



USMC



# Marine Corps League 2023 Mid-Winter Conference



## Russ Miller

*Marine Corps League National Toys For Tots Liaison*

# National Toys For Tots Liaison Report



Preserving Traditions  
Providing Fraternity  
Promoting the Future  
We are the Marine Corps League

Based in over 1,100 communities in 50 States

- Transitioning Marines & Family Support
- Toys for Tots Support
- Legislative Support and Initiatives
- Funeral Honors Support
- Rifle & Pistol Matches
- Veteran Service Officers
- Veterans Affairs Volunteer Service
- College Scholarships
- Color Guards
- Youth Physical Fitness

[www.mclnational.org](http://www.mclnational.org)

[info@mcleague.org](mailto:info@mcleague.org)

## What is the Marine Corps League?

National Veterans Service Organization (VSO)

Chartered by an Act of the 75<sup>th</sup> Congress

IRS 501(c)(4) non-profit with a special group exemption letter making all donations tax exempt

Membership made up of Marines, FMF Navy Personnel, Associate Members and Honorary Active Duty Members

Detachment Locator (by Zip Code) at [www.MCLNational.org](http://www.MCLNational.org)

# National Toys For Tots Liaison Report



## Why does the Marine Corps League have a National Toys For Tots Liaison?

- Create a stronger partnership between the MCL and the TFT Foundation, TFT Local Area Coordinators (LCO), USMC Reserve Units.
- Assist in trouble shooting any issues that may arise between MCL Detachments and TFT “Non-MCL” LCO’s, USMC Reserve Units or the TFT Foundation.
- Encourage Detachments to sponsor a local TFT campaign where none exists.
- Encourage Detachments to welcome “Non-MCL” LCO’s as Associate Members or Regular Members and render assistance to their respective Campaigns.
- Compile data on complete Marine Corps League support to the Toys For Tots program.

# National Toys For Tots Liaison Report



## How can a MCL Detachment help a LCO or USMC Reserve Unit?

- MCL Members and Associate Members are a FORCE MULTIPLIER!
- MCL Uniforms similar to USMC.
- Some members are authorized to wear Dress Blues to your events or fundraisers.
- Local contacts in your community for donations, events or warehouse space.
- Warehouse volunteers, arrange Toy Drop Sites or deliver toys to your warehouse.
- Are allowed to handle cash donations while in MCL Uniform.
- Marine Corps League Red Tent available at many Detachments for your TFT events.
- And much more...

**We are the MARINE Toys For Tots program...use our MARINES to assist your local campaign.**



# National Toys For Tots Liaison Report



## MCL MEMBERS & UNIFORMS...A FORCE MULTIPLIER



Detachment  
(Local level)



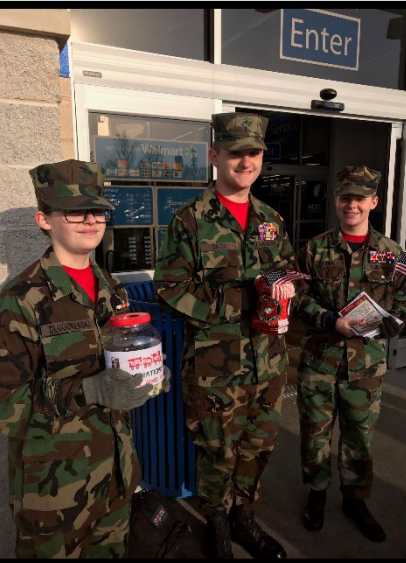
Department  
(State level)



National Officer  
National Liaison or  
Committee Member



Associate Member  
& Member  
MSgt (Ret.)  
Vietnam War Veteran



Young Marines  
Male & Female ages 8-17  
YoungMarines.com



MCL Member & Son  
with MCL TENT



MCL Undress Uniform - White shirt  
with Dress Blues or Black Trousers



Mess Dress  
& Red Blazer

# National Toys For Tots Liaison Report



## Marine Corps League Detachment Sponsored Campaigns

	<u>LCO-MCL</u>	<u>NON-MCL</u>
Local Campaigns directly supported by MCL Dets	253	45
Toys Collected	3,315,713	191,530
Funds Collected	\$4,401,960	\$152,557
Toys Distributed	4,818,896	181,987
Less Fortunate Children Assisted	1,372,145	45,496

# National Toys For Tots Liaison Report



- Marine Corps League 10 year Growth
- Sponsored Campaigns

<u>YEAR</u>	<u>NUMBERS OF DETACHMENTS</u>	<u>COLLECTED TOYS (ADJUSTED)</u>	<u>DISTRIBUTED TOYS (ADJUSTED)</u>	<u>CHILDREN ASSISTED</u>	<u>FUNDS DONATED</u>
2012	256	2,539,912	3,307,249	1,113,274	\$2,989,660.55
2013	265	2,522,284	3,501,157	1,058,224	\$3,105,787.05
2014	269	2,947,813	4,073,555	1,222,864	\$3,346,779.88
2015	282	2,828,584	4,345,614	1,258,365	\$3,544,476.91
2016	278	2,953,599	3,907,868	1,169,212	\$3,589,628.38
2017	269	3,041,657	3,909,428	1,144,487	\$3,620,169.42
2018	276	3,020,015	4,421,824	1,229,129	\$3,551,485.80
2019	262	3,011,741	4,347,778	1,196,292	\$3,343,072.04
2020	249	2,480,598	3,704,845	1,159,536	\$4,082,497.58
2021	259	3,557,271	4,725,415	1,303,136	\$4,595,452.70
2022	254	3,315,713	4,818,896	1,372,145	\$4,401,960.71



# National Toys For Tots Liaison Report



## Marine Corps League Detachment Sponsorship

Detachments should verify that your program name is listed the  
SAME AS the name on your  
official Marine Corps League Detachment Charter  
including Detachment Number.

**The name listed on the top of your Log Book.**

Example: **Cpl Pete Arnold Detachment 1198**

To update, contact your Account Specialist.

# National Toys For Tots Liaison Report



**FYSA Only – Non-MCL LCO's & USMC Reserve Units**

## Toys For Tots Detachment After Action Report & SOP

Which Detachments should self report?

**Supporting a Marine Corps Reserve Center**

**Supporting a non-MCL Local Area Coordinator**

**LCO's & USMC Reserve Units are NOT required to complete MCL AAR.**

**Detachments should be collecting their own data without bothering Coordinator!**

*Note: The TFT AAR & SOP is available to download at the League Library website  
[www.MCLeagueLibrary.org](http://www.MCLeagueLibrary.org)*



# National Toys For Tots Liaison Report



## FYSA Only – Non MCL LCO's & USMC Reserve Units



### DETACHMENT TOYS FOR TOTS AFTER ACTION REPORT

Submit to National MCL Toys For Tots Liaison



For Campaign conducted during October-December \_\_\_\_\_ Year

Department \_\_\_\_\_

Detachment Name & #: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Detachment Toys For Tots Chairperson: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Do you support a Marine Corps Reserve Center: \_\_\_\_\_ (Yes or No)

Reserve Center Name/Unit & Location: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Do you support a Marine Toys For Tots Foundation Local Area Coordinator: \_\_\_\_\_ (Yes or No)

Name of Campaign Supported: \_\_\_\_\_

Is the Local Area Coordinator a US Marine/FMF Corpsman \_\_\_\_\_? (Yes or No)

Is the Local Area Coordinator a Marine Corps League Member/Associate/Auxiliary \_\_\_\_\_? (Yes or No)

Total number of toys collected by Detachment: \_\_\_\_\_

Total amount of monetary donations collected by Detachment: \$ \_\_\_\_\_

Noteworthy event(s) participated in or sponsored by Detachment: \_\_\_\_\_ (use additional paper if necessary)

\_\_\_\_\_

\_\_\_\_\_

Submit this form electronically by email or USPS mail to:

Craig Reeling  
MCL National Toys For Tots Liaison  
102 Tidewater Drive  
Havre de Grace, MD 21078  
Craig.Reeling@MarylandMarines.org  
443-477-0670

Deadlines: 15 February for Mid-Winter Conference Report OR 15 July for National Convention Report (Only submit once per year.)



### Detachment After Action Report (AAR)



SOP & FAQ's

#### Purpose:

To create awareness of the full support the Marine Corps League provides to the Marine Toys For Tots Foundation. To capture all data from local Detachments who support the Marine Toys For Tots program. To share lessons learned, marketing ideas and unique fundraising events with the MCL membership. To generate a report by the MCL National Toys For Tots Liaison for each National Mid-Winter Conference and National Convention. To encourage Detachments not currently involved with the Marine Toys For Tots program to come aboard.

#### Background:

Marine Toys For Tots is an official program of the Marine Corps Reserve. The *Marine Toys For Tots Foundation* is the official IRS 501(c)3 non-profit organization that administers the TFT program nationwide. They oversee both the Marine Corps Reserve Unit Coordinators and approved Local Area Coordinators. The Marine Toys For Tots Foundation currently requires all Local Area Coordinators and Marine Corps Reserve Unit Coordinators to submit a comprehensive AAR directly to the TFT Foundation at the end of each campaign season.

If a Detachment supports a Marine Corps Reserve Unit, your contributions are rolled up into their data. The MCL at the national level has no way to track or give you credit for all the hard work done by your Detachment.

If your Detachment is an official sponsor of a local campaign, MCL National will receive your data beginning with the 2018 campaign season.

#### Completing the MCL Detachment Toy For Toys AAR:

The form is self-explanatory. Just answer the questions. You may include any noteworthy or unique event flyers, marketing ideas, fundraising events or volunteer appreciation awards/certificates, etc.

We understand that Detachments who support a Marine Corps Reserve Unit may have trouble estimating the number of toys or monetary donations when conducting joint USMCR/MCL operations. Typically the USMCR takes all the toys and donations with them. Do your best. What we are really looking for are any MCL specific events or fundraisers that only the MCL participates in and donates directly to a USMCR program (i.e. #1-Det has a table in the local mall worked only by MCL membership and collects donations and toys...count those toys and monetary donations prior to handing them off the USMCR; #2-Det holds a Rifle Raffle with all proceeds going to TFT; #3-Det makes a monetary donation out of their Detachment funds to a local TFT campaign).

NOTE: A Local Area Coordinator, where the MCL Detachment is your sponsor, is NOT required to complete our Internal MCL Detachment AAR unless you want to provide information that would be beneficial to the group.

#### Toys For Tots & MCL:

Detachment support of Toys For Tots must be coordinated with your Local Area Coordinator or Marine Reserve Unit Coordinator. That person is the only one who can authorize you to use Toys For Tots trademarked logos and should be made aware of any Toys For Tots monetary donations, toy collections or events in your area. Checks should be made payable to 'Toys For Tots' and given to the Local Area Coordinator for deposit.

Detachments can apply to become an official sponsor and create their own local campaign if you are in an area that does not have a TFT campaign or if the current TFT campaign covers a large area or multiple counties. Maybe the current program would support you breaking away and creating a separate campaign in your Detachment's area of responsibility. This needs to be coordinated with the current TFT campaign and the Marine TFT Foundation. Applications to become a new Local Area Coordinator must be submitted in the Spring. The TFT Coordinators Conference is held in September.

#### Frequently Asked Questions (FAQ's):

- I am a Local Area Coordinator, do I need complete the MCL Detachment AAR?
  - NO. Only if you wish to share unique ideas with the MCL. We will get your data directly from the Marine Toys For Tots Foundation.
- Where do I submit my Detachment Toys For Tots AAR?
  - Your Department level Toys For Tots Chairman or TFT Liaison, if one exists.
  - The Department should collect from each of their local Detachments and send them together as a group to the National TFT Liaison.
- How does my Detachment sponsor a Marine Toys For Tots program in my area?
  - Contact the Marine Toys For Tots Foundation at [www.toysfortots.org](http://www.toysfortots.org) and apply to become a Local Area Coordinator. Applications accepted in the spring.
  - Coordinate with your local Marine Reserve Unit if your detachment/city/town/county is located in their area of responsibility.
- How do I identify what Toys For Tots campaign covers my area?
  - Visit [www.toysfortots.org](http://www.toysfortots.org) and search by state and county. That will bring up the local campaign that covers your local city or county.
  - Each campaign has its own local Toys For Tots page as part of [www.toysfortots.org](http://www.toysfortots.org). Local contact info should be posted here.
  - An example is 'MD-Harford' covers Harford County, Maryland (<https://harford-md.toysfortots.org>)
- Can I abbreviate Toys For Tots as T4T?
  - No. The Marine Toys For Tots Foundation would prefer you use TFT.
  - T4T is not an authorized abbreviation.
- Who do contact with questions?
  - First contact your Department Toys For Tots Chairman or TFT Liaison, if one exists.
  - Second contact the National Toys For Tots Liaison by email (preferred) or by phone.
- Who has overall authority of the Toys For Tots program in my area?
  - The Local Area Coordinator who has been approved by the Marine Toys For Tots Foundation.
- Should the MCL and Toys For Tots work closely together?
  - YES. The MCL should work closely with the Local Area Coordinator to provide Marine support. This is a great opportunity to showcase how Marines give back to their local communities.
- Can my Detachment hold an event, fundraiser or become a toy drop site for Toys For Tots?
  - Yes. Coordinate with your Local Area Coordinator.
  - Local Area Coordinator must approve of all TFT trademarked logo's (including the TFT Train) in flyers or documents.
- What if my Detachment supports another kid's charity toy drive during the holiday season, do I need to complete the MCL Detachment AAR?
  - No. The MCL would like to request the name of the charity your Detachment supports and if there is a reason you do not participate in the Toys For Tots program.
  - Forward that information in an email to the National MCL TFT Liaison.

# National Toys For Tots Liaison Report

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## Questions?

Marine Corps League  
National Toys For Tots Liaison

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[MCLNational.org](http://MCLNational.org)

