



Sedona School Board Review

January 9, 2023

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Agenda

- Who we are
- How It All Began
- Year in Review
- Each Child Receives
- Timeline
- Community Support
- Volunteers
- Distribution Site
- Inventory



Who We Are...The Marine Toys for Tots Foundation

- Thorough Details regarding the National Toys For Tots campaign can be found toysfortots.org.
- **MISSION:** The basic mission of the Marine Toys for Tots Program is to collect new unwrapped toys and distribute those toys to less fortunate children at Christmas.
- **GOAL:** The primary goal of Marine Toys for Tots is, through the gift of a new toy, help bring the joy of Christmas and send a message of hope to America's less fortunate children.
- **OVERVIEW:** In order to better execute the Program, in 1991 the Marine Toys for Tots Foundation was created at the behest of the Marine Corps.

How It All Began...

- Toys for Tots began in 1947 as the brainchild of Marine Corps Reserve Major Bill Hendricks. Actually it was his wife, Diane, who was the real inspiration. She had a few handcrafted dolls and asked Bill to deliver them to an agency that supports children in need.
- When Bill reported back to his wife that he could not find such an organization, she instructed him to “start one!”. Maj Hendricks and the Marines in his reserve unit in LA collected and distributed 5,000 toys in 1947.
- Seeing such successful community engagement in 1947, the Commandant directed all Marine Reserve Sites to implement a TFT campaign transforming it into a national community action program in 1948.
- Bill Hendrick’s civilian job was Director of Public Relations at Warner Brothers Studios. He was friends with many celebrities who he asked to help support the newly created Marine TFT Program. As a personal friend and as a favor to Bill, Walt Disney designed the first TFT poster which included a miniature three-car train that was subsequently adopted as the TFT logo.
- The Marine TFT Foundation, an IRS recognized 501 (c) (3) not-for-profit charity, was established in 1991 at the behest of the Marine Corps to help run and support the Marine Toys for Tots Program.
- In 1995, Congress allowed the Marines Corp League to run a Toys For Tots campaign in their local area. Local community organizations (LCO), such as SAVCO can now sponsor TFT.

Your Local Sedona Campaign

- Marine Toys for Tots Foundation
 - Region 6
 - SAVCO Sponsorship of Sedona TFT
 - Sedona Toys For Tots Campaign
 - **Leonard Barrow - TFT Coordinator**
 - US Marine served 1966 - 1970 Vietnam
 - Retired School Teacher SOCSO
 - Resident of the Sedona Area since the 1973
 - **Karen Barrow - TFT Assistant Coordinator**
 - Retired School Teacher COCSO
 - Both Leonard and Karen are retiring after 10 years of service.
 - **Angela Thomas - Coordinator in Training**
 - New Coordinator starting 2024
 - Resident of Sedona (VOC) for 7 years
 - Proud MoM (Mother of a Marine)
 - Began volunteering with T4T 3 years ago because I was missing my son in Okinawa. He spent 5 years there :-)



Year in Review

STATISTICS	RESULTS
Children Served:	1,098
Local Business Support w/Collection Boxes:	72
Total toys collected:	2,345
Amazon Wish List Donations:	105 toys, ~200 stocking stuffers, 15 books
PetSmart:	439 stuffed animals
Stuff the Bus:	195 toys (includes 3 bikes)
Seven Canyons:	214 toys (includes 35 bikes)
Top Businesses:	Sedona Airport 128 toys, Sedona Fire 100 toys, Clark's Market 81 toys, Jack Ross TFT Party 75 toys

Each Child Receives

Toys are bagged by family, each child receives the following:

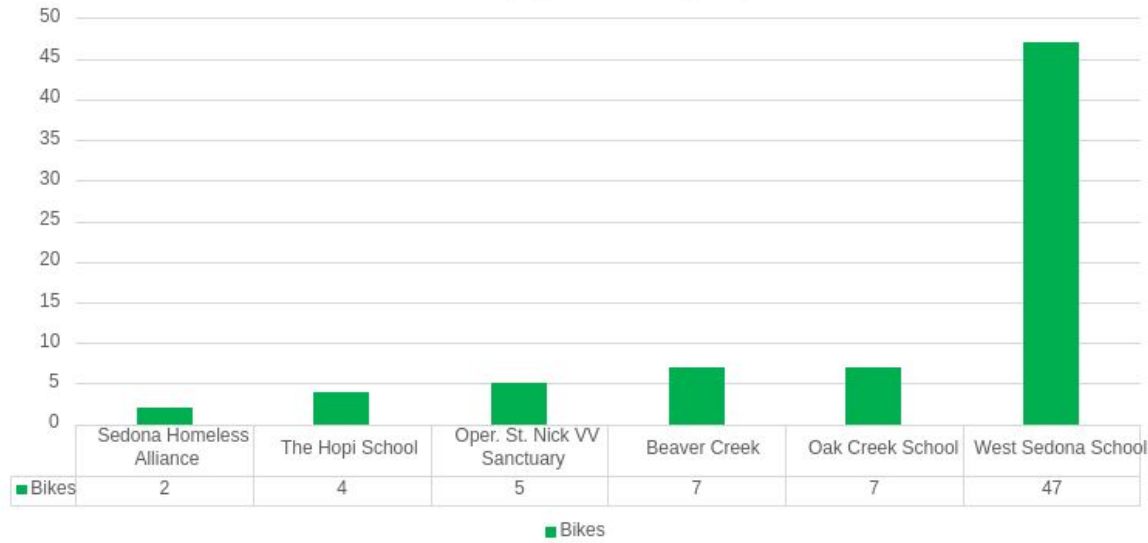
- 3 - 4 Toys
- 3 Stocking Stuffers
- 1 Stuffed Animal or Ball
- 1 Book
- Ages 3 - 10 also receive crayons and a coloring book

*Every preschool child in Sedona receives a stuffed animal and coloring book.



All applications are screened for duplications Groups	Children receivng bags of toys	Children receiving Bikes	Preschool Children receiving Stuffed Animals/color books
Sedona Community Food Bank	61		
Red Rock Jr High/ Special Ed students	39		
Oak Creek Maintenance	31		
West Sedona School & bikes	153	47	20
St. Vincent de Paul Food Pantry	99		
Individual Families/online registration	45		
Red Rock Rotary V V Sanctuary	10		
Sedona Homeless Alliance	17	2	20
Precious Stones stuffed animals			48
Montesorri School stuffed animals			18
Operation St. Nick VV Sanctuary	7	5	
Beaver Creek Kiwanis	105	7	
Oak Creek School	53	7	
The Hopi School, Hopitutuqaiki	250	4	
Dewey Toys for Tots	50		
	920	72	106
Total Children served			
	1,098		

Bikes (Ages 3 through 8)



Timeline



July/August	September	October	November	December	January
Planning <ul style="list-style-type: none"> *Website *Secure Warehouse *Budget Meeting *Reference West Sedona School Calendar schedule to define TFT Calendar 	Ordering <ul style="list-style-type: none"> *Promotional Items *Supplies (Bags, Tags, etc) *Solidify dates for fundraising events *Amazon Wish List *Toys/Books/SS orders *TFT Training Conference in VA 	Scheduling <ul style="list-style-type: none"> *Organize/Prep Collection Boxes *Begin Publicity Efforts *Respond to Online Registrations *Contact Schools / Agencies 	Child Registrations & Shipments <ul style="list-style-type: none"> *Attend Fundraising Events *Line Up Volunteers *Finalize BIKES detail *Distribute Boxes to site *Warehouse Set Up *Receive shipments & supplemental toys 	Distribution <ul style="list-style-type: none"> *Bagging days *BIKES day *Box pick up and toy collection *Schedule pick up/deliveries *Warehouse tear down *Certificates of Appreciation *Recognition Plaques 	Wrap Up <ul style="list-style-type: none"> *After Action Report to TFT Foundation

Community Support

Toys, Books, Stocking Stuffers

72 Local Businesses hold a
collection box

Jack Ross Toy Drive

City of Sedona: Stuff the Bus



Financial Donations



SunDowners Bar & Grill



Gift In Kind

Sedona Toys for Tots
Coordinators

SAVCO (21 bikes)



Volunteers

- Most Volunteers are SAVCO Members
- We use the following vehicles to ask for volunteers
 - FaceBook
 - Previous Volunteers get an email reminder to sign up again
 - Sedona Wish List
 - Sedona Chamber of Commerce
 - We plan to start using Instagram as well
- Family and Friends
- A total of 44 individual volunteers!!



Warehouse / Distribution Site

- We'd like to thank **Jennifer Chilton** for her continued support of Sedona Toys for Tots. Without her, we'd have nowhere to go. :-)
- We are not allowed to spend more than **15%** of our budget on overhead. This includes securing a warehouse.
- Sedona TFT is classified as a **Small** campaign.
- The foundation provides liability insurance for our distribution site.
- Again, THANK YOU, for your support.



Benefits and Challenges of Using a Classroom on Campus

BENEFITS

- **West Sedona School** is our “anchor” school that we primarily support.
- **Maria Ortega** and office staff are essential partners in our TFT campaign. They assist us in interacting with children to take bike measurements. **Maria** knows every child and family situation. She schedules our contacts for BIKES Day. She is bilingual and helps to proofread and interpret the responses. Her help is crucial.
- This **\$0.00 cost** location allows us to function within the parameters of the Foundation’s budget mandate.
- Our largest “bagging” day delivery is **onsite**.
- **Last minute** toys requests from West Sedona School can be easily fulfilled.

CHALLENGES

- **After School Program:** Children playing in the courtyard after school hours presented a challenge while bringing toys in and out and guarding the gate.
- **School Activity Interruptions:** This year we had 4 surprises we couldn’t plan for.
 - Fire Drill
 - Soft Shut Down when a “checked in” male couldn’t be found on campus
 - Dog Training Event
 - Fire Department Training
- **School Hours:** Required Check In and Out.
- **Security:** Someone entered the room (full of toys) while we were not present.
- **Set Up and Tear Down:** It takes a group of 10+ people to complete this task. We borrow pickup trucks, dollies, wagons, anything to help with the heft of all the tables and shelves that are needed.

Inventory...



Inventory

- We **don't** hold toys as **carry over** to the next year. Instead we give our extras (100's) to a neighboring TFT campaign or the Hopi Nation.
- This year, extra books were offered to the teacher's at West Sedona School for their classrooms.
- All of the equipment needed for the warehouse, we keep at various volunteer home(s). **Shelves and tables** are held in the garage of the Barrows. Bins of **administrative supplies** will begin to be housed at the Thomas'.
- **Collection Boxes** are kept all over the place in the homes of many SAVCO volunteers.
- **BIKES:** Additional space in the gym locker room is provided by Jennifer Chilton to house the bikes until distribution day. This seems much more secure than a classroom. It worked out really well.
- **Supplies** included but not limited to the following:
 - Bags, tags, zip ties, first aid kit, tables, shelves, refreshments for our volunteers, water, promotional items, signage, carry over stocking stuffers, collection boxes, dollies, wagons, etc.
- *If we could ask for the best case scenario...it would be to have a **permanent warehouse/classroom** location where all of this could be stored year after year. It would save a lot of time and effort.*

TOYS FOR TOTS



Thank You for Your Time