

# TOYS FOR TOTS AFTER ACTION REPORT

For Campaign Conducted During October - December 2007

## Section I: Site Information

Reserve Site/Local Community Organization: 4th Supply Bn

Address: 7401 Warwick Blvd.

City: Newport News

State: VA

Zip: 23607-1595

Coordinator: GySgt Traves L. Darmock Phone: 757-247-6641

Fax: 757-247-6649

Asst Coord:

Phone:

Fax:

Population of area covered by your program: 550,436

Describe geographic area (sq mile, # of counties, etc.):

Our area of operations include the cities of Newport News, Hampton, Poquoson, and Williamsburg to include the counties of York, James, Gloucester, Mathews, Middlesex, Lancaster, and Northumberland covering an approximate area of 1,145 square miles and a population of 550,436.

## Section II: Contributions

### Toy Contributions

Toys brought forward from previous year campaign:	0
Total number of toys <b>collected</b> by your program ( <b>local collections</b> ):	25997
Total number of toys <b>purchased</b> with funds ( <b>local donations/grants</b> ) held by the Foundation (Local Account):	4447
Total number of toys <b>received</b> from the Foundation ( <b>includes TRU and targeted donations</b> ):	6590
Total number of toys:	37034
Total number of toys received from another UNIT: (If applicable, name of UNIT(s):	0
Total number of toys sent to another UNIT: (If applicable, name of UNIT(s):	0
Total number of toys distributed:	37034
Total remaining toys:	0
Total number of children receiving toys:	9948
Average number of toys given to each child:	3.72

Principal means of toy collection:

Toys for Tots collection containers places at over 200 different drop off locations across the geographic area above, Marines & Sailors worked eight hour shifts over the weekends at (4) local business, and conducted 34 Toys For Tots events.

**Principal means of toy distribution:**

In association with the local Salvation Army Chapters in Newport News and Williamsburg, the toys were distributed to the families who applied for assistance, along with several Non-profit organizations.

**Identify the top 5 major donors:**

1. Ft Eustis Army Base
2. Hampton Road Ladies of Harley Davidson
3. WNVZ Z104
4. The Runner's Source
5. McDonald Marine Service

**Monetary Contributions**

Funds transferred into local account by the Foundation	\$5473.00
Total amount of donations collected (after 1/15/2007): ***	\$36217.02
***(Excludes amount shown on line above)	
Total amount forwarded to the TFT Foundation:	\$36217.02
Donations not forwarded to the TFT Foundation:	\$ .00
Provide reasons all donations were not forwarded to the Foundation:	
Total amount expended for toy purchases:	\$40357.00
Total amount expended for other than toys:	\$12378.99
Percentage expended for other than toy purchases:	23.47%

**Section III: Community Support**

Was your unit supported by a local Toys For Tots Coordinating Committee, or other organization? Yes

If Yes: Committee/Organization name: Marine Corps League Yorktown Detachment #1173

Committee/Organization Chairperson: Marine Grosshans, Sr. Vice Commadant Sergeant

List any local celebrity chairperson(s) that supported your campaign:

Chair: NA Occupation: NA

List any local businesses that supported your campaign:

- |                           |                                 |
|---------------------------|---------------------------------|
| 1. KB Toys (Williamsburg) | 2. Walmart (Hampton)            |
| 3. KMart (Newport News)   | 4. Langley Federal Credit Union |
| 5. Hoss's Deli            | 6. Long & Fosters               |

List any local charitable organization that received toys from your campaign:

- |                                              |                                                 |
|----------------------------------------------|-------------------------------------------------|
| 1. Salvation Army (Newport News)             | 2. Salvation Army (Williamsburg)                |
| 3. Peninsula Assoc. Sickle Cell Anemia, Inc. | 4. R.E.A.C.H.                                   |
| 5. Office of Human Affairs Headstart         | 6. Hampton/Newport News Community Service Board |

## **Section IV: Media Support**

### **Television**

- |                                                                                            |   |
|--------------------------------------------------------------------------------------------|---|
| Total number of stations supporting Toys For Tots:                                         | 3 |
| Total number of TV events held:                                                            | 2 |
| List the TV stations supporting, and their network affiliation (ABC, NBC, CBS, FOX, etc.): |   |
| WTKR Channel 3 is the CBS affiliate for the Hampton Roads.                                 |   |
| WVEC Channel 13 is the ABC affiliate for the Hampton Roads.                                |   |
| WAVY Channel 10 is the NBC affiliate for the Hampton Roads.                                |   |

### **Radio**

- |                                                                                               |   |
|-----------------------------------------------------------------------------------------------|---|
| Total number of stations supporting Toys For Tots:                                            | 2 |
| Total number of radio events held:                                                            | 2 |
| List the radio stations supporting, and their network affiliation (ABC, NBC, CBS, FOX, etc.): |   |
| WNVZ Z104                                                                                     |   |
| WXMM 100.5                                                                                    |   |

### **Newspaper**

- |                                                      |   |
|------------------------------------------------------|---|
| Total number of newspapers supporting Toys For Tots: | 4 |
| Total number of newspaper events held:               | 4 |
| List the newspaper supporting:                       |   |
| Daily Press, Newport News, VA                        |   |
| The Langley Flyer, Langley Air force Base            |   |
| USS Carl Vinson (CVN 70)                             |   |
| Port Folio Weekly, Newport News, VA                  |   |

## **Section V: Comments**

1. List significant promotions or events that were effective:  
Toys R Us Toys for Tots Kickoff.  
9th Annual Toys for Tots 5K-10K Holiday Fun Run Sponsored by The Runners Source.  
9th Annual Ladies of Harley Toys for Tots Toy Ride.  
Ft Eustis Commanding Officer Holiday Fun Run.  
9th Annual Hoss's Deli Toys for Tots Toy Ride.  
WNVZ Z104 Toys for Tots Stuff the Bus.

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

1. Significant Problem; 2007 Tax Law preventing Marines from manning collection containers. Solution #1 The Marine Corps Toys for Tots Foundation (MCTFTF) provides receipts for all donations to be issued at the time of donation. Solution #2 Petition Congress to amend this law.

2. Significant Problem; Active Duty Operational Support (ADOS). Solution #1 Marine Forces Reserves (MFR) provide substantial funding to conduct Toys for Tots Campaigns. Solution #2 Battalion level commands budget and allocate substantial funding to local and subordinate units local Toys for Tots Campaigns.

3. Incidental Expense Fund Closed Out? Sent to Foundation - P.O. Box 1947? No

4. Foundation issued credit cards returned to P.O. Box 1947? Yes

5. Photos/articles submitted for use in Foundation newsletter? Yes