

# Standing Operating Procedures



## Local Toys for Tots Campaigns

2017  
Edition

**STANDING OPERATING PROCEDURES  
FOR LOCAL TOYS FOR TOTS CAMPAIGNS**

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## CHAPTER I - PURPOSE

1.1 **Purpose.** The purpose of this document is to provide Toys for Tots Coordinators a basic reference source for managing local Toys for Tots (TFT) Campaigns. TFT Coordinators must read this document thoroughly, as most questions are addressed in one of the chapters/appendices of this manual.

1.2 **Goal.** The goal of each Toys for Tots Coordinator is to conduct a successful Christmas toy collection and distribution campaign each year in the local community. Planning and coordinating a local campaign is a challenging task. This document is designed to make the task of the TFT Coordinator easier by having a single document available that outlines the procedures for conducting an effective campaign.

1.3 **Campaign Direction and Management.** The Commander, Marine Forces Reserve (ComMarForRes), is tasked by the Commandant of the Marine Corps (CMC) to direct and manage the Toys for Tots program. MarForRes Director of Public Affairs (PA) exercises staff responsibility for the day-to-day operation and coordination of the United States Marine Corps Reserve Toys for Tots Program.

1.4 **Campaign Support.** The Marine Toys for Tots Foundation (MTFTF), an IRS recognized 501(c)(3) tax-exempt not-for-profit public charity, is recognized by the U.S. Marine Corps as the authorized fund raising and support organization for the Marine Toys for Tots Program. The Foundation raises funds to support the Commander, Marine Forces Reserve, his subordinate units, and authorized local community campaigns in their Toys for Tots endeavors. The Marine Toys for Tots Foundation Vice President, Operations is the principal liaison between the Foundation, MarForRes PA, local Reserve Unit TFT Coordinators and Local Community Organizations (LCO's) authorized to conduct local community Toys for Tots campaigns. To contact the Foundation, you may:

Call - (703) 640-9433 (direct lines listed below); or Fax (703) 649-2054.

In an effort to reduce the amount of spam received at the Foundation, e-mail addresses have been changed and will not be listed in this manual. Addresses may be found in the secure section of all local websites. Please visit the local site or contact the Foundation via telephone to inquire about electronic mail addresses. Points of contact and direct lines are listed below:

Vice President, Marketing & Development: Ted Silvester, Colonel, USMC (Ret)  
Deputy VP, Marketing & Development: Kelley Hardison  
Marketing Associate: JoAnn Roxburgh  
Marketing Clerk: Sara Mills  
IT Specialist: Matthew McDonald  
Vice President, Operations: Brian A. Murray, Maj, USMC (Ret); (P) M. David Cooper, LtCol, USMC (Ret)  
Operations Chief: David E. Adamson, GySgt, USMC (Ret)  
Foundation Corporate Accountant: Mitzie Anderson  
Accounting Specialists: 1- Karen Torrence, 2 – Jennifer Campeau, 3 – Valerie Anderson, 4 – Brooke Sumners, 5 – Tammy Weatherholtz, and 6 – Katherine Barnes

<u>Staff member</u>	<u>Direct Line</u>
Executive Assistant	703-649-2029
Administrative Assistant	703-649-2023
VP, Marketing & Development	703-649-2021
Deputy VP, Marketing & Development	703-649-2034
Marketing Associate	703-649-2028
Marketing Clerk	703-649-2036
VP, Operations	703-649-2022
Operations Chief	703-649-2030
IT Specialist	703-649-2039
Corporate Accountant	703-649-2027
Accounting Specialist, Region 1	703-649-2026
Accounting Specialist, Region 2	703-649-2035
Accounting Specialist, Region 3	703-649-2024
Accounting Specialist, Region 4	703-649-2037
Accounting Specialist, Region 5	703-649-2025
Accounting Specialist, Region 6	703-649-2031

Foundation Public Web Address: <http://www.toysfortots.org>

1.5 **SOP Improvement.** TFT Coordinators are encouraged to submit, in writing, any recommendations for improving this document to the MTFTF Vice President, Operations. The goal is to make this document useful and user-friendly for local campaigns. The Foundation mailing address is:

Marine Toys for Tots Foundation  
18251 Quantico Gateway Drive  
Triangle, VA 22172

## CHAPTER II - MARINE TOYS FOR TOTS FOUNDATION

2.1 **Mission.** The Marine Toys for Tots Foundation's (MTFTF) mission is to raise funds to support the U.S. Marine Corps Reserve Toys for Tots Program. Funds raised are used to provide administrative, advisory, financial, logistical and promotional support to Marine Corps Reserve Units, Marine Corps League Detachments, and Local Community Organizations (LCO's) authorized to conduct local community Toys for Tots campaigns. Providing supplementary toys and promotional materials, managing unsolicited donations, entering into cause marketing relationships with corporate sponsors, registering Toys for Tots with state attorneys general, serving as the program's tax exempt agency, helping inform and educate the public about Toys for Tots and the U.S. Marine Corps Reserve's role in this important community action program, working to enhance the Commandant's Community Outreach Program and handling illegal use of the Toys for Tots name and logo are just some of the tasks accomplished annually by the Foundation.

2.2 **Supplemental Toys.** The Foundation purchases toys/gifts for distribution to Marine Corps Reserve Units and LCO's. These gifts are purchased twice annually and are meant to supplement those collected locally by Toys for Tots coordinators. The deadline for registration for LCO's to receive the gifts purchased in the spring/summer is May 1<sup>st</sup>, each year. Additionally, each site inventory is reviewed prior to the Spring order, and should a carryover inventory equal 35% or more of the previous year's distribution, that site (Marine or LCO) is removed from the list of sites to receive supplemental gifts. Gifts purchased in November and December are distributed to sites requesting assistance due to a lack of donations to meet local demand. The quantity of toys purchased and distributed depends on the fundraising and toy raising success of the Foundation. The Foundation strives to provide toys for children in the newborn and pre-teen age groups, since these age groups are the most frequently forgotten age groups by donors and are hard-to-fill categories for local campaigns. Donations from corporations (gift in kind (GIK) toys) to the Foundation are also distributed to local campaign sites; generally those that are able to accept/store at least half a trailer (tractor/trailer) either before or after distribution. Some GIK donations arrive at/after distribution and will require storage until the next campaign.

2.3 **Support/Promotional Material.** Each year, the Foundation purchases support and promotional materials for the annual campaign. Details concerning ordering supplies and the items included in a support package can be found in Chapter XI.

2.4 **Foundation Vendor Contacts.** Because the Foundation has established business relationships with toy companies and brokers, it is able to purchase toys at reduced prices. In many states the Foundation is able to purchase toys without having to pay state sales tax, thereby increasing its purchasing power.

2.5 **Combined Federal Campaign.** Marines can support the Foundation's annual fund raising program through the Combined Federal Campaign. At the time of making an annual contribution to CFC, Marines merely have to scan the list of participating children's charitable organizations to find the Foundation's name and earmark it as one of the benefactors of a contribution. By doing so, Toys for Tots becomes a charity of choice. The Foundation's CFC number is **10400**.

2.6 **Direct Mail.** The Foundation conducts a national, direct mail campaign in an effort to educate and inform the public about the U.S. Marine Corps Toys for Tots Program. This campaign raises much of the funding for the support and promotional materials, and the

supplemental toys mentioned above. This campaign has grown each year and, equally important, has contributed to significant increases in donations directly to local campaigns. The Foundation conducts an electronic version of this direct mail campaign. Electronic solicitations reduce the production costs associated with direct mail and serves as an excellent complement to our direct mail program.

2.7 **Internal Audits.** At the completion of the annual campaign, Foundation Accounting Specialists conduct internal audits of selected campaign sites. Information being reviewed includes: 1) type of unit; 2) date After Action Report submitted; 3) matching entries in the After Action Report and the Online Financial Report; 4) Deposit slips submitted; 5) Verification forms submitted; 6) Number of receipts submitted; 7) Appropriate/inappropriate purchases; 8) Personal reimbursements; 9) Credit card used for all purchases; 10) Secure site menu tools utilized; 11) Reconciliation of online logbook and Online Financial Report. These audits will further break down each site's donation and purchase history to determine the percentage of funds disbursed for toys, food, gas, clothing, promotions, storage, thank you items, office supplies, public relations, etc. Results of these internal audits will be used by the Foundation staff to become more familiar with each campaign site, identify classifications of purchases and possible errors in accounting, determine the ratio of program to support expenditures, and aid in determining regional and national coordinators of the year.

## CHAPTER III – OVERVIEW

3.1 **Background.** The **U.S. Marine Corps Reserve Toys for Tots Program** was created by, is owned by and is directed by the U.S. Marine Corps. Toys for Tots is an official activity of the U.S. Marine Corps and an official mission of the U.S. Marine Corps Reserve. The Commandant of the Marine Corps has delegated the authority and responsibility for directing and managing the program to the Commander, Marine Forces Reserve. The **Marine Toys for Tots Foundation (MTFTF)** is the sole authorized fund raising and support organization for the U.S. Marine Corps Reserve Toys for Tots Program. MTFTF was created at the behest of the Marine Corps, is recognized by the Office of the Secretary of Defense as the Program's fund raising and support organization, and provides support in accordance with a Memorandum of Understanding between the Commander, Marine Forces Reserve and the President, Marine Toys for Tots Foundation.

3.2 **Annual Local Toys for Tots Campaigns.** The **concept** of the **U.S. Marine Corps Reserve Toys for Tots Program** is that Toys for Tots Coordinators conduct local community toy collection campaigns from October 1 through December 20-22 each year. Local TFT Coordinators, working with local social welfare agencies/organizations/groups, church groups and other local philanthropic organizations, normally complete the distribution of these toys to needy children of the community from December 21-24. The focus of effort of annual local campaigns is on toy collection and distribution. It is essential to understand that toy collection campaigns are conducted only in the community (area of responsibility) in which the local campaign is held. Soliciting toys from sources outside the local community (area of responsibility) is not permitted. Such actions encroach on other local campaigns and are unauthorized. Furthermore, toy collection campaigns conducted outside the community could be illegal solicitations. See Chapter VI, para 6.3.

3.3 **Marine Forces Reserve.** Marine Forces Reserve directs the activities of the Toys for Tots Coordinators for each Marine Corps Reserve Unit which conducts a local campaign in the community surrounding a Reserve Training Center. The Commander, Marine Forces Reserve has authorized the President, MTFTF to approve Local Community Organizations (LCOs - Marine Corps League Detachments and other groups, generally led by veteran Marines) to conduct local Toys for Tots Campaigns in communities without a Marine Corps Reserve Unit. MTFTF is tasked to manage the activities of these LCOs. The conditions of approval for such local campaigns are that they must be conducted in accordance with Marine Corps Order 5726.14, Force Order P5726.3 and the Foundation SOP for local campaigns. The Force Order and Foundation SOP give specific instructions regarding the rules for the conduct of a local Toys for Tots campaign.

3.4 **Role of the Coordinator.** The principal roles of the local Toys for Tots Coordinator are to plan, organize, coordinate and execute the annual toy collection and distribution campaign. Fund raising is not the principal role of the local coordinator; however, local coordinators are authorized to accept unsolicited donations on behalf of MTFTF. **The local coordinator is responsible for the proper use of the Foundation-issued credit card during the conduct of the annual campaign. To do so, the coordinator must oversee every aspect of the campaign, ensuring volunteers are acting responsibly and funds are used appropriately. Below are two examples of how funds from local accounts have been used in the past, but will no longer be authorized:**

a. Toys for Tots will not authorize the use of Toys for Tots funds when the operator of a vehicle has been cited for reckless operation of the vehicle. The driver responsible for

**an accident must pay any ticket issued and must use his/her insurance company to cover all repairs to any/all vehicles involved.**

**b. Toll bills that are the result of a driver “running” a toll booth without paying the toll and any penalty will be paid by the driver whose actions caused Toys for Tots to receive the bill and any penalty as a result of this action.**

**c. In both of the above examples, an accident/incident report must be filed/initiated to provide details and determine fault.**

Local coordinators are also authorized to conduct, within their local communities, fund raising projects such as golf tournaments, foot races, bicycle races and similar purely voluntary participation and non-invasive events. All funds raised from such events must be forwarded to MTFTF (See Chapter VII, paragraph 7.3). Coordinators who desire to conduct events not listed in the previous sentence must gain approval from the Foundation before conducting such events. Events are authorized because they create goodwill, good visibility for the local campaign, community spirit, and enhance the image of the local campaign and the U.S. Marine Corps.

3.5 **Source of Information.** This document (SOP for the Conduct of Local TFT Campaigns) is designed to be a practical and useful reference source for Toys for Tots Coordinators. TFT Coordinators must read this document thoroughly. Most questions a Toys for Tots coordinator may have are answered in one of the chapters/appendices of this manual.

3.6 **Prohibitions.** Local coordinators are prohibited from direct mail or door to door solicitations, telemarketing or other invasive fund raising projects. The acceptance of gift cards as donations should be avoided, but in the event they are presented, the gift cards may be used by the coordinator to purchase toys. **The purchase of gift cards as items to distribute to children is prohibited.** Gift cards are simply too easy to misplace/have stolen. The mission of Toys for Tots is to provide toys to needy children, not gift cards.

3.7 **Important Documents.** The Marine Corps Order (MCO 5726.14 ), Force Order (ForO P5726.3 ), this document, the cash receipts and expenditures log, and the file of copies of receipts, checks, and correspondence, should be the documents maintained in an accessible location and readily available to the TFT Coordinator at all times, especially during the October-December time frame. These documents, when consolidated, comprise a turnover package that must be organized by the current coordinator, who should then maintain, update, and pass on to his/her successor. All orders, and this SOP are posted on the Foundation website: [www.toysfortots.org](http://www.toysfortots.org).

3.8 **Supporting Documentation.** The Foundation has arranged to have the accounting forms found in Appendices I & J posted online to modernize and simplify reporting and documentation for coordinators. Utilize these online forms for all campaign documentation.

3.9 **Coordinator Information.** One extremely important task is that of keeping the Marine Toys for Tots Foundation informed of the full name, mailing address, voice telephone number, FAX telephone number, and E-mail address of the current Toys for Tots Coordinator and his/her assistant. Having current information makes communications with Toys for Tots Coordinators much quicker and enables greater responsiveness by headquarters and support elements. The Foundation will provide current coordinator address information to MarForRes (PA) as needed.

3.10 **Fund Raising.** All donations obtained and funds received using the Toys for Tots name and logo may be accepted on behalf of and must be forwarded to the Marine Toys for Tots Foundation. Marines are not authorized to solicit cash donations or conduct fund raising projects. Marines are authorized to accept unsolicited cash donations on behalf of the Marine Toys for Tots Foundation. Marine Corps League Detachments and LCO's that support Toys for Tots may conduct selected fund raising projects subject to specified conditions. ***Marines/Volunteers are NOT authorized to purchase toys/other items until local donations have been processed through the Foundation.***

3.11 **Fund Handling.** As the fund raising and support organization for the U.S. Marine Corps Reserve Toys for Tots Program, MTFTF is responsible for managing all funds donated and raised or received using the Toys for Tots name and logo. The Foundation is an IRS-recognized 501(c)(3) not-for-profit, public charity. Accordingly, donations and funds raised, which are received by MTFTF, are deductible on federal income tax returns. Contributions and funds raised, which are not received by MTFTF, are not tax deductible. MTFTF is the only organization authorized by the states to receive donations and raise funds using the Toys for Tots name and logo. Therefore, any organization, which accepts donations or raises funds using the Toys for Tots name and logo and does not forward the donations and funds to MTFTF, is in violation of state laws. Summarized, all funds raised and donations received based on use of the Toys for Tots name and logo must be forwarded to the Foundation in order for donors to be able to declare the donations as tax deductions on federal income tax returns and to protect the local coordinator, the donors, the integrity of the Toys for Tots program, the Marine Corps and the Foundation. Additionally, forwarding all donations and funds to the Foundation is necessary to ensure that the Toys for Tots program is operated in accordance with the Internal Revenue Code, state laws and charitable standards.

3.12 **Purchase Card Purchases & Arrangements.** The Foundation has entered into an agreement with Bank of America (BoFA) enabling coordinators (with local accounts in good standing with the Foundation) to apply for and receive a Purchase Card. This card allows local coordinators to shop and purchase toys and other items essential to the annual campaign at most local vendors. Once items have been procured using the Purchase Card, follow the procedures outlined in Chapter VIII of this SOP to ensure all bills are paid in a timely manner. All accounts are corporate liability accounts. While individual names are embossed on each card for security/accountability reasons, there is no personal liability associated with the purchase card unless improper activities and/or purchases are recorded. The card holder is responsible for the proper care and use of the purchase card. The preferred and principal method of payment for all purchases is the Toys for Tots Purchase Card.

3.13 **Account Safeguards.** The Foundation earmarks all funds received from local Toys for Tots coordinators specifically for the benefit of the locality of the forwarding coordinator. Local Toys for Tots coordinators have the ability to view an online account statement containing deposits, purchases, and, occasionally, transfers from/to the Foundation which is kept current by the Foundation staff and is available 24 hours a day 7 days a week. This online statement will enable coordinators to know the amount of funds available for local purchases. Visit the secure section of the local website (log in and click on a link to the secure section) using the username and password provided by the Foundation staff (both are case sensitive). The Foundation expends funds from a local account when the coordinator verifies in writing that an invoice/purchase card purchase is legitimate; however, invoices and/or purchase card purchases approaching the due date will be paid with or without verification. The verification form must still be submitted for record purposes. Funds earmarked for a local campaign are not otherwise expended by the Foundation.

### 3.14 Correspondence to Marine Toys for Tots Foundation.

a. All **donations and funds raised** are to be forwarded using overnight mail billable stamps (provided) to the Foundation-designated address in Des Moines, Iowa (see Chapter VI, paragraph 6.19). The Foundation has documented over the years many instances of money and/or correspondence being mailed to an incorrect address. This procedure was developed to eliminate these errors. The Foundation provides pre-printed overnight mail billable stamps (paid by the Foundation) for coordinators to use when forwarding all monetary donations and funds raised locally. This ensures donations reach Des Moines in a timely manner. Once the initial issue of billable stamps is ½ depleted, contact the Foundation for additional stamps.

b. All **other correspondence** to the Foundation is to be forwarded via: 1) scanning & e-mailing to the appropriate Accounting Specialist; 2) fax to the Foundation; or 3) mail using the pre-printed/pre-paid envelope provided (addressed to 18251 Quantico Gateway Drive (this includes written correspondence, invoice verifications, receipts, or voided Foundation checks)). See Chapter VI, paragraph 6.19. Do NOT send routine correspondence via overnight mail, as the cost is excessive.

**3.15 Local Toy Drop Locations. All toy drops for local campaigns are considered unattended. The Pension Protection Act of 2006 requires that all donors be provided a receipt for any donation to a charity. Unattended receptacles are exempt from this requirement. When Marines and/or volunteers are present at a particular drop site, it is for the purpose of carrying out a special event and to answer questions about the Toys for Tots campaign. It is imperative that each receptacle have on it the unit name and address to afford all donors the opportunity to record this information into their personal records for use during the preparation of their tax returns.**

3.16 **Local Toy Donations.** To enable the Foundation to provide a complete explanation and description of the impact of the U.S. Marine Corps Reserve Toys for Tots Program, there must be a system in place to determine the value of local toy donations (Appendix V). The Foundation has engaged the services of a statistician to analyze and report the average value of local toy donations to Toys for Tots. This report will be included with other information presented to our auditors for examination and verification. The statistician will have his representatives contact local coordinators, visit local campaign sites and collection points, view, photograph, and gather local data and pricing for these items. The data will be provided to the statistician to compile the information, analyze the trends, and report the results to the Foundation. These representatives will carry out this assignment during late November/early December.

3.17 **After Action Reports.** An essential task is completing and submitting the Annual After Action report by the **due date of January 15<sup>th</sup>**. Located in the secure section of the local website, this report contains essential information the Foundation must compile for release to the U.S. Marine Corps, corporate sponsors, independent auditors, the IRS, state attorneys general, and the general public. **It is important to know that once logged into the After Action Report, one must remain “active” in the report until clicking the “submit” button. Should the computer on which the report is being completed remain idle for 15-30 minutes (set by the owner of the computer), ALL data entered during the current visit will be LOST. The report may be “submitted” at any time to save any/all information provided. The coordinator may log into the report as many times as needed/desired until the site locks at midnight, 15 January each year.** It is essential this report be completed as accurately as possible and submitted on time (i.e., arrive at the Foundation no later than 15 January of each year), as reports (utilizing completed data from each campaign) are prepared at the Foundation

for the Commander, Marine Forces Reserve. Key information (e.g., toy/monetary donations and money spent on services/items other than toys) is required for the Foundation's annual audit. **A weekly report form has been created and posted in the secure section of the local website. By completing this report each week, information will be automatically added into the after action report form online. Adjusting entries may be required at the completion of the campaign, but the time and effort needed to complete the after action report will be dramatically reduced by utilizing this online tool. Weekly reports are now available year round, to allow coordinators to track donations within the TFT automated system. Weekly reports feed into the After Action Report, which becomes available immediately after the Foundation has received and posted the number of toys received at each site (courtesy of the Foundation (Supplemental Gifts)). Vendors will be encouraged to have all delivery information to the Foundation no later than 31 December. The Weekly Report will be available until the After Action Report has all Foundation supplied information finalized and posted.** A sample After Action Report is located in Appendix W.

3.18 **Communication.** Maintain communications with the Foundation from the start of the campaign (1 October) until all administrative requirements have been completed (After Action Report submitted by January 15<sup>th</sup>, all Invoice Verifications have been submitted to pay vendors, and the Incidental Expense Fund has been closed). **Some sites have opted to purchase cell phones (using Toys for Tots funds – dollar limit applies). When opting to purchase additional such communication equipment, ALL phone numbers must be provided to the Foundation.** During the more hectic days of the campaign, it is important to have phones manned with personnel knowledgeable of local activities and procedures. This assures callers that they have reached a professional organization; one which recognizes and responds to calls received, and one which considers its donors and supporters important.

## **CHAPTER IV - ORGANIZATION AND RESPONSIBILITIES FOR THE TOYS FOR TOTS PROGRAM**

4.1 **Responsibilities.** Subsequent paragraphs provide a general breakdown of the responsibilities among the key organizations involved in the U.S. Marine Corps Reserve Toys for Tots Program.

4.2 **Headquarters, U.S. Marine Corps:**

a. Directs Commander, Marine Forces Reserve to conduct the annual U.S. Marine Corps Reserve Toys for Tots Program as part of the Commandant's Community Outreach Program.

b. Provides overall program guidance through Marine Corps Order 5726.14\_.

4.3 **Marine Forces Reserve:**

a. Exercises cognizance over the U.S. Marine Corps Reserve Toys for Tots Program.

b. Publishes Force Order P5726. 3\_ (Policy for the Conduct of the Annual Marine Corps Reserve Toys for Tots Program).

4.4 **Marine Corps Reserve Units:**

a. Exercise cognizance over local U.S. Marine Corps Reserve Toys for Tots Campaigns in their communities.

b. Assign an experienced member of the command as the local Toys for Tots coordinator. Ensure the Marine assigned possesses a security clearance or initiate the paperwork to apply for a security clearance. Note: TFT coordinator billet should require a security clearance (includes a background check, as coordinators will be handling cash donations to Toys for Tots). Once assigned, the coordinator will receive an acknowledgement of responsibilities form from the Foundation to be signed by the coordinator and the commanding officer, then returned to the Foundation prior to the start of the campaign.

c. Arrange for at least one Marine Corps League (MCL) Detachment/other organization to assist with the annual campaign. Such groups become an important element of the local TFT Program/Team. The MCL Detachment/organization must be capable and prepared to conduct the campaign in the event the reserve unit is mobilized.

d. Become familiar with and have a local implementation plan per the guidance provided in Appendix T. This appendix has been approved by ComMarForRes and the President, Marine Toys for Tots Foundation. This will ensure a local campaign will be conducted in the event a unit is mobilized.

e. Develop plans of action for the conduct of local campaigns.

f. Develop and conduct local Toys for Tots media/public relations campaigns.

g. Arrange toy drop off locations with local businesses.

h. Ensure that toys are collected on a timely basis, sorted as required and staged and distributed to needy children directly or through local social service agencies, church groups, or other legitimate organizations.

i. Send all locally received unsolicited cash contributions and funds raised by supporting organizations to Marine Toys for Tots Foundation following the deposit process outlined in Chapter VII.

j. Maintain a phone watch from 1-24 December.

k. Submit Toys for Tots after action reports via the secure section of the local website. Complete the report and follow the instructions to transmit to the Foundation no later than January 15<sup>th</sup> each year.

#### 4.5 **Marine Toys For Tots Foundation:**

a. Determines what organizations, in addition to Marine Corps Reserve Units, are specifically authorized to conduct local community Toys for Tots Campaigns as part of the U.S. Marine Corps Reserve Toys for Tots Program.

b. Provides toys to supplement local Toys for Tots campaigns conducted by Reserve Units and authorized LCO's.

c. Develops and disseminates annual after action reporting requirements.

d. Provides administrative, advisory and logistical assistance and other support to Reserve Units and authorized Local Community Organizations per the Foundation SOP, Force Order P5726.3\_, and the Memorandum of Understanding with MarForRes.

e. Receives and manages cash donations and other funds forwarded by Reserve Units and LCO's authorized to conduct local community Toys for Tots campaigns.

f. Provides promotional and other campaign support materials.

g. Handles state charitable registration filings and files all required IRS forms.

h. Serves as the tax deductible agent for the program (all donations and other funds that come to the Foundation are tax deductible).

i. Acts as national and regional fund raising and toy raising agent for Toys for Tots.

j. Coordinates activities and involvement of national and regional corporate, group and individual sponsors (those who desire to provide individual support or to conduct a promotion involving Toys for Tots that will benefit the nationwide program).

k. Promotes national media exposure and public awareness of the program.

l. Registers and holds the patent and trademark rights to the Toys for Tots name and logo.

m. Takes action in cases of illegal use of the Toys for Tots name or logo.

n. Reviews selection criteria/selects the Reserve Unit and LCO Campaigns & Coordinators of the Year.

#### 4.6 **The Marine Corps League:**

a. The Marine Corps League National Headquarters provides support to the Commander, Marine Forces Reserve and the President, Marine Toys for Tots Foundation by assigning a national Marine Corps League liaison to directly communicate with the Foundation and Marine Corps League Detachments throughout the nation.

b. Marine Corps League Detachments within a reasonable distance of a Marine Corps Reserve Unit may support a local Toys for Tots Campaign by working in conjunction with and under the guidance of the local Marine Corps Reserve Unit. In such cases, an application to support the U.S. Marine Corps Reserve Toys for Tots Program is not required.

c. Marine Corps League Detachments which are located too distant from a Marine Corps Reserve Unit to reasonably participate in that unit's Toys for Tots Campaign may submit an application to the Marine Toys for Tots Foundation for authority to conduct a local Toys for Tots campaign in that Detachment's community (online: visit [www.toysfortots.org](http://www.toysfortots.org), About Toys for Tots, Coordinator Corner). Marine Corps League Detachments authorized to conduct local community Toys for Tots campaigns are required to complete and submit this application annually and adhere to all Toys for Tots directives as if it were a Marine Corps Reserve Unit.

d. Marine Corps League Detachments are not permitted to conduct a local community Toys for Tots campaign without approval of the Marine Toys for Tots Foundation.

e. Marine Corps League Detachments authorized to conduct local Toys for Tots Campaigns will accomplish the tasks outlined in paragraph 4.4.

f. Toys for Tots coordinator applicants will be subject to an one-time criminal/credit background check to ensure upstanding citizens are associated with the program.

g. Submit Toys for Tots after action reports via the secure section of the local website. Complete the report and follow the instructions to transmit to the Foundation no later than January 15<sup>th</sup> each year.

#### 4.7 **Local Community Organizations (LCO's):**

a. An organization supporting a nearby Marine Reserve Unit will be required to work with and be guided by the directions of that unit in all matters pertaining to the U.S. Marine Corps Reserve Toys for Tots Program. The local Reserve Unit can authorize this organization to support the Reserve Unit's campaign.

b. An organization located too distant from a Reserve Unit to support a unit's Toys for Tots campaign, may submit an application to the Marine Toys for Tots Foundation for authorization to conduct a local community campaign in that organization's community (online: visit [www.toysfortots.org](http://www.toysfortots.org), About Toys for Tots, Coordinator Corner). An organization authorized to conduct a local community Toys for Tots campaign must complete and submit this

application annually, **no later than June 30<sup>th</sup>**, and adhere to all Toys for Tots directives as if it were a Marine Corps Reserve Unit.

c. Organizations, other than Marine Corps Reserve Units, are not authorized to conduct local community Toys for Tots campaigns without the approval of the Marine Toys for Tots Foundation.

d. LCO's authorized to conduct local Toys for Tots Campaigns will accomplish the tasks outlined in paragraph 4.4.

e. Toys for Tots coordinator applicants will be subject to an one-time criminal/credit background check to ensure upstanding citizens are associated with the program.

e. Submit Toys for Tots after action reports via the secure section of the local website. Complete the report and follow the instructions to transmit to the Foundation no later than January 15<sup>th</sup> each year.

## CHAPTER V - DIRECTIVES FOR TFT PROGRAM

5.1 **Key documents.** Documents providing guidance for the annual Marine Corps Reserve Toys for Tots Program are explained in subsequent paragraphs.

5.2 **MCO 5726.14 (U.S. Marine Corps Reserve Toys For Tots Program):**

a. This directive provides general guidance for the Toys for Tots program. Toys for Tots coordinators should review this document prior to beginning each annual Toys for Tots campaign.

b. A copy of MCO 5726.14\_ is available in the unit's master directives file. Coordinators of approved LCO's needing this order may visit the Foundation website ([www.toysfortots.org](http://www.toysfortots.org)), place the cursor on About Toys for Tots, and click on Coordinator's Corner. Those not having access to the internet may call the Marine Toys for Tots Foundation's Vice President, Operations at (703) 649-2022 to request a copy for their campaign.

5.3 **Marine Forces Reserve Force Order P5726.3 (Marine Forces Reserve (MARFORRES) Policy for the Conduct of the Annual Marine Corps Reserve Toys for Tots Program (TFT Order)):**

a. The Force Order contains specific and essential information about Toys for Tots. Coordinators must be familiar with this document.

b. The Force Order is periodically updated by Marine Forces Reserve and may be viewed on the Foundation web site ([www.toysfortots.org](http://www.toysfortots.org)) – place the cursor on About Toys for Tots, then click on Coordinator's Corner. Coordinators of approved LCO's not having access to the internet and in need of this document may call the Foundation Vice President, Operations at (703) 649-2022 to request a copy for their campaign.

5.4 **Memorandum Of Understanding Between The Commander, Marine Forces Reserve And Marine Toys For Tots Foundation:** The MOU defines the relationship, the support provided and the rules governing the relationship between MarForRes, MarForRes subordinate units and the Marine Toys for Tots Foundation.

5.5 **Standing Operating Procedures (SOP) for Local Toys for Tots Campaigns.** This document is prepared, printed, and distributed by the Marine Toys for Tots Foundation. This document serves as a single reference source to help Toys for Tots Coordinators with their annual local campaigns. This document is also available online in the Coordinator's Corner.

## CHAPTER VI - GENERAL INSTRUCTIONS FOR TFT CAMPAIGNS

6.1 **Area Of Responsibility.** The area of responsibility for a local Toys for Tots campaign is the local community, i.e., geographic area that can be handled by the local volunteer support network, both Reserve and civilian. In the case of Reserve Units, it is not necessarily the area assigned for casualty calls, especially for units responsible for a large casualty call area.

6.2 **Locale.** Every Marine Reserve Center/Local community campaign is located in an area having its own particular geographic and demographic challenges. The coordinator should obtain as much background information as he/she can from his/her predecessor, civilian volunteers and others who have previously worked with Toys for Tots and understand how it has functioned in the past. There will be a requirement for “judgment calls” not covered in this document. In such cases the TFT Coordinator must rely upon his/her experience and common sense; however, should clarification be needed LCO TFT Coordinators must contact the Marine Toys for Tots Foundation Vice President, Operations, while Marine Unit TFT Coordinators must contact the Foundation and the MarForRes (PA) to seek advice/guidance.

a. Units may be supported by civilian volunteer networks to cover as much territory as possible within its immediate casualty call area, but it should not attempt to cover an area that exceeds its capability. Most units have an established area they are able to manage effectively.

**b. The Foundation will not attempt to assign areas of coverage for each campaign site. Toys for Tots coordinators should work closely with adjacent units/local community campaigns to determine the most effective method of covering as much territory as possible without overlapping coverage, duplicating effort, and confusing the public.**

c. Should a contribution be located in an area not covered by a Toys for Tots campaign site, and it would be unreasonable to transport the toys to a campaign site, suggest to the donor that the toys be donated to a charity/agency in their local community to benefit local children.

### 6.3 **Focus of Effort for Local Toys for Tots Campaigns:**

a. The primary focus of effort for a local Toys for Tots campaign is the collection and distribution of toys to needy children of the community at Christmas.

b. Positioning toy collection containers throughout the community, retrieving toys from collection sites, storing, sorting, and distributing toys form the bulk of the annual campaign.

c. Local toy raising projects and events are important elements of the annual campaign. The local Toys for Tots Coordinator approves all such projects and events.

d. Marine Reserve Units and LCO's authorized to conduct Toys for Tots campaigns are permitted to authorize toy raising projects only in their own local community (area(s) of responsibility) and only for the current campaign.

e. Marine Reserve Units and LCO's authorized to conduct Toys for Tots campaigns are permitted to authorize selected fund raising projects (Chapter VII, paragraph 7.2) only in their own local community (area(s) of responsibility).

f. Marine Reserve Units and LCO's will not solicit toys or authorize the solicitation of

funds from individuals, businesses, or other organizations located outside their communities (areas of responsibility). Such actions encroach on other local campaigns and are not authorized. Furthermore, toy collection and fund raising campaigns conducted outside the community could be illegal solicitations.

#### 6.4 **Qualifications For a Toys For Tots Coordinator:**

a. A Toys for Tots Coordinator should be a mature individual possessing excellent communication and organization skills, and one who can juggle several projects at the same time. He/she should be familiar with the community, the geography of the area, and the people with whom he/she will work. He/she must meet people well, be comfortable in front of a camera and a crowd, must think well on his/her feet, and must remember that as a Toys for Tots Coordinator he/she represents the U.S. Marine Corps at all times.

b. Toys for Tots is the largest single community action and public relations program of the U.S. Marine Corps. An individual equal to the task must be selected.

c. Toys for Tots coordinators will either possess a valid security clearance (MarForRes personnel) or submit to a one-time criminal/credit background check (LCO personnel) before being assigned the duty (MFR) or being issued a letter of approval to participate (LCO).

#### 6.5 **Uniform/Attire For Personnel Involved in Toys For Tots:**

a. The uniform/attire for any event must be a judgment call made by the person in charge of the campaign based on the particular Toys for Tots event. For public appearances, media appearances and non-physical activities, the suggested uniform for Marines is dress blues. When involved in toy pick up details or other work details, the suggested uniform is utilities; however, personnel must use discretion since the utility uniform is not an authorized leave and liberty uniform.

**b. Local Toys for Tots coordinators must dress appropriately for each situation, and remember that as a representative of the U.S. Marine Corps, one should always pick up toys or make appearances neatly attired and well groomed. Appearing disheveled and unkempt opens the door to disappointment and criticism from sponsors and donors. When in doubt, “dress up, not down” (General Robert H. Barrow, USMC, 27<sup>th</sup> Commandant).**

#### 6.6 **Marine Corps League:**

a. Marine Corps League Detachments throughout the country support the U.S. Marine Corps Reserve Toys for Tots Program.

b. Marine Corps League Detachments either support local Reserve Unit Toys for Tots Campaigns or conduct local community campaigns as authorized by the Marine Toys for Tots Foundation.

c. Marine Corps League Detachments must comply with the provisions of the Marine Corps Order, Force Order, and this SOP when supporting Toys for Tots.

d. Chapter IV provides specific details about the involvement of the Marine Corps League Detachments in Toys for Tots.

#### 6.7 **Other Volunteer Assistance:**

- a. Local civilian and veteran organizations, committees, or groups may support the U.S. Marine Corps Reserve Toys for Tots Program.
- b. These LCO's can support local Reserve Unit Toys for Tots campaigns. If in a community without a Reserve Unit, the organization may conduct a local community campaign upon approval of the Marine Toys for Tots Foundation.
- c. These organizations must comply with the provisions of the Marine Corps Order, Force Order, and this SOP when supporting Toys for Tots.
- d. Chapter IV (paragraph 4.7) provides specific details about the involvement of organizations other than Marines and Marine Corps League detachments in Toys for Tots.

#### 6.8 **Only New, Unwrapped Toys/Books:**

- a. Since 1980, Marines have collected and distributed only new, unwrapped toys. The reasons: Marines do not have time to refurbish used toys; and there could be legal ramifications should the program distribute dangerous or dirty toys that could cause injury or illness to a child. Lastly, one of the Marine Corps' principal goals for the Toys for Tots program is to send a message of hope for the future to needy children. The best way to accomplish this goal is through a shiny, new toy, or a new, exciting book to read. This goal cannot be accomplished through "hand-me-down" toys.
- b. Toys should be unwrapped to enable coordinators and volunteers to determine that the gift is safe for distribution and to identify the appropriate age and gender for each gift.
- c. Gift certificates/cards have become very popular donations. These cards are an easy and safe way for a donor to give money to a charity. In most instances, gift cards will be from toy/department stores. The logical conclusion is that the donor intended the card to be used to purchase toys. This shall be done, and the resulting number of toys purchased should be included in the "Toys Collected" area of the Weekly and After Action Reports – gift cards for toys are NOT considered monetary donations. They are immediately converted to toys. Other gift cards donated may be given to assist in overhead costs for a local campaign. In this instance, the cards SHALL be considered a monetary donation, but be used to cover local costs (included, but not limited to gasoline and food for volunteers, tape, and trash/sorting bags). The total value of these "overhead support" gift cards is to be placed in the "Donations Collected" AND the "Donations NOT Forwarded to the Foundation" sections of both the Weekly and After Action Reports. The comments section of the After Action Report will explain why funds were kept locally. Such a retention of funds is an exception to the rule and is ONLY allowed for gift card donations to offset overhead costs. Attempts to circumvent this system will result in severe consequences.
- d. The Marine Corps Reserve is taxed to the limit every holiday season to collect and distribute an average of over 15 million toys/books. It is not feasible to add additional items such as clothing and food. Other agencies exist to provide these services.

**6.9 Homemade Toys. Of growing concern, is the donation of homemade toys, and whether or not Toys for Tots will continue to accept such toys, even though they may not have undergone the new testing process required for toys. The Foundation is taking the**

**position that since homemade toymakers are not producing toys for the purposes of making a profit and have no reason to cut corners to increase profit margins or reduce their inventory, and that the toys are generally safe with minimal moving parts that could cause injury, that we will continue to accept homemade toys. In doing so, there are three layers of safety that must be in place to ensure this policy can continue. Layer One: Toy makers must understand the requirement that homemade toys be safe (no small parts; rounded edges; lead-free paint; etc.); Layer Two: Toys for Tots coordinators (and their volunteer assistants) must take steps to ensure the makers are informed of the Layer One requirement, carefully inspect homemade toys when they are donated, AND make every effort to distribute such toys appropriately; and Layer Three: Parents must ensure that any toy given to them to, in turn, present to their child, must be age appropriate.**

6.10 **Tainted Toys**. Almost every year there seems to be concerns raised by the media and other oversight groups regarding the safety of toys being presented to the public. Many of the toys donated are manufactured overseas, in locations that are not subject to U.S. laws. Occasionally, foreign manufacturers cut corners to maximize production and profit, and in the process overlook standards set by countries where products are sold. In an effort to avoid a tainted toy disaster, coordinators should be cognizant of any applicable toy recalls and advise local volunteers to be watchful for items identified as unsafe. Every effort must be made to ensure such items are not distributed to the public. The Foundation will post such recall advisories on its website and provide links to other sites with additional information to assist in this effort. See Appendix U to view speaking points on this potential issue.

6.11 **Toys Resembling Weapons**. In the interest of safety for all concerned, toys that are realistic looking weapons shall not be distributed. Should a donation have only an orange tip to distinguish it from a real weapon, that donation shall also not be included in the local distribution. There are toys that could be categorized as toy guns, yet are not realistic looking. Such items are generally water pistols/rifles and may be distributed.

6.12 **Local Toy Drop Off Locations**. Since toy drop off sites change from year to year, each coordinator must post drop/collection sites on the local web site. Be sure to update changes, as needed. Collection/drop site information posted on the local website will provide valuable information to local donors and sponsors and may contribute to a lesser number of phone calls during the campaign.

6.13 **Toy Valuation**. In an effort to provide a complete picture of the effect of the annual Toys for Tots campaign, local toy donations must be included, and a value of local donations must be determined. To do so, the Foundation has engaged the services of a statistician to gather information and then mathematically determine the average value of local donations. Local coordinators must fully cooperate in this endeavor, as it has a tremendous impact on the program and the Foundation's financial statement. Details regarding the process by which this valuation will be completed may be found in Appendix V.

6.14 **Toy Distribution**: **The transfer of toys from one Toys for Tots campaign coordinator to another is NOT considered a distribution of toys. Toys may be counted as distributed in the community ONLY when passed directly to families or to an organization that is assisting in getting toys to families for their children. (When a coordinator who has received toys from another coordinator passes these toys to a needy family or to an organization assisting in delivering toys to less fortunate children, it is at that point that distribution takes place.) The receiving coordinator MUST enter the # of toys into the After Action Report.**

a. Eligibility to receive toys is a local determination. By working with local social service agencies and utilizing their capabilities and expertise, a local determination of need may be established. Local applicants will be required to register with local support agencies to develop the list of families requesting support in the community. Occupations, religious affiliations, or racial backgrounds are not how Toys for Tots recipients are identified. Financial need is the basis for which assistance is provided. Military members may fall into this category and may be assisted. In order to lessen the appearance of favoritism, it is suggested that any military member receiving gifts be registered and accept gifts in the identical manner as other recipients.

b. The use of local social service agencies and other legitimate organizations to identify needy children and help coordinator's distribute toys in the local community is encouraged. This will reduce the possibility of one family receiving multiple gifts. For the benefit of the Toys for Tots Program, Marines should, to the extent feasible, distribute some toys directly to needy children (e.g., hospitals, orphanages, special children's events, etc.).

c. Working with local social service agencies can simplify the distribution process in local campaigns. Such agencies should register/work with the local coordinator to ensure support is provided equally to all agencies and to reduce the possibility of duplication of effort and support to families. When turning toys over to social service agencies and other legitimate organizations, campaign coordinators should maintain records (logbook) of each organization to which toys are given, the number of toys issued, and the approximate number of children to receive toys. Entries should include the organization of the person receiving the toys, identity of the person (printed and signed) receiving the toys, and distribution method (party, delivery to the home, distribution center, etc.). Knowing exactly which agencies are participating and how they intend to distribute the toys will greatly assist in the After Action Report process. Such a record may prove to be invaluable and should become a part of the turnover folder of each coordinator. This will allow future coordinators to review past accomplishments.

d. Conduct a limited screening of organizations applying to receive toys to ensure they are legitimate organizations that are recognized and considered credible in the community. One suggestion for determining the legitimacy of an organization is to ask for the Federal Identification Number or a copy of their IRS 501(c)(3) letter of determination (will have Fed ID # on it – see Foundation letter at Appendix E).

#### **6.15 Toy Accountability.**

**a. Toys/gifts will be categorized in three subsets: toys/gifts, books, and stocking stuffers. When recording the total in each category, accuracy shall be our principal goal. While the volume of donations may preclude counting every item, “estimates” of the number of donations must be carefully calculated. Record each category as 1 item = 1 item in each subset. The Foundation has created the necessary calculations to adjust numbers within the After Action Report (AAR) system for both books and stocking stuffers.**

**b. Every year, late individual and/or corporate donations create an inventory in many locations. In many instances, this inventory creates a bank of toys enabling the local campaign to be better prepared for the next year. In all cases, any remaining inventory must be carefully accounted for and properly stored to ensure availability for the coming year. To assist coordinators to accurately report local carryover inventory, modifications to the AAR have been developed. Verifications of the previous year's inventory is essential before reporting the specifics of the local campaign. Toy counts will be automatically tabulated and verified**

as entries are made. **Separate entry points for toys, books, and stocking stuffers will further enhance our ability to accurately record donation numbers. Entries for toys collected, purchased, and received from the Foundation will be followed by the current year toys/gifts distributed numbers. These entries, when combined/tabulated, will result in the number of carryover items to the next campaign. It is imperative that counts are verified before and after entry. Instructions and documentation are provided throughout the form to assist in accurately reporting any inventory.** Should numbers not balance, a suggestion would be to first visit the local storage area to confirm the results reported in the AAR. Should the numbers not match, it will be necessary to revisit the local AAR to make appropriate adjustments. Changes in the areas of toys/gifts collected and/or toys/gifts distributed will then bring the report in line with results from the inventory. Should any local inventory equal 35% or more of the total toys/gifts distributed during a campaign, the Foundation will initially exclude such site from receiving supplemental toys. While an inventory represents preparedness for future campaigns, the Foundation does not wish to exacerbate the challenges facing a local coordinator. If extraordinary circumstances exist, contact the Foundation to discuss. Many sites will be visited by the Foundation staff, independent contractors, and auditors to verify any remaining inventory. When sites are selected for visits, the Foundation will contact the local coordinator and provide advance information/guidance about the upcoming event.

c. Inaccuracies in reporting can, and do, have a cumulative affect on the overall program. In no other area do we become more acutely aware of this than with carryover inventory. Our best effort must be made to accurately report our inventory. Listed below are some suggestions:

1) Conduct a physical inspection/count of all remaining toys/gifts. Estimate the number of items that are on, or in, each pallet, box, bag, or other container, then determine the total number of containers and complete the mathematical calculation.

2) Once calculated, compare to the AAR, and if not accurate, adjust the report in areas that are typically estimated: toys/gifts collected or toys/gifts distributed.

3) Inaccurate inventories discovered between campaigns (16 Jan-Dec) must be brought to the attention of the Foundation. Adjustments to local inventories may only be made by the Foundation staff.

Inaccurate inventory totals have an immediate and negative impact on the Foundation. Such inaccuracies will be detected during the annual audit, and if determined to be a “material error”, the Foundation could receive a modified audit report (an UNmodified opinion is the goal in every audit), or a management letter identifying an accounting weakness in the program. Attention to detail at the lowest level will ensure this does not occur.

**d. In 2012, the Foundation engaged the services of an inventory accounting firm to visit any site with an established pattern of carrying over 2,500 toys or more each year. This visit will serve to verify or correct the number of toys reported as carryover inventory before the audit process begins.**

#### 6.16 **Toys For Tots Name and Logo:**

a. The Marine Toys for Tots Foundation has registered the Toys for Tots name and logo with the U.S. Patent and Trademark Office of the U.S. Department of Commerce (Name - Register number 1,946,913; Logo - Register number 1,929,756). The continuous and exclusive

use of the Toys for Tots name and logo by the U.S. Marine Corps Reserve Toys for Tots Program is from October 1948 through the present.

b. Commander, Marine Forces Reserve appoints local Reserve Unit Toys for Tots coordinators. President, Marine Toys for Tots Foundation appoints local Toys for Tots coordinators for campaigns conducted by LCO's. Such duly appointed local Toys for Tots Coordinators may authorize local businesses to use the Toys for Tots name and logo in connection with annual local U.S. Marine Corps Reserve Toys for Tots campaigns, subject to the following:

1) The Toys for Tots name and logo is to be used principally for the purpose of obtaining toy donations within the coordinator's community.

2) Use of the Toys for Tots name and logo for projects or events can be authorized only for the duration of one year's campaign.

3) The Toys for Tots name and logo cannot be used by a local Toys for Tots Coordinator, a local business, organization, or individual to conduct direct mail or telemarketing fund raising campaigns.

4) Toys for Tots coordinators are not authorized to allow the use of the Toys for Tots name and logo outside the local community/area of responsibility.

c. Marine Forces Reserve and the Marine Toys for Tots Foundation are authorized to use the Toys for Tots name and logo on their respective websites. Additionally, every Toys for Tots campaign site will have a website on which to advertise the U.S. Marine Corps Reserve Toys for Tots Program, as well as events and activities taking place in the local community. Local sites will also be able to recognize local sponsors and donors and post collection/drop sites for the surrounding area. Donors visiting these sites will also have the ability to donate online. By tying together the more than 800 local websites to the Foundation website, local, online donations will be traceable to their origin and deposited into the proper account.

d. Use of the Toys for Tots name and logo for regional and national undertakings may only be authorized by the Marine Toys for Tots Foundation.

e. The Marine Toys for Tots Foundation is the only private, officially incorporated organization authorized to use the Toys for Tots name as part of their organizational title and the Toys for Tots logo as their organizational logo. No other officially incorporated or chartered organization is authorized or can be authorized to use the Toys for Tots name and logo as a part of the name of their organization.

f. LCO's, authorized by the local Reserve Unit to assist with the local campaign, or authorized by the Marine Toys for Tots Foundation to conduct a local Toys for Tots campaign in a community without a Marine Reserve Unit as part of the U.S. Marine Corps Reserve Toys for Tots Program, may use the Toys for Tots name and logo during the period they are authorized to be a part of the Toys for Tots program. This authorization may be granted by either the local Reserve Unit or the Marine Toys for Tots Foundation.

g. Reserve Units and LCO's authorized to conduct Toys for Tots campaigns must be protective of the Toys For Tots name and logo. Reserve Units and LCO's must insist on

reviewing and approving all business, media and individual requests to use the name and/or logo. Additionally, should anyone request to use the name or logo in areas beyond an individual unit's area of responsibility, that request must be forwarded to the Foundation.

h. Guidance for addressing the improper or illegal use of the Toys for Tots Name or Logo is contained in Appendix G.

6.17 **Criminal Activity Alert:**

a. In recent years criminals/disreputable persons/organizations have gone door to door soliciting donations, conducted telemarketing schemes, conducted campaigns using the Toys for Tots logo without permission, and visited toy drop off locations and collected toys claiming to be civilian representatives of the U.S. Marine Corps Reserve Toys for Tots Program.

b. To avoid problems such as this, the local Toys for Tots Coordinator should develop an identification card, letter, badge, a 'T' shirt, or other way(s) to ensure that Toys for Tots personnel are easily identified. Notify drop off locations of the identity of those who will collect toys. In all other cases, notify local authorities and the Foundation to begin inquiries to halt these activities and hold the individual/organization accountable for their actions.

6.18 **Current Address Information:** The names of Toys for Tots Coordinators, unit telephone and fax numbers, e-mail addresses and mailing addresses change frequently. It is essential that Marine Toys for Tots Foundation is notified immediately should any changes in names, mailing addresses, telephone, TFT cell phone, fax numbers, and e-mail addresses occur.

6.19 **Corresponding with the Foundation:**

a. All correspondence to the Foundation, except monetary donations and funds from a fundraising event, should be sent to the Marine Toys for Tots Foundation using 18251 Quantico Gateway Drive, Triangle, VA 22172 (see para 6.19.f., below).

b. Forward all **monetary donations (checks; cash handling procedures discussed in Chapter 7)** and funds from a fund raising event to the Marine Toys for Tots Foundation using the overnight mail envelopes and billable stamps (provided) to the Foundation-designated address in Des Moines, Iowa. Do not forward any other correspondence to this Des Moines address, as it will significantly delay any action requested. If the donor's name and address are not provided on the check or money order, Units and LCO's must provide the Foundation the names and addresses for each to ensure a thank you/tax letter is provided.

b. To ensure no request or action is overlooked, Reserve Units/LCO's should submit all requests in writing (letter, fax, or e-mail).

d. If two or more issues are presented for a Foundation response, clearly identify each issue in separate paragraphs in the letter. Ensure that the information or request in each paragraph is specific and, if discussing money, that amounts are correct. This will minimize incorrect interpretations or assumptions and ensures all issues are routed to the proper action officer at the Foundation.

e. When corresponding with the Foundation, Reserve units and local community

organizations should provide the city and state in which the organization is located (e.g., Anchorage, AK; AKANCH). This will assist the Foundation staff in processing such correspondence. All Foundation files are arranged according to the geographical location (city, state) of Reserve Units/LCO's.

f. Addresses to use when corresponding with the Foundation:

**Monetary Donations (checks) Only**

**ALL Other Correspondence (e-mail FIRST)**

**Via Overnight Billable Stamp**

**Via Pre-Addressed, Pre-Paid envelope**

**Toys for Tots Desk  
CDS Global  
1600 36<sup>th</sup> Street  
West Des Moines, IA 50266**

MTFTF  
Attn: (Accounting Specialist, Region \_\_)  
18251 Quantico Gateway Drive  
Triangle, VA 22172

**Do not give out the Des Moines address to anyone!**

The Phone/Fax numbers for the Foundation are: Phone (see pages 1 & 2)/Fax (703) 649-2054.

6.20 **Insurance:**

a. Marine Toys for Tots Foundation:

1) The Foundation has insurance to protect the Foundation headquarters, its officers, employees and board members, its furniture, and office equipment.

2) **The Marine Toys for Tots Foundation has liability insurance which protects Toys for Tots from claims submitted by volunteers, those who assist with the distribution of toys, parents of children injured by a distributed toy, and other participants in the Toys for Tots Program. The Foundation can provide a certificate of insurance should one be required for an event or donated services.**

b. Marine Corps Reserve Units:

1) Since Toys for Tots is an official mission of the U.S. Marine Corps Reserve, Marines in a duty status are protected whenever acting in support of the Toys for Tots Program. Such protection includes all military equipment and facilities used in support of Toys for Tots.

2) Civilian volunteers are not protected by the U.S. Government. Marine Units must have all civilians sign a "gratuitous service" agreement to ensure awareness that they are not covered should there be an accident. **All such agreements should be retained locally for at least two years.** Safety can be reviewed in Chapter XIII of this manual, and a sample "Gratuitous Service Agreement" is at Appendix C.

3) Civilian equipment and facilities used in support of Toys for Tots are not protected by the U.S. Government. Coordinators are encouraged to establish responsibility for insurance coverage when receiving a donated vehicle, storage space or any other donated item in support of Toys for Tots. Insurance to protect Toys for Tots from damage or liability is mandatory.

4) Reserve Units faced with a need for insurance coverage should contact their Accounting Specialist before purchasing a policy. If needed, payment of the policy premium shall be made with the Toys for Tots Purchase Card.

5) In the event it becomes necessary to rent a vehicle to support the local campaign, **insurance for the vehicle is mandatory**. **In addition to purchasing insurance for the vehicle, a list of drivers MUST be provided at the time the vehicle is rented. Not providing this list of drivers will void the insurance should an accident occur while someone other than the renter was driving.** Should an accident occur, payment, ***less any deductible***, will then be covered by the insurance policy and not the USMC unit or the local Toys for Tots account. **Should an accident be the result of reckless or irresponsible driving, payment for repairs will be the responsibility of the driver's insurance policy. No money will be obligated from any Toys for Tots account in the event a driver is ticketed as responsible for improper operation of the vehicle.** Contact your respective Accounting Specialist for assistance. Payment of the policy premium should be made with the Toys for Tots Purchase Card.

**6) Should a site be the recipient of a donated vehicle to aid in collection efforts for the campaign, there may (will probably) still be a requirement to secure insurance for the vehicle. It is not possible to purchase insurance for a donated vehicle; therefore, only two options are available:**

**a) The owner of the vehicle continues to provide insurance for the vehicle (may require a driver list or a limited number of drivers).**

**b) Limit to one the number of drivers authorized to operate the vehicle, and insurance coverage will extend from his/her personal policy.**

c. LCO's:

1) Civilian volunteers are not protected by the U. S. Government. All volunteers must sign a "gratuitous service" agreement to ensure awareness that they are not covered should there be an accident. **All such agreements should be retained locally for at least two years.** Safety can be reviewed in Chapter XIII of this manual, and a sample "Gratuitous Service Agreement" is at Appendix C.

2) Civilian equipment and facilities used in support of Toys for Tots are not protected by the U.S. Government. LCO coordinators are encouraged to establish responsibility for insurance coverage when receiving a donated vehicle, storage space or any other donated item in support of Toys for Tots. Insurance to protect Toys for Tots from damage or liability is mandatory.

3) LCO's faced with a need for insurance coverage should contact their Accounting Specialist before purchasing a policy. If needed, payment of the policy premium shall be made with the Toys for Tots purchase card.

4) In the event it becomes necessary to rent a vehicle to support the local campaign, **insurance for the vehicle is mandatory**. **In addition to purchasing insurance for the vehicle, a list of drivers MUST be provided at the time the vehicle is rented. Not providing this list of drivers will void the insurance should an accident occur while someone other than the renter was driving.** Should an accident occur, payment, ***less any deductible***, will

then be covered by the insurance policy and not the local Toys for Tots account. **Should an accident be the result of reckless or irresponsible driving, payment for repairs will be the responsibility of the driver's insurance policy. No money will be obligated from any Toys for Tots account in the event a driver is ticketed as responsible for improper operation of the vehicle.** Contact your respective Accounting Specialist for assistance. Payment of the policy premium should be made with the Toys for Tots Purchase Card.

**5) Should a site be the recipient of a donated vehicle to aid in collection efforts for the campaign, there may (will probably) still be a requirement to secure insurance for the vehicle. It is not possible to purchase insurance for a donated vehicle; therefore, only two options are available:**

**a) The owner of the vehicle continues to provide insurance for the vehicle (may require a driver list or a limited number of drivers).**

**b) Limit to one the number of drivers authorized to operate the vehicle, and insurance coverage will extend from his/her personal policy.**

#### 6.21 **Toy Distribution Other Than Christmas:**

a. Units are not encouraged to conduct toy collection and distribution campaigns outside of the recognized window of October through December. Events supporting Toys for Tots are permitted, but should focus on informing the community of the upcoming campaign.

b. In cases of a local disaster or high visibility incident, and if toys are on hand, TFT units may request approval from the Foundation to distribute toys for a specified event.

6.22 **National Involvement.** Refer all questions and requests from local individuals or corporations pertaining to national support or sponsorship to the Vice President, Marketing and Development at the Foundation.

6.23 **Purchasing Checklist.** Refer to Chapter VIII of this document and the Purchasing Folder in the back of the TFT Binder for detailed instructions concerning purchasing methods and procedures. Should questions arise after reviewing these sections, contact the Foundation for assistance.

#### 6.24 **Reimbursement Policy.**

a. Each year, Marines and volunteers spend personal funds to ensure the local Toys for Tots campaign operates unimpeded. This is not the preferred method of conducting Toys for Tots business, and during the February annual audit, all reimbursements issued by the Foundation are scrutinized closely to ensure such payments are valid expenditures.

b. With advance planning, local coordinators can virtually eliminate the need for the expenditure of personal funds. Several suggestions are described in the Toys for Tots Standing Operating Procedures manual (How to Conduct a Local Campaign) that accomplish this goal; however, there may be times when a volunteer makes a purchase intended for the local campaign without first inquiring about the correct procedure(s) to follow. In such an instance, submission of a Verification/Request Form is required, and the following reimbursement policy is in effect:

1) All receipts for purchases made with personal funds must be retained.

2) In the event receipts are lost/misplaced, the coordinator must contact the Foundation for additional instructions. A statement in lieu of receipt(s) will be issued to complete and return to the Foundation. The signature of the requestor is required for record-keeping.

3) **Reimbursements will be made after the completion of the annual campaign to reduce administrative time spent on this project.** To preclude problems with any credit card reimbursement, ALL reimbursements will be issued payable to the credit card company and returned to the coordinator for distribution/disbursement. If a credit card company is being paid, the person responsible for that card will be required to print the number on the memo line before mailing to his/her credit card company. The Foundation does NOT want account numbers from local personnel and will not put such numbers on reimbursement checks.

c. Reimbursement request(s) received at the Foundation **after** 1 March following the current campaign will not be honored (e.g., 1 March 2017 for the 2016 Toys for Tots campaign).

#### 6.25 **Campaigns of the Year.**

a. Upon the conclusion of the annual campaign, a special committee reviews the performance of all coordinators to determine the Reserve Unit and LCO Coordinators/Campaigns of the Year for each Toys for Tots region. The criteria used to determine the coordinators and campaigns of the year include the following:

- 1) The number of toys collected relative to the community population
- 2) The number of children reached relative to the community population
- 3) Size and scope of local campaigns are a major consideration
- 4) Adherence to administrative procedures
- 5) Spirit of teamwork demonstrated
- 6) Attention to detail
- 7) Advance planning
- 8) Effectiveness of execution of the local plan
- 9) Responsiveness
- 10) Timeliness
- 11) Communication w/ local businesses, volunteers, and recipients AND Marine Toys for Tots Foundation
- 12) Results of Internal Audit

b. The Toys for Tots coordinators for the regional and national campaigns of the year conducted by a Reserve Unit and by a Local Community Organization are recognized for their outstanding performance by the presentation of the following awards:

- 1) Display plaque for the organization
- 2) Marine Toys for Tots Foundation Founder's Medallion
- 3) Navy/Marine Corps Commendation/Achievement Medals and Department of the Navy Meritorious Public Service Award (National/Regional honorees)
- 4) Campaign of the Year Volunteer Shirts (10 per regional site)
- 5) Commendation Letter

## CHAPTER VII - FUND HANDLING PROCEDURES

### 7.1 General:

a. The Marine Toys for Tots Foundation is the sole authorized fund raising and support organization for the U.S. Marine Corps Reserve Toys for Tots Program.

b. Local coordinators are authorized to accept unsolicited donations on behalf of the Marine Toys for Tots Foundation. The Foundation, an IRS recognized 501(c)(3) not for profit public charity, is responsible for managing all funds donated and raised using the Toys for Tots name and logo. Donations and funds raised, which are received by the Foundation, are deductible on federal income tax returns. Contributions and funds raised, which are not received by the Foundation, are not tax deductible. The Marine Toys for Tots Foundation is the only organization authorized by the states to receive donations and raise funds using the Toys for Tots name and logo. Therefore, any organization, which accepts donations or raises funds using the Toys for Tots name and logo and does not forward the donations and funds to the Foundation, is in violation of state laws.

c. Donations and funds raised become IRS recognized charitable contributions (tax deductible) only upon receipt by the Marine Toys for Tots Foundation.

d. The Foundation is the only authorized Toys for Tots agent registered by each state attorney general to receive and manage donations and funds raised using the Toys for Tots name and logo.

e. Summarized, all funds raised and donations received based on use of the Toys for Tots name and logo are forwarded to the Foundation to enable donors to declare the donations as tax deductions on federal income tax returns and to protect the local coordinator, the donors, the integrity of the Toys for Tots program, the Marine Corps and the Foundation. Concurrently, forwarding all donations and funds to the Foundation is necessary to ensure that the Toys for Tots program is operated in accordance with the Marine Corps order, Marine Forces Reserve order, Foundation SOP, Internal Revenue Code, state laws and charitable standards.

**f. In recent years, more of our donors have expressed an interest in making donations in honor or in memory of another. There are several methods in place to accommodate our supporters. Listed below are ways in which such donations may be processed:**

**1) Direct the donor to the local website and click on “Make a Donation” on the home page. Locate the In Honor/In Memory buttons (there are 2) and make a selection. Follow the directions on the site.**

**2) Direct the donor to make their check payable to Toys for Tots and mail to:**

**Marine Toys for Tots Foundation  
Attn: Vice President, Marketing & Development  
18251 Quantico Gateway Drive  
Triangle, VA 22172**

**Write the local campaign site on the memo line (FRONT of check) and include the following information:**

- 1) Name of person to be honored/remembered
- 2) Name of person to receive TFT letter acknowledging donation
- 3) Address of person to receive letter
- 4) Relationship of person being honored/remembered to donor (if any)
- 5) Who is making the donation (how Foundation will refer to the donor in the acknowledgement letter – e.g., Mr. Smith, John Smith, or your son).

## 7.2 Fund Raising:

- a. A Marine Reservist in uniform or acting in an active duty status cannot solicit cash donations or personally conduct a fund raising project.
- b. LCO's which assist local Reserve Unit Toys for Tots Campaigns may conduct local fund raising projects upon approval of the Reserve Unit Toys for Tots Coordinator and subject to the conditions set forth in sub-paragraphs 7.2.d. through 7.2.h.
- c. LCO's authorized to conduct local community campaigns, in communities without a Marine Reserve Unit, may conduct local fund raising projects subject to the conditions set forth in sub-paragraphs 7.2.d. through 7.2.h.
- d. Local campaigns are authorized to conduct, within their local communities, fund raising projects such as golf tournaments, foot races, bicycle races and similar purely voluntary participation and non-invasive events. **Events not included previously must have a detailed plan and scope of the project submitted for review by the Foundation before obligating any financial support to the event. Of principal consideration when reviewing such plans is the return of investment of donors' gifts to Toys for Tots. Should an event appear to be unable to increase the available funds for the local campaign, the event will not be approved.** All donations received and funds raised from such events must be forwarded to the Foundation. Fund raising events may be supervised by active duty Marines, but solicitations must be conducted by the civilian volunteer support network.
- e. Fund raising projects that invade the privacy of members of the local community are not authorized. Examples include: door-to-door solicitations, telemarketing, direct mailing of fund raising letters, and similar invasive projects. Such activities irritate people, can cause embarrassment to the Marine Corps, and adversely affect the Marine Corps' public image.
- f. Proposals for fund raising events other than those cited in sub-paragraph 7.2.d above must be submitted to the Marine Toys for Tots Foundation in advance for approval.
- g. Raffles are events often requiring registration with a State Gaming Commission. In the event such a registration is required, Toys for Tots will not authorize the conduct of a raffle. Should another local organization wish to conduct a raffle, Toys for Tots will not underwrite or sign a contract for the conduct of such an event. The sponsoring organization is responsible for all aspects of the raffle. Conducting gambling (raffles) events can affect a charity's standing with the Internal Revenue Service. Contact the respective accounting specialist before committing to such a fund raising event. In the event a raffle is authorized and conducted, personal information about the prizewinners must be forwarded to the Foundation as well as a description of the prize won.
- h. Toys for Tots Coordinators are not authorized to contract or work with professional

fund raising organizations in which the fund raiser receives a portion or percentage of funds raised.

i. Funds raised using the Toys for Tots name and/or logo must be expended for Toys for Tots mission-related items or services. Toys for Tots funds cannot be used to pay expenses related to missions assigned to the U.S. Marine Corps other than Toys for Tots, or for personal items or services, or for any non-TFT items or projects. Use of Toys for Tots funds for any non-TFT purchase constitutes a misappropriation of funds and can be punished under the Uniform Code of Military Justice, or by local civil courts. Should a coordinator desire to make a unique purchase, he/she should contact the Foundation for guidance. Before funds may be spent on any unique purchase, a formal letter explaining the purpose of the purchase must be submitted to the Foundation and a return letter must be received from the Foundation authorizing such purchase.

7.3 **Handling of Unsolicited Monetary Donations and Funds Raised:** In recent years, there have been instances where coordinators failed to live up to their responsibility of properly caring for monetary donations to Toys for Tots. As a result, the fund handling procedures outlined below have been significantly modified to add an additional layer of oversight/control to the handling of cash donations.

a. Fund handling procedures for TFT Coordinators (use this section and the folder labeled Fund Handling in the binder):

1) The two person rule remains in effect. All monetary donations must be counted by the coordinator and either the 1stSgt/ExecO or an officer of the sponsoring organization to ensure accuracy of the count, as well as provide one additional layer of oversight for donations from the local community. The second person verifying the amount can not be a spouse or significant other in a personal relationship.

2) Ensure that entries are appropriately entered.

3) Using the stamp provided by MTFTF, stamp the unit account code and city/state **on the memo line on the front of each check (do not stamp near bank encoded info area (MICR))**. If the stamp has been lost or misplaced, contact the appropriate accounting specialist to ensure correct organization information is hand written on the memo line of each check and to order a replacement stamp. The account code may be found in the Fund Handling folder of the TFT Coordinator Binder.

**4) Cash donations may not be used for the purchase of toys or to purchase any other goods or services. All donations must process through the Foundation.**

**a) For campaign sites with a BankofAmerica branch within a reasonable distance, use the following checklist to deposit cash donations:**

- (1) Count cash (two person rule applies)**
- (2) Note amount and enter into local logbook immediately**
- (3) Complete BankofAmerica deposit slip**
- (4) Deposit cash donations at nearest BankofAmerica branch**
- (5) Take copy of deposit slip and place into local records**

**b) For campaign sites WITHOUT a BankofAmerica branch within a**

reasonable distance, follow the guidelines below:

(1) Go to a local U.S. Post Office/Wal-Mart to convert all cash to a money order made out to Marine Toys for Tots Foundation.

(2) Do NOT deposit cash into a local savings or checking account and then forward to the Foundation.

(3) Include with other “check” donations and forward via overnight mail to the Foundation donation processing company in Des Moines, Iowa.

5) Local Toys for Tots bank accounts are NOT authorized. All funds are to be sent directly to the Foundation via overnight mail using the envelopes and billable stamps provided. As the stock of envelopes and billable stamps is depleted, contact the appropriate Accounting Specialist for a resupply.

6) Prepare the deposit slip in the secure section of the local website. Signatures from both the coordinator and a person certifying the deposit amount are required on this form before sending via overnight mail to Des Moines, IA.

7) Make copies of checks/money orders and deposit slips for local files.

8) Once each week (more often, if necessary) forward checks and deposit slip (Sample form at Appendix I) to the Foundation-designated address in Des Moines, Iowa, using the overnight billable stamps provided. **Do not release this address to the general public – it is intended for use only within the Toys for Tots program.** Should local donors begin sending unidentified checks to this address, the deposit process will be delayed. If local donors desire to send their donation directly to the Foundation, provide the following address: Marine Toys for Tots Foundation, 18251 Quantico Gateway Drive, Triangle, VA 22172. This action will result in the donation being deposited into the Foundation account for use in support of the national effort.

a) Include only donation checks, cashier’s checks, and money orders with the deposit slip (Appendix I) to the Foundation-designated address in Des Moines, Iowa, using the overnight billable stamps provided (**do NOT send any other correspondence with donations**).

b) Send all other correspondence and requests for assistance/action to the Foundation via the pre-addressed, postage paid envelopes provided.

c) Failure to send donations or correspondence to the correct address can result in significant delays in processing the correspondence and in updating unit accounts.

9) Keep funds in a locked safe or in a secure location until mailed.

10) Keep financial records for a minimum of three (3) years.

b. Fund handling by the Foundation:

1) The Foundation earmarks all funds received from local Toys for Tots coordinators specifically for the benefit of the locality of the forwarding coordinator. Local Toys for Tots coordinators have the ability to view an online Financial Report containing deposits, purchases, and, occasionally, transfers from/to the Foundation which is kept current by the Foundation staff and is available 24 hours a day 7 days a week. Visit the local website, log in

using the assigned username and password (both are case sensitive) in the spaces provided, then click on the link to the secure section to view local account transactions.

**2) Cash donations deposited into the national BankofAmerica cash only account will be transferred from the national account into local campaign site accounts on a weekly basis. BankofAmerica will provide the Foundation with a statement noting the deposit(s) for each week. Campaign sites will be readily identified by its Unit Code and/or its Campaign ID (Foundation database).**

3) The Foundation sends a letter of acknowledgment to all donors for their tax records. The goal is to have all letters in the mail by 1/31 each year. Calling earlier to request such a letter or to check on its progress will not expedite matters. Refer to Chapter III, paragraph 3.16 – all toy drop off sites are considered unattended; otherwise an extraordinary requirement to provide donors with receipts will be added to the list of coordinator responsibilities.

4) The Foundation keeps local TFT Coordinators advised of the amount of funds available for use in their local campaign. Bank statements are transmitted to the Foundation web-site daily. Units may access this secure section of the local website only if a username and password have been provided. Coordinators should refer to the folder labeled Fund Handling in the Toys for Tots binder provided to determine the username and password assigned. Contact the Foundation if problems occur. The Foundation will provide a copy of the Financial Report upon request. This statement **does not include deposits in transit or invoices that have not been received by the Foundation.** Coordinators must reconcile their online Financial Report against the online, local Unit Logbook to determine the actual account balance (similar to balancing a personal checking account).

#### 7.4 **Mishandling of Toys for Tots Funds**

a. Funds that are not forwarded directly to the Foundation, but are used to purchase items or are deposited into a local account upon receipt from the donor are funds being mishandled. Such funds have been misappropriated from the Foundation.

b. A local coordinator who does not forward to the Foundation funds donated or raised using the Toys for Tots name and/or logo, but retains those funds locally and expends those funds, faces the following:

1. He/she has failed to comply with the Toys for Tots fund handling procedures as outlined in the Marine Corps Order, the Marine Forces Reserve Order, the Foundation SOP, and has violated the agreement signed certifying compliance; hence is subject to possible removal as a Toys for Tots Coordinator.

2. He/she must disclose the amount retained on his/her income tax return and pay taxes on the amount.

3. He/she must advise the donors that the funds are not tax deductible because they were not managed by an IRS recognized 501(c)(3) not for profit charity.

4. All coordinators, Marine or civilian may be subject to disciplinary action by either military or civil authorities.

## 7.5 Matching Gifts Processing Procedures

a. Many Corporations will match monthly or payroll deduction gifts as well as annual gifts from their employees as a way of showing their support for their employees' charitable causes. Employees obtain matching gift applications from their HR/personnel office or they go to an online portal. They then fill out the form and submit it with their donation check.

Below are instructions on completing the matching forms:

**Name of the Organization: Marine Toys for Tots Foundation** (Note: This must match IRS records)

**Address of the Organization: 18251 Quantico Gateway Drive, Triangle, VA 22172** (Again, Foundation address must be used to match IRS records). Do not use Local Address or caging address.

**Designation:** Local Unit "City, State". Please enter local unit name (**six letter code (example: AKANCH)**) to ensure the gift is transferred to the proper account upon receipt.

**Telephone Number and Fax Number: 703-640-9433; Fax: 703-649-2054** (This is the main number for the Foundation.

**FEIN: 20-3021444**

**Matching Gift Point of Contact: Mitzie Anderson**

**Web Site: [www.ToysforTots.org](http://www.ToysforTots.org)**

**Email Address: [MatchingGifts@ToysforTots.org](mailto:MatchingGifts@ToysforTots.org)**

**Amount of Gift: Donor Donation Amount**

**Tax Deductible Gift Amount:** Same as Amount of Gift less benefits received from gift.

**Date Gift Received:** Date check received.

**Signature of Officer: Theodore Silvester, III** (Requires the signature of a Toys for Tots Officer, **not** a local coordinator)

**Title of Officer: VP, Marketing & Development**

Forward the completed form in a preprinted envelope (provided), to the Foundation for processing. Matching gifts must be received at the Foundation for proper accountability and gift verification.

b. A local unit may receive a letter citing issues with processing the application. This occurs when the donor has used the local unit address to process a matching gift. To properly process a donation, the parent organization (holds the Group Exemption from the IRS) is asked to send a letter confirming a local chapter as covered under the Group Ruling 501(c)(3) status on company letterhead. **Donors must be instructed to use the Foundation address on the matching form – NOT a local address.** Should a donor use a local address, they must correct and resubmit the form with the information above and designation to the local chapter. (The Local Chapter's address should never be used as this information is verified with the IRS.) Should any questions arise, please contact Mitzie Anderson at 703-649-2027.

## CHAPTER VIII – PURCHASING METHODS & PROCEDURES

8.1 **Local Purchase using the Toys for Tots Purchase Card.** The coordinator of each unit, with a Foundation account in good financial standing, will receive a purchase card from the Foundation. This card will be managed by the Foundation and may be used for authorized Toys for Tots purchases. This card should be used for all Toys for Tots purchases where Visa is accepted. Purchase procedures are listed in paragraph 8.3 below. Coordinators with Foundation-issued Purchase Cards should consider this the preferred method of payment for all purchases; however, exceptions will occur. When questions arise, contact the appropriate regional accounting specialist to discuss.

8.2 **Other Purchasing Methods.** In the event the Purchase Card is not accepted, please use one of the following:

a. **Invoicing or credit arrangement.** There are several reputable vendors which provide credit arrangements to the Foundation. A List of these vendors can be found in paragraph 8.9 below. Once a purchase has been made, follow the procedures in paragraph 8.3.b below.

b. **Check Request using the Verification/Request Form.** Local coordinators may request a check from the Foundation for the purchase of toys or other items from the vendor by forwarding a completed Verification/Request Form (visit the secure section of the local website, then print out) to the Foundation for processing (sample at Appendix J). **Before requesting a check for a particular vendor, ensure the vendor provides a W-9 to keep on file at the Foundation.** The Foundation prepares the check in the amount requested, makes it out to the vendor indicated, and then forwards the check to either the vendor or the local coordinator via overnight delivery. Upon receipt of the check, the Coordinator goes to the vendor, selects the toys or items desired and presents the check to the vendor for payment. When using this method the Coordinator will need to know the exact amount of the purchase before sending in the request. There should be no money remaining from this transaction. The Coordinator forwards the receipt and verification for the transaction to the Foundation to confirm the sale. The local campaign account is debited when the check is prepared and confirmed upon receipt of the invoice or receipt containing a list of items and their value. If, for some reason, there is money left over from the transaction, call the Foundation for instructions.

8.3 **Purchase Procedures.** In all instances where purchases are made by Toys for Tots Coordinators, it is important to verify such purchases to the Foundation as soon as possible per the instructions listed below:

a. Complete a Verification/Request Form (visit the secure section of the local website), then print out a hard copy. After printing, click Save/Submit to ensure information is posted to the online logbook.

1. Bank of America (BoFA) Purchase Card – check the box adjacent to “BoFA Visa – invoice attached”. Payment will be completed at the Foundation.
2. If the invoice/receipt is enclosed, and a payment by check is requested, mark the box adjacent to “Invoice enclosed-Please remit payment to the vendor”.
3. If the purchase has been made with a vendor that has agreed to forward

an invoice directly to the Foundation, check the box adjacent to “Invoice is being forwarded to the Foundation by the vendor. Once an invoice is received, please remit payment to the vendor”.

4. If requesting a check that will be hand delivered, check the box adjacent to “Please prepare a check made payable to the vendor and send it back to our unit for hand delivery. We understand that we must forward a copy of the receipt to the Foundation once the purchase has been made”.

**b. Fax, mail (using pre-addressed, pre-paid envelope provided by the Foundation) or e-mail as an attachment one completed Verification/Request Form for every receipt or invoice to the Foundation.**

#### **8.4 Special Provisions for TFT Coordinators.**

**a. Toys for Tots Coordinators who receive donations late in the campaign can purchase against those funds as long as the Coordinator has followed the guidelines for making a deposit (chapter 7.3). The Foundation will guarantee payment even though the donation has not arrived at the Foundation before the purchase is made. Appropriate account adjustments will be made upon receipt of the locally generated donations.**

**b. Occasionally, and always due to an inattention to detail, a local account will be over spent and the balance will be a negative number. The Foundation covers such errors, but it is the responsibility of the local coordinator to work closely with the Foundation to correct the mistake and return the account to a positive balance. This will take time, but the Foundation will work with a coordinator to correct the error. While the account remains in a negative balance, the local campaign is indebted to the Foundation for the amount shown on the report.**

#### **8.5 Fund Management Keys.**

a. Fund management for the U.S. Marine Corps Reserve Toys for Tots Program must be in compliance with provisions of the Marine Corps Order, the Force Order and this SOP (copies also located on line @ [www.toysfortots.org](http://www.toysfortots.org), Coordinators Corner).

b. By using the toy purchase methods described in paragraphs 8.1 and 8.2, local Toys for Tots Coordinators encounter no delay in purchasing toys.

c. Toys purchased by the Foundation are exempt from state taxes in 36 of the 50 states. See Appendix F.

d. Purchases of items other than toys, items for a group home/shelter, or conducting projects to increase local awareness or raise funds will occasionally occur. These are items that, when purchased, could enhance the efficiency of the local campaign, items that could be purchased for the good of needy children in special care, or projects that could be conducted to ensure the success of a local campaign. These items are generally not distributed directly to needy children and the projects are designed to increase awareness and raise funds to support the local campaign. The Foundation recommends that such obligations not exceed 15% of the total annual donations received per community. **Before obligating funds for the purchase of such items or the initiation of such projects**, a written explanation of the purchase or project must be submitted to the Foundation for consideration. This is to ensure that Toys for Tots donations are spent on items or projects that relate to the Toys for Tots mission.

e. Local coordinators can, and should, visit the secure section of the local website periodically to view local account information and transactions recorded for the purpose of reconciling (balancing) the account. Compare the amount shown in the local logbook/register to ensure all transactions are noted. If errors are noted, contact the appropriate accounting specialist to discuss. NOTE: errors do not include purchases or deposits that have recently occurred (within 10 days). Time must be allowed for transactions/deposits to process through the system.

#### 8.6 Purchase Guidelines/Limits.

a. Toys for Tots is not a government agency, but a private, not-for-profit, public charity entrusted with the care of the American public's hard-earned money. Items that are not related to accomplishing the Toys for Tots mission are not authorized (examples include, but are not limited to: clothing, food for distribution, cigarettes, lottery tickets, alcohol, paying off personal debt, etc.).

**b. When shopping for toys, ensure that all are age and gender appropriate, as well as affordable. When purchasing toys for children, a spending limit for each item should be determined before making any purchase. While the Foundation is able to receive significant discounts due to volume purchases, local coordinators must take advantage of local sales and discounts whenever possible. A spending limit of no more than \$30.00 per item has been established for the purchase of gifts. If an item being considered for purchase exceeds this amount, approval from the Foundation is required before funds are obligated. This spending limit has been established to ensure that: 1) Toys for Tots can assist the maximum number of children possible; and 2) To ensure that Toys for Tots is fairly distributing gifts of similar value to recipients. While bicycles are routinely purchased, the cost per bicycle is generally greater than \$30.00; therefore, a request to exceed the spending limit must be sent to the Foundation prior to each purchase.**

**d. Special discounts at retail stores are often accompanied by "fine print!" One case in particular leads to excessive work for ALL concerned. Each year, Toys R Us offers a free gift card or store item provided a purchase totals \$75.00 or more. Before making multiple purchases of \$75.00 each, please think carefully about the additional workload added to the coordinator's day. For every purchase, an invoice verification form must be completed, and receipts for every purchase must be forwarded to the appropriate Accounting Specialist. The result: hundreds of extra receipts during a campaign.**

e. Toys for Tots coordinators rely on the continued service of volunteers to ensure a successful campaign is concluded each year. Volunteer services are invaluable and all should be easily identifiable to the public during and thanked upon the completion of the campaign. There are many ways to recognize volunteer service; however, coordinators should not purchase lavish gifts each year. Providing ID badges, T-shirts or sweatshirts are appropriate purchases that will enable the general public to identify volunteers that are assisting in the collection/distribution of toys. **The price of any item purchased with the intent to distribute to volunteers for identification or acknowledgement of their support shall not exceed \$20.00 per item.** Certificates, participation pins, or plaques are appropriate purchases to thank volunteers for their service. Often, a heartfelt thank you is all that is required to guarantee the return of a volunteer to participate in this program. **The cost of some plaques may exceed this limit. Contact the Foundation BEFORE purchasing.**

**f. The purchase of food/drinks by coordinators is now limited to the following occasions:**

**1) Fundraising events: examples include, but are not limited to golf tournaments, road races, or pancake/spaghetti suppers; or**

**2) Campaign concluding thank you events (buffet style to limit expenses) to recognize local sponsors, key supporters, and volunteers.**

**Our donors, supporters, and volunteers expect us to spend our funds wisely – on toys, not food and drink. Questions regarding this policy are to be directed to the Vice President, Operations only.**

**g. Telephones may be purchased to augment existing phone lines to ensure Toys for Tots is directly available to the general public, as well as the national Foundation; provided adequate funds are in a local account. The ability to communicate with the public and the Foundation is an essential element of a successful campaign. Should the local campaign opt to purchase telephones (pay as you go; NO contracts), the following are required:**

**1) Up to four (4) phones may be purchased for a campaign site. The cost of each phone shall not exceed \$100.00.**

**2) Service plans for phones purchased with Toys for Tots funds shall not exceed \$50.00 per month and shall be for the duration of each campaign (generally October through January).**

**3) All phone numbers must be reported to the national Foundation (appropriate Accounting Specialist) immediately after purchasing the phones and the plan.**

**4) Upon completion of the annual campaign, all phones must be turned over to the succeeding Toys for Tots Coordinator.**

**h. Online shopping has become very popular. We must, however, carefully consider the vendor with whom we conduct business, as, often, internet orders have items that are no longer in stock. Prior to placing such orders, please consider using some of the Toys for Tots vendors listed in this document (pages 37-38). Most of these vendors have sufficient stock of items on hand, and the purchase will not result in (for example) a placed order of \$1,000.00, but with 4, \$25.00 items not in stock, a total purchase of actually \$900.00. Matching documents to correctly track our donated funds becomes challenging when purchasing online. If shopping online, wait until ALL items are received and the amount has posted to the online financial statement BEFORE submitting a verification and all receipts (ensures verification and receipts MATCH).**

#### **8.7 Toy Buying/Age Recommendations**

Every year coordinators request guidance concerning the ages for which purchases/distributions of toys are made. Donors normally support Toys for Tots with gifts for children ages 3-8 years. The Foundation provides gifts that are more appropriate for children 9-12/14. The final decision concerning the age limitation a local campaign can/will support lies with the local campaign coordinator. Several factors will play an important part in coming to this decision. These factors include, but are not limited to: 1) donation support in the community; 2) ages of the needy

children registered in the local community; and 3) local campaign ability to support by either distributing donated toys or purchasing with funds from the local account. Most coordinators have come to the conclusion that serving the needs of children less than one year to twelve years provides a suitable challenge each campaign year.

#### 8.8 Unit/LCO Account Safeguards.

**To ensure the prompt payments of all bills, the Foundation will execute payment of all invoices when they reach the 20-25 day mark, even if the necessary Verification/Request form has not been received. *This does not relieve a coordinator of the responsibility to complete and submit the form, but does ensure the Foundation retains the reputation for paying all bills in a timely manner.***

#### 8.9 List of Vendors.

##### TOY VENDORS

**Discovery Toys** – Purchase using the Toys for Tots Purchase Card. POC – Jana Norton (301) 529-3344; [discovery2learn@yahoo.com](mailto:discovery2learn@yahoo.com).

**DTI Sports, Inc.** – Phone orders may be made using the Toys for Tots Purchase Card. POC – Trevor Jones; 1-800-743-4117.

**Group Sales** – Purchase using the Toys for Tots Purchase Card. POC – Mike Paniccia [mpaniccia@groupsales.com](mailto:mpaniccia@groupsales.com); 1-513-961-8697.

**HDI, Inc.** – Purchase using the Toys for Tots Purchase Card. POC – Nancy Bear [nancy@hdihousewares.com](mailto:nancy@hdihousewares.com); 800-284-5449.

**New England Doll & Novelty** – Order using the Foundation’s credit arrangements. Understand there is a minimum purchase amount (1 truckload ~\$25,000). POC – Steve/Janet Kouroubacalis [nedollco@aol.com](mailto:nedollco@aol.com); 1-781-599-6600.

**OnTime Toys** – Orders should be made using the Foundation’s credit arrangements. POC – Chris Thifault [ct@ontimetoy.com](mailto:ct@ontimetoy.com); 1-800-464-8762.

**Premium Connection** – Purchase using the Toys for Tots Purchase Card. POC – Rick Worth [rickw@premiumconnection.net](mailto:rickw@premiumconnection.net); 1-800-683-0933.

**TK’s Toy Box** – Purchase using the Toys for Tots Purchase Card. POC: Tara Kennedy-Kline (484) 824-2160; [tara@tkstoybox.com](mailto:tara@tkstoybox.com).

**Target/Toys R Us/Wal-Mart/Other Retail Outlets** – Purchase using the Toys for Tots Purchase Card.

**WowToyz** – Purchase using the Toys for Tots Purchase Card. POC: Jody Pierce (802) 877-2150; [jody@wowtoyz.com](mailto:jody@wowtoyz.com).

## **OTHER VENDORS**

**All American Awards (*plaques*)** – Phone orders may be made using the Toys for Tots Purchase Card. Call 703-221-4171 if interested.

**Arnolds** – Appreciation plaques. Phone orders may be made using the Toys for Tots Purchase Card. Call 530-677-0623. Fax 530-677-6065.

**EA Promos** – Shirts, hats, and awards. Company website: [www.eapromos.com](http://www.eapromos.com). Toys for Tot portal: [www.toysfortotspromo.com](http://www.toysfortotspromo.com).

**Graphic Printing & Design (*T-shirts/Hats*)** – Phone orders may be made using the Toys for Tots Purchase Card. Call 1-319-338-9744 if interested.

**John Wills Studios (*plaques*)** - Phone orders may be made using the Toys for Tots Purchase Card. Call 1-757-468-0260 if interested.

**Marine Corps Association (*Awards/Plaques*)** – Phone orders may be made using the Toys for Tots Purchase Card. Call 1-888-237-7683 if interested.

**Military Promotions (*Coins/Ornaments/T-Shirts/Hats/Plaques/Awards*)** – Phone/e-mail orders may be made using the Toys for Tots Purchase Card. Call/visit 1-936-291-2305 or [smith@milpromo.com](mailto:smith@milpromo.com).

**Marine Corps Direct (*T-shirts/Hats/Promo items*)** – Phone orders may be made using the Toys for Tots Purchase Card. Call 1-386-585-4289 for customer service. Web site address: [www.marinecorpsdirect.org](http://www.marinecorpsdirect.org) (click on the Shop Toys for Tots link)

**Personalized Just for You (*plaques*)** – Phone or e-mail orders may be placed. Toys for Tots Purchase Card is accepted. Call (337) 856-7789; fax (337) 856-1807; or e-mail [manager@toysfortotsawards.com](mailto:manager@toysfortotsawards.com). Website: [www.toysfortotsawards.com](http://www.toysfortotsawards.com). Point of contact: Phil or Glynis Darbonne.

**T4T Gear (*T-shirts/Hats/Promo items*)** – Phone 888-999-3112 for customer service. Website: [www.t4tgear.com](http://www.t4tgear.com). E-mail: [orders@t4tgear.com](mailto:orders@t4tgear.com).

**The Charleston Mint (*TFT X-Mas Ornaments*)** - Phone orders may be made using the Toys for Tots Purchase Card. Call 1-828-883-8988 if interested.

**Truck Rental** – Purchase/Rent using the Toys for Tots Purchase Card at local truck rental stores. Discounts may be available. Don't forget to include insurance!

**Welch Packaging (*collection boxes*)** – additional boxes may be ordered by contacting Welch Packaging directly. Call 574-295-2460.

## CHAPTER IX - DONATIONS OF GIFT IN KIND TOYS AND SERVICE SUPPORT

### 9.1 Gift-In-Kind Toys:

#### a. Gift in Kind Donations to the Foundation:

1) Gift in kind items are toys, books, or other gifts donated to the Foundation, either individually or in large quantities, by individuals or corporations (see folder labeled GIK in the TFT binder). The Foundation coordinates with Reserve Units/LCO's located in the vicinity of the donated items and affords those units an opportunity to receive the items. If units are unable to arrange transportation, the Foundation arranges the necessary transportation. If units cannot accept the items, the Foundation will ship to another location.

2) Upon receipt of GIK toys provided by the Foundation, the Reserve unit/local community organization must forward a letter, on unit/organizational stationery, to the Foundation advising that the toys have been received (mail, e-mail, or fax). This letter should include a list of the toys by type and quantity. (Visit the secure section of the local website)

b. Marine Reserve Units and LCO's frequently receive local donations of large quantities of GIK toys, books, or other items from local individuals or businesses. These donors normally request a letter for tax purposes. In order for a donation to be tax deductible, the individual and/or business must, in an official letter, donate the items to the Foundation. The Foundation, in turn, asks the local unit/LCO to accept these items on its behalf. The process for this is as follows (Sample letters may be found in Appendices K & L):

1) The donor forwards a letter to the Foundation (**may give to the local TFT Coordinator for forwarding to the Foundation**) stating that he/she/the company intends to make a contribution of gifts to the Foundation. A list of the items by nomenclature, quantity and value must be included. This letter must be signed and should be sent directly to the Foundation; however, a copy should be delivered to the local Reserve Unit or LCO, which in turn, must mail or fax it to the Foundation. (Visit the secure section of the local website).

2) The local Reserve Unit or LCO must send a letter to the Foundation stating that it has received a GIK donation. This letter must include the donor's name and address, list the toys by type and quantity, state the date of receipt, and be signed by the coordinator. (Visit the secure section of the local website). **Dollar values are not to be included in this letter. Should the donor provide a letter to the local coordinator, forward BOTH to the Foundation TOGETHER, Attention: VP, Marketing & Development).**

3) The Foundation will send the donor a letter of thanks and acknowledge the donation for tax purposes.

### 9.2 Service Support:

a. Local companies frequently donate service support (warehouse space, vehicle support, promotional support, etc.) to Toys for Tots Campaigns. Many of these companies desire to take a tax deduction for such support. **It is important to remind these companies to consult with their tax advisor prior to their donation to verify the legality of taking a tax deduction for their support.**

b. Sample letters for arranging tax deductions for donated service support are at Appendices M & N. This procedure is similar to GIK donation correspondence. (Available in the secure section of the local website)

c. Once the Foundation receives a letter from the company donating service support and a letter from the local Toys for Tots coordinator certifying receipt of the service support, the Foundation sends to the donor a letter of thanks and acknowledgment of the donation for tax purposes.

**d. Letters donating service support should be submitted to the MTFTF as soon as possible, but no later than 30 days of the actual donation.**

## CHAPTER X - TAX INFORMATION

10.1 **Tax Deductibility.** Donations and funds raised in the name of Toys for Tots are tax deductible only if forwarded to the Marine Toys for Tots Foundation.

10.2 **Letter for Tax Records.**

a. The tax law has been rewritten, effective January 1, 2007, and requires that every donor receive a receipt for his/her donation to a 501(c)(3), not for profit, public charity. It is more important than ever that donations be processed properly, enabling the Foundation to recognize as many donors as possible and be in compliance with the law. Fortunately, the law does not require that a receipt be provided for items donated at unmanned, drop off locations.

b. Toy Donations: All Toys for Tots collection containers are considered unmanned. When personnel are present at a donation drop off site, it is typically for a scheduled event and not to manage the collection container itself; therefore, there is no requirement for a receipt, even though there may be Toys for Tots representatives present. **Each toy collection box MUST have the unit name and address affixed.**

c. Monetary Donations: All donations must be forwarded to the Foundation, as previously detailed in Chapter VII. When the donation is in the form of cash, a receipt will be provided, if requested. Our assumption is that a donor who does not request a receipt does not wish to deduct this donation on his/her income tax return. When the donation is in the form of a check, a receipt will be provided by the Foundation in the form of a thank you/tax letter or post card.

10.3 **Large Quantity Toy/Service Support Donation.** When an individual or company offers to donate a large quantity of toys or service support for which they want an acknowledgement letter for tax purposes, the TFT Coordinator should follow the procedures outlined in Chapter IX.

10.4 **IRS Federal Identification Number (Appendix E).** Occasionally, an individual or company will ask for a tax ID number before making a donation of cash, toys, or service support. The processes outlined in Chapter IX are designed to handle situations wherein an individual or company donates toys or service support. When an individual or company makes a cash or check donation, a letter for the donor's individual or company tax records will be forwarded as soon as possible. In the event the Federal ID number is required, refer to Appendix E of this SOP. Should the donor require additional information, contact the Foundation (703-640-9433) and ask for the Vice President, Operations. For any other special or unique cases, call the Foundation.

10.5 **State Sales and Use Tax Exemptions.** The MTFTF has applied for state sales and use tax exemption in all states. The chart at Appendix F indicates those states in which purchases made by the Foundation are exempt from state sales and use taxes. Other states require additional paperwork to be completed and signed by an officer of the Foundation and presented to the vendor for each purchase to qualify for state sales tax exemption (this requires close coordination with the Foundation to process correctly). Some states have no sales tax, and others do not grant tax-exempt status. To qualify for tax exempt purchases in the states granting exemption, the credit card or check used to purchase the item(s) must be issued by the Foundation. In the non-exempt states, the Foundation, Reserve Units, and LCO's must pay state sales tax on all Toys for Tots purchases.

## CHAPTER XI - SUPPORT AND PROMOTIONAL MATERIAL

11.1 **Support/Promotional Material.** In September, units receive support and promotional material from the Foundation. The items and quantities forwarded are based on the total amount of material used in the previous campaign. Orders for support and promotional material are initiated by the Foundation in February, for delivery to campaign sites and the Foundation warehouse. *Each unit will receive a shipment based upon the size of the local campaign. Requests for additional materials may be submitted via e-mail to the Operations Assistant.*

11.2 **Public Service Announcements.** In addition to printed material, support material packages include audio/video tapes of public service announcements (PSA's). Units are encouraged to take the PSA's to local radio/television stations as soon as possible and request that they put them on the airways frequently.

11.3 **Support/Promotional Material Budget.** The budget for support/promotional materials has increased exponentially since 1988. Each item provided is already specially packaged (usually 100 per package). To further break down items for shipment to units/organizations is time consuming and not practical. **Should a site have an inventory of promotional materials from the previous year(s), please notify the Foundation to be removed from the shipping list. Additional supplies may then be ordered as needed.**

11.4 **Items Provided.** The items sent to each unit along with an explanation of use follows:

**Medium Poster:** This poster should go on toy collection receptacles, in business windows, and in any other public areas in which a great deal of foot traffic is experienced so that toy donations may be generated. There are not sufficient quantities to give posters to individuals. It may also be framed and used as a gift to special supporters.

**Collection Boxes:** Collapsible, corrugated cardboard to place at collection sites. **If additional boxes are required, contact the Operations Assistant (703-649-2030). Initial issue, unless otherwise requested: Marine sites (200); LCO sites (45).**

**Pens:** Use as give-away items at important functions or as a thank you to supporters.

**Bumper Stickers:** Give-away items. They may be placed on children's notebooks or bulletin boards, as well as automobiles.

**Brochures:** The tri-fold business brochure can be given to business representatives and potential large contributors who might be interested in knowing how to support Toys for Tots locally or nationally.

**Certificates of Appreciation:** A less expensive certificate to be used for less significant presentations (i.e. Thanking a grade school class). An electronic version is now available.

**Commander's Award:** More formal certificates that play the same role as the "small" poster. They should be used to thank very special individual and business supporters.

**Stationery:** Use it for your unit's official Toys for Tots correspondence. Envelopes with the Toys for Tots logo are included.

**Ad Slicks:** Camera ready art of the train logo may help should a newspaper or printer request camera ready artwork for Toys for Tots. It also contains the official colors of the logo. **Special Order ONLY.**

**Wrist Band:** Similar to friendship bracelets. Demonstrates support of Toys for Tots.

**Embroidered Patch:** Principally for volunteers to put onto a coat or vest. Aids in identifying supporters of Toys for Tots.

**Plastic Banners:** Use at outdoor events and for placing on a wall to draw attention to a special function.

**Vinyl Banners:** First issued in 1996 for use at major functions. This item is durable and expensive. Please store properly. Can be used each Christmas. **Special Order ONLY.**

**Business Card:** Add a touch of professionalism to your campaign. These cards may be ordered directly from one of the Foundation's local business partners. Contact the VP, Operations for a copy of the order form and assistance in securing this valuable tool for your campaign.

**Car Magnets:** 12" x 24" magnets to aid in the identification of volunteers when picking up toys from drop sites. **This item is durable and expensive. Please store properly for use in subsequent campaigns. Special order ONLY.**

**Refrigerator Magnets:** Train-shaped magnets to keep Toys for Tots in the thoughts of all our supporters, year round!

**Auto Flags:** Approximately 11" x 15" flags (white w/ red train logo) with mounting bracket for car windows. May be used for vehicles when picking up toys or participating in a parade. **Special order ONLY.**

**Static Cling:** A 12" x 24" plastic sign suitable for placement in a store window to aid in identifying local drop sites and sponsors. **Special Order Only.**

**Train Cut-out:** Small, heavy-stock paper train cut out for use with local businesses as a way to raise funds for Toys for Tots. Each cut-out has bar codes for \$1, \$5, and \$10 donations, and may be filled out with the patron's name and posted on a window/wall where purchased.

**To request additional promotional items, contact the Foundation Operations Chief.**

11.5 **Items Provided upon Request.** Iwo Jima Gold Foil Etching. This item is provided by the Foundation in limited quantities to each campaign. These etchings, when matted and framed, make excellent awards.

11.6 **Items Available to Recognize Community Support.** There are many conscientious members in every community in the United States that support Toys for Tots. To ensure their continued support, recognition from the U.S. Marine Corps Reserve Toys for Tots Program is encouraged. To support you in this effort, several options are available for your consideration. Refer to Chapter VIII, page 35.

## CHAPTER XII - PUBLIC RELATIONS

12.1 **Projects.** The following is a brief description of public relations projects that TFT Coordinators normally pursue during October, November, and December of each year. Expanded information is at the appendices indicated.

**Speeches:** Two speeches about Toys for Tots that can be readily adapted to your local community when you need to make a speech. (Appendix O).

**Radio PSA's:** Most radio stations prefer to have their own announcers make public service announcements vice using taped PSA's; however, CD's/DVD's are included in the promotional package. Additionally, sample radio PSA scripts are included in this manual for local radio station use. (Appendix P).

**Chronological History:** Significant facts about the Toys for Tots Program. Good speech material or for the preparation of media releases. (Available on the website).

**Local Sponsor Letter:** Sample letter to a local business explaining how it can support and become involved in your local Toys for Tots Campaign. (Appendix Q).

## CHAPTER XIII - TOYS FOR TOTS SAFETY PROGRAM

13.1 **Safety Awareness.** All personnel involved in Toys for Tots (TFT) activities will be safety conscious at all times. Basic references for safety issues are Marine Corps Order 5100.29\_, and the Occupational Safety and Health Administration (OSHA) standards contained in Public Law 91-596, and 29 CFR 1960.

13.2 **Facilities.** TFT activities will be conducted only in facilities (workspaces, warehouses, office spaces, grounds and buildings) that permit safe activities.

a. TFT facilities must be clear of debris, trash, loose boards, boards with exposed nails/screws, flammable materials, hazardous materials of any type, improperly installed/jury rigged electrical equipment and any other obstacle to safe activities.

b. Under no circumstances will TFT activities be conducted in unsafe facilities.

13.3 **Procedures.** TFT Coordinators will review and be familiar with the safety procedures and safety measures set forth in this chapter and the procedures for the facilities being used for TFT activities at the beginning of each campaign.

a. Coordinators will ensure that volunteers are briefed on safety procedures and comply therewith.

b. Coordinators will inspect his/her facilities at the beginning of each campaign using the Safety Checklist at Appendix R and take corrective actions regarding any improper safety conditions discovered.

c. The safety checklist is not all-inclusive, but is sufficient to be used as a guide for the basic elements of local safety plans/programs and procedures for each area of a local campaign's facilities. Upon discovering a hazard of any type, the Coordinator must check the "Needs Work" category and write down the work needed and the location of the item for a corrective action plan. Action to correct a safety hazard should be taken immediately.

13.4 **Gratuitous Service/Hold Harmless Agreement.** Each TFT volunteer must sign a "Gratuitous Service" (all Marine sites) or Hold Harmless (all LCO sites) agreement before participating in TFT activities. This agreement will be maintained on file in the local campaign files. Gratuitous Service Agreements are valid for only one TFT campaign. Sample Gratuitous Service and Hold Harmless agreements may be found at Appendix C or in the secure section of the local website. Keep copy of agreement at local site for 2 years.

## Chapter XIV – Credit Card Policies and Procedures

14.1. **Purchase Card Program**. The Marine Toys for Tots Foundation (Foundation) Purchase Card Program is principally designed to provide coordinators with the capability to purchase additional toys and gifts to supplement their toy collection efforts. The Purchase Card Program additionally assists in the management and payment of business related purchases and brings many benefits to local coordinators, MTFTF, vendors, and the Toys for Tots program. The Purchase Card is designed to streamline the procurement process from beginning to end. The goal is for the purchase card to eliminate the use of traditional purchase orders (except when ordering toys from selected Foundation approved catalog vendors), check requests, or petty cash. The Purchase Card has built-in spending controls to prevent inappropriate purchases.

14.2. **Benefits**. The Purchase Card Program is designed to benefit:

a. **Cardholders**. Each cardholder will be able to obtain goods and services directly from vendors without the need to complete Toys for Tots purchase orders. The Purchase Card streamlines the purchasing procedure and can help improve turnaround time on the delivery of any order.

b. **Toys for Tots**. The Purchase Card program provides a cost-efficient method for purchasing and payment of business related purchases and is the principal method of payment for all Toys for Tots purchases. The Purchase Card has built-in features that make the program easy to control and manage and therefore reduces processing costs at all levels by minimizing the number of procurement-related invoices and checks. The Purchase Card enables all elements of Toys for Tots to focus on higher value-added activities.

c. **Vendors**. The Purchase Card will be welcomed by vendors who accept Visa. When accepting the card for business purchases, vendors will not need to send invoices since payment will be received directly from Visa within 48 hours. All the vendor will need to do is provide a paid receipt to the Cardholder.

d. The **success** of the Purchase Card Program and its continuing use depends upon the conscientiousness and cooperation of local coordinators.

14.3 **Contact Information**. For **all** Purchase Card inquiries contact your respective accounting specialist by one of the options listed below:

**Mail:** Marine Toys for Tots Foundation, **Attn: Region \_\_ Accounting Specialist**, 18251 Quantico Gateway Drive, Triangle, VA 22172

**Phone:** (703) 640-9433 (direct lines on pages 1 & 2)

**E-mail:** Call the Foundation (or visit the secure section of the local website) for e-mail address information.

14.4. **Obtaining a Card**.

a. The Purchase Card is a Visa credit card issued by Bank of America (BoFA) through the Toys for Tots Purchase Card Program. A Purchase Card will be provided to Toys for Tots campaign sites with accounts in good standing. The Foundation will approve all card holders.

Each applicant is required to read through the Purchase Card Manual and complete the Toys for Tots Purchase Card Agreement at Appendix S. The Purchase Card Agreement form is to be forwarded to the appropriate accounting specialist, who will submit a complete roster to BofA. Once the roster is received by BofA, a Purchase Card is mailed to the Foundation, normally in three to five work days. **The Foundation will then process all cards (now PIN and Chip) and mail to each coordinator. Included in the activation instructions will be the PIN for the enclosed card (do NOT forget, as the PIN is required each time a purchase is made). Whenever the associated zip code to a purchase card is requested, that zip code is the Foundation's (22172), and NOT the coordinator's local zip code.**

b. The Purchase Card is a corporate charge card, which will not affect the Cardholder's personal credit. However, it is the Cardholder's responsibility to ensure that the card is used within the stated guidelines of this Purchase Card Policies and Procedures Manual as well as policies and procedures relating to the expenditure of Toys for Tots funds.

c. Cardholders should always treat their Purchase Card with the same level of care one gives to his/her personal credit cards. The card should be maintained in a secure location and the card account number should be carefully guarded.

#### 14.5. Types of Purchases.

a. The intent of the Purchase Card is to assist Toys for Tots coordinators/volunteers with the purchase of and payment for any and all Toys for Tots related goods and services. The Foundation will notify each site about specific spending categories and limits (i.e. transaction limits, daily limits, monthly limits, etc.); however, below are some general guidelines for the various groups of cardholders:

##### Foundation Personnel:

- The monthly limit for your Purchase Card is assigned by the Foundation.
- The Purchase Card is the preferred method of payment and should be used before opting for any other means of payment.

##### Toys for Tots Coordinators:

- The Purchase Card is a declining balance account.
- The daily or monthly limit for your Purchase Card is the total balance in a local account.
- The Purchase Card should be used for all business related travel and related expenses and should be used **before** any personal credit cards.

b. The above guidelines are general guidelines. Because of unique situations for each Cardholder, specific limits may be slightly different. To determine specific guidelines, or to discuss changes to existing guidelines, please contact the appropriate accounting specialist.

c. All purchases must be for business related purchases only. Purchases not related to Toys for Tots purchases are prohibited and the Cardholder may be subject to disciplinary action.

14.6 **Reconciliation and Approval.** Cardholders will forward verification forms and receipts (by fax, scanning and e-mailing, or using the pre-addressed/postage paid envelopes provided by the Foundation) for each completed transaction to the Foundation as each purchase occurs. The appropriate accounting specialist will then review the statement and receipts and notify the local

coordinator of any discrepancies. **In the event receipts are not submitted in a timely manner, a hold will be placed upon the account in question until all materials have been submitted.**

14.7. **Credits.** Vendors will issue all credits directly to the individual Purchase Card account for any items they have agreed to accept for return. This credit will appear on a subsequent statement. **UNDER NO CIRCUMSTANCES SHOULD A CARDHOLDER ACCEPT CASH OR GIFT CARDS IN LIEU OF A CREDIT TO THE PURCHASE CARD ACCOUNT. A verification form and receipt must be submitted for a credit – check the refund box.**

14.8. **Disputed Charges.** The Cardholder is responsible for contacting the vendor to resolve any disputed charges or billing errors within 30 days of the transaction appearing on the online financial report. If the matter is not resolved within the 30 days, the Cardholder must contact his/her respective accounting specialist and complete the appropriate forms to be filed with BofA.

14.9 **Rejected Purchases.** A vendor, for a number of reasons, can reject a Cardholder's card. First, the transaction amount may be greater than the authorized per transaction amount on the card. Second, the transaction may result in the Cardholder exceeding their monthly credit limit. Third, the Cardholder may be attempting a transaction at an unauthorized vendor or vendor type. However, if a Cardholder feels that he/she were erroneously declined, contact the appropriate accounting specialist for additional assistance.

14.10. **Account/Cardholder Termination.**

a. The Purchase Card Administrator is required to close an account if a Cardholder (a) transfers to a different location, (b) moves to a new job within Toys for Tots in which a Purchase Card is not required, (c) terminates his/her association with Toys for Tots, or (d) for any of the following reasons, which will also subject the Cardholder to disciplinary action in accordance with Toys for Tots Policies and Procedures:

(1) The Purchase Card is used for personal or unauthorized purposes.

(2) The Purchase Card is used to purchase alcoholic beverages or any substance, material, or service which violates Toys for Tots policies, laws or regulations.

(3) The Cardholder splits a purchase to circumvent the limitations of the Purchase Card.

(4) The Cardholder uses another Cardholder's card to circumvent the purchase limit assigned to either Cardholder or the limitations of the Purchase Card.

**(5) The Cardholder fails to provide verification forms and receipts for all transactions.**

(6) The Cardholder fails to provide, when requested, information about any specific purchase.

(7) The Cardholder accepts a cash refund in lieu of credit to the Purchase Card account.

(8) The Cardholder does not adhere to all of the Purchase Card policies and procedures.

b. The improper use of the Purchase Card may lead to disciplinary action, up to, and including prosecution and termination of all association with Toys for Tots. Should the Cardholder fail to use the card properly and charges are unaccounted for, the Cardholder has authorized Toys for Tots to deduct such amount from the Cardholder's salary equal to the total amount of unaccountable expenditures. The Cardholder also agrees to allow Toys for Tots to collect any amounts owed by the Cardholder even if not employed by Toys for Tots.

14.11. **Lost or Stolen Purchasing Cards**. In the event of a lost or stolen Purchase Card, the Cardholder is required to immediately contact BofA at **(888) 449-2273**, then notify his/her superior. One more call is required to the appropriate Foundation accounting specialist (see pages 1 & 2). The Foundation accounting specialist will ensure appropriate action is completed.

14.12. **Cardholder Responsibilities**

a. The Cardholder must use the Purchasing Card for **legitimate Toys for Tots purposes only**. Misuse of the card will subject Cardholder to disciplinary action in accordance with Toys for Tots Policies and Procedures. The Cardholder must:

- (1) Ensure that the Purchase Card is used for legitimate business purposes only.
- (2) Maintain the Purchase Card in a secure location at all times.
- (3) Adhere to the purchase limits and restrictions of the Purchase Card and ensure that the total transaction amount does not exceed the preset spending limits.
- (4) Obtain a receipt or packing slip with item price, shipping, and tax information for ALL transactions.
- (5) Reconcile the online financial report to the receipts and/or packing slips each month.
- (6) Contact the appropriate accounting specialist if a vendor does not accept Visa for purchases.
- (7) Report erroneous declines or fraudulent charges to their supervisor and the appropriate accounting specialist.
- (8) Attempt to resolve disputes or billing errors directly with the vendor within 30 days and notify the appropriate Accounting specialist if the dispute or billing error is not satisfactorily resolved. Disputes or billing errors should be reported to the appropriate accounting specialist immediately.
- (9) Ensure that the correct credit for the reported disputed item or billing error appears on a subsequent Cardholder statement.
- (10) Not accept cash in lieu of a credit to the Purchase Card account.
- (11) If a card is lost or stolen, immediately contact BofA at **(888) 449-2273**, then notify his/her local superior. One more call is required to the appropriate Foundation accounting

specialist (see pages 1 & 2). The Foundation accounting specialist will ensure appropriate action is completed.

(12) Return the Purchase Card to the Foundation is no longer required. BofA Visa cards will be placed into an inactive status shortly after completion of the annual campaign. Should a coordinator require the use of the card during the off-season, contact the appropriate accounting specialist to discuss the need and to have the card returned to an active status.

## Chapter XV – Foundation/Local Websites

### 15.1 Foundation Website

- a. The Foundation public website may be found at the following address:

<http://www.toysfortots.org>

This site has been designed for the purpose of educating and making the general public aware of the U.S. Marine Corps Reserve Toys for Tots Program and give them an opportunity to support the program by donating to either the national or local efforts.

- b. The Foundation secure website may be found at the following address:

<http://lco-admin.toysfortots.org>

The Foundation secure website has moved, starting this year, into the Local Website System (<http://lco-admin.toysfortots.org>) to consolidate local website resources and information.

This site has been designed for the purpose of storing campaign site specific information in a way that offers access to the local coordinator, but ensures local, confidential information remains unavailable for viewing by the general public.

A Help and Support System is available to provide assistance with the local website. Online help maybe be accessed through the Help menu. If additional assistance is needed, a support ticket system is available. Use the Submit a Support Ticket option in the Technical Support section of the Control Panel Home Page to request help or submit a suggestion for the Local Website System.

The organization and features of the new Secure Site are very similar to the previous Secure Site. This should make the transition to the new Secure Site easier for veteran campaigns. Some new features and capabilities have been added or modified:

- a. Unit Log Book:
- 1) The Unit Log Book looks very similar to the previous version.
  - 2) It is no longer necessary to perform logbook adjustment transactions. Verification Requests and Deposit Slips may now be “EDITED” and “DELETED” by clicking on the “EDIT” or “DELETE” link next to each transaction in the Log Book.
  - 3) “EDITING” and “DELETING” transactions may only be performed in the Current and Previous Campaign seasons.
  - 4) After uploading and attaching scans of receipts to a Verification Request, note the “EMAIL VR” link next to each Verification Request. Clicking this link will send an email to the appropriate Accounting Specialist with the completed VR form and the scanned receipts attached to the email.
- b. Marking Transactions. This works very similar to the previous version. Simply click on the Mark Transactions link at the top of the Unit Log Book. Check the box next to each transaction and click the Mark Checked Transactions button at the top. The system will mark the checked transactions and return to the Unit Log Book.

- c. Financial Report. The only change with the Financial Report is the added running balance to the right hand column and a “TOTALS” line at the bottom of the report.
- d. Deposits:
  - 1) The Deposit Slip form looks and works the same as the previous version.
  - 2) Fill out the Deposit Slip and click the Submit button to add it to the Unit Log Book
  - 3) “EDITED” and “DELETED” Deposit Slips may now be entered by clicking on the “EDIT” or “DELETE” link next to each line item in the Unit Log Book.
- e. Verification Requests:
  - 1) Verification Request Form looks and works the same as the previous version.
  - 2) “EDITED” and “DELETED” Verification Requests may now be entered by clicking on the “EDIT” or “DELETE” link next to each one in the Unit Log Book.
  - 3) There is now a "Date of Purchase" field at the top of the form. This represents the “date of the transaction” as shown on a receipt(s).
  - 4) Scanned images or PDFs of receipts may now be uploaded and attached.
    - a) Once a Verification Request has been submitted, go back to the Unit Log Book and click the “EDIT” link next to the VR to which a receipt is to be attached.
    - b) At the bottom of the VR form note the link to "Add Receipt" link. Click on the link.
    - c) Click the Choose File button to browse for and select a receipt to attach.
    - d) Add a MEMO to the attached receipt for identification purposes.
    - e) Click the Submit button to upload and attach the receipt.
    - f) To “EDIT” or “DELETE” an attached receipt, click on the "Edit Receipt" link at the bottom of the VR “EDIT” form.
    - g) Click the "Edit Receipt" or "Delete Receipt" link next to the corresponding receipt. Add additional receipts to the VR by clicking the "Add Receipt to VR >>" link at the top of the page.
    - h) Once finished adding receipts to the VR, click the “VIEW” or “EDIT” link next to a VR in the Unit Log Book to see/review the attachment(s).
  - 5) Once scanned receipts are uploaded and attached to a Verification Request, note the “EMAIL VR” link next to each Verification Request in the Unit Log Book. Clicking this link will send an email to the appropriate Accounting Specialist with the completed VR form and the scanned receipts attached to the email.
  - 6) Adjustments. To make adjustments to Deposits and Verification Requests, use the “EDIT” link next to each transaction in the Unit Log Book.
- f. Reports:
  - 1) Access the Weekly Status Report and Weekly Status Report Log.
    - a) The Weekly Status Report will be the Report for the current week of the campaign season. It is not required to use the Weekly Status Report, but we recommend it, as the After Action Report will pull any data entered from the Weekly Status Report during the campaign and save valuable time when it is time to complete the AAR.

- b) The Weekly Status Report Log may now be edited. Click the Report number link in the far left column of the Log, then make any necessary changes.
  - 2) After Action Report:
    - a) The After Action Report is not available until the completion of the campaign season in December. Previous campaign After Action Reports may be viewed at any time.
  - 3) Required Insurance Info for Space or Events is now an online form that may be completed/submitted via computer.
  - 4) Requests for Supplemental Toys may be completed online and submitted AFTER the Thanksgiving Day weekend.
- g. Printing Forms and Reports. Some campaigns may find that when printing out Verification Requests or Deposit Slips they print out smaller than in the past depending upon the internet browser being used. If this the case, use the Print Preview option before printing to adjust the scaling of the printout to the desired size.

## 15.2 Local Websites

- a. The Local Website System may be found at the following address:

<http://lco-admin.toysfortots.org>

b. In 2009, the Foundation created local websites under the umbrella of the Foundation site. The development of local sites remains an ongoing process to ensure the best product possible is available. The cost of the development and maintenance of each local site is borne by the Foundation. Due to the overwhelming success of this project, contact with local web design companies for the purpose of developing a Toys for Tots website is not authorized. Comments, suggestions, and recommendations for improving the local sites are encouraged. To get to a local Toys for Tots website, the following is an example of the unique universal resource locator (URL) necessary to reach the appropriate site:

<http://localdomain.toysfortots.org> (example: bellingham-wa would be substituted for local domain for the Bellingham, WA campaign site)

- c. Local websites will look much like the Foundation website. This online “branding” will readily identify local sites as legitimate Toys for Tots campaign locations. Much information from the Foundation site will automatically populate the local site. In addition, many sections of the local site will have an “edit” capability to allow for updating information, events, sponsors, and instructions to supporters and recipients alike.
- d. Capabilities included on local websites currently include:
  - 1) Online Donations
  - 2) Toy Drop Off Locations
  - 3) Request Toys
  - 4) About Toys for Tots
  - 5) Our Partners
  - 6) Frequently Asked Questions
  - 7) Contact Us
  - 8) Local TFT News
  - 9) Local TFT Events

- e. Given the size of the Foundation staff, it is unrealistic to expect total management of the nearly 800 Toys for Tots websites; therefore, the ability for local coordinators to manage/change information on the local websites has been included in this project. It is recommended that local coordinators assign a member of their staff/organization to monitor the local website and keep the information on it as current as possible. Outdated information will turn away potential donors!
- f. A Help and Support System is available to provide assistance with the local website. Documentation and online help may be accessed in the Technical Support section of the Control Panel Home Page in the top right corner. If additional assistance is needed, a support ticket system is available. Use the Submit a Support Ticket option in the Technical Support section to request help or submit a suggestion for the Local Website System.
- g. The utilization of local websites will enable the Foundation to track donations to their source. Campaign sites will greatly benefit from this added capability. In years past, all donations received from online donors were deposited into the national fundraising account. Since this project will now enable tracking to the source, donations will be transferred from the Foundation to the appropriate campaign site.

### 15.3 Cyber/Internet/Website Security

#### Website Information/Common Problems/Reminders

##### 1. Common problems encountered in trying to get to either Toys for Tots website include:

- For either website: Security settings on the computer may require adjustment. Identified issues related to operation and performance of the websites should be submitted to the Foundation IT Specialist via Support Ticket or e-mail.
- Do not try to access the sites from search engines (Google, Yahoo, etc.). Use only your system's internet browser (Firefox, Internet Explorer, Google Chrome, or Safari, to name a few).

##### 2. Information listed below may be found on the Foundation's public website (<http://www.toysfortots.org>), the secure website (<http://lco-admin.toysfortots.org>), or the local campaign website (example: <http://quantico-va.toysfortots.org>):

- Marine Corps Order 5726.14F (Applies to all) - public
- Marine Forces Reserve Order P5726.3\_ (Applies to all) - public
- Foundation Standing Operating Procedures Manual (Applies to all) - public
- Application to participate in the current TFT Campaign (Applies to LCO's only) - public
- Foundation Contact Information - secure
- After Action Report Form (Applies to all) - secure
- Local campaign financial information – secure
- TFT Bulletin Board – secure
- GIK Toy and Service Support Letters - secure
- IRS Letter of Determination (SOP Appendix E) – public AND secure site
- Sample Gift in Kind Letters - secure

- Local Toys for Tots Events – local
- Toy Drop Off Locations – local
- How to request toys – local
- Local news – local

### IT Security Reminders

Since the Foundation has moved a large amount of information onto the national and local websites, it has become increasingly important to focus on cyber security. In every aspect of this program, the first and foremost concern is the protection of the reputations and images of the U.S. Marine Corps and the Toys for Tots Foundation. The American public is counting on both the Marine Corps and the Foundation to carry out this program in an impeccable manner. As such, listed below are some reminders to keep all focused on that concern:

- Ensure all proposed content reflects positively on the Marine Corps and Toys for Tots
- Protect the local username and password
- Review/clean the local website before AND after each campaign.
- Remove outdated information.
- Do not share data collected on the website (donor, volunteer, or recipient alike)
- Use only “trusted” content
- Use only images if permission has been granted
- Know websites that are linked; know where the links will take a visitor
- Proofread all proposed content. If not sure of content, ASK QUESTIONS
- Keep content simple and easy to read
- Avoid using personal or business e-mail addresses – Use disposable address (Google, Yahoo, Outlook, etc...)
- Keep backup content of the website. Create content on a computer, then copy/paste to the website
- Website/Social media platforms are used to promote the mission and goals of Toys for Tots; NOT platforms to promote personal opinions and/or agendas
- Social media platforms are OPEN forums where information may be posted, shared, and commented upon with little oversight. KNOW what is being posted, as well as comments
- Activate administrative control settings over an account. Public postings must require approval before a post is made public
- Deactivate/cancel social media account(s) if not continuing with the campaign OR hand over control of the account(s) to the incoming coordinator



## General Guidelines for Facebook

### 1. Consider who's monitoring your page:

Is your page managed by a volunteer or Marine who has the time to vigilantly scrutinize comments (to include complaints) and respond appropriately?

### 2. Assign Admin Roles:

Facebook allows five different administrator roles: Admin, Editor, Moderator, Advertiser and Analyst. Each role has different capabilities—consider role assignments carefully.

### 3. Check Your Wall-posting Preferences:

Does your page get a lot of critical commentary on its timeline? Or maybe just more than you have time to deal with easily? If so, it might be appropriate to set your page's Posting Ability tab so that only your page admins can post.

Here's how: Choose Settings from your Admin panel. Then Edit Posting Ability

The screenshot shows the Facebook Page Settings interface for 'Marine Toys for Tots Found...'. The 'Settings' tab is selected, and the 'Posting Ability' setting is highlighted. The settings are as follows:

Setting	Current Value	Action
Page Visibility	Page published	Edit
Posting Ability	Choose who can post to your Page timeline	Edit
Post Visibility	Posts to Page are hidden from my Page timeline	Edit
Post Targeting and Privacy	Privacy control for posts is turned off	Edit
Messages	People cannot contact my Page privately.	Edit
Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Set to strong	Edit
Similar Page Suggestions	Choose whether your Page is recommended to others	Edit
Replies	Comment replies are not yet turned on for your Page	Edit
Merge Pages	Merge duplicate Pages	Edit
Remove Page	Delete your Page	Edit

**4. Think about how you plan to interact with your Fans and Followers:**

This is your chance to set expectations. Let your followers know exactly what kind of communications your Facebook page will be supporting. Is this an outlet for toy requests? Finding drop site locations? Promoting Corporate Partners? Advertising local events? Complaints about the toys recipients received for their children?

**5. Be very clear about how you will NOT be interacting with Fans and Followers:**

If you have specific functions that you will not be supporting or issues you will not be addressing through Facebook – SPELL IT OUT. Let your followers know that you will be responding to toy requests, event requests, or helping users find local toy drop locations through official channels ONLY (i.e. your local website) and they will not be addressed on your Facebook page. Provide links, website addresses, phone numbers and other pertinent information so that they can make appropriate contact. Make it clear that your Facebook page is not a forum for any such requests.

**6. Think about what can get a post deleted or a Fan or Follower blocked:**

Followers will understand that your Facebook page is designed to promote the program and highlight activities, rather than provide a venue for grievances.

Consider providing a short list of reasons why comments may be deleted from the page. Short and concise guidelines show a responsibility to the users and can protect the Toys for Tots brand. Some users are out to cause trouble from the very start, but most will respect a clear page with well thought out guidelines and aims. Do not engage in any political/government/military dialog.

**7. Choose Your Featured Likes:**

Liking National Corporate Sponsors or Local/Regional Sponsors, Event Sponsors, etc. will help you build connections (and when they reciprocate, give you added exposure); however, you should not promote other people, products or services (who are NOT sponsors). You can't give the appearance that Toys for Tots is endorsing or promoting other goods or services.

**8. Bookmark Facebook's Page Guidelines and Reacquaint Yourself With What's Changed Recently:**

Facebook changes its terms of service...often. And unless you follow the company's blog or frequently check their Page Guidelines, it can be difficult to keep track of what's allowed—or not—during a given month.

Facebook's Page Guidelines: [https://www.facebook.com/page\\_guidelines.php](https://www.facebook.com/page_guidelines.php)



### **General Guidelines for Twitter:**

1. Follow @ToysForTots\_USA. We will retweet things you tweet about to get it seen by as many people as possible.
2. Follow a few “key” accounts: Toys R Us, Build-A-Bear, Duracell, local NFL team, Lego, etc.
3. Follow local businesses and mention the ones who have supported your unit in the past (using their twitter handles, if possible).
4. Tweet about local events, but:
  - a. Do not get involved or comment on any negative tweets
  - b. Do not get involved or comment on political tweets
  - c. Do not allow people to request toys, schedule local events, or find local toy collection locations via your twitter account. Everyone must still follow the official channels for those such requests.
  - d. Do not endorse people, products, or services UNLESS it is a corporate sponsor (such as Toys R Us, Leap Frog, Build-A-Bear, etc.). You will often get people asking you to retweet their goods or services. Please remember that we are not an advertising firm -- we are a children’s charity.

## APPENDICES

A	LCO Application to Participate/Acknowledgement of Responsibilities/USMC Appointment Letter
B	Program Checklists
C	Sample Gratuitous Service Agreement
D	TFT Campaign Timeline
E	IRS Letter – Federal Identification Number
F	Sales and Use Tax Exemption
G	Guidance Addressing Improper/Illegal Use of Toys for Tots Name/Logo
H	Example of Local Logbook
I	Sample Form (deposit slip)
J	Sample Form (invoice verification/check request)
K	Sample Letter (notification of toy donation from local business)
L	Sample Letter (acknowledgment of toy donation)
M	Sample Letter (notification of service support from local business)
N	Sample Letter (acknowledgment of service support donation)
O	Sample Speeches
P	Sample Public Service Announcement Scripts
Q	Sample Letter to Supporters
R	Safety Checklist
S	MTFTF Purchase Card Agreement
T	TFT Mobilization Contingency Plan
U	Tainted Toys Speaking Points
V	Donated Toy Valuation System
W	After Action Report

**Application Form for Local Community Organization to  
Conduct a Local Toys for Tots Campaign**

To become a Local Community Organization for Toys for Tots, please fill out the following form. Both sections (Application & Certification) must be completed for application submission.

**Application**

*(Example ONLY; Please complete ONLINE; \*Indicates required entry)*

Date: \_\_\_\_\_ (mm/dd/yyyy) \*

**Contact Information**

\_\_\_ New Coordinator; \_\_\_ Veteran Coordinator

**New applicants & coordinators having never attended the conference MUST do so to receive approval to participate.**

The \_\_\_\_\_ \* applies for approval to conduct a local Toys for Tots campaign in support of the U.S. Marine Corps Reserve Toys for Tots Program in \_\_\_\_\_ \* (city, county) \_\_\_\_\_ \* (state)

Organization Name: \_\_\_\_\_ \*

Organization Chair/Pres. Name: \_\_\_\_\_ \*

Organization Chair/Pres. Mailing Address: \_\_\_\_\_ \*

City, State & Zip: \_\_\_\_\_ \*

Phone Number: \_\_\_\_\_ \*

Fax Number: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ \*

**The Following information will be published on the Marine Toys for Tots Foundation web site at [www.toysfortots.org](http://www.toysfortots.org)**

Name of Toys for Tots Coordinator: \_\_\_\_\_ \*

Address of Toys for Tots Coordinator: \_\_\_\_\_

Phone Number : \_\_\_\_\_ \* Fax Number: \_\_\_\_\_ (N/A if not applicable)

E-mail Address: \_\_\_\_\_ \*  
*You must enter a valid email address*

**NOT published on the web:** Phone number for Foundation use only: \_\_\_\_\_

**Please provide the following addresses**

Address for Correspondence from the Foundation: *(FedEx = NO PO Box)* \_\_\_\_\_ \*

Shipping Address for Toys: *(FedEx = NO PO Box)* \_\_\_\_\_ \*

Shipping address for Promotional Materials: *(FedEx = NO PO Box)* \_\_\_\_\_ \*

Nearest Marine Corps Reserve Center & approximate distance in miles from the organization \_\_\_\_\_ \*

**Area of Operation & Campaign Plan**

Cities Covered: \_\_\_\_\_ \* *separate with a comma*

Counties Covered: \_\_\_\_\_ \* *separate with a comma*

\* In the area provided below, provide a brief description of the planned local Toys for Tots campaign (Description of the campaign should include but is not limited to: Number of organization members; estimated # of other local citizens expected to assist; estimated number of drop off locations; plan for a warehouse (s) for storing & sorting of toys; plan for distribution of toys - to include the names of the local social welfare agencies and church groups you plan to use to actually distribute the toys to needy children; estimated quantity of toys raised; estimated amount of cash donations expected; type of fundraising events you plan to conduct; dates of your campaign; other descriptions that you would like to include):

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## Certification

The \_\_\_\_\_ agrees to:

1. Comply with the provisions of Marine Corps Order 5726.14\_ (current edition).
2. Comply with the provisions of Marine Forces Reserve Order P5726.1\_ (current edition).
3. Comply with the policy set forth in the SOP for local campaigns (current edition).
4. Deposit all cash donations into the national cash deposit account at Bank of America (if branch located in campaign area).
5. Forward all donations and funds to the Marine Toys for Tots Foundation within five (5) days of receipt.
6. Complete the annual campaign After Action Report (AAR) and submit to the Foundation no later than 15 January after each campaign.
7. When possible, complete all purchases using the Bank of America (BofA) Purchase Card.
8. Maintain communications with the Foundation from the start of the campaign (1 October) until all administrative requirements have been completed (AAR, Invoice Verifications, Incidental Expense Fund, etc.) – approximately January 31st.
9. Carry out the purpose of the Toys for Tots program by providing toys for economically disadvantaged children at Christmas.
10. By signing below, the applicant certifies that there are no felony convictions in his/her background.

The \_\_\_\_\_ further understands that: **1) a new coordinator must attend the TFT Coordinator Conference for official training; 2) a coordinator who has never attended the conference must attend the TFT Coordinator Conference for official training, and 3) the purpose of the Toys for Tots program is to provide toys for economically disadvantaged children at Christmas.** Additionally, all proposed media releases regarding Toys for Tots must be forwarded to the Vice President, Operations, Marine Toys for Tots Foundation, 18251 Quantico Gateway Drive, Triangle, VA 22172 for review/approval prior to release to the media.

**Signed:**

\_\_\_\_\_ \*

**Toys for Tots Coordinator**

\_\_\_\_\_ \*

**Organization Chair/President**

## **Toys for Tots Coordinator Acknowledgement of Responsibilities (USMC TFT Coordinators ONLY)**

Coordinator: \_\_\_\_\_

Unit: \_\_\_\_\_

Agrees to:

1. Comply with the provisions of Marine Corps Order 5726.14\_.
2. Comply with the provisions of Marine Forces Reserve Order P5726.1\_.
3. Comply with the procedures set forth in the SOP for local campaigns.
4. Deposit all cash donations into the national cash deposit account at Bank of America (if branch located in campaign area).
5. Forward all donations and funds to the Marine Toys for Tots Foundation within five (5) working days of receipt.
6. Complete the annual campaign After Action Report (AAR) and submit no later than 15 January after each campaign.
7. When possible, complete all purchases using the Bank of America (BofA) Purchase Card.
8. Maintain communications with the Foundation from the start of the campaign (1 October) until all administrative requirements have been completed (AAR, Invoice Verifications, Incidental Expense Fund, etc.).
9. Carry out the purpose of the Toys for Tots program by providing toys for economically disadvantaged children at Christmas.
10. Attests that the coordinator possesses, or has applied for, a security clearance.

\_\_\_\_\_  
Coordinator\*

\_\_\_\_\_  
Commanding Officer\*

\_\_\_\_\_  
I&I/Site CO\*

\* Must be signed by the local TFT Coordinator and either the Reserve Unit CO or the I&I/Site CO

## Local Campaign

#	Checklist Item	Remarks	Reference	Date Accomplished
1	Assign Coordinator (May)	Early - Don't change during campaign	Paragraph 4.4	
2	Provide Coordinator information to Foundation	Name, address, phone, fax, e-mail (immediately upon assignment) Bio & Photo (upon request)	USMC: Appendix A, page 5; LCO's: Appendix A - A2-A4	
3	Assign Asst Coordinator	Understudy. To assume duties as Coordinator in their absence (As soon as possible after Coord assigned)		
4	Provide Asst Coordinator information to Foundation	Name, address, phone, fax, e-mail (immediately upon assignment)		
5	Review Turnover Folder	From previous year. Should have MCO, Force Order, Fdn SOP, Financial records, and any previous local arrangements (May/June)	MCO, ForO, & SOP, Desk files	
6	Read SOP	Pay particular attention to Chapters VII & VIII and all Appendices. Questions? Call VP, Ops(703) 640-9433 x 2022	Entire SOP	
7	Coordinate w/ local and national vendors	Toys, other items necessary to conduct campaign (June/July)	Chapter VIII	
8	Verify Toy Inventory	<b>Toys remaining from previous campaign should be rechecked for accuracy and condition</b>	Chapter VI	
9	Review resources needed to run program	<b>Internal</b> - personnel, admin, room, computer, etc. <b>External</b> - Vehicle, phone, storage, etc.		
10	Arrange for space for TFT Operations Center	Operations, Storage, Distribution		
11	Coordinate w/ local committee members	Assign duties and responsibilities (May - Aug)	Chapter VI	
12	Coordinate w/ adjacent units	Maintain communication w/ other units - ensures maximum coverage of area w/out overlap (Aug/Sep)		
13	Seek out local support	Businesses, volunteers, etc. (May - Oct)	Chapter VI	
14	Coordinate local media support	30 days advance notice is MINIMUM (Aug)		
15	Coordinate w/ local social service agencies, church groups, and other organizations	Determine toy distribution capabilities of agencies assisting. Rosters of families, interface between agencies to assure cooperation & reduce duplication of effort (Jun - Sep)		
16	Receive promotional material from Foundation	<i>Shipped directly from vendor during August. Should receive by 1 October</i>	Chapter XI	
17	Verify items received	View PSA, listen to CD/DVD - see what is available (Sep/Oct)		

## Local Campaign

	Checklist Item	Remarks	Reference	Date Accomplished
18	Coordinate local events	Ensure all planned events to raise donations & community awareness of program go through coordinator (May - Dec)		
20	Draft local Letter of Instruction	Use the MCO, Force Order, SOP and previous local LOI to develop for current year (Jul - Aug)		
21	Valuation of Local Toy Donations	VP Ops will contact to advise local coordinator of the selection of his/her site to be visited by a data collection representative. Coordinate w/ the rep to ensure sufficient samples are viewed and photographed from the site. Information will be included in Foundation's annual audit.	Appendix V	
22	Establish phone watch in Op Center	Mon - Fri during business hours. May want to consider activating reservist(s) for this IMPORTANT task. Must be knowledgeable of TFT program & toy pick up schedule (after Thanksgiving weekend - 24 Dec)		
23	Receive toys from Foundation	Take inventory - ensure packing list and contents match. Record for the After Action Report.		November
24	Send donations to Foundation	Cash donations (checks/money orders) sent at least weekly via overnight delivery directly to Des Moines, IA address	Chapter VII	Weekly
25	Inform Chain of Command	Unusual occurrences or issues that may receive regional or national media attention		As Required

## Fund Handling

#	Checklist Item	Remarks	Reference	Date Accomplished
1	Fund Raising Rules	Guidelines explain in detail what type activities can and cannot be conducted	Paragraph 7.2	
2	Donations	Two persons required to count and certify all monetary donations before preparing for deposit. Maintain unit logbook for reconciliation with the online financial statement.	Paragraph 7.3	
3	Deposit funds	Fill out deposit slip (secure section of local site), print, then click Save/Submit; two signatures required on deposit slip. Copy for local records. Forward to the Foundation via the Des Moines, IA-addressed overnight mail billable stamp process. Send in deposits at least once per week. <b>Do not release this address to the public. For Internal use ONLY.</b>	Paragraph 7.3	
4	Stamp donation checks	Use unit stamp or write city/state <u>above memo line on front of check</u> . Helps in identifying WHO sent deposit and WHERE to deposit \$\$.	Paragraph 7.3	
5	Copy checks	Maintain local records until beginning of next campaign (keep all financial records for a minimum of three years)	Paragraph 7.3	
6	1 > 800 TFT programs	Small Foundation staff assists your effort. Deposit system simplifies and speeds up the process. USE IT	Paragraph 7.3	

## Toy/Other Item Purchase

#	Checklist Item	Remarks	Reference	Date Accomplished
1	Coordinate w/ local vendor(s)	Choose where to conduct business (Jul - Sep) <b>Local</b> - Ensure local establishments accept (Visa) credit card <b>Not Local</b> - Coordinate purchase and invoice procedures (Visa is principal method of payment)	Chapter VIII - for all listed items	
2	Contact vendor for order	Invoice must have YOUR unit (city/state) ID, date purchased, and total amount of purchase (Including unit POC on invoice is a BIG assist)		
3	Vendor gives Coordinator/Unit invoice	Send IMMEDIATELY to the Foundation - Scan & e-mail, fax, or use preaddressed, postage paid envelope to 18251 Quantico Gateway Drive, Triangle, VA 22172		
4	Send ONE invoice to the Foundation	Duplicate invoices may result in duplicate payment from YOUR account		
5	Enter purchase into unit logbook	Ensures proper reconciliation w/ Financial statement in the secure site ( <a href="http://www.toysfortots.com">http://www.toysfortots.com</a> )		
6	Verify Invoice w/ Foundation	Fill out online form for EACH purchase - print, then click on Save/Submit. Include receipt and forward to the Foundation. ( <a href="http://www.toysfortots.com">http://www.toysfortots.com</a> )		

## Large Toy Donation

#	Checklist Item	Remarks	Reference	Date Accomplished
1	Value of toy donation	Obtain letter to Foundation from donor listing the # and type of toys provided and their value. <b>MUST BE SIGNED</b> (Donor letterhead preferred)	Paragraph 9.1 Appendix K	
2	Acknowledge Toy Donation	Prepare letter to Foundation from unit acknowledging receipt of toy donation (include # and type)	Paragraph 9.1 Appendix L	
3	Make copies	Keep copies for local records (Hold for three years)	Paragraph 9.1	
4	Forward letters to Foundation	Send signed letters to Foundation - 18251 Quantico Gateway Drive, Triangle, VA 22172. Foundation will mail tax letter directly to donor	Paragraph 9.1	

## Service Support

#	Checklist Item	Remarks	Reference	Date Accomplished
1	Value of Service Support	Obtain letter to Foundation from donor listing the type of service support provided and its value. <b>MUST BE SIGNED</b> (Donor letterhead preferred)	Paragraph 9.2 Appendix M	
2	Acknowledge Service Support	Prepare letter to Foundation acknowledging receipt of service support (include type)	Paragraph 9.2 Appendix N	
3	Make copies	Keep copies for local records (Hold for three years)	Paragraph 9.2	
4	Forward letters to Foundation	Send signed letters to Foundation - 18251 Quantico Gateway Drive, Triangle, VA 22172. Foundation will mail tax letter to donor	Paragraph 9.2	

## Gift Certificate Donation

#	Checklist Item	Remarks	Reference	Date Accomplished
1	Receive Gift Certificate (toys)	MUST use locally. Treat same as a toy donation - use in store named on certificate to get toys	Paragraph 6.8.c	
2	Receive Gift Certificate (gas, groceries, office supplies, etc.)	MUST use locally. Treat same as a service donation - use in store named on certificate for appropriate items	Paragraph 6.8.c	
3	Value (Toy)	Obtain from donor. MUST BE SIGNED (Donor letterhead)	Lg Toy Donation Checklist-App B-6	
4	Value (Other)	Obtain letter from donor. MUST BE SIGNED (Donor letterhead)	Service Donation Checklist-App B-7	
5	Acknowledge Gift Certificate donation	Copy gift certificates for local records. Prepare & sign letter to Foundation acknowledging donation.		
6	Make copies	Keep copies for local records		
7	Forward letter to Foundation	Send signed letters to Foundation - 18251 Quantico Gateway Drive, Triangle, VA 22172. Foundation will provide tax letter directly to donor.		
8	Note # of toys purchased (#1 toy certificate above)	Include in toy count. Do NOT include with cash donations	Paragraph 6.8.c	
9	Note Items purchased (#2 Other certificate above)	Include in Donations Received, but not forwarded to the Foundation: comments will explain circumstances	Paragraph 6.8.c	

## After Action Information

#	Checklist Item	Remarks	Reference	Date Accomplished
1	Record number of Toy Drop Off sites	As sites are requested/established, record on local website	Paragraph 6.12	
2	Record number of toys collected	Daily - total numbers in online weekly report.		
3	Record monetary donations rec'vd	Record daily, or as received; Forward to Foundation at least weekly. Record in Weekly Report	Chapter VII	
4	Record names of local companies which support your program	As companies approach you (initial year) and you return to inquire about TFT support (succeeding years), list out for future reference (the next TFT coordinator won't need to start from scratch).		
5	Complete After Action Report	Compile all information into database (Reserve Units and LCO's w/ internet access) or hard copy report (LCO's w/out internet access) and submit to Foundation. Filling out the Weekly Report will simplify this task, as all info automatically populates into the After Action Report. Foundation has access to database, no need to forward a copy.	Chapter III, para 3.18	<b>NLT 15 January</b>

APPENDIX C

TOYS FOR TOTS GRATUITOUS SERVICE AGREEMENT (USMC Sites ONLY)

I, \_\_\_\_\_, by signing this Agreement, agree to provide gratuitous and/or  
(Name of Volunteer)  
volunteer services as a Toys for Tots volunteer for \_\_\_\_\_,  
(Marine Unit, or Command)

in compliance with 10 U.S.C. §1588. I agree to provide such services without expectation of compensation. I further understand that such gratuitous service does not constitute Government service for purposes of Federal retirement benefits or preference in hiring for paid Federal employment positions. Any reimbursement for incidental expenses shall be subject to the availability of funds and the discretion of the commanding officer/coordinator of \_\_\_\_\_ and the Marine Toys for Tots Foundation.  
(Name of Marine Unit/LCO TFT Site, or Command)

In compliance with 10 U.S.C. §1588(a)(3)(A), the nature of my service will be to provide volunteer services for the Toys for Tots Program. I understand that as a Toys for Tots volunteer, I will not be considered a Federal employee for any purpose other than the Federal Tort Claims Act (28 U.S.C. §§1346(b), 2671, 2672, and 2674-2680) and the Military Claims Act (10 U.S.C. §§ 2731-2738). I may also be entitled to compensation under the Federal Employees' Compensation Act (5 U.S.C. §§ 8101-8193), should I suffer any personal injuries in the performance of my volunteer services for the Toys for Tots Program.

I understand that as a Toys for Tots volunteer, any personal information provided to me during the course of my volunteer services is, and will be, protected from release to any individual by the Privacy Act of 1974. I agree to hold myself to the highest standards of confidentiality in this regard. I further understand that any issues pertaining to military members, their families, donors, or recipients of Toys for Tots items will be discussed ONLY with those individuals with a "need to know".

This document encompasses all understandings between myself and \_\_\_\_\_ as it pertains to my volunteer services  
(Name of LCO TFT Site, Marine Unit, or Command)  
for the Toys for Tots Program.

\_\_\_\_\_  
[Volunteer Signature]

\_\_\_\_\_  
[Toys for Tots Coordinator Signature]

\_\_\_\_\_  
[Date of Signature]

\_\_\_\_\_  
[Date of Signature]

TOYS FOR TOTS

HOLD HARMLESS AGREEMENT (**LCO's ONLY**)  
(Waiver and release from liability)

Please read and sign (if under 18, parent or guardian must sign):

I, \_\_\_\_\_, understand that there are various risks involved with my participation in the Toys for Tots program. I further understand that these risks may include, but are not limited to, injuries caused by lifting heavy objects and making deliveries in a vehicle.

In consideration of the opportunity to participate in the Toys for Tots program, I hereby assume all risks associated with this event and shall indemnify, waive, release, and forever discharge the U.S. Marine Corps, Marine Toys for Tots Foundation, and all sponsors and any other individuals or entities connected in any way with this event from any and all claims for damages, death, personal injury or property damage and litigation costs or attorneys' fees, arising from or contributed to, in whole by the above-named persons or entities and their employees or agents, resulting from my participation in this event. This waiver and release shall be binding on my heirs and assigns and shall run in favor of the above named person(s) or entities and any individuals in any way connected with the aforementioned event.

SIGNATURE: \_\_\_\_\_

DATE: \_\_\_\_\_

## COORDINATOR RECORDS & PROGRAM CHECKLIST

### Important Records:

1. MCO, ForO, *this SOP, and the After Action Report*
2. The unit cash receipts and expenditures log
3. Toys for Tots Account Code (6 letters); local username & password; secure site address (<https://www.toysfortots.com>)
4. The following files:
  - a. Copies of checks, deposits and forwarding letters
  - b. Copies of receipts for all toy purchases
  - c. Accounting of toy inventory (carryover from previous campaign)
  - d. Copies of after action reports
  - e. Copies of correspondence to and from MarForRes and MTFTF.
  - f. Lists of key civilian volunteers and advisors
  - g. Lists of key media contacts
  - h. Lists of business supporters
  - i. Lists of social service agencies
  - j. Lists of church groups
  - k. List of other legitimate organizations used to help distribute toys
  - l. Lists of other points of contact

### Program Checklist:

- Read MCO 5726.14\_, MFROrder P5726.3\_ and the SOP for Local TFT campaigns
- Establish and maintain communications with the Operations Section, MTFTF
- Provide the Foundation a correct address, phone/FAX #'s, and e-mail address
- Verify toy inventory from previous campaign
- Review the after action report to know what info is necessary to collect
- Attend the annual TFT Coordinator Conference in September
- Arrange with local businesses to be toy drop off locations
- Develop a regular toy pick up schedule and adhere to schedule
- Provide each drop off location a written copy of the pick-up schedule
- Provide each drop off location a name and phone number for questions
- Schedule full time, knowledgeable phone watch from December 1-24
- Enter toy drop off locations on local website
- Coordinate w/ visiting toy valuation rep - views, photographs, and collects toy data
- Coordinate with local media for coverage of campaign events
- Provide MTFTF an invoice verification memo IAW the SOP
- Utilize the online financial record (logbook) for all account activity (deposits, purchases, and transfers, etc.) - See Secure Site (<http://www.toysfortots.com>)

**Program Checklist (cont'd):**

- Forward all donations received and funds raised to MTFTF ASAP
- Maintain a running log of information for the unit after action report (Weekly Report)
- Establish a toy distribution policy/plan
- Contact local social welfare agencies, etc re: recipient screening & toy distribution
- Complete distribution of toys on December 24 IAW the distribution policy/plan
- Prepare and submit after action report before January 15<sup>th</sup>
- Develop and leave a turnover folder for your successor

## Campaign Timeline

### January

- Complete after action report by the 15th
- ID / Recognize all major donors and volunteers.
- LCO's applications may be submitted at the same time as the After Action Report
  - May 1st – Deadline for supplemental toys (first wave)
  - June 30th – Deadline to participate in upcoming campaign
- Review Turnover folder
  - Previous years' information
  - MCO/ForceO/SOP
  - *After Action Report*
  - The unit cash receipts and expenditures log
  - Toys for Tots Account Code (6 letters); local username & password; secure site address (<https://www.toysfortots.com>)
  - Includes:
    - Copies of checks, deposits and forwarding letters
    - Copies of receipts for all toy purchases
    - Accounting of toy inventory (carryover from previous campaign)
    - Copies of after action reports
    - Copies of correspondence to and from MarForRes and MTFTF.
    - Lists of key civilian volunteers and advisors
    - Lists of key media contacts
    - Lists of business supporters
    - Lists of social service agencies
    - Lists of church groups
    - List of other local organizations used to help distribute toys
    - Lists of other points of contact

## February

- Assign Coordinator for current campaign
  - Recommend previous coordinator for one more year/contact info updated
- Assistant Coordinator
  - New Join – helps learn area / plan for future
  - Split Duties: carry out admin & fiscal duties
  - Contact info to the Foundation

## March /April / May

- Organization / Planning Meetings
  - Include local sponsors, supporters, and volunteers
  - Review recurring events
  - Review results of previous campaign
    - (Good / Bad / Keep / Modify / Drop)

## June/July

- LOI (Letter of Instruction) & Advance Planning are keys to success.
- Organizational Meeting
  - Form committees / teams and develop a plan of action.
  - **Logistics Team** manages volunteer support and supplies such as, ID's, shirts, hats. Oversees drop locations & schedules, transportation, and insurance
  - **Operations Team** maintains schedule of events, assigns support staff, and responds to local inquiries (from the media and / or sponsors)
  - **Media Team** reviews all radio, television, and newspaper schedules, interviews, & appearances
  - Ensure that staff members are knowledgeable.
  - Provide a map of the area and a binder containing pick-up schedules, dates and times of upcoming events, a list of drop-off sites and a list of local contacts include staff names& contact phone #'s. Include support agencies contact info & phone #'s.
  - Develop spreadsheets from the local Toys for Tots website provided by the Foundation.
  - In the SOP (Chapter III (pg 5) and Appendix B) multiple checklists are available to help you plan the campaign.

- Sample speeches & PSA's are in Appendices O & P
- DVD Public Service Announcements shipped during Aug. / Sept
- Take PSA's to TV station(s); try to have someone view it

**before** departing...more likely to have it played if it's actually been watched.

- Review Summer events – ensure all covered
- Schedule late summer meeting.
- Meet with previous distributors
- Review pending / recurring events
- **COORDINATOR RSVP FOR CONFERENCE**
- Acknowledgment of responsibilities
- LCO's – Signature page of Applications
- Marines sign by Coordinator and CO/XO.
- Accurate shipping address to Foundation
- PURCHASE airline ticket (if flying)

## **August**

- Meeting with authorized Distributors
  - Set dates for family registration
  - Set a date to scrub registration lists
  - Set alternate date for family registration
- Local contact updates (new additions to current campaign)
  - Vendors
  - Sponsors
  - Media
- Event planning update.

## **September**

- Promotional materials shipped / to each site directly from the vendor
- Coordinator conference
- Unit/Organization meeting about the conference after return home
- Verify Toy Inventory from previous campaign

## **October (begins execution phase)**

- Meeting with local Media/PSA's (play PSA's before leaving)
- Meeting to assign drop off sectors to personnel
- Meeting with Reserve unit/Volunteer Center
- Vehicle Requirements
- Start box distribution
- Organizations becoming collection sites.
  - Contact information.
  - Name/Address/phone/fax/Email
  - Online/call/in Person requests receive equal treatment.
  - Record information on a spreadsheet.
  - Begin planning phone watch.
- Provide information.
  - All coordinator/assistant contact information to local contacts
- Toy collection.
  - Pickup once a week or when full.
  - If pick-ups scheduled, call if unable to adhere to schedule.
  - Last day of toy collection.
- Collection Containers
  - All collection boxes must have contact information on them (In SOP)
    - Toys for Tots (ID's charity)
    - Organizations Name (Local unit/POC)
    - Address/City, State/Zip (Local Unit/Org info)
  - Every TFT collection site is UNMANNED drop site (does NOT require a receipt.) Local coordinator CANNOT issue tax receipts

## **November / December**

- Coordinate with visiting toy valuation rep.
  - Views, photographs, and collects toy data
- Complete distribution of toys on or before December 24

## **EVENT PLANNING**

- . Large events up to 1 year out / smaller 3-6 months
  - Type of event
  - Location of event
  - Date / Time
  - Number of Participants / Teams (expected / desired)
  - Permits
  - If a gaming license is required it's a no go.
  - City / County / Usage / Licensing
  - Support requirements
  - Event details.
  - Ask for input

## **ORGANIZATIONAL GUIDE**

- **WHO** – Contact (TFT & Event organizing / content)
- **WHAT** – type of event
- **WHEN** – Date / time
- **WHERE** – Site
- **HOW** - Ideas to improve
- Local Support (Logistics) –transportation, food, toilets, tent, booth, advertising
- Insurance (liability)
- Personal conduct. (Toys for Tots personnel & attendees)
- Additional business support
- Security (depends on type of event and size)
  - Number of People attending
  - Escorts (if needed)
  - Periodic checks/onsite
- ORGANIZATIONAL GUIDE (PUBLIC RELATIONS)
- TV/Radio/News Papers – Contact EARLY!!! (once ads run – attendance climbs)
- Your Web Site – tool to advertise local campaign / post events

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **APR 18 2006**

MARINE TOYS FOR TOTS FOUNDATION  
C/O MATTHEW T COOPER  
PO BOX 1947  
QUANTICO, VA 22134

Employer Identification Number:  
20-3021444  
DLN:  
17053182015025  
Contact Person:  
LYNN HALL ID# 75092  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
DECEMBER 31  
Public Charity Status:  
170(B)(1)(A)(VI)  
Form 990 Required:  
YES  
Effective Date of Exemption:  
MAY 26, 2005  
Contribution Deductibility:  
YES  
Advance Ruling Ending Date:  
DECEMBER 31, 2009

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

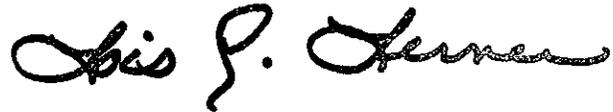
Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

Letter 1045 (DO/CG)

MARINE TOYS FOR TOTS FOUNDATION

We have sent a copy of this letter to your representative as indicated in your power of attorney.

Sincerely,

A handwritten signature in cursive script, appearing to read "Lois G. Lerner".

Lois G. Lerner  
Director, Exempt Organizations  
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)  
Statute Extension

R19680

TE3

203021444



Department of the Treasury  
Internal Revenue Service  
EO RULINGS AND AGREEMENTS  
PO BOX 2508  
CINCINNATI OH 45201

Date of this notice: March 16, 2009  
Notice Number: CP-158  
Taxpayer Identification Number:  
20-3021444

028018.588450.0097.002 1 AB 0.351 535



Advance Ruling Period Ending Date:  
December 31, 2009

MARINE TOYS FOR TOTS FOUNDATION  
% MATTHEW T COOPER  
18251 QUANTICO GATEWAY DR  
TRIANGLE VA 22172-1776519

For assistance, call:  
1-877-829-5500

28018

Our records indicate that you were issued an advance ruling letter that treated you as a public charity, rather than a private foundation, during an advance ruling period that ends on the date indicated above. That letter required you to file IRS Form 8734 at the end of your advance ruling period to establish that you qualify as a public charity.

New IRS regulations changed the procedures governing your public charity status. You are no longer required to file Form 8734 at the end of the ruling period. The regulations also provide that donors can rely on your advance ruling letter with respect to your public charity status unless the IRS changes that status, based on the organization no longer meeting an applicable public support test, and publishes notice of the change.

If you have received Form 8734 from the IRS, please do not file it. Please keep your advance ruling letter along with this letter for your permanent records.

The regulations also changed the rules for computing public support, consistent with the redesigned Form 990, Return of Organization Exempt from Income Tax. For more information regarding those rules and the redesigned Form 990, please see the IRS website at [www.irs.gov/eo](http://www.irs.gov/eo).

**Sales & Use Tax Exemption Status**  
for purchases made by  
Marine Toys for Tots Foundation

**Exemption granted**

*purchases exempt from tax \*\*\**

Alabama  
Colorado  
Connecticut  
Florida  
Illinois  
Indiana  
Iowa  
Kentucky  
Maryland  
Massachusetts  
Michigan  
Minnesota  
Missouri  
Nevada  
New Jersey  
New Mexico  
New York  
North Carolina\*  
Ohio  
Oklahoma  
Pennsylvania  
Rhode Island  
South Dakota  
Tennessee  
Texas  
Utah\*\*  
Vermont  
Virginia  
West Virginia  
Wisconsin  
Wyoming

**Exemption Denied**

*tax must be paid on all purchases*

Arizona  
Arkansas  
California  
District of Columbia  
Georgia  
Hawaii  
Idaho  
Kansas  
Louisiana  
Maine  
Mississippi  
Nebraska  
North Dakota  
South Carolina  
Washington

**Sales tax not imposed**

Alaska  
Delaware  
Montana  
New Hampshire  
Oregon

**Note:**

\* Refund claim status only

\*\* Refund claim status, unless purchase is over  
\$1,000.00

\*\*\* Certificate must be submitted to vendor; payment  
must be guaranteed by the Foundation

# **MARINE TOYS FOR TOTS FOUNDATION GUIDANCE FOR ADDRESSING THE IMPROPER OR ILLEGAL USE OF THE TOYS FOR TOTS NAME/LOGO**

1. Upon learning that a person/organization is using the Toys for Tots name/logo without prior approval from a local TFT Campaign Coordinator (Reserve unit or LCO), Marine Forces Reserve, or MTFTF, the following actions should be taken:

a. Seek information about the person/group misusing the name/logo, try to determine their intentions, and inform the Foundation.

b. If the person/group represents a cause that will reflect positively on both the Toys for Tots Program and the U.S. Marine Corps, request they support your program or submit an application for authorization to conduct a local community campaign (if outside your unit's area of responsibility, i.e., 40-50 miles is a good distance estimate).

c. Should the person/group not wish to support the U.S. Marine Corps Reserve Toys for Tots Program, or fail to meet accepted standards, or if the local unit prefers not to have them support the local program, the TFT Coordinator should refer them to the Foundation.

d. Most people will participate with the unit or stop at this point, but should they continue to operate outside the law, notify the Foundation, in writing, of all details, including attempts to reach the individual or organization.

2. It is imperative that each case be documented in its entirety so that proper legal action may be taken. Without documentation, unauthorized acts will continue to occur.

# Your Unit

## Toys for Tots Log Book

<b>Date</b>	<b>Check/VISA</b>	<b>Transaction Type</b>	<b>Deposits</b>	<b>Deductions</b>	<b>Balance</b>
1/1/2017		Balance Brought Fwd			\$ -
6/15/2017		Deposit	\$2,850.00		\$ 2,850.00
8/26/2017		Deposit	\$689.35		\$ 3,539.35
10/1/2017		Transfer from Fdn (TRU)	\$2,175.00		\$ 5,714.35
10/3/2017		Deposit	\$2,514.75		\$ 8,229.10
10/18/2017	Visa	U.S. Postal Service		\$ 111.00	\$ 8,118.10
10/31/2017		Deposit	\$5,237.68		\$13,355.78
11/10/2017		Deposit	\$1,265.42		\$14,621.20
11/21/2017		Deposit	\$1,148.21		\$15,769.41
12/3/2017	Visa	Toys R Us		\$ 5,218.20	\$10,551.21
12/7/2017	Check #6479	Group Sales		\$ 3,575.92	\$ 6,975.29
12/7/2017		Deposit	\$5,436.45		\$12,411.74
12/10/2017	Visa	Big Lots, Inc.		\$ 3,672.25	\$ 8,739.49
12/15/2017	Visa	Trophy & Engraving Co		\$ 156.75	\$ 8,582.74
12/15/2017	Visa	Party Supply, Inc.		\$ 75.59	\$ 8,507.15
12/18/2017	Check #6593	OnTime Toys		\$ 4,215.45	\$ 4,291.70
<b>TOTALS</b>			<b>\$21,316.86</b>	<b>\$ 17,025.16</b>	<b>\$4,291.70</b>

09/17/20\_\_  
UNIT

Deposit Reference #: 20\_\_-\_\_ (year : number of deposit - 1, 2, 3, etc.)

Unit Name Deposit Slip		
Check #	Name on Check or Money Order	Amount (No Comma's)
1		\$ 0.00
2		\$ 0.00
3		\$ 0.00
4		\$ 0.00
5		\$ 0.00
6		\$ 0.00
7		\$ 0.00
8		\$ 0.00
9		\$ 0.00
10		\$ 0.00
11		\$ 0.00
12		\$ 0.00
13		\$ 0.00
14		\$ 0.00
15		\$ 0.00
16		\$ 0.00
17		\$ 0.00
18		\$ 0.00
19		\$ 0.00
20		\$ 0.00
<b>Total Amount of Deposit</b> (will be entered in Log Book)		\$ 0.00

\_\_\_\_\_  
*Coordinator Name (Print)*

\_\_\_\_\_  
*Certifying Official Name (Print)*

\_\_\_\_\_  
*Coordinator Signature*

\_\_\_\_\_  
*Certifying Official Signature*

**Send by Billable Stamp!!! Stamp front of all checks!!!**

\* Reminder - All materials (Donated Checks, Cash that has been converted into a money order, Deposit Slips, etc.) related to Depositing Donations must be mailed to:

Toys for Tots Desk, CDS Global, 89 South Commerce Way, Suite 990, Bethlehem, PA 18017

Save

Cancel

# Verification Request

7/8/2016

## OFFICE USE ONLY

GL Code \_\_\_\_\_  
Invoice # \_\_\_\_\_  
W9: \_\_\_\_\_  
QB: \_\_\_\_\_

Verification Request Reference #: VR-1

### Toys For Tots

#### VERIFICATION REQUEST FORM

Enter The Date of the Purchase

Check here if this is a refund to your BOA Purchase Card.

Request payment in the amount of: \$

For the purpose of:

Payable to (vendor's name):

Address (for check requests only):

#### Check only ONE of the following boxes:

Bank of America Card - receipt attached.

#### Check Request Options:

(For IRS regulations we must have a W9 from the business before we issue a check, please send in with this form)

Receipt attached - please remit to vendor, address above.

Prepare a check made payable to the vendor and send it back to our unit for hand delivery.

Coordinator Name

\_\_\_\_\_

Coordinator Signature

**Send this VR and matching receipt via email to Accounting Specialist, or fax it to 703-649-2054, or mail to the Foundation's address in the SOP.**

*(Be sure to Save the report after printing)*

**SAMPLE ONLY**

*LETTER OF NOTIFICATION OF DONATION*

***THE WIDGET COMPANY  
COMPANY LETTERHEAD***

**Current Date**

Vice President, Marketing & Development  
Marine Toys for Tots Foundation  
18251 Quantico Gateway Drive  
Triangle, VA. 22172

To Whom It May Concern:

Re: Donation of Gifts

The Widget Company donated the following items to the Marine Toys for Tots Foundation

<u>ITEM</u>	<u>QUANTITY</u>	<u>VALUE</u>	<u>TOTAL VALUE</u>
Toy Truck	500	\$10.00	\$5,000.00
Footballs	500	\$15.00	<u>\$7,500.00</u>
<b>Total</b>			\$12,500.00

\_\_\_\_\_  
John J. Doe (Signature)  
Vice President

**SAMPLE ONLY**

**SAMPLE ONLY**

*LETTER ACKNOWLEDGING DONATION OF TOYS*

**Unit/Local Community Org Heading/Address**

**Current Date**

From: Toys for Tots Coordinator  
To: Vice President, Marketing & Development  
Marine Toys for Tots Foundation  
18251 Quantico Gateway Drive  
Triangle, VA 22172

Subj: Donation of Toys

1. The following Gift in Kind toy donation to the Marine Toys for Tots Foundation by \_\_\_\_\_ was received on \_\_\_\_\_:

<b>ITEM</b>	<b>QUANTITY</b>
Toy Trucks	500
Footballs	500
<b>Total</b>	<u>1,000</u>

\_\_\_\_\_  
**Typed Name and Grade**

I & I

**SAMPLE ONLY**

# SAMPLE ONLY

## LETTER OF NOTIFICATION OF SERVICE SUPPORT

### **NORTHWESTERN TELEPHONE COMPANY COMPANY LETTERHEAD**

#### **Current Date**

Vice President, Marketing & Development  
Marine Toys for Tots Foundation  
18251 Quantico Gateway Drive  
Triangle, VA. 22172

To Whom It May Concern:

Re: Donation of Service Support

The Northwestern Telephone Company donated the following service support to the Marine Toys for Tots Foundation:

**Three cellular phones with full service for 3 months from Oct 1 - Dec 25, 20\_\_.**

**The value of this service support is \$250.00.**

One free telephone line for 3 months from Oct 1 - Dec 25, 20\_\_. The value of this service support is \$100.00.

**Hauling service to pick up and transport toys for 3 months from Oct 1 -Dec 25, 20\_\_. The value of this service support is \$2500.00 (includes vehicles, gas, and drivers).**

Warehouse space to store and sort toys for 3 months from Oct 1 - Dec 25, 20\_\_. The value of this service support is \$2000.00 (included 1000 square feet of warehouse space @ \$8.00 per square foot per year).

**Six billboard (10' x 20') of advertisement for 3 months from Oct 1 - Dec 25, 20\_\_. The value of this service support is \$1,500.00.**

Ads on 5 company trucks/vans for 3 months from Oct 1 - December 25, 20\_\_. The value of this service support is \$1,000.

Sincerely,

\_\_\_\_\_  
John J. Doe  
Vice President

SAMPLE ONLY

M-2

**SAMPLE ONLY**

***LETTER ACKNOWLEDGING SERVICE SUPPORT***

**Unit/Local Community Org Heading/Address**

**Current Date**

From: Toys for Tots Coordinator  
To: Vice President, Marketing & Development  
Marine Toys for Tots Foundation  
18251 Quantico Gateway Drive  
Triangle, VA 22172

Subj: Donation of Service Support

The following service support was received:

**Three cellular phones with full service for 3 months from Oct 1 - Dec 25, 20\_\_.**

One free telephone line for 3 months from Oct 1 - Dec 25, 20\_\_.

**Hauling service to pick up and transport toys for 3 months from Oct 1 -Dec 25, 20\_\_.**

Warehouse space to store and sort toys for 3 months from Oct 1 - Dec 25, 20\_\_.

**Six billboard (10' x 20') of advertisement for 3 months from Oct 1 - Dec 25, 20\_\_.**

Ads on 5 company trucks/vans for 3 months from Oct 1 - December 25, 20\_\_.

This service was provided by \_\_\_\_\_.  
Company Name

\_\_\_\_\_  
**Typed Name and Grade**  
I & I/Toys for Tots Coordinator

## **SAMPLE SPEECH # 1**

SINCE 1775 THE MARINE CORPS HAS DEFENDED FREEDOM AND DEMOCRACY - A DUTY THEY HAVE FULFILLED WITH HONOR, COURAGE, AND COMMITMENT. AS THEY HAVE FULFILLED THAT DUTY, MARINES HAVE EARNED A WELL DESERVED REPUTATION FOR TOUGHNESS.

BUT THERE'S ANOTHER SIDE TO THE MARINE CORPS - THE SIDE THAT SPRINGS FROM A GENUINE CONCERN FOR THE COMMUNITIES IN WHICH THEY LIVE, AND A DEEP COMPASSION FOR THE UNDER-PRIVILEGED CHILDREN OF AMERICA. THAT'S THE SIDE THAT EXEMPLIFIES THE SPIRIT OF THE MARINE CORPS. THAT SIDE IS FOUND IN THE U.S. MARINE CORPS RESERVE TOYS FOR TOTS PROGRAM.

IN 1947, A GROUP OF MARINES RECOGNIZED A NEED IN THIS COUNTRY AND FOUND A WAY TO FILL IT - TOYS FOR TOTS. AS HISTORY HAS PROVEN TIME AND TIME AGAIN, MARINES DO NOT DO ANYTHING HALFWAY. OVER THE YEARS, MARINES HAVE DISTRIBUTED OVER 530,000,000 TOYS AND BROUGHT THE JOY OF CHRISTMAS AND A MESSAGE OF HOPE TO MORE THAN 244,000,000 CHILDREN. JUST THINK OF THAT. OVER TWO HUNDRED FORTY-FOUR MILLION CHRISTMAS DREAMS HAVE BEEN ANSWERED. TODAY, MARINE CORPS RESERVE UNITS COLLECT AND DISTRIBUTE AN AVERAGE OF NEARLY EIGHTEEN MILLION TOYS TO AN AVERAGE OF 7.0 MILLION CHILDREN EACH YEAR AT CHRISTMAS. THIS IS AN INCREDIBLE ACCOMPLISHMENT. IMPRESSIVE AS THOSE NUMBERS ARE, THEY DO NOT TELL THE WHOLE STORY. EVERY YEAR THERE IS A GAP BETWEEN THE NUMBER OF CHILDREN NEEDING TOYS AND THE NUMBER OF TOYS AVAILABLE.

WE SOMETIMES HEAR - ESPECIALLY WHEN A POTENTIAL DONOR IS TRYING TO CHOOSE BETWEEN TWO OR MORE WORTHY CHARITIES, ONE OF WHICH IS TOYS FOR TOTS - THEY SAY: "IT'S JUST A TOY. WITH ALL THE PROBLEMS FACING THE CHILDREN IN AMERICA TODAY, WHAT DIFFERENCE DOES A TOY MAKE?"

WELL, I SUBMIT THAT THE MARINE CORPS DISCOVERED THE ANSWER OVER 60 YEARS AGO. THE ANSWER IS "HOPE". THINK ABOUT IT, HOW MANY TIMES CAN A CHILD MISS OUT ON THE SIMPLE JOY OF A TOY AT CHRISTMAS BEFORE HE OR SHE BEGINS TO LOSE HOPE?

WE KNOW FROM THE SMILES ON CHILDREN'S FACES AND FROM THE GRATEFUL APPRECIATION OF THEIR PARENTS, THAT THE SIMPLE GIFT OF A SHINY, NEW TOY - SOMETHING THAT MANY TAKE FOR GRANTED - CAN MAKE A TREMENDOUS DIFFERENCE IN THE LIFE OF A CHILD. HOPE IS THE KEY, AND HOPE IS WHAT THE MARINE CORPS RESERVE IS GIVING TO NEEDY CHILDREN OF AMERICA THROUGH THE TOYS FOR TOTS PROGRAM.

## **SAMPLE SPEECH # 2**

IT ALL BEGAN IN DECEMBER 1947, WITH A HAND CRAFTED DOLL. THE WIFE OF MARINE RESERVE MAJOR BILL HENDRICKS MADE THIS DOLL AND ASKED HER HUSBAND TO DELIVER IT TO AN ORGANIZATION THAT WOULD PRESENT IT TO A LESS FORTUNATE CHILD ON CHRISTMAS DAY.

MAJOR HENDRICKS COULD FIND NO AGENCY TO PROVIDE SUCH A SERVICE. TO HELP FILL THAT VOID, MAJOR HENDRICKS AND MEMBERS OF HIS LOS ANGELES MARINE RESERVE UNIT, COLLECTED AND DISTRIBUTED 5,000 TOYS TO NEEDY CHILDREN OF LOS ANGELES DURING CHRISTMAS 1947. THE SEED WAS PLANTED AND TOYS FOR TOTS WAS BORN. THE FOLLOWING YEAR THE MARINE CORPS RESERVE ADOPTED THE PROGRAM AND COLLECTED AND DISTRIBUTED TOYS IN 74 COMMUNITIES NATIONWIDE.

THE MARINE CORPS RESERVE TOYS FOR TOTS PROGRAM COLLECTION AND DISTRIBUTION SITES HAVE BECOME AN IMPORTANT AND FAMILIAR ELEMENT OF THE CHRISTMAS HOLIDAY LANDSCAPE. TO MANY PEOPLE, CHRISTMAS IS NOT COMPLETE WITHOUT MARINES, IN DRESS BLUES, COLLECTING AND DISTRIBUTING TOYS TO THE LESS FORTUNATE CHILDREN OF THEIR COMMUNITIES.

ANYTHING YOU ENJOY DOING, YOU GENERALLY DO VERY WELL. SO IT IS WITH THE MARINE CORPS RESERVE AND THEIR TOYS FOR TOTS PROGRAM. OVER THE YEARS MARINE RESERVISTS HAVE BEEN EXTREMELY SUCCESSFUL AND HAVE WORKED TIRELESSLY TO MEET THE EVER GROWING DEMAND FOR TOYS THAT ENABLE PARENTS, WHO MAY NOT OTHERWISE BE ABLE, TO PROVIDE

THEIR CHILDREN WITH A CHRISTMAS TOY AND TO ANSWER THEIR CHILD'S CHRISTMAS DREAM.

THE TOYS FOR TOTS PROGRAM HAS GROWN TREMENDOUSLY SINCE ITS INCEPTION. TODAY, TOYS FOR TOTS SERVES NEARLY 800 LOCAL COMMUNITIES COVERING ALL 50 STATES, THE DISTRICT OF COLUMBIA, GUAM, PUERTO RICO, AND THE VIRGIN ISLANDS. NOW, MORE THAN EVER, TOYS FOR TOTS NEEDS THE ASSISTANCE OF MEMBERS OF THE LOCAL COMMUNITY TO HELP US MAKE IT BETTER THAN EVER.

BUSINESSES AND INDIVIDUALS ARE VERY IMPORTANT TO US. IT'S A WAY YOU CAN GIVE BACK TO YOUR COMMUNITY AND TO ITS LESS FORTUNATE CHILDREN. YOU CAN SUPPORT TOYS FOR TOTS BY DONATING A NEW, UNWRAPPED TOY AT A TOY COLLECTION SITE NEAR YOU, OR BY ASSISTING US WITH TOY COLLECTION, SORTING, OR DISTRIBUTION. HELPING TO COORDINATE SPECIAL TOY RAISING FUNCTIONS IS ANOTHER WAY OF GETTING INVOLVED.

LOCAL BUSINESSES ARE INSTRUMENTAL IN THE SUCCESS OF THE TOYS FOR TOTS PROGRAM. YOU CAN GENERATE OR PURCHASE MEDIA ATTENTION FOR THE PROGRAM, SPONSOR A TOY RAISING EVENT, PROVIDE AN ESSENTIAL SERVICE LIKE PRINTING OR TRANSPORTATION, OR SIMPLY ALLOW YOUR PLACE OF BUSINESS TO BE A TOY DROP OFF LOCATION.

THE IMPORTANT THING IS THAT WE ARE LOCAL PEOPLE HELPING LOCAL FAMILIES. THIS IS THE CHRISTMAS MISSION OF YOUR MARINE CORPS RESERVE UNIT.

## **RADIO PUBLIC SERVICE ANNOUNCEMENT #1**

HELLO I'M \_\_\_\_\_, ASKING YOU TO JOIN ME IN SUPPORT OF THE MARINE CORPS RESERVE TOYS FOR TOTS PROGRAM....THE CAMPAIGN THAT COLLECTS TOYS FOR NEEDY CHILDREN THROUGHOUT AMERICA. SINCE 1947, MARINES HAVE FULFILLED THE DREAMS OF MILLIONS OF LESS FORTUNATE CHILDREN EACH CHRISTMAS. THEY DO THIS BY PROVIDING CHRISTMAS TOYS. A SHINY NEW TOY SENDS A MESSAGE TO A NEEDY CHILD THAT SOMEONE CARES; THAT HE/SHE HASN'T BEEN FORGOTTEN; THAT THE MAGIC OF CHRISTMAS HASN'T PASSED HIM OR HER BY. YOU CAN HELP THE MARINES THIS YEAR BY DROPPING OFF A NEW, UNWRAPPED TOY AT A LOCAL TOY DROP OFF LOCATION. JUST LOOK FOR A TOYS FOR TOTS POSTER IN THE WINDOW.

REMEMBER: ***“EVERY CHILD DESERVES A LITTLE CHRISTMAS”***.

## **RADIO PUBLIC SERVICE ANNOUNCEMENT #2**

HELLO I'M \_\_\_\_\_, A SPOKESPERSON FOR THE \_\_\_\_\_ MARINE CORPS RESERVE TOYS FOR TOTS PROGRAM. WON'T YOU JOIN ME IN HELPING THE MARINES COLLECT THE TOYS THEY NEED TO PROVIDE A BRIGHTER CHRISTMAS FOR OUR LESS FORTUNATE CHILDREN. IF YOU WOULD LIKE TO SHARE A BIT OF YOUR GOOD FORTUNE THIS HOLIDAY SEASON, ALL YOU HAVE TO DO IS LEAVE A NEW UNWRAPPED TOY AT A DROP OFF LOCATION NEAR YOU. A TOY MAY SEEM UNIMPORTANT TO SOME PEOPLE, BUT TO A CHILD AT CHRISTMAS IT IS THE MOST IMPORTANT THING IN THE WORLD. A SHINY NEW TOY SENDS A MESSAGE TO A NEEDY CHILD THAT SOMEONE CARES, THAT HE OR SHE HASN'T BEEN FORGOTTEN, THAT THE MAGIC OF CHRISTMAS HASN'T PASSED HIM/HER BY. PLEASE, SUPPORT THE CHILDREN, SUPPORT THE MARINES...SUPPORT TOYS FOR TOTS. AFTER ALL, EVERY CHILD DESERVES A LITTLE CHRISTMAS. THIS RADIO STATION AND I WISH YOU A SAFE AND A HAPPY HOLIDAY.

## SAMPLE POTENTIAL SPONSOR LETTER

Dear (*Potential Sponsor*):

As the holiday season begins to draw near, you can be sure that your local U.S. Marine Corps Reserve Toys for Tots Coordinator is gearing up for this year's Toys for Tots campaign. Since 1947, Marines have been making Christmas wishes come true for needy children.

Toys for Tots in (*area name*) makes a difference in the lives of the less fortunate children of our community. Last year approximately *xxx* children in the (*area*) received toys through Toys for Tots. This year we expect the need to be greater than last, and we are asking you to help.

The local Toys for Tots team works very hard to make Toys for Tots a success, but we could never do it without the help of concerned citizens and business leaders. We rely on local businesses for assistance in a number of areas, including:

- providing toy collections sites;
- assisting in the transportation and storage of toys;
- helping to promote Toys for Tots in the media;
- underwriting special events;
- providing a product or service suitable for raffling;
- and assisting with such critical services as printing.

(Mr. or Ms. Potential Sponsor), for the many volunteers who make Toys for Tots possible year after year, Toys for Tots embodies the true spirit of Christmas. The gift of a shiny new toy - something that most children take for granted - means to a needy child that someone cares, that he/she hasn't been forgotten, that Christmas hasn't passed him/her by.

The Marine Corps Reserve believes that "Every Child deserves a Little Christmas," and we are asking you to help us send the needy children of our community a message of hope this Christmas through the gift of a new toy. We will be happy to meet with you to discuss the Toys for Tots Program in greater detail, and how (*company name*) can help.

Sincerely,

Toy for Tots Coordinator

## Safety Checklist

<b>Health Emergency Preparation</b>	<b>Good</b>	<b>Needs Work</b>
Coordinator/volunteers have been trained to respond to health emergencies; or instructions are posted.	_____	_____
Emergency telephone numbers are posted (911/fire/ambulance)	_____	_____
First aid supplies and instructions are provided; coordinator volunteers know where to find. Supplies suitable for injuries likely to occur in this area.	_____	_____
 <b>Fire Emergency Preparation</b>		
Fire extinguishers easily accessible and have been checked and serviced as necessary. Fire extinguishers are the appropriate type.	_____	_____
Fire exits accessible and unlocked from the inside. The path to fire exits is clear and free of obstacles. There is access to two fire exits from every point in the building.	_____	_____
Emergency escape routes are prominently posted.	_____	_____
Smoke detectors are installed. Batteries were tested.	_____	_____
 <b>Fire Prevention</b>		
Flammable materials are safely stored in proper containers away from sources of heat and sparks and clearly labeled.	_____	_____
Anything that makes flames or sparks is shielded, and the area is clear of trash, papers, and other potential fuel.	_____	_____
 <b>Housekeeping</b>		
Work areas are clean and orderly to prevent hidden hazards.	_____	_____
Floors, aisles, stairs, and entryways		
Floors provide good traction and are free of cracks, bumps, and other hazards that could cause trips or falls.	_____	_____
Cleanup materials are provided for water, grease, or other materials that could create slippery conditions. Coordinator/volunteers are trained to clean up spills promptly.	_____	_____
Aisles are clear, free of tripping hazards, and well lighted	_____	_____

**Housekeeping (cont'd)**

**Good**

**Needs Work**

Stairs in good condition. No loose steps, provided with hand-Rails, well lighted. Areas under stairways clear/no storage.

\_\_\_\_\_

\_\_\_\_\_

**Storage**

Stored materials, products, and supplies are set in stable, balanced piles, to a reachable height. Sturdy stepladders are provided, if necessary.

\_\_\_\_\_

\_\_\_\_\_

Ladders are provided where needed, are of standard construction and in good condition.

\_\_\_\_\_

\_\_\_\_\_

**Electrical**

Grounds are provided on power tools and extension cords. Equipment is in good operating condition.

\_\_\_\_\_

\_\_\_\_\_

Wires are in good condition and free of fraying. Wires and extension cords are not routed over metal objects or through doorways or window openings.

\_\_\_\_\_

\_\_\_\_\_

Circuits are not loaded beyond their capacity.

\_\_\_\_\_

\_\_\_\_\_

**Lighting**

Light is sufficient for each job. Emergency lighting for power outages is installed. Emergency lights were tested.

\_\_\_\_\_

\_\_\_\_\_

**Personal Protective Equipment**

Hard hats, gloves, boots, aprons, ear protectors, masks, and other protective equipment are provided, where appropriate, and are in use.

\_\_\_\_\_

\_\_\_\_\_

Volunteers are trained in the use of protective equipment.

\_\_\_\_\_

\_\_\_\_\_

**Back Injury Protection**

All volunteers who do heavy lifting and moving are trained in back injury prevention and proper use of back support belts.

\_\_\_\_\_

\_\_\_\_\_

Volunteers who do heavy lifting and moving stretch and warm up to prevent sudden exertion of cold muscles.

\_\_\_\_\_

\_\_\_\_\_

Back support belts are used only to lift.

\_\_\_\_\_

\_\_\_\_\_

**Back Injury Protection (cont'd)**

**Good**

**Needs Work**

All volunteers who are not physically capable of heavy lifting and moving are instructed to leave these tasks to designated personnel.

\_\_\_\_\_

\_\_\_\_\_

**Repetitive Motion Injury Prevention**

All volunteers who repeat the same movements throughout the day take stretch exercise breaks several times a day, as appropriate.

\_\_\_\_\_

\_\_\_\_\_

When possible, volunteers are given varied assignments so they can avoid excessive stress on particular body parts while remaining productive.

\_\_\_\_\_

\_\_\_\_\_

**New Volunteer Training**

New volunteers have been given basic safety training

\_\_\_\_\_

\_\_\_\_\_

**Automobiles and Motor Vehicles**

Operate automobiles and motor vehicles in a safe manner and in compliance with local laws.

\_\_\_\_\_

\_\_\_\_\_

Before engaging in cellular telephone conversations, pull over to the side of the road.

\_\_\_\_\_

\_\_\_\_\_

**Crime/Violence Prevention**

Outdoor lighting is adequate, including parking lot; lights are in working order.

\_\_\_\_\_

\_\_\_\_\_

Telephones are accessible to all work areas.

\_\_\_\_\_

\_\_\_\_\_

Building space is arranged so visitors can be observed.

\_\_\_\_\_

\_\_\_\_\_

Building space is arranged so volunteers will not be trapped in closed spaces.

\_\_\_\_\_

\_\_\_\_\_

Security guards, buddy system, or other method is in place for late night operating hours.

\_\_\_\_\_

\_\_\_\_\_

Volunteers have received training on response to threats of violence.

\_\_\_\_\_

\_\_\_\_\_

Volunteers have received training in handling cash, both in the operating area and in transit.

\_\_\_\_\_

\_\_\_\_\_

Discreet storage is provided for volunteers' purses and other personal items.

\_\_\_\_\_

\_\_\_\_\_

**Marine Toys for Tots Foundation Purchasing Card Cardholder Agreement**

*Your signature verifies that you have read and understand the Marine Toys for Tots Foundation Purchasing Card Program guidelines and agree to comply with them.*

The purchasing card is provided to Marine Toys for Tots Foundation coordinators, and/or volunteers based upon the need to purchase business related goods and services. A card may be revoked at any time based upon a change of assignment or location. A card may be deactivated at any time based on the adherence to the below guidelines.

1. The cardholder indicated on this form is the only person entitled to use the card and is responsible for all charges made against the card.
2. Improper use of the purchasing card and / or personal charges can be considered misappropriation of company funds that may result in disciplinary action, up to and including termination of association with the program.
3. Cardholders are expected to comply with internal control procedures in order to protect Marine Toys for Tots Foundation assets. This includes keeping receipts, submitting verification forms and receipt copies, reconciling monthly statements to the online logbook, and following proper card security measures.
4. A lost or stolen card should be reported immediately by telephone to Bank of America Customer Service at (888) 449-2273. A new card can be obtained by contacting the appropriate Regional Accounting Specialist.
5. Upon termination of association with the U.S. Marine Corps Reserve Toys for Tots Program, a cardholder must either return the card to the Foundation or destroy/shred the card upon completion of the annual Toys for Tots campaign (no later than 28 February each year). At this point, no further use of the account is authorized.

Cardholder Signature \_\_\_\_\_

Cardholder Printed Name \_\_\_\_\_  
(Legibly, please)

Date: \_\_\_\_\_

Assigned 6 letter acct. code: \_\_\_\_\_  
(Username)

Please return this form to your Accounting Specialist by fax (703-649-2054), e-mail, or mail (Marine Toys for Tots Foundation, 18251 Quantico Gateway Drive, Triangle, VA 22172) **TO RECEIVE CARD ACTIVATION INSTRUCTIONS.**

## **Toys for Tots Mobilization Contingency Plan**

1. **Situation**. Extensive worldwide military operations have required and will continue to require the mobilization of Reserve Units (Army, Marine Corps, Navy, and Air Force) to augment regular forces. The likelihood that more Marine Reserve Units will be mobilized in the future establishes the need for a contingency plan to ensure the annual U.S. Marine Corps Reserve Toys for Tots campaign will be conducted without interruption. All aspects of the program are affected by the mobilization of forces. Organizations presently included in the Toys for Tots program are: Marine Forces Reserve (MFR), Marine Toys for Tots Foundation (MTFTF), Marine Corps League (MCL) Detachments, Peacetime-Wartime Support Team (PWST), and other local organizations within each community.

2. **Mission**. The mission of all local coordinators is to conduct the annual Toys for Tots Campaign without interruption, bringing the joy of Christmas to needy children in the United States.

3. **Execution**. Each Marine Reserve Unit must have procedures in place to enable a designated organization to assume responsibility for the annual local Toys for Tots campaign in the event the unit is mobilized. The designated organization should be prepared to continue managing the local Toys for Tots campaign until the mobilization mission is completed and the unit returns to its reserve center.

a. **Concept**. The reserve unit will identify the replacement organization (typically a Marine Corps League detachment that is home-based in the Reserve Unit's community) and ensure that the leadership of the organization is knowledgeable of the conduct of a local Toys for Tots campaign. The reserve unit will have a turnover folder which includes the plan for the conduct of the annual campaign, the location of all toy drop sites, the pick up schedule, the location of the sort and storage facility, the names, addresses and phone numbers of all local points of contact, and an explanation of administrative and fund handling procedures. Information regarding the replacement organization will be provided to MTFTF.

b. **Marine Forces Reserve**. The headquarters of Marine Forces Reserve is responsible for publishing Force Order P5726.1\_ and supervising activities of U.S. Marine Corps Reserve Units. MFR and MTFTF have signed a Memorandum of Understanding (MOU) outlining the tasks of each organization. One such task is the Foundation's supervisory responsibility of activities of all Local Community Organizations (LCO's).

c. **MTFTF**. The fund raising and support organization for the U.S. Marine Corps Reserve Toys for Tots Program.

d. **Reserve Units**. Conduct local Toys for Tots campaigns until mobilized. Reserve Units will have plans in place to continue local campaigns in the event the unit is mobilized.

e. **Replacement organizations (MCL Det/LCO)**. Work with Reserve Units prior to mobilization and be prepared to assume full leadership and management responsibility for local TFT campaigns in the event Reserve Units are mobilized.

f. PWST's. These teams will be used to the maximum extent possible to assist Reserve Units and replacement organizations in the conduct of the annual Toys for Tots campaign.

g. Coordinating Instructions:

1) Reserve Units will coordinate with MTFTF to ensure seamless transition of leadership and management responsibilities in the event of mobilization.

2) MarForRes and MTFTF will work closely to facilitate this seamless transition.

4. Admin & Logistics. Administrative and logistical support of the annual Toys for Tots campaign are as follows:

a. Assign responsibilities to PWST's, remain behind personnel, detachment volunteers, service organization volunteers, and any other support personnel working with the unit in support of TFT.

b. Meet regularly to plan for the upcoming campaign and provide two-way communication between the Reserve Unit and the backup/support personnel who will take charge in the event mobilization occurs.

c. Create a back up vehicular support plan. Government vehicles will probably deploy/mobilize with the unit.

d. Communication with the Foundation becomes critically important when inexperienced coordinators are placed into a position of responsibility. The Foundation staff can provide invaluable assistance.

e. Promotional materials will continue to be shipped upon request.

f. Foundation assistance available M-F 0800-1700 Eastern time. Contact information is available on the secure website (<https://www.toysfortots.com>), "Foundation Contact Information."

5. Reports. Should the worldwide situation dictate that a reserve unit be mobilized, that unit will be notified by higher headquarters when such mobilization will occur. Subsequently, the unit TFT Coordinator will notify MTFTF of mobilization and provide the name, mail/FedEx address, phone and fax number, and e-mail address of the replacement coordinator.

6. Checklist. The below checklist is provided as a reminder of the importance placed upon campaign preparedness:

## Checklist for Local Toys for Tots Coordinators

- Read Force Order P5726.1C, and the SOP for Local TFT Campaigns
- Locate Turnover Folder from previous coordinator – if none, contact the Foundation for assistance
- Determine Unit Account Code (6 letters) and locate unit username and password (essential for logging into Foundation secure website)
- Establish and maintain communications with the VP, Operations, MTFTF
- Provide VP, Ops, MTFTF your correct address, phone/FAX #s, email address
- Review the after action report to know what info you will need to collect
- Arrange with local businesses to be toy drop off locations
- Develop a regular toy pick up schedule and adhere to schedule
- Provide each drop off location a written copy of the pick-up schedule
- Provide each drop off location a name and phone number for questions
- Arrange to have full time phone watch during working hours from December 1<sup>st</sup> through Christmas Eve to respond to questions
- Coordinate with local media for coverage of campaign events
- Establish a toy distribution policy/plan
- Make liaison with local social welfare agencies, etc re: toy distribution
- Complete distribution of toys on December 24 IAW the distribution policy/plan
- Provide MTFTF an invoice verification form IAW the SOP
- Utilize the online financial record (logbook) for all account activity (deposits, purchases, and transfers, as appropriate)
- Forward all donations received and funds raised using the overnight mail envelopes and billable stamps provided by the Foundation to the designated Des Moines address
- Maintain a running log of information for the unit after action report
- Complete distribution of toys on December 24 IAW the distribution policy/plan
- Prepare and submit after action report before January 15<sup>th</sup>
- Develop and leave a turn over folder for your successor
  - Force Order
  - Foundation SOP
  - Folders with Fund Handling, Purchasing, Incidental Expense Fund information
  - Local Letter of Instruction
  - Local drop site map/instructions
  - Local points of contact
  - Local companies providing support
  - Volunteer list
  - Media contacts
  - Other pertinent information related to local campaign

7. **Approval.** This plan has been approved by the Commander, Marine Forces Reserve and the President, Marine Toys for Tots Foundation.

## **Tainted Toys Speaking Points**

In the event the issue of tainted toys is raised by the media, the below speaking points should enable every coordinator to address the issue knowledgeably:

1. Toys for Tots has been a U.S. Marine Corps program for over 60 years.
2. In every year since its beginning in Los Angeles, California in 1947, safety has always been a primary concern.
3. Recent media attention has dictated a stronger emphasis.
4. New information will be posted on the Toys for Tots website as it is received, and links to websites of appropriate safety-conscious organizations, primarily the Consumer Product Safety Commission, will be listed on the Toys for Tots website as, and when, needed.
5. Ask consumers to be aware of recalled toys and screen their purchases.
6. Inspection of all toys on hand has been conducted
  - Number of tainted toys identified:
  - Disposition of tainted items: have been or will be disposed of properly
7. Recalled items will not be delivered to Toys for Tots and have been removed from retail outlets.
8. Toys for Tots receives the bulk of its donations after the Thanksgiving Day weekend. Recalled items have routinely been identified, production has ceased, toys have been removed from the logistics supply line, warehouses, and retail store shelves.
9. Annual Coordinator Conference addresses the issue and stresses the importance of safety regarding toy donations, advises of pertinent toy recalls, and emphasizes the need for extra vigilance in identifying items that may have been missed at other screening opportunities.
10. Accept only new, unwrapped toys for distribution during the annual campaign.
11. Segregate any inappropriate, unsafe, or recalled toys for proper disposition.

12. Toys for Tots has five (5) levels of inspection through which a donated item must pass before it gets into the hands of a child:

- Manufacturer – safe toys = increased sales. Unsafe items = decreased sales
- Distributors/Retailers – once identified, toys are removed from the supply line and store shelves
- Consumer – The media and the Consumer Product Safety Commission has alerted the public to be safety-conscious and to screen all purchases
- TFT Coordinators/Volunteers – aware of recalled items, are safety-conscious, and inspect all items
- Parents – should be aware of recalled toys and have the final responsibility to inspect/screen any item before allowing children to have

Majority of toys sold in the United States over the past 20 years are manufactured in China. We hope these points will instill public confidence in the U.S. Marine Corps Reserve Toys for Tots program, and will encourage them to continue purchasing items in support of the annual campaign. Without the support of millions of caring Americans, Toys for Tots will be unable to help millions of needy children in the United States experience the joy of Christmas.

# **Donated Toys Valuation Project**

## **Instructions:**

1. Participating sites selected and notified by the Foundation
2. Foundation letter of introduction and notification presented by visitors to local coordinator
3. Identification of high traffic collection sites by the local coordinator
4. Visit by project representative – contact with local coordinator before proceeding
5. Project representative visits high traffic collection sites
6. View 10-20 toys per collection site
7. Photograph each toy for data collection
8. Price toy in store or online
9. Create database spreadsheet with essential information (toy description, SKU, collection site location (address, city, & state), and price)
10. Return to home site w/ photos and completed spreadsheet
11. Report completed and forwarded to the Foundation

## 2016 AFTER ACTION REPORT

<a href="#">SEND EMAIL TO COORDINATOR &gt;&gt;</a>	<a href="#">EDIT AAR &gt;&gt;</a>	<a href="#">PREVIOUS AARs &gt;&gt;</a>
<b>REPORT COMPLETED ON: 1/15/2017.</b>		
<b>Section 1: Site Information</b>		
<b>Reserve Site/Local Community Organization: Cedar Rapids Toys for Tots</b>		
Address:	3502 Royal Dr SW	
City:	Cedar Rapids	State: IA Zip: 52404
Coordinator:	Michele Matt	Home/Office Phone: 319-431-7294 Mobile Phone:
Asst Coord:		Home/Office Phone: Mobile Phone:
Population of area covered by your program: 190000		
Describe geographic area (sq mile, # of counties, etc.):		
linn co		
<b>Section 2: Inventory</b>		
<b>Inventory from previous year campaign</b>		
<p><i>Total number of Toys, Books, and Stocking Stuffers in your campaign inventory carried over from the campaign and as reported on the previous year's campaign's After Action Report. These numbers are provided by the Foundation and cannot be modified by the local campaign. If any of these numbers are inaccurate, contact the Foundation.</i></p>		
Total number of toys: (Auto-Calculated)	1112	
Total number of books: (Auto-Calculated)	11349	
Total number of stocking stuffers: (Auto-Calculated)	64	
<b>Adjustments to Inventory from previous year campaign</b>		
<b>As of 1 October Inventory is as follows:</b>		
Total number of toys:	1112	
Total number of books:	11349	
Total number of stocking stuffers:	64	
Reason if applicable:		
<b>Section 3: Inventory</b>		

## Total Remaining Inventory after the Campaign as of 31 December

*Enter the total number of Toys, Books, and Stocking Stuffers currently in your inventory that will carry over to the campaign.*

Total number of toys: 3009

Total number of books: 344

Total number of stocking stuffers: 7092

Location of Inventory Storage:

MIDWEST 3PL, 308 29TH ST NE, CEDAR RAPIDS IA 52402

## Section 4: Gift Transfers between Local Campaigns and Units

### Gifts you received from another Local Campaign(s) or UNIT(s)

*Total number of Toys, Books, and Stocking Stuffers you received from other Toys For Tots Local Campaigns and Units.*

#### RECEIVED UNIT TRANSFERS

Sending Unit	Toys	Books	Stuffers
Mason City IA	2196	862	0
Mason City IA	240	1122	0
Dubuque IA	1636	0	1536

#### Totals:

Total number of toys: 4072

Total number of books: 1984

Total number of stocking stuffers: 1536

### Gift transfers you sent to another Local Campaign(s) or UNIT(s)

*Total number of Toys, Books, and Stocking Stuffers you transferred to other Toys For Tots local campaigns and units.*

#### SENT UNIT TRANSFERS

Receiving Unit	Toys	Books	Stuffers
Cedar Falls IA	244	102	0
Anamosa IA	244	108	0
Anamosa IA	0	1500	2812
Dubuque IA	0	1529	0
Iowa City IA	2793	1984	3088
Mason City IA	0	1529	0

#### Totals:

Total number of toys: 3281

Total number of books: 6752

Total number of stocking stuffers: 5900

## Section 5: Gifts Collected

### Gifts received as Gift In Kind from Foundation Corporate Sponsors

*Gift In Kind donations from the Foundation's National Corporate Sponsors.*

*This DOES NOT include Gift In Kind from Local Campaign Sponsors.*

*Local Campaign Gift In Kind donations should be included in the Collected by Local Campaign section below.*

Total number of toys:	5670
Total number of books:	0
Total number of stocking stuffers:	19808

### Gifts received from the Foundation

*Gifts purchased and shipped by the Foundation.*

*These numbers are provided by the Foundation and cannot be modified by the local campaign.*

*If any of these numbers are missing or inaccurate, contact the Foundation.*

*DO NOT account for these gifts in another section of the After Action Report*

Total number of toys: (Auto-Calculated)	714
Total number of books: (Auto-Calculated)	0
Total number of stocking stuffers: (Auto-Calculated)	0

### Gifts purchased by Local Campaign

*Toys, Books, and Stocking Stuffers purchased by the Local Campaign or Unit.*

Total number of toys:	1722
Total number of books:	0
Total number of stocking stuffers:	1071

### Gifts Collected by Local Campaign

*All Toys, Books, and Stocking Stuffers not included in the total numbers above.*

*These represent donations from the local community and local campaign sponsors.*

*EXAMPLES: Toy Donation Boxes, Local Events and Parties, Local Gift In Kind*

Total number of toys:	5005
Total number of books:	1184
Total number of stocking stuffers:	4983

## Section 6: Gift Distributions, and Children Assisted

### Total Gift Distribution

*Total number of Toys, Books, and Stocking Stuffers distributed by your local campaign or Unit.*

*DOES NOT include gifts transferred to another Local Campaign(s) or UNIT(s)*

Total number of toys:	12005
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Total number of books:	7421
Total number of stocking stuffers:	14470
<b>Adjusted Distribution Total For Release To Public: (Auto-Calculated)</b>	
<i>Numbers are based on following formula:</i>	
<i>One (1) Toy = 1 Toy</i>	17372
<i>Three (3) books = 1 Toy</i>	
<i>Five (5) stocking stuffers = 1 Toy</i>	
<b>Total number of children receiving toys:</b>	4782
<b>Local Campaign Inventory Summary</b>	
<b>Based on the numbers you reported in the previous sections, your local campaign inventory:</b>	
<b>BALANCES</b>	
<i>If you After Action Report Balances, click the Submit button to continue.</i>	
<i>If your After Action Report Does Not Balance, your Inventory MUST balance before you can continue with the After Action Report.</i>	
<b>To revise your numbers do one of the following:</b>	
<ol style="list-style-type: none"> <li>1. <a href="#">Revise Gift Transfers</a></li> <li>2. <a href="#">Revise Gifts Collected</a></li> <li>3. <a href="#">Revise Gift Distrubtions</a></li> <li>4. <a href="#">Revise Total Remaining Inventory after the current Campaign</a></li> <li>5. For numbers that are auto-calculated and you are not able to revise, contact your Accounting Specialist</li> </ol>	
	<b>Total Remaining Inventory reported in Section 3:</b>
	<b>Auto-Calculated Remaining Inventory based on Sections 4, 5, and 6:</b>
Total number of toys:	3009
Total number of books:	344
Total number of stocking stuffers:	7092
<b>Total number of children receiving toys:</b>	4782
<b>Average number of toys given to each child: (Auto-calculated)</b>	3.63
<b>Section 7: Monetary Contributions</b>	
<b>Funds in local campaign account</b>	
<b>Contact the Foundation if these numbers are missing or inaccurate.</b>	
Transferred into local account by the Foundation: (Auto-calculated)	4,736.25
<b>Online Financial Report = MTFTF Transfers</b>	500.00

Deposited into local account by the Foundation:(Auto-calculated)  
**Online Financial Report = Foundation Deposit**

Total of donations collected **locally** (begins 1/15/):  
**Example:** Donations physically handled by the local campaign coordinator. \$13700.48

**DOES NOT include the funds reported above that were Transferred and Deposited by the Foundation.**

Total amount forwarded to the TFT Foundation: \$13700.48

Donations not forwarded to the TFT Foundation:(Auto-calculated) \$0.00

**Provide reasons all donations were not forwarded to the Foundation:**

ALL FUNDS FORWARDED

Total amount spent for toy purchases: \$19168.38

Total amount spent for other than toys: \$402.20

Percentage spent for other than toy purchases:(Auto-calculated) 2.06 %

## Section 8: Media Support

### Television

List the TV stations supporting, and their network affiliation (ABC, NBC, CBS, FOX, etc.):

KGAN AND KFXA - cbs and Fox affiliates

### Radio

List the radio stations supporting, and their network affiliation (ABC, NBC, CBS, FOX, etc.):

WMT-iHEART RADIO

### Print Media

List any newspapers, magazines, or other print media supporting:

The Gazette

### Social Media

Is your site involved with the social media sites "Facebook" or "Twitter"? NO ▾

If "Yes" explain briefly:

## Section 9: Comments

1. List significant promotions or events that were effective:

1. Fleck's Trailers of Love:2 day toy drive at Theisen's. Two locations in CR. WMT helped promote. Paper trains used the week before. Over \$2,000 and 20 pallets collected. Store offered 10%coupon. Contest between stores was promoted. Losing store will donate \$500. 2. KGAN All Day toy drive:Sponsored by Two Men and a Truck. Collection 5am to 6:30pm. Volunteers on site to grab toys from cars. CBS/Fox affiliates promoted all day. 3. Premier Adviser Holiday Party:Collected over 300 toys. Organizers of this event specifically request a Marine

volunteer and appreciate their participation. 4. 2015 Book Inventory: Distributed or transferred 11,005 of GIK books. 344 remain to use in 2016. 5. Transfers – Cooperation between local Toys for Tots sites was great. Foundation gift in kind toys received by IACEDA were distributed to IC/Anamosa/Dubuque and Mason City this year.

2. List any significant problems incurred during the campaign, and any comments or suggestions regarding future efforts:

1. Trailers of Love:Need more volunteers. Bigger presence in stores and parking lot will help to drive donations. Consider scheduling events, Santa, Elves, and animals. 2. Collection boxes:Boxes were depleted. Anticipate need of 7 boxes of 15 in 2017. 3. Sorting:Consider moving sorting activities to weekend before. Allows time for needs assessment, finer sorting and last minute press release if needed. 4. Stocking stuffer Inventory-GIK were big hit. Not able to distribute all. 2016 Inventory includes 4,992 remaining ittybittys and 2,100 other stocking stuffers. 5. 2016 Toy Inventory:1,308 GIK & 1,701 toys mostly in 4-7 age group. 6. Dist. to orgs:Get word out early on date & time. Consider moving time back to re-stock tables. 7. Volunteers: Schedule more to ensure enough in case of cancellation. 8. Marine Volunteers: Need More. Recruiting office helps when they can but need access to larger database of volunteers to help. If there is a contact, please let me know.

Did your campaign receive any support from U.S. Marine Corps Recruiters?

YES ▼

## After Action Report Guide

To complete the After Action Report (AAR) as quickly and easily as possible, please read the following information before attempting to complete. Below is an outline of the sections of the AAR. Review the outline and collect all information requested before beginning.

After completing each section **click the Next button** to save the information. Make note of fields automatically filled in on the report, fields provided by The Foundation, and fields provided by other campaigns/units. If while completing the After Action Report information is believed inaccurate, contact The Foundation. Information for the "Foundation provided fields" may not be available when first viewing the AAR. The Foundation will provide those numbers as they become available.

Continue to update the AAR until the submission deadline of 1/15/20--.

**Should questions arise, please submit a support ticket.**

**Visit:** <http://lco-admin.toysfortots.org/local-coordinator-sites/lco-admin/secure-site/documents/AAR-balancing-spreadsheet.xls> **to download an Excel spreadsheet to help with balancing the report. Put numbers into the spreadsheet and adjust accordingly.**

### Section 1: Site Information

#### Reserve Site/Local Community Organization:

Campaign/Unit Address

Campaign/Unit Coordinator Name and Contact Information

### Section 2: Previous Year Inventory

#### Inventory from previous year campaign

Total number of Toys, Books, and Stocking Stuffers in campaign inventory carried over from the previous campaign as reported on the previous year's AAR.

These numbers are locked and cannot be modified by the local campaign.

#### Adjustments to Inventory from previous year campaign

Adjustments to previous year inventory will reflect any inventory on hand as of 1 October (current campaign year).

### Section 3: Current Inventory

#### Total Remaining Inventory after the Current Campaign as of 31 December 20--

Total number of Toys, Books, and Stocking Stuffers currently in your inventory that will carry over to the next year's campaign.

Provide a breakdown of these numbers in the following sections (4, 5, 6).

#### Location of Inventory Storage

### Section 4: Gift Transfers

#### Gifts received from another Local Campaign(s) or UNIT(s)

List site(s) and total number of Toys, Books, and Stocking Stuffers received.

#### Gifts transferred to another Local Campaign(s) or UNIT(s)

Total number of Toys, Books, and Stocking Stuffers transferred to other sites.

Gifts you send to another campaign/unit will be entered by the receiving campaign. Contact any Campaign/Unit where gifts were transferred to confirm entry into the AAR.

## **Section 5: Gifts Collected**

### **Gifts received as Gift In Kind from Foundation Corporate Sponsors**

Gift in Kind donations from national corporate sponsors. This does not include Gift in Kind from LOCAL campaign sponsors.

To calculate the total number of gift in kind items, count all the Toys, Books, and Stocking Stuffers received on one pallet, then multiply that number by the number of pallets received.

### **Gifts received from the Foundation**

Gifts purchased by the Foundation and shipped from various vendors. Provided by the Foundation and cannot be modified by the local campaign coordinator. If numbers are believed to be inaccurate, contact the Foundation. DO NOT account for these gifts in any other section of the AAR.

### **Gifts purchased by Local Campaign**

Toys, Books, and Stocking Stuffers purchased by the local campaign/unit.

### **Gifts Collected by Local Campaign**

All toys, books, and stocking stuffers not included in the total numbers above. These represent donations from the local community and local campaign sponsors. Examples: toy picked up from donation boxes, local events and parties, local gift in kind.

## **Section 6: Gift Distributions, and Children Assisted**

### **Total Gift Distribution**

Total number of Toys, Books, and Stocking Stuffers distributed by the local campaign/unit. DO NOT include gifts transferred to another Local Campaign(s)/Unit(s)

### **Total number of children receiving toys**

## **Local Campaign Inventory Summary**

Auto-calculated summary of the gift inventory. The numbers in Sections 2, 4, 5, and 6 should balance to the New Inventory in Section 3. If the AAR balances, it will be possible to continue working in the report. If the AAR does NOT balance, return to the previous sections to revise reported numbers. If not able to revise/correct, contact the appropriate Accounting Specialist.

## **Section 7: Monetary Contributions**

### **Funds in local campaign account**

Contact the Foundation if numbers are missing or inaccurate.

### **Funds transferred into local account by the Foundation: (Auto-calculated)**

Online Financial Report = MTFTF Transfers

### **Funds deposited into local account by the Foundation:(Auto-calculated)**

Online Financial Report = Foundation Deposit

**Total amount of donations collected locally (begins 1/15/current year)**

Example: Donations physically handled by the local campaign coordinator.  
DO NOT include funds Transferred and/or Deposited into the local  
account by the Foundation.

**Total amount forwarded to the TFT Foundation**

**Donations not forwarded to the TFT Foundation: (Auto-calculated)**

**Total amount spent on toy purchases**

**Total amount spent on other than toys**

**Section 8: Media Support**

**Television**

**Radio**

**Print**

**Social Media**

**Section 9: Comments**

**Significant promotions or events that were effective:**

**Significant problems incurred during the campaign, and any comments or  
suggestions regarding future efforts:**

**Did local campaign receive any support from U.S. Marine Corps Recruiters?**