunn, NC
- ▶ Morgantown, WV
- ▶ Wooster, OH
- ▶ Athens, GA
- ▶ Cummings, GA
- ▶ Nokomis, FL
- ▶ Rome, GA
- ▶ Punta Gorda, FL
- ▶ Alton, IL
- ▶ Trenton, MI
- ▶ Ft Wayne, IN
- ▶ Bad Axe, MI
- ▶ Lincoln, IL
- ▶ Hayfield, MN
- ▶ Dubuque, IA
- ▶ Isle, MN

- ▶ Deer Lodge, MT
- ▶ Graham, TX
- ▶ Cottonwood, AZ
- ▶ Calexico, CA
- ▶ Lake Isabella, CA
- ▶ Cedar City, UT
- ▶ Olympia, WA.

### Regional Award winners are:

#### Reserve Sites

- ▶ Brooklyn, NY – SSgt Ivan Lebron
- ▶ Cincinnati, OH – Sgt Jonathan Briick
- ▶ Orlando, FL – MSgt Aaron Vannostrand
- ▶ Chicago, IL – SSgt Chad Falkos
- ▶ Abilene, TX – 1stSgt Dale Frerich
- ▶ Reno, NV – SSgt Ruben Garcia

#### LCO's

- ▶ Metuchen, NJ – CWO4 Nick D'Andrea
- ▶ Martinsville, VA – Mr. Paul Shivley
- ▶ Athens, GA – CWO4 Ray Fairman
- ▶ Alton, IL – Mr. Glenn Heimer
- ▶ Hayfield, MN – Mr. Todd Egler
- ▶ Cottonwood, AZ – Krys Vogler

And selected as the  
2011 National Toys for Tots  
Campaigns/Coordinators  
of the Year:

#### Reserve Sites

- ▶ Brooklyn, NY – SSgt Ivan Lebron

#### LCO's

- ▶ Hayfield, MN – Mr. Todd Egler

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





## Marine Toys for Tots Foundation Golf Classic - 2012

On Monday May 21, 2012, participants in the 2012 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 2012 national fund raising campaign. This was the seventeenth annual Marine Toys for Tots Foundation Golf Classic. Although we experienced some early morning mist, the weather cooperated, and the players enjoyed a great golf outing with lots of camaraderie.

Forty-two corporations/business groups, from throughout the nation, supported this year's tournament while donating over \$145,000. The 116 participating golfers represented 29 of these corporations and included corporate executives, Marine Corps officials and Toys for Tots supporters. Participants traveled from throughout the east coast and from as far west as Kansas.

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. A sportsman's award was presented to the team with the highest gross score. 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, golf umbrella, club scrubber, divot tool, 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 sponsored by Lockheed Martin and the President's Flight (team handicap adjusted score) was won by the team sponsored by Northrop Grumman.



*1st place Commandant's Flight winners*



*1st place President's Flight winners*





photo by Cpl Dengrier Baez

## Annual Toys for Tots Reception and Parade

Toys for Tots and Marine Forces Reserve once again co-hosted their Annual Reception and Parade at Marine Barracks, Washington D.C. Approximately 300 Toys for Tots sponsors, donors, supporters, and friends attended the reception and parade. The President & CEO, Marine Toys for Tots Foundation, LtGen Pete Osman, provided a brief report on the 2011 Toys for Tots Campaign, provided an update on the 2012 Campaign efforts thus far, and recognized and thanked corporate sponsors and business partners in attendance. The Commander, Marine Forces Reserve, LtGen Steve Hummer also made remarks including the introduction of the Assistant Secretary of Defense for Reserve Affairs, Jessica Wright, the evening's Guest of Honor and the Parade Reviewing Official. The evening provided an excellent opportunity to recognize our many supporters, business partners, and friends.



photo by Sgt Bobby J Yarbrough



photo by Cpl Dengrier Baez



photo by Sgt Bobby J Yarbrough



photo by Cpl Jeremy Ware



## 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 designed the first Toys for Tots poster which included a miniature three-car train that was subsequently adopted as the Toys for Tots logo.



## 2012 National Corporate Sponsors (YTD)

Companies and corporations and individuals which contribute or help raise over \$25,000 in cash or over \$100,000 worth of toys in support of the 2012 Marine Corps Reserve Toys for Tots Campaign

- ▶ Acosta Military/C Lloyd Johnson
- ▶ Applebee's (Doherty Enterprises)
- ▶ Babies 'R' Us
- ▶ Bandai America
- ▶ Build A Bear
- ▶ Continental Mills
- ▶ Covington & Burling
- ▶ Denny's
- ▶ Disney
- ▶ Duracell
- ▶ Edwards Pies/Schwan Foods
- ▶ Federated Auto Parts
- ▶ Group Sales
- ▶ Hahn Family Wines
- ▶ Hasbro
- ▶ Hawk Publishing
- ▶ Intuit/Turbo Tax
- ▶ J Walter Thompson
- ▶ Kum & Go
- ▶ Living Social
- ▶ Lockheed Martin
- ▶ New England Doll & Novelty
- ▶ OnTime Toys
- ▶ PODS
- ▶ Proctor & Gamble
- ▶ Redner's Grocery
- ▶ Scholastic
- ▶ Stage Stores
- ▶ The UPS Store/MBE
- ▶ Toys 'R' Us
- ▶ Walgreens
- ▶ Wal-Mart

## 2012 National Corporate Donors (YTD)

Companies and 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 2012 Marine Corps Reserve Toys for Tots Campaign

- ▶ Altruette.com
- ▶ Berline
- ▶ The Brony Thank You Fund
- ▶ CarePoint Management Company Inc
- ▶ Cause Media Group
- ▶ Cleaner's Supply
- ▶ DC Trial Lawyers Foundation
- ▶ Hometown Vending Inc
- ▶ Navy Federal Credit Union
- ▶ Primrose School of Coppell
- ▶ Shakey's USA Inc.
- ▶ Snuggles Fabric Softener
- ▶ TCF Foundation
- ▶ Transformation Systems Inc (TSI)
- ▶ Warner Brothers & Digitas
- ▶ Western-Shamrock



## Important TFT Dates – 2012 Campaign

### 2012

September 13 – 16	TFT Coordinators Training
October 1 – December 24	Local TFT Campaigns
December	Hollywood Christmas Parade <i>(airing locally at various times throughout December be sure to check <a href="http://www.toysfortots.org">www.toysfortots.org</a> for local times)</i>

### 2013

January 15	After Action Reports Due
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## 2012 National Corporate Event Sponsors

Companies and corporations and individuals which contribute \$5,000 or more in support of the 2012 Marine Toys for Tots Foundation golf tournament and other events

- ▶ Bank of America
- ▶ Big Lots
- ▶ Bridgestone Americas
- ▶ Creative Direct Response
- ▶ Data Management Inc.
- ▶ Exxon Mobil Corporation
- ▶ 1st Degree
- ▶ Fleet
- ▶ General Dynamics
- ▶ Group Sales
- ▶ HDI Housewares
- ▶ International Graphics
- ▶ Lockheed Martin
- ▶ MacDonald Family
- ▶ ManTech Corporation
- ▶ Marine Military Expo
- ▶ Medifast Inc.
- ▶ Merrill Lynch Bank of America
- ▶ National Defense Industrial Association
- ▶ Northop Grumman
- ▶ OnTime Toys
- ▶ Raytheon
- ▶ Rolls-Royce NA
- ▶ Sikorsky Aircraft
- ▶ Tara's Toybox
- ▶ Textron Inc.

## Lieutenant General Steve Hummer Assumes Command of Marine Forces Reserve

Lieutenant General Steven A. Hummer assumed command of Marine Forces Reserve and Marine Forces North on 10 August 2011. Lieutenant General Hummer began his career as an enlisted Marine rising to the rank of Sergeant. As an infantry officer he has served in a variety of command, staff, and joint positions in both the United States and overseas to include serving as Commanding Officer of 7th Marines during Operation Iraqi Freedom. Among his duties as a General Officer, General Hummer has served as the Chief of Staff, Joint Special Operations Command and as Director of Operations, US Forces – Iraq.

General Hummer is a graduate of Albright College and the Air War College where he also earned a Master's Degree in International Security Studies.



*The mission of Marine Toys for Tots Foundation is to assist the U.S. Marine Corps in providing a tangible sign of hope to economically disadvantaged children at Christmas. This assistance includes supporting the U.S. Marine Corps Reserve Toys for Tots Program by raising funds to provide toys to supplement the collections of local Toys for Tots campaigns, to provide promotional and support material and defray the costs of conducting annual Toys for Tots campaigns. Other Foundation support includes providing administrative, advisory, financial, logistic and promotional support to local Toys for Tots coordinators; managing funds raised and monies donated based on the use of the Toys for Tots name or logo; providing other support the Marine Corps, as a federal agency, cannot provide; and conducting public education and information programs about Toys for Tots that call the general public to action in support of this patriotic community action program.*

## Toys for Tots and Touchdown for Tots



For the 2011 Toys for Tots Campaign a number of NFL teams once again joined forces with the Marine Corps for "Touchdown for Tots", a national toy drive benefiting the Marine Toys for Tots Program. From 20 November to 24 December, football fans across the country spread the joy of the holidays while cheering on their favorite team, either at the stadium or when watching a game at home. Between 27 November and 19 December, NFL teams

across the country hosted toy drives during one of their respective 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. Additionally, in Atlanta, Charlotte, Cincinnati and Detroit a number of NFL players met at their local Toys 'R' Us stores during December to shop for toys for the less fortunate children in their communities.

The Marine Toys for Tots Foundation will be working with the NFL in 2012 to expand on the Touchdown for Tots Program.



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