



# **TOYS FOR TOTS®**

## **2025 FACT SHEET**

# **A Year-Round Force for Good**

**DELIVERING YEAR-ROUND HOPE  
TO CHILDREN IN NEED**

**U.S. Marine Corps Reserve  
Toys for Tots Program**



**[www.toysfortots.org](http://www.toysfortots.org)**



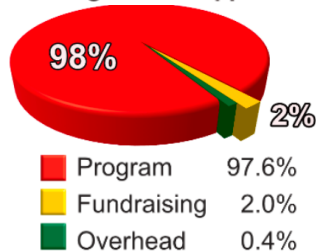


## Mission

The basic mission of the Marine Toys for Tots Program is to collect new, unwrapped toys and distribute them to economically disadvantaged children at Christmastime.

## Fund Expenditure

98:2 Program to Support Ratio



## Goal

The primary goal of the Marine Toys for Tots Program is to bring the joy of Christmas and send a message of hope to America's economically disadvantaged children through the gift of a new toy.

# The Marine Toys for Tots Program achieved remarkable milestones in its 77th year.

- Distributed over **30 million toys, books, and games** to nearly **13 million children in need**.
- Distributed toys, books, games, and school supplies to over **519,000 at-risk children** to include those living in Foster Care.
- Distributed toys, books, and other gifts to over **233,000 Native American children living on remote Reservations across the Nation**.
- Distributed **3 million books** through the Toys for Tots Literacy Program.
- Received assistance throughout the holiday season from over **50,000 volunteers** who supported local campaign efforts
- Distributed hope and emotional relief packages to **children and families who were impacted by natural disasters in the communities of North Carolina and California**.
- Active in **all 50 states**, Washington, DC, Puerto Rico, Guam, and the Virgin Islands with **over 870 local chapters**.

**The Marine Toys for Tots Program continues to distinguish itself among other nonprofits and organizations with remarkable accolades.**

- Maintained a 98:2 Program to Support Ratio.
- Recognized as a Forbes Top 100 Charity.
- Continued to meet all 20 standards of Better Business Wise Giving Alliance.
- Achieved a 4-star rating by Charity Navigator.
- Received an Unmodified Audit by an independent auditing firm.



**During the Program's 77th year, Marine Toys for Toys participated in events to recognize the Program's achievements and bring awareness to year-round initiatives. In 2024, Toys for Tots:**

- Announced multi-year partnership with Richard Childress Racing and Austin Dillon's No. 3 Chevrolet in the NASCAR Cup Series.
- Participated in the Hollywood Christmas Parade benefiting Toys for Tots.
- Recognized as the Charity of Choice at the 27th Family Film and TV Humanitarian Award presented by CBS.
- Hosted a distribution media event with the First Lady, Dr. Jill Biden.