Dear Friends,

Children are dreamers.

They dream big. They dream beyond their circumstances. They dream of the important things that are on the horizon: where they will go, who they will be, what they will be when they grow up. They dream of things that are complex: will they find reassurance when they are sad, will they find companionship when they are lonely, will they find someone to share in their happiness when they are proud? They dream of things that could be simple: will they get to play, will they get a toy to love and play with? Children in poverty, foster children waiting for a home, children in military families facing prolonged separation from their families, kids undergoing cancer and medical treatments, and many others share something in common. They are children and they need to play and be free to be kids.

I believe in dreaming big. At TIF, we have made a commitment to serve these children in need and to honor this commitment, the commitment you and I made together. We must dream big, too. We must set big goals, achieve them, and surpass them. It is imperative we do this because our achievements translate directly to children served, smiles lit up, dreams inspired, and wishes granted. That is the magic of play. That is the magic of the Toy Industry Foundation.

I’m truly honored to share this 2016 Year in Review with you and am humbled by the record-breaking, landmark year that it was—thanks to our enthusiastic supporters like you. In 2016, TIF served more than four million children in need, continuing our pattern of exponential growth and impact through our successful programs and partnerships.

2016 was a year where no dream was too big, no goal was too high, and no boundary too tough to shatter. We worked hard for our kids, and we succeeded beyond our wildest expectations. This is who we are as a Foundation, and we will keep dreaming big and delivering—because we care so much about our mission. With your support, we will continue to deliver happiness through the joy and comfort of play to children who need us most across the nation and around the world.

Thank you for your commitment to TIF. Thank you for helping us reach for the stars—and catch a few!

With Gratitude,

Jean Butler
Executive Director
The Toy Industry Foundation is a 501(c)(3) children's charity whose mission is to provide joy and comfort to children in need through the experience of toys and play.

- TIF serves children who are sick, impoverished, in foster care, in military families, and those suffering in the wake of devastating natural disasters.

- TIF's programs are national, and have been featured on The TODAY Show, NBC Nightly News, and other local media outlets.

- TIF has provided nearly $200 million in toys to more than 23 million children in need around the globe since our inception in 2003.
At a Glance: TIF Impact in 2016

- In 2016, TIF served 4.1 million children in need, triple the number served in 2015.

- TIF served 71,000 foster children through our national partnership program with Court Appointed Special Advocates (CASA).

- In 2016, 22,000 CASA advocates were trained through TIF financial support.

- In 2016, TIF’s *Play Comforts* program with Boys & Girls Clubs of America Military Services (BGCA) was completed after a highly successful seven-year partnership. We served more than 1.7 million children in military families living on 243 installations around the globe.

- TIF launched a ground-breaking research partnership with Nemours Children’s Health System, exploring what trauma-informed care and play means to children and their families.

- TIF launched the first-ever online retailer program featuring Toy of the Year (TOTY) Finalists and Winners in partnership with Amazon and Toys “R” Us.

- In 2016, TIF launched a special program with Amazon-In-Kind, bringing holiday joy to foster kids, providing them 28,000 toys from the Toy Wish List over a three week period!
The Toy Bank

We can’t think of anything more beautiful than the big, genuine smile of a happy child.

There is no greater purpose at the Toy Industry Foundation than helping a child in need smile. We accomplish this through our signature program, the Toy Bank. To date, TIF has provided smiles for more than 23 million children in need globally. The Toy industry has generously donated $200 million worth of toys since the Toy Bank commenced distributions in 2003.

TIF collects millions of toys from toy industry manufacturers, retailers, licensors, and distributors. The Toy Bank makes play possible for families living in poverty, foster children, military families, kids undergoing medical treatments and many others.

In 2016, Toy Bank donors shattered all previous records and donated $47 million worth of toys. This enabled us to put smiles on the faces of more than 4 million children in need—triple the number served in the prior year.

“Children from Milwaukee’s central city gathered together to receive their very own brand new toy—for some the first new toy they have ever owned. The children were thrilled to play with the toys, enjoyed the wonderful weather, had a great time in a safe environment, got some exercise, and received hope for the future!”

—New Threads of Hope, Wisconsin Toy Bank Recipient
National Partner:
CASA for Children

What does a brand-new toy to call their own mean to a foster child?

It is a symbol and critical reminder that these children matter, and that they are not forgotten. TIF is committed to providing those toys and that hope to children in foster care around the country. Since 2013, TIF has partnered with Court Appointed Special Advocates (CASA) to provide hundreds of thousands of toys for foster children. We also provide grant funding to train quality volunteers in becoming one-on-one advocates for each child.

In 2016 alone, TIF served over 70,000 foster youth. Additionally, festive toy industry-wide employee volunteer events, called Play Your Part, were conducted in Los Angeles and Chicago. These toy distribution initiatives collectively served more than 30,000 foster children in 2016.

Together, TIF and CASA have provided toys valued at nearly $3 million for 300,000 foster youth across the country and have trained more than 80,000 special advocates to help build trust with those children through play.

“The smiles on the little faces were priceless. Even a few tears from moms and foster care moms that just couldn’t afford to get them for their kiddos. There were plenty of hugs and thank-yous to make the day even better.”

—Erica Rae’s Kids, Colorado
National Partner:
Boys & Girls Clubs of America

It’s not easy being away from the ones you love. Not if you’re a child and that person is your mom or dad. Not if you are serving your country and miss your child and family.

TIF recognizes the sacrifices made by our nation’s military families, which is why we partnered with Boys & Girls Clubs of America (BGCA) back in 2010 to serve them.

In 2016, TIF’s partnership was completed after a highly successful seven years serving 1.7 million children in military families at 243 installations around the globe. Together with BGCA, TIF built the first-ever national toy distribution program, which we called Play Comforts, that served every branch of the U.S. military. The toy industry donated $6.4 million in toys to support this program.

We sought to ease the stress of military families, show our appreciation for their sacrifices, and bring these families together through play. TIF also hosted play event celebrations domestically and internationally, bringing together American servicemen and women with their children. Together with BGCA, we are proud to have shared these joyful moments of play and family togetherness.

“We’ve lived on base for two years and the hardest thing is having to see the children re-establish a support network each time we move. It’s especially hard on my older kids who experience different types of peer pressure at each school. They worry about how to fit in, act, and what to say and wear—just so they aren’t judged. It’s nice to see that an organization like yours appreciates and understands what the kids have to go through. Thank you for providing them with a day free of worries.”

— Staff Sergeant Garrett K., active-duty military parent and father of four children; ages 1, 5, 14, and 16
National Partner: Nemours Children’s Health System

Being hurt, sick, or in pain is the opposite of what a child wants and needs—it is bewildering, frightening, traumatic, and scary.

In 2016 TIF proudly launched a ground-breaking partnership with Nemours Children’s Health System. TIF’s $400,000 grant will fund research which will allow us to explore what trauma-informed care means to children and their families coping with injuries, illness, and pain.

We will learn more about how children and families experience healthcare and identify ways that play can become a part of trauma-informed patient care. Research findings will then be used to develop play materials and approaches that will aid the healing and recovery process among pediatric patients. We hope to significantly reduce and prevent traumatic stress reactions in children and their families in the hospital setting and beyond.
## 2016 Revenue & Support

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Kind Support of The Toy Bank</td>
<td>$47,396,276</td>
</tr>
<tr>
<td>Toy of The Year Awards Special Event Net Revenue</td>
<td>$690,576</td>
</tr>
<tr>
<td>Leaders Circle, Corporate Support, and Other Fundraising</td>
<td>$540,518</td>
</tr>
<tr>
<td>Donations From Toy Industry Association, Inc.*</td>
<td>$598,548</td>
</tr>
<tr>
<td>Investment Income</td>
<td>$34,493</td>
</tr>
<tr>
<td><strong>TOTAL REVENUE &amp; SUPPORT</strong></td>
<td><strong>$49,260,411</strong></td>
</tr>
</tbody>
</table>

*Includes TIF staff salaries and allocations of other Toy Association staff salaries.

## 2016 Expenses

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program Services &amp; Grants</td>
<td>$48,200,826</td>
</tr>
<tr>
<td>General &amp; Administrative</td>
<td>$253,290</td>
</tr>
<tr>
<td>Fundraising &amp; Marketing</td>
<td>$485,649</td>
</tr>
<tr>
<td><strong>TOTAL EXPENSES</strong></td>
<td><strong>$48,939,765</strong></td>
</tr>
</tbody>
</table>

## Where does our spending go?

Almost 99% of our revenue goes toward services and grants that our programs provide to help get toys to the children who need them most.
Fundraising Programs with Toys “R” Us and Amazon

Toys “R” Us

In 2016, TIF launched the first-ever online retailer program featuring Toy of the Year (TOTY) Finalists and Winners with Amazon and Toys “R” Us. Consumers received unprecedented access to top-rated toys to assist them with their holiday shopping needs. TIF raised $382,500 from this campaign. Campaign proceeds funded our initial phase of research with Nemours Children’s Health System.

Amazon

TIF also launched a special program with Amazon-In-Kind to bring joy to foster children during the holidays.

Together we were able to give the gift of play to more than 28,000 children in foster care, providing a more joyful holiday!
Champions

Benefactors

Corporate Donors
### Corporate Donors

#### Philanthropists ($5,000–$9,999)
- Barnes & Noble
- Delta Children
- China Toy & Juvenile Products Association
- Fat Brain Toy Co.
- Funrise Toys
- Magformers
- NECA
- The Noble Collection
- Playmates Toys, Inc.
- The Pokemon Company International
- TOMY
- QMx
- Step2
- Toy Industry Association
- NBCUniversal Brand Development
- Warner Bros. Consumer Products

#### Supporters ($1,000–$4,999)
- American Plastics
- Bandai America
- Blue Plate Media Services
- Blue Orange Games
- Build-A-Bear
- Coyne PR
- Dallas Market Center
- Educational Insights
- Funko LLC
- Goodbaby Holdings
- GUND
- ICTI CARE Foundation
- Imperial Toy
- International Arrivals
- John Amerman
- K.I.D.S./Fashion Delivers, Inc.
- Learning Resources
- Litzky Public Relations
- Mastermedia Deals
- Munchkin, Inc.
- Radio Flyer
- Razor USA LLC
- Reuben Klammer Toylab
- Rubie’s Costume Co., Inc.
- SoapSox
- The NPD Group
- Toy Shippers Association, Inc. (TOYSA)
- Women in Toys
- WowWee

#### Friends ($500–$999)
- 4Kidz, Inc.
- Auldey Toys of North America
- Cloud b
- Cryptozoic Entertainment
- Empire Packaging and Displays
- Factory Entertainment
- Fashion Institute of Technology
- Fibre-Craft
- GennComm
- GES
- Gourvitz Communications
- Intertek
- Keller and Heckman LLP
- Marks Paneth LLP
- Micro Kickboard
- Monogram International, Inc.
- Norman and Arlene Fabricant
- Otis College of Art and Design
- Partnership
- Sean McGowan on behalf of Liolios Group
- Silverlit
- T.S. Shure
- TekConn
- Thames & Kosmos
- The Halo Group
- The Marketing Store Worldwide
- Uncle Milton Industries
- Wood Expressions
- Wooky Entertainment

#### Contributors ($100–$499)
- Almist Sales
- Ann Williams Group
- ARCKIT Div. of MBM Building Systems
- Art’s Ideas (Division of RKG)
- Aurora World, Inc.
- Ball, Bounce and Sport Inc./Hedstrom
- Bananagrams, Inc.
- Bruder Toys America
- Calliope Games
- Capper & Associates
- Faber-Castell/Creativity For Kids
- Filo Import Inc.
- Harrisville Designs Inc.
- Hill Capitol Strategies, Inc.
- IAmElemental
- Imagine Toy Company
- International Playthings
- Jax Ltd., Inc.
- KI'Designs, Inc.
- Klopow Games
- Maggie Young & Associates, Inc.
- Meltec Solutions Ltd.
- MPOWERD Inc
- Neil B. Friedman Associates
- Party Animal, Inc.
- Play Visions Inc.
- Punkinfutz, LLC
- Rep Marketing, Inc.
- Rotter Creative Group
- The Goldberger Company
- The Michael Kohner Corporation/Longshore Ltd.
- ToyLab
- Trendex Group Ltd.
- Wicked Cool Toys
- Write Brain World
- Zorbitz, Inc.
### Leaders Circle Donors

#### Diamond ($2,500+)
- Pat & Kathy Feely
- Neil & Amanda Friedman
- David & Linda Hargreaves
- Jeffrey Rosen
- Caren Shalek
- Richard Barry
- Pete and Molly Henseler in memory of Jack Beck Rogers

#### Platinum Plus ($1,500–$2,499)
- Fred Lifschutz
- James A. Pepe
- Bob and Amy Wann
- Maggie Young

#### Platinum ($1,000–$1,499)
- John Amerman
- Howard Beige
- King Cheng
- Gerald Cleary
- Robin & Jim Engle
- John Gessert
- Alan G. Hassenfeld
- Ann and Gerrick Johnson
- Alan Kaufman
- Tim Klipin
- Reuben Klammer
- Michael Kohner
- Michele Litzky
- Robert Pasin
- Howard Roffman
- Don and Karen Rosenwinkel
- William To
- Jamie Uitdenhowen
- Michael Varda
- Al Verrecchia & Family
- Nancy Zwiers

#### Gold ($500–$999)
- Laurie Sharrock & Duncan Billing
- Ellen Block
- Michael & Patricia Conger
- Judith Ellis
- Charlie Emby
- John Frascotti
- Leslie Friedland
- Howard Friend
- Kelly Gilmore
- Robert Grebler
- Geoffrey Greenberg
- Robert Grey
- Sharon Hartley
- Amanda and Kevin Johnson, Turner Foundation Fund
- Thomas Kalinske
- Michael and Kimberley Keaton
- Thomas Keoughan
- Steve and Wendy Pasierb
- Jerry and Jane Perez
- Shirley and Paul Price
- Genna Rosenberg
- Anthony Tesoro

#### Silver ($250–$499)
- Nancy Arnold
- David Bean
- Joel Berger
- Bernadette Boyle
- Mr. & Mrs. Drew Brazer
- Kenneth Ebeling
- Howard Fleischer
- Brian Goldner
- Art Hirsch
- Suzanne Hollensbe
- Brian Jablon
- Christopher Johnson
- Elizabeth Kalodner
- Linda Kapnick
- Jeffrey Kennis
- Vince Klaseus
- Timothy Klein
- Julianne Lennett
- Bob Ludeman
- JoAnn and Albert Marengo
- Tony Martinson
- Anne McConnell
- Michael McFadden Jr.
- Lisa McKnight
- Sally & Stephen Mickelberg
- Julian Montoya
- Thomas W. & Susan M. Neville
- Beatrice Pardo
- Jim Petrone
- Rita Chang and Bill Quinlan
- Maura Regan
- Beth J. Reiling
- Bert Reiner, Reiner Associates
- Larry Rosen
- Steve Scebelo
- Travis Severance
- John Sinclair
- Jerry Smith
- Melissa and Michael Sorvillo
- Scott Stiner
- Fendy Susanto
- Peter Tiger
- Steve Totzke
- Nina Williams
- Mark S. Zeller
A Broader View, Inc.
ActivePlay Toys & Games Inc.
Aerobie, Inc.
Aeromax, Inc.
Agglo Corporation Ltd.
Akidsbrand Ltd.
Albert Whitman & Co.
Aldo, LLC d.b.a. Balloon Blast
ALEX Brands
Alliance Game Distributors, Inc.
Allied Products
Amav Enterprises Ltd.
American Educational Products, LLC
American Plastic Toys, Inc.
Amloid Corporation
aNb Media
Anjar Co. & Becker Associates, LLC
Ann Williams Group, LLC
Apple Park, LLC
ARCKIT Div. of MBM Building Systems
Arete LLC d.b.a. Zylie & Friends Annimate, Inc.
ASA Products, Inc./Mobo Cruiser Ata-Boy, Inc.
Auldey Toys of North America
Aurora World, Inc.
B4 Adventure
Back Alley Traders
Ball Bounce & Sport Inc. / Hedstrom
Bananagrams
Bandai America Incorporated
Banghart-Corin & Associates
Barnes & Noble, Inc.
Baxbo Games
Be Amazing! Toys
Bendon, Inc.
BERC USA
Best Ride On Cars
Beverly Hills Teddybeat Co.
Big Jigs Toys
Bling2o
Blip Toys
Bloom Games Ltd.
Blue Orange Games
Bobbieheads.com
Bojeux, Inc.
Bolaball, Inc.
Boston America Corp.
Boulding Blocks, LLC
Bounceboards, LLC
Brainstorm Products, LLC
Brer Rabbit Toys, LLC
BRIGHT of Sweden
BRIO Corporation
BRMB
Brooklyn Lollipops Import Corp.
Building Creative Kids, LLC / Brackitz
Butterfly North America
BuyGiftSave.com
C.R. Gibson
Calliope Games
Calm Island Co., Ltd.
Cardborders, LLC
Cardinal Industries, Inc.
Cartamundi USA
Cartoon Network
Casdon Toys
Ceeceo, Inc. and Gamewright
Charisma Brands, LLC
CHH Quality Products, Inc.
Child’s Play
ChizioComm Ltd.
Classic International Co., Ltd.
Cloud b
CMON, Inc
Cobra RC Toys
ColArt Americas, Inc.
College Savings Dolls
Colorbok LLC
Corolle Dolls
Crayola
Cra-Z-art
Crazy Aaron’s Puttyworld
Creative Products, Inc.
Crocodile Creek
Cuddle Barn
Darice
Daydream Toys
DEMDACO
DFRobot
DGL Group, Ltd.
Diggin Active, Inc.
Digital Game Technology
Direct Global Deals
Discovery Games
Disney Consumer Products
Do-A-Dot Art
Dongguan Jiaheng Toys Co., Ltd.
Dowdle Folk Art
Dream Big Toy Company
Dream Blocks
dreamGear, LLC
Dreamland Fairy
Dulcop America, Inc.
DuneCraft
Educational Insights
eeBoo
Elenco Electronics, Inc.
Ell & Nooli
Endless Games
Engino Toys
Entertainment Earth, Inc.
Entertainment One
Enviro-Mental Toy Co., Inc.
EQtainment
Eurographics Inc.
Evergreen (C.P.) USA Inc.
ExactlyU, LLC
Excell Marketing
Excellence Learning Corporation
EzyRoller LLC
Faber-Castell USA/
Creativity for Kids
Factory Entertainment, Inc.
Fan Hands, LLC
Fantasma Toys, Inc
Fashion Angels
Fat Brain Toy Co.
Fibre-Craft, LLC
Flash Sales
FlashingBlinkyLights.com
Flat River Group, LLC
Flexible Flyer Sleds
Flybar
FlyCatcher Inc.
Flying Wheel
Fotorama USA, LLC
FoxMind Games
Franklin Sports
Fremont Die Consumer Products, Inc.
Fundamentals Toys Limited
FunDeco LLC
Funrise, Inc.
Funkskool & TOOBEEZ
Gaiam
Galt Toys
Games by BRIGHT of Sweden
Games Workshop
Gameware Pte Ltd
Toy Bank Donors

Gann Memorials LLC
Gayla Industries, Inc.
Gelli Arts
Gem Center USA
GeoCentral
GeospacePlay
Geotoys, LLC
GLD Products
Golden Sales
Goliath Games
Gorgeous Products, Inc.
Great Circle Works, Inc.
Green Kids Club, Inc.
Green Toys
GreenLight Collectibles
Group Sales
Guangdong Huile Toys Ind’I Co Ltd
Guangdong Xinyu Technology Industrial CO., LTD.
Guidecraft USA Inc.
GUND, a division of Enesco, LLC
Handstand Kitchen
Hap Palmer
Harper Collins Publishers
Hasbro, Inc.
Heidi Season, LLC/
Tug and the Tooth
HEXBUG / Innovation
First International
Horizon Group USA
Hot Focus, Inc.
Hotaling Imports Inc
Houghton Mifflin Harcourt
HSP Nature Toys
Huizhou Wodong Sports Goods Co., Ltd
IAmElemental
Identity Games International B.V.
ImagAbility, Inc.
Image Comics/Howtoons
ImmPlay Inc.
Imperial Toy LLC
Imports Dragon-ID Toys
Innovative Designs
Insect Lore
International Arrivals
International Playthings, LLC
ITSPHUN
Jada Toys, Inc.
JAKKS Pacific
JA-RU, Inc.
Jax Ltd. Inc.
Jazwares
JC Toys
Jet Creations, Inc.
Jiangsu Guotai International Group Guomao Co., Ltd
Jiangsu Holly Everlasting Inc.
Joint Merchant, LLC
Joylabz
Jungle Jumparoo
Jupiter Creations
Just Play, LLC
Kahootz. LLC
KanJam, LLC
KaZAM, LLC
Kendama
Khazana Toys Private Limited
Kid Galaxy
KidDesigns
KidKraft
Kids Preferred
Kidstech LLC
Kidz Delight Ltd.
Kidzaw Inc.
Klutz
K’NEX Brands
Kristal Educational Inc.
Laavva LLC
LaFayette Puzzle Factory (LPF Ltd.)
Latex Occidental Exportadora, S.A. de C.V
Laurent Doll, Inc.
LeapFrog Enterprises, Inc
Learning Resources
LEGO Systems, Inc.
Levi International LLC
Lionel, LLC
Little Colorado, Inc.
Little Cosmetics LLC
Little Kids, Inc.
LittleMissMatched
Litzky Public Relations
LocoRobo Innovations
Loot Crate
Lorraine T. Bozeman & Associates
Lovee Doll & Toy Co., Inc.
Luke’s Toy Factory
Lulu Press, Inc. dba Lulu Jr.
Macmillan
Madame Alexander
MAF Industries, Inc.
Magformers, LLC
Magnet Ltd
Marlon Creations
Marshmallow Fun Co.
Marvel Education / Cre8tive Minds
MasterPieces Puzzle Company
Mattel, Inc.
Maui Toys, Inc.
Maxim Enterprises
Maya Toys
Mayfair Games
MegaFun USA
Melissa & Doug, LLC
Mellow Militia / Tiki Toss
Merchant Ambassador (Holdings) Ltd.
MerchSource, LLC
Merry Makers
Mindscape Products, Inc.
Miniland Educational Corp.
Molina Enterprises
MonKeying Around
Montco Crafts
Moose Toys Pty Ltd.
Morgan Cycle LLC
MOTA
Munchkin, Inc.
Muse Artist Management
MW Wholesale/Mindware
My Ballerina Doll
Natalia Marketing Corporation
National Geographic Publishing
National Sporting Goods
Neko World, Inc.
New Adventures LLC
New Capable Industries
New Tech Kites
New-Ray Toys (California) Inc.
Ningbo GuDong Creativity Technology Co., Ltd.
Ningbo Jiangbei Wewin Industrial & Trade Co., Ltd.
Ningbo Viga International
NJ Treasures, LLC
NMR Distribution America
Noochie Golf
North American Bear Company
North Star Games LLC
Nowstalgic Toys
NSI International Inc.
NXT Generation, Inc.
OgoSport
Oops SA
Oyo Sportstos, Inc.
Pacific Cycle LLC
Pacific Play Tents
Pacon Corporation
PalPlay Ltd.
Papoose Toys
Paragon Child Products Co. Ltd.
Parragon Books
Parris Manufacturing Company
Party Animal, Inc.
Passback Sports
Paul K. Guillow, Inc
Pavlovz Toyz-(a division of EVT)
PBC International
Peaceable Kingdom
Penn-Plax
Perisphere & Trylon, Inc.
Perry Teri Toys
PetHeadz LLC
PieceMaker Technologies
Piggy Paint
Toy Bank Donors

PlanToys, Inc.  
Plastic Technology, Inc.  
Play 5  
Play Visions Inc.  
Playmates Toys  
Playmobil USA, Inc.  
PlayMonster LLC  
Popular Playthings  
Potex Toys Manufacturers  
PPO! Kids Books  
Primary Colors  
Prince Lionheart  
Prodotto  
PSI Publisher Services, Inc.  
Pumponator Fun, LLC  
Quantum Mechanix, Inc.  
R&R Games, Inc.  
Radio Flyer  
Ravensburger USA, Inc.  
Razor USA, LLC  
R-Biz Associates  
Recent Toys USA  
Redwood Ventures Ltd.  
Regal Doll Carriages  
Re-Marks Inc.  
Revell Inc.  
Rhode Island Novelty  
RJM Licensing, Inc.  
Robert Frederick Ltd.  
RoomMates Division of York Wallcoverings  
ROXO, LLC  
Rubbabu  
Russ Berrie, a Division of Grant & Bowman, Inc.  
Safari Ltd.  
Sago Sago  
Sanalife USA  
Sandbox Trading, Ltd./Yookidoo  
Santoki LLC  
Sbyke USA, LLC  
Schoenhub Piano Company  
School Zone Publishing Co., Inc.  
Schylling Toys  
ScienceWiz  
SD Toys  
Sentosphere USA  
Shandong Yongwang Arts & Crafts Co., Ltd.  
Shantou Bana Import & Export Co., Ltd.  
Shantou Lisan Toys Co., Ltd.  
Shantou Xuanda Trading Co., Ltd.  
Silverlit Toys  
Singing Machine  
Siu & Sons International Trading  
Skill Toy Supply  
Sky-Blue Gifts & Toys Co.Ltd.  
SLIDA Pty Ltd  
Smart Toys & Games, Inc.  
Smart Trike USA  
SmartLab Toys  
SNIA Interactive  
Sophia’s Heritage Collection  
Space Scooter  
SpiceBox Product Development Ltd.  
Spicy Doodles Gaming, Inc.  
Spikeball, Inc  
Spin Master Ltd.  
Spin-Balls  
Sticker Farm  
Street Surfing Investment, Inc.  
Summer Infant/Kiddopotamus  
Sun Lin Toys  
Sunshine Sales, Inc.  
Super Impulse Ltd.  
Super Kids International Co., Ltd.  
Sweet N Fun Ltd.  
SwimWays Corporation  
T.S. Shure  
Tactic USA  
TAG the Art Game  
Tangle, Inc.  
TDC Games, Inc.  
Thames & Kosmos  
The Book Foundation  
The Bridge Direct  
The Button Nose Kidz, LLC  
The CHILLAFISH Company n.v.  
The Creativity Hub LLC  
The Goldberger Company  
The Learning Journey International LLC  
The Little Architect  
The Manhattan Toy Company  
The Meeting Point  
Guangzhou Office  
The Michael Kohner Corp/Longshore Ltd.  
The Noble Collection  
The Ohio Art Company  
The Orb Factory  
The Original Toy Company  
The Piggy Story  
The Puppet Company  
The Queen’s Treasures  
The Step2 Company, LLC  
The Tin Box Company  
The Toy Association  
The United States Playing Card Co.  
The Upper Deck Company  
The Walt Disney Company  
Thin Air Brands, LLC  
ThinkFun, Inc.  
ThinkGeek, Inc.  
Thoughtful Toys Inc.  
Tigres Ltd.  
Titan Merchandise  
TMi Toymarketing Internatonal, Inc.  
TOMY International  
Toy Insider LLC  
Toy State  
ToysLab Entertainment  
ToyTixx, Inc.  
Trends International Corp.  
Tri-Great USA Corp.  
Triumph Plant Co.  
Tubby Table Toys  
Twizmor! Games  
Two Bros Bows, LLC  
Ty Inc.  
UCC Distributing  
UL  
Uncle Milton Industries  
United Healthcare Children’s Foundation  
University Games Corp.  
UPD Inc.  
USAopoly  
Valtech LLC  
Vandor  
Velcro USA Inc.  
Vision Street Publishing  
VTech Electronics North America, LLC  
WABA Fun, LLC  
Waboba, Inc.  
Wallaby Boomerangs Canada  
Warm Fuzzy Toys  
Warner Bros. Interactive Entertainment  
Watchitude  
Water Sports, LLC  
Westminster, Inc.  
White Mountain Puzzles  
Wicked Cool Toys  
Wiggles 3D Incorporated  
William Mark  
Winland / Teamson  
Winning Moves, Inc.  
Woma Toys Manufacturer  
Women In Toys  
Wonder Forge  
Wood Expressions, Inc.  
Wooky Entertainment  
Worldwise Imports  
WowWee  
WRITE BRAIN BOOKS  
Wyla, Inc. Just Pretend Kids  
Xiamen C * H Import & Export Co.Ltd.  
Xtraordin Air Toys  
Yesanime, Inc  
Yey Toys  
YULU International Limited  
Yyvolution USA, Inc.  
Zhejiang Huangyan Hongxing Crafts Factory  
Zhongshan Haijilun Cultural And Ed. Product Co., Ltd.  
ZING  
ZURU Toys
Charity Recipients

Advocates Against Family Violence
Aid for Kids
Al’s Angels
America Cares Too
Angelwish.org
ARC of Bergen and Passaic Counties
Arizona Helping Hands
ARMS
B.A.B.E. of Whitley County
Boise Rescue Mission
Boys & Girls Club of Huntington Valley
Boys and Girls Clubs of America*
Bronxworks
CASA for Children*
Catholic Big Brothers and Sisters
Catholic Charities of Southern Nevada
Cherry’s Kids
Children’s Hunger Fund - San Antonio
Child S.H.A.R.E.
Children’s Dream Fund
Children’s Hunger Fund - Homewood, IL
Children’s Hunger Fund - Sylmar, CA
Children’s Hunger Fund - Dallas
Children’s Service Inc.
Chinese Christian Herald Crusades
Christian Appalachian Project/Operation Sharing
Christmas For Kids Year ’Round
Church B53
Citizens Caring for Children
City Reach
Coalition for Children’s Christmas Toys
Community Food Bank
Community Food Bank (Grand Prairie)
Community Resource Center
Comprehensive Community Action Program
Convoy of Hope
Cullifff Grove Resource Center (Grand Prairie)
Cullifff Grove Resource Ctr
Daniels Challenge
Diocese of Saint Augustine
Dolls for Daughters
Domestic Violence Intervention Services
Dream Center
Educational and Treatment Council Center
Erica Rae’s Kids
Eureka Kids
Family Intervention Services, Inc.
Feed The Children
Fort Bragg
Fort Campbell
Fort Hood
Fort Leonard Wood
Franklin Junior Foundation
Friends of the Jefferson Public Library
Give Kids the World
Guadenzia
H.E.R.O.E.S Care MO
H.E.R.O.E.S. Care
Hands in Service
Haven House Services
Holly House Project
Holy Family Church
Homeless Voice - COSAC Foundation
Hope America
Hope Charitable Svcs (Philippi)
Hope NYC
Hope Supply Company
Horton’s Kids
Housing Works
Human Needs Food Pantry
ICM Food & Clothing Bank
IKANN
Jackson Avenue Family Residence
Jenesse Center, Inc.
JennaBears Foundation
Jordan Outreach
Joshua’s Storehouse
Journey Family Church
Just Believe (Grand Prairie)
Just Believe International
KIDS/Fashion Delivers
LA City Fire Dept
La Maestra Family Clinic, Inc.
Charity Recipients

Leap of Faith
Legacy Center (Bronx)
Lighthouse Outreach Ministries
Living Water Family Services
Material Management Branch
Mayor’s Office to Combat Domestic Violence
Metro Kidz
Metro Ministries
Metro World Child
MetroKidz
Michigan National Guard Misameach
Missouri National Guard
Most Holy Trinity Catholic Church
Mountain Resource Center
National Center For Children and Families
National Council of Jewish Women, Cleveland Section - The Dignity Project
National Head Start Association
New Alternatives for Children
New Horizon/RECH
New Life Community Development Corporation
New Threads of Hope
North Carolina National Guard NC
Northside Center
NYC Rescue Mission
Offutt Air Force Base NE
Ogden Weber Community Action Partnership, Inc.
OK to Share
OK to Share (GP)
On Your Feet
One Heartland
One Love 4 Kids
One Simple Wish
Operation Compassion
Oregon DHS Child Welfare
OSCAP - Operation Sharing KY
P.E.A.C.E.*
Panola Outreach
Phoenix House
Powahatan Christmas Mother
Project Hope
Project Merry Christmas
Protestant Welfare
Rainbow Days
Redeemed Christian Church of God
Redeemed Christian Church of God (GP)
Reno Rodeo Foundation
Ronald McDonald House NY
Room To Grow
S.M. Wright III Foundation
Sadie’s Dream for a Cure
Santa Claus, Inc.
Scott AFB
Seasons of Change
Second Harvest Foodbank of Northwest Louisiana
Second Harvest Great Plains Foodbank
Shelter Partnership
Shriners Hospital for Children
Southern California Indian Center, Inc.
St. George Parish
St. Joseph Center
St. Jude’s Ranch for Children
St. Margaret’s Center
Teen Transformation Palace
The Children’s Charity, Variety Club (Gleaner Community Food Bank)
The Community Warehouse
The Good Neighbor Church
Thoreau Navajo Outreach
Transitional Outreach Ministries
Transitional Outreach Ministries (GP)
Trinity Youth Services
Tulalip Tribes
Urban League of New Orleans
Welcome House
Whiteman AFB
World Vision Sewickley
World Vision Appalachia
World Vision Bronx
World Vision Chicago
World Vision CT
World Vision Dallas
World Vision Fife
World Vision Grand Prairie
World Vision Hartford
World Vision International
World Vision New York
World Vision of Seattle
World Vision of Tacoma
World Vision Philippi Youth and Family Services
TIF Board

Peter Henseler  
Chairman  
Formerly of TOMY International

Richard Barry  
Toys “R” Us, Inc.

Pat Feely  
Formerly of Radica Games Ltd.

Neil Friedman  
ALEX Brands

John Gessert  
American Plastic Toys, Inc.

David Hargreaves  
Hasbro, Inc.

Søren Torp Laursen  
TOP-TOY A/S

Sean McGowan  
Liolios Group, Inc.

Lisa McKnight  
Mattel, Inc.

Julian Montoya  
Warner Bros. Consumer Products

Maura Regan  
LIMA

Genna Rosenberg  
GennComm

Arnie Rubin  
Funrise Toy Company

Caren Shalek  
CAS Consulting

Manuel Torres Port  
NBCUniversal Brand Development

Robert Wann  
PlayMonster, LLC

TIF Staff

Jean Butler  
Executive Director

Elizabeth Max  
Program Manager

Paul Vitale  
SVP, Finance & Administration  
The Toy Association
THANK YOU!

You made it all possible!

Toy Industry Foundation