



NEWS RELEASE

May 2, 2019

FOR IMMEDIATE RELEASE

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Marine Toys for Tots Foundation Selects Further As Agency of Record For Digital Fundraising

Annapolis, MD – Further has been selected by Marine Toys for Tots Foundation as its new Agency of Record for digital fundraising effective April 15, 2019.

Toys for Tots began in 1947 as a Los Angeles charity effort by Major Bill Hendricks, USMCR with inspiration by his wife Diane. When they were unable to find a charitable organization to help donate Diane's homemade dolls to children in need, Diane instructed Bill to start one.

Enlisting the help of local Marine reservists, they collected 5,000 toys for local children from collection bins outside Warner Brothers movie theaters. This successful effort led to the creation of Toys for Tots as a national campaign in 1948 under the direction of the Commandant of the Marine Corps.

The Marine Toys for Tots Foundation, a 501 (c) (3) not-for-profit charity, was established in 1991 at the behest of the Marine Corps to provide support for the program. Presently, the Marine Toys for Tots Program distributes an average of 18 million toys to 7 million less fortunate children annually.

Further will help the Marine Toys for Tots Foundation grow awareness and engagement with this mission through a digital fundraising program with specific focus on strategic planning, campaign development, media buying, and site optimization services.

“In selecting a partner to help expand Marine Toys for Tots Foundation’s digital fundraising program, we felt confident Further was the right choice,” said Ted Silvester Col, USMC



(Ret), VP, Marketing and Development, Marine Toys for Tots Foundation. “Their focus on delivering revenue in a highly efficient manner and their enthusiasm for the work we do makes them an ideal partner to help the Foundation realize the potential of digital fundraising.”

“We are honored to have the opportunity to help Marine Toys for Tots build and optimize their digital fundraising program,” said Patrick Frame, Further’s Managing Partner. “Toys for Tots is highly visible in communities during the holiday season, but it takes a year-round effort and revenue stream to pull that all together. Our team looks forward to sharing the Marine Corps’ positive image and community-based involvement to reach new audiences and encourage even greater participation and support.”

Further continues to gain recognition as a leading direct response agency focused on helping nonprofits strategically navigate the complexities of digital fundraising. The company was founded on the philosophy of being *Driven by Data, Powered by People™* and is intensely committed to achieving fundraising scale and efficiency within the fragmented digital landscape.

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