



Lewis G. Watkins Detachment #1131 Toys For Tots Program

Welcome, and congratulations on participating in the Toys For Tots program!

Now you are an active part of that worthwhile program.

Please join us as we continue to serve the children and families of our communities who may be in need of a little assistance during the Christmas holiday season.





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Origin and Evolution of Toys for Tots



Colonel William L. Hendricks
USMCR (Ret)

Toys for tots Began in 1947, when Major Bill Hendricks, USCR and a group of Marine Reservists in Los Angeles collected and distributed 5,000 toys to needy children. The idea came from Bill's wife, Diane. In the fall of 1947, Diane crafted a homemade doll and asked Bill to deliver the doll to an organization, which would give it to a needy child at Christmas. When Bill determined that no agency existed, Diane told Bill that he should start one. He did. The 1947 pilot project was so successful that the Marine Corps adopted Toys for Tots in 1948 and expanded it into a nationwide campaign. That year, Marine Corps Reserve units across the nation conducted Toys for Tots campaigns in each community in which a Marine Reserve Center was located. Marines have conducted successful nationwide campaigns at Christmas each year since 1948. The initial objective that remains the hallmark of the program today is to "bring the joy of Christmas to America's needy children". Bill Hendricks, a Marine Reservist on weekends, was in civilian life, the Director of Public Relations for Warner Brothers Studio. This enabled him to convince a vast array of celebrities to support Toys for Tots. In 1948, Walt Disney designed the Toys for Tots logo, which we use today. Disney also designed the first Toys for Tots poster used to promote the nationwide program. Nat "King" Cole, Peggy Lee and Vic Damone recorded the Toys for Tots theme composed by Sammy Fain and Paul Webster in 1956. Bob Hope, John Wayne, Doris Day, Lorie Morgan, Tim Allen, Kenny Rogers and Billy Ray Cyrus are but a few of the long list of celebrities who have given their time and talent to promote Toys for Tots. First Lady Michele Obama has been Toys for Tots number one supporter and volunteer since 2009 through mass media events, by conducting toy drives in the White House, and by volunteering to assist with the sorting of toys at local campaign warehouse sites in the Washington DC area.

From 1947 through 1979, Marines collected and distributed new and used toys. On Reserve drill weekends during October, November and December, Reserve Marines refurbished the used toys.

From Christmas 1980 through the present, Marines have collected and distributed only new toys. Three factors dictated this change. First, the Secretary of Defense's Total Force Program, introduced in the 1970's, assigned Reserves a greater role in America's defense posture. As a consequence, Reservists had to dedicate every minute of weekend drill time to honing and polishing combat skills. No time was available to refurbish toys. Second, public awareness of the health and safety aspects of toys that developed during the '70s made distribution of used toys legally inadvisable. Third, distributing "hand me down" toys does not send the message Marines want to send to needy children. The goal is to deliver a message of hope, which will assist in building



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self-esteem and, in turn, motivate less fortunate children to grow into responsible, productive, patriotic citizens and community leaders. A shiny new toy is the best means of accomplishing this goal.

In the late 1980s, the Marine Corps determined that a non-profit charity was needed as an integral part of the overall national Toys for Tots program. Based on this need, the Secretary of Defense, in August 1991, authorized the Marine Corps to recognize and work with a charity committed to supporting Toys for Tots. Based on this approval, the Marine Toys for Tots Foundation became an operational organization in September 1991 and has been the fundraising and support organization for the U. S. Marine Corps Reserve Toys for Tots Program since that date.

The Foundation was able to satisfy the five needs identified by the Marine Corps. First, the Foundation could provide toys to supplement the collections of local units that had fewer Marines due to military cutbacks of the '80s and '90s. Second, the Foundation could arrange and pay for the creation, publication, manufacture and distribution of promotion and support materials to Toys for Tots Coordinators. Third, the Foundation could enable individual and corporate donors to Toys for Tots to take a charitable deduction on their income tax returns. Fourth, the Foundation could enter into contracts with corporations to conduct promotions, which would produce royalties for Toys for Tots. (Needs three and four were two important elements of this charitable endeavor that the Marine Corps, as a federal agency, could not fulfill). Fifth, the Foundation could ensure that the Toys for Tots program operates in compliance with IRS regulations, state laws and regulations and charitable standards.

In 1995, the Secretary of Defense approved Toys for Tots as an official activity of the U. S. Marine Corps and an official mission of the Marine Corps Reserve.

In 1996, the Commander, Marine Forces Reserve expanded Toys for Tots to cover all 50 states by authorizing selected Marine Corps League Detachments and selected local community organizations (generally veteran Marine), located in communities without a Marine Reserve Center, to conduct toy collection and distribution campaigns in their communities as part of the U. S. Marine Corps Reserve Toys for Tots Program.

In 1999, the Commander, Marine Forces Reserve delegated authority to the President, Marine Toys for Tots Foundation to approve and manage local Toys for Tots campaigns conducted in communities without a Reserve Unit.



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2001: Despite the trauma the nation experienced as a result of the September 11th attacks in New York City, Washington, DC and Pennsylvania, the economic downturn and the anthrax scare, the 2001 U. S. Marine Corps Reserve Toys for Tots Campaign was the second best in the previous 54 year history of the program. Local campaigns were conducted in 388 communities covering all 50 states, the District of Columbia and Puerto Rico. This was the most extensive coverage to date.

The Marine Toys for Tots Foundation celebrated its 10th anniversary as the fundraising and support organization for Toys for Tots in 2001. The highlights of the year were that the Foundation had its most successful campaign to date plus was ranked #289 in the 2001 "Philanthropy 400". This was the first time the Foundation earned a ranking in the "Philanthropy 400".

In 2002, Charity Navigator awarded the Foundation a 4-star rating and the Chronicle of Philanthropy ranked the Foundation #267 in the "Philanthropy 400".

In 2003, the DMA Nonprofit Federation named the Foundation the "Outstanding Nonprofit Organization of the Year" for 2003. The Chronicle of Philanthropy ranked the Foundation #341 in the "Philanthropy 400". Starburst ranked the Foundation website #9 of the "Top 100 Toy Websites". Reader's Digest, in the November 2003 edition, named Marine Toys for Tots Foundation "America's Best Children's Charity". In December 2003 edition, Forbes included Marine Toys for Tots Foundation in its "Gold Star List" of charities.

From 2004 to the present the Foundation has continued to receive, on an annual basis, the accolades noted above.

Since beginning the U.S. Marine Corps Reserve Toys for Tots Program in 1947, Marines have distributed more than 452 million toys to more than 209 million needy children. This charitable endeavor has made U.S. Marines the unchallenged leader in looking after less fortunate children at Christmas. Over its life span, the Marine Toys for Tots Foundation has supplemented local toy collections with more than 98 million toys valued at more than \$694 million; plus provided promotion and support materials valued at over \$8.5 million.



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How Toys for Tots Works

The U. S. Marine Corps Reserve Toys for Tots Program is directed by the Commander, Marine Forces Reserve, with the assistance of his staff, from the Marine Forces Reserve Headquarters in New Orleans, Louisiana.

The Marine Toys for Tots Foundation, an IRS recognized 501 (c) (3) not-for-profit charity, is the authorized fundraising and support organization for the Toys for Tots Program. The Foundation provides the funding and support needed for successful annual toy collection and distribution campaigns. The Foundation staff is headquartered in the Cooper Center located just outside the main gate of Marine Corps Base, Quantico, Virginia, about 35 miles south of Washington, DC.

Local campaigns are conducted annually in over 700 communities covering all 50 states, the District of Columbia and Puerto Rico. The Commander, Marine Forces Reserve has under his command 163 Reserve Units located in 47 states. To cover all 50 states and more communities in each state, the Marine Toys for Tots Foundation selects Marine Corps League Detachments and Local Community Organizations (generally veteran Marines) located in communities without a Marine Reserve Center, to conduct Toys for Tots campaigns as part of the overall U.S. Marine Corps Reserve Toys for Tots Program.

One individual, either a Marine, member of a Marine Corps League Detachment, or member of a local community organization, is designated the Toys for Tots Coordinator for that community. The Coordinator is responsible for planning, organizing and conducting the campaign in his/her community.

Local toy collection campaigns begin in October and last until mid to late December. Toy distribution also takes place mid to late December. Members of the community drop new, unwrapped toys in collection boxes positioned in local businesses. Coordinators pick up these toys and store them in central warehouses where the toys are sorted by age and gender. At Christmas, Coordinators, with the assistance of local social welfare agencies, church groups, and other local community agencies, distribute the toys to the less fortunate children of the community. Over the years, Marines have established close working relationships with social welfare agencies, churches and other local community agencies which are well qualified to identify the needy children in the community and play important roles in the distribution of the toys.



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While Toys for Tots Coordinators organize, coordinate and manage the campaign, the ultimate success depends on the support of the local community and the generosity of the people who donate toys.

Local business leaders play key roles. They allow Coordinators to locate drop-off/collection boxes in their stores; provide free warehouse space for storing and sorting toys during October, November and December; provide vehicles to collect toys from drop-off sites; sponsor toy raising events; and help Coordinators arrange media exposure for Toys for Tots in the local community.

National corporations support Toys for Tots by establishing affiliations with the Marine Toys for Tots Foundation. These corporations make donations to the Foundation or conduct cause marketing initiatives from which they share royalties with the Foundation. In almost every instance, the marketing initiatives of these corporations give significant added visibility and name recognition to Toys for Tots. Such visibility enhances the campaign at the national and local levels. The funds emanating from these affiliations enable the Foundation to purchase toys to supplement local collections; purchase promotion and support materials and defray the costs of annual Toys for Tots campaigns.



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Marine Toys for Tots Foundation

OVERVIEW: Marine Toys for Tots Foundation, an IRS recognized 501(c)3 not-for-profit public charity is the fundraising, funding and support organization for the U. S. Marine Corps Reserve Toys for Tots Program. The Foundation was created at the behest of the U. S. Marine Corps and provides support in accordance with a Memorandum of Understanding with the Commander, Marine Forces Reserve, who directs the U. S. Marine Corps Reserve Toys for Tots Program. The Foundation has supported Toys for Tots since 1991.

GOVERNANCE: Marine Toys for Tots Foundation is governed by a board of directors, all of whom are successful business leaders from throughout the nation. All directors served as U. S. Marines. The Foundation's professional staff is headquartered in the Cooper Center, which is located just outside the main gate of Marine Corps Base, Quantico, about 35 miles south of Washington, DC.

PRODUCTIVITY: Over the years the Foundation supplemented local campaigns with tens of millions of toys valued at hundreds of millions of dollars. Additionally, the Foundation provides approximately one million dollars worth of promotional and support materials to local campaigns each year.

MISSION: 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 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.

GOAL: The primary goal of the Foundation is the same as that of the overall Toys for Tots Program: i.e. – to deliver, through a new toy at Christmas, a message of hope to less fortunate youngsters that will assist them into becoming responsible, productive, patriotic citizens.

OBJECTIVES: The objectives of the Foundation are the same as those of the overall Toys for Tots program: i.e. – to help less fortunate children throughout the United States experience the joy of Christmas; to play an active role in the development of one of our nation's most valuable resources – our children; to unite all members of local



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communities in a common cause for three months each year during the annual toy collection and distribution campaign; an to contribute to improving communities in the future.

ACTIVITIES: The Foundation engages in two categories of activities: Program Services and Support Services.

Program Services

Toy Distribution: This is the process of obtaining and delivering toys to local Toys for Tots Coordinators and providing the support and assistance those Coordinators need to conduct effective toy collection and distribution campaigns in their communities. Toys are a combination of those purchased by the Foundation and those donated by corporations.

Support of Local Coordinators: This involves arranging the creation, publication, manufacture and delivery of an array of promotion and support materials to local Coordinators. It includes managing all financial matters for local Coordinators as well as updating and publishing a manual for the conduct of local programs. Concisely stated, this activity encompasses providing a wide range of support to approximately 700 local Toys for Tots Coordinators and their support groups. Today, there are nearly 25,000 Marines, Marine Corps League members, veteran Marines and volunteers involved in annual campaigns.

Education: The Foundation conducts an annual public information and education campaign. This activity is designed to give the general public a clear understanding of the benefits that accrue to individuals, communities and the nation from Toys for Tots. It increases visibility and name recognition, and calls the general public support of Toys for Tots. The campaign includes distributing a series of news releases, distributing TV and radio public service announcements, publishing newsletters arranging media events and appearances, arranging for national corporations to incorporate information about Toys for Tots into their paid advertisements, conducting special events, maintaining a website and distributing educational material about Toys for Tots to the general public.

Support Services

Management and General Activities: This involves accomplishing the spectrum of business management activities necessary to make an organization efficient and



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effective and to ensure the program and the Foundation operate in compliance with IRS regulations, federal and state laws and charitable standards.

Fundraising: The Foundation pursues a range of fundraising projects each year. Projects include national corporate sponsors, a direct mail campaign, the Combined Federal Campaign, special events such as golf tournaments; and special projects such as "in memory of/in honor of" donations and internet donations.



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Toys For Tots Program, Detachment #1131

Our Detachment has coordinated a Toys For Tots program in Oconee County for several years. We did the traditional program of accepting applications for assistance, collecting the toys, packing bags for each child and having a mass distribution evening once as we approached the Christmas holidays.

In 2011 we forged a partnership with the town of Salem, SC, where they identified the truly needy families in their town, coordinated with those families, sponsored toy drives and collections, assisted in packing the toys for their children, and held their own distribution evening. Our Detachment had members present for their distribution. The remainder of our program continued as in the past. 2011 saw us pack toys for 727 children, although the parents of only 653 (89.8%) showed up to collect their toys. Our donation of toys to Christmas Is For Kids helped address the needs of an additional 900 children in 2011.

The experience with Salem was so successful that in 2012 we expanded our community outreach efforts and established programs based upon the Salem model with the communities of West Union, Walhalla, Central, Participants, and Anderson, as well as continuing with Salem; the Littlejohn Community Center in Clemson, the Old Carolina Smokehouse in Piedmont; and a continuing distribution program in Seneca.

These programs have allowed our Detachment to promote a more focused Toys For Tots program whereby the communities themselves take ownership of the recipients and the distribution, thereby allowing them to further connect with their own citizens while at the same time affording the Marine Corps League more exposure within those communities. For 2012 we received names for 570 children and, as far as we are aware, all (100%) received their toys. In addition to our direct distributions we also donated our excess toys to Christmas Is For Kids, which supported about 1,200 children this year.

We have also successfully recruited the Anderson Detachment to become a part of the Toys For Tots Foundation. They are now a standalone operation.

Today the towns and organizations that participate in our program include Salem, Walhalla, Westminster, and West Union in Oconee County; Pendleton in Anderson County; and Central, Clemson and Liberty in Pickens County.



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Outline of Program with Participating Cities, Towns, and Organizations

- Participants identify locations where TFT collection boxes can be positioned
- Participants advertise the program in their community
- Participants sponsor one or two collection activities if they so choose
- Participants collect names of deserving families and provides them to the Marine Corps League by a certain date
- Participants provide assistance to package toys for their tots on an identified date
- Participants hold their own Toys For Tots distribution for their children at a date of their choosing with MCL representatives present
- Participant administrative areas (water customers etc.) probably are aware of those who are truly having trouble making their payments
- School counselors would be aware of children from adverse circumstances
- Churches usually take care of their own but could be a source of information
- MCL can provide a list of those served in a prior year with recipient's addresses



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Applying for toys through Toys For Tots

Although the Detachment no longer takes direct applications from requestors, our partners do.

Below are some guidelines to follow when accepting applications:

- Be certain to fill out a request form for each child, send one copy to the Marine Corps League representative for your organization
- The Detachment maintains a master listing of all identified recipient families, if there is a duplicate family on our listing we will contact each organization so that they may remedy the situation – we do cross reference by name, address and contact numbers as well as coordinating with several other agencies
- Keep a copy of each toy request form for your records and use during your distribution in the event that someone does not show up
- Be certain to stress to participants that they are only to receive assistance from one charitable organization each year – there are many children and families in need and limited resources available to try to assist all of them
- Be cautious of “double dipping”, parents, grandparents and others all looking for toys for the same child/children
- Grandparents with legal custody may qualify for toys in lieu of the actual parents
- Be certain to get accurate, working telephone numbers. In the past we have had numerous numbers that were not working for any number of reasons, including being halted due to non-payment. Valid numbers are important for contact purposes



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Important dates for the 2016 Toys For Tots program

Collection boxes are in place from October 8 until Friday, December 9

The last day to submit names for requests is Monday, November 28

The last day for toy collection is Friday, December 9

Packing days are scheduled for December 12, 13 and 14

Distribution dates are up to each participating group



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Application Form for Toys For Tots 2016

By making this application I am confirming to you that I have not requested, nor am I going to request, assistance from any other organization providing toys this year. If you are found to have applied with multiple agencies you WILL NOT receive any assistance from Toys For Tots.

Name: _____

Spouse's Name: _____

Address: _____

Telephone Number: _____

Child #1: Name: _____ Age: _____ Sex: _____

Child #2: Name: _____ Age: _____ Sex: _____

Child #3: Name: _____ Age: _____ Sex: _____

Child #4: Name: _____ Age: _____ Sex: _____

Child #5: Name: _____ Age: _____ Sex: _____

Child #6: Name: _____ Age: _____ Sex: _____

I am the:

Parent _____

Legal guardian _____

Grandparent with legal custody _____

Signature: _____ Date: _____

I confirm that all statements made on this application are true.



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Toys For Tots Program – Next Steps

You should now have your master list for the names of families in your area who will be receiving toys this year.

So, what do you do now?

1. Make certain that your list is complete. Are there any names that are missing? If so please let us know immediately.
2. Call each family on your list
 - a. Make them aware of the date, time and location of your distribution (we suggest a 2 hour distribution timeframe)
 - b. Give them the start time of your distribution, not the end time
 - c. Inform each person that they will need to bring identification with them when they pick up the toys
3. Be ready to assist in packing the toys for your program
4. At your toy distribution be certain that each individual who shows up for toys has identification with them proving they are the requestors
 - a. Have each person picking up their toys sign that they did in fact receive them
 - b. Turn the signed spreadsheet in to the Marine Corps League representative at your distribution at the conclusion of the event
5. Enjoy your program
 - a. In the event that you have any “no shows”, and you might, keep their toys with you and try to reach the family. If they do not come in to claim their toys then donate them to a local child development center or church.

Toys For Tots contacts:

Tim Callahan	864-367-5898
Jim Stone	864-324-3501



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Toys For Tots – Packing Instructions

- Each banded bag set has an index card on it and white bags for toys
- Each index card identifies a family number and the children in that family
- Your white bags have the age and sex of the child on it
- Place appropriate toys in each white bag
- If there is only one child in the family attach the index card to the draw strings of the white bag using either tape or pipe cleaners
- If there are more than 1 child in the family place all white bags into a larger black plastic bag and attach the index card to the draw strings using either tape or pipe cleaners
- Place your completed bags in the outer room so that all may be accounted for prior to your departure