



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



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.