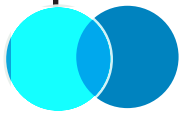


the **toy**  
association<sup>®</sup>

Inspiring Generations of Play

# 2025 IMPACT REPORT

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# Letter from the President & CEO

**In 2025, The Toy Association™ actively led our industry through change and helped define what comes next.**

Across every experience, advocacy effort, and initiative, one priority guided us: to create meaningful opportunities in service of members. From our tireless pursuit to #KeepToysTariffFree, to reinventing and revitalizing Toy Fair®, and opening an all-new industry hub in Los Angeles, we focused on helping the toy community not only adapt, but lead. With 207 new members joining the Association in 2025, our membership continues to expand — and with it, our responsibility to deliver advocacy, experiences, insights, tools, and opportunities companies require to succeed in an increasingly complex and competitive landscape.

2025 marked the grand opening of The Toy Association's long-envisioned industry hub in Los Angeles — The Toy Building — delivering more than 100,000 square feet of vibrant, engaging showroom space for the global toy industry in El Segundo's Toy District, now at 90 percent occupancy with nearly 70 tenants. We also saw the return of Toy Fair to its first-quarter timing, a deliberate shift shaped by member feedback. The result was more than a calendar change — it helped forge pathways that connected the toy community, and showcased veteran and emerging brands at every touchpoint, creating a more dynamic, efficient, and global marketplace than ever before. Alongside our marketplaces, People of Play™ (POP) continued to elevate new ideas and voices for creativity across the industry, through touchstone events like the Chicago Toy & Game Fair, POP Inventor Pitch & Innovation Conference, the Toy & Game International Excellence (TAGIE) Awards, and the Young Inventor Challenge.

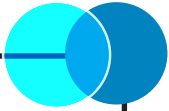
While opportunities were leveraged, the tariff crisis, rapid growth of artificial intelligence (AI), evolving regulations, and shifting global policies meant more challenges than ever for our industry. Yet through a more unified advocacy strategy, enhanced leadership, and the launch of our Centers of Excellence, we sharpened our ability to act quickly and influence effectively.

The Toy Association team worked around the clock to #KeepToysTariffFree through constant engagement with the White House administration and congressional policymakers, an aggressive PR campaign, and providing up-to-the-minute guidance to members, as we advocated for zero-for-zero global tariffs in recognition of toys' role as essential learning products for children. Through our Communications Center of



**Greg Ahearn**  
President & CEO





Excellence, we delivered timely, strategic messaging that informed and activated stakeholders in real time, particularly as tariff pressures intensified. Our leadership of the global #KeepToysTariffFree movement, combined with high-impact media outreach and digital engagement, established a unified industry voice when it mattered most.

In tandem with our tariff work, we traveled the world to advocate for science-based toy safety standards and guided members through regulatory changes, while continuing to ensure that the business of play remained protected and represented at every level of government. Notably, in a year where nearly 350 state bills were introduced, fewer than 10 percent of high-priority legislation was enacted, demonstrating the power of coordinated action and an engaged membership.

At the same time, we continued to build trust with families through Toy Safety Awareness Month and year-round education campaigns, while amplifying the reach of our members, generating billions of media impressions, spotlighting hundreds of products, and harnessing the influence of creators and consumers alike. From driving tens of thousands of votes for the Toy of the Year® (TOTY®) Awards to delivering expert advice and content through The Genius of Play and STEAM initiatives, our communications efforts did more than inform — they strengthened connection, credibility, and visibility for the entire industry.

Finally, in a world where comfort and play matter more than ever, our Toy Foundation demonstrated what is possible when purpose and partnership come together. In 2025 alone, millions of children were gifted the healing power of play — all thanks to your generous financial contributions, toy donations, and continued support. The Toy Foundation truly represents the heart and soul of what makes our industry so unique by bringing joy and play to kids where and when they need it the most.

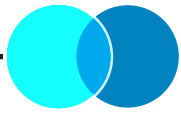
Together, these efforts represent a much larger story. One of an industry that is not standing still but moving forward with determination; an industry that is investing in its future while staying grounded in its responsibility to deliver safe, meaningful play experiences for children everywhere. We are proud of what we have accomplished in the past year — and even more focused on what we will do in the future ... together.

Thank you for your valued partnership, engagement, and commitment to making the world a brighter place through the magic of play.

Sincerely,

Greg Ahearn  
President & CEO  
The Toy Association





# Advocacy in Action

*In 2025, The Toy Association advanced a coordinated advocacy strategy across federal, state, and global arenas, ensuring the industry's voice was heard, priorities were protected, and members were equipped to navigate an increasingly complex policy landscape.*

## Strengthening a Unified Advocacy Approach

*From tariffs to emerging technologies, the Association sharpened its advocacy work to protect the business of play while elevating the industry's role in Washington and beyond.*

- Launched **Centers of Excellence (CoE)** to align advocacy, technical, and communications functions with a coordinated, strategic framework
- Established the **Government Affairs CoE** to unify federal, state, and international advocacy, and enable faster response and more consistent policymaker engagement
- Leveraged the **Safety Standards, Technical, & Regulatory CoE** to provide critical subject-matter expertise to support member compliance while informing policy positions grounded in technical rigor
- Activated the **Communications CoE** to amplify and clearly articulate the industry's perspectives with policymakers, regulators, and the public.

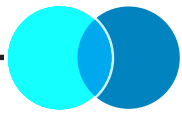
### Expanded Leadership & Presence

- Strengthened engagement on trade, toy safety, and policy at the federal and state levels by filling the roles of vice president of government affairs and senior manager of state government affairs (western states)
- Increased direct outreach to Congress, federal agencies, and the administration through sustained advocacy and relationship-building

### Leading on Tariffs & Trade Policy

- Spearheaded the global **#KeepToysTariffFree** campaign, mobilizing the toy industry and international partners to advocate for zero tariffs on toys
- Delivered timely member guidance and coordinated industry responses as tariff discussions intensified
- Elevated awareness of the toy industry's economic impact and the importance of keeping toys affordable for families through member-backed surveys on tariffs' impact





# Advocacy in Action

## Elevating Industry Visibility in Washington

Hosted high-profile advocacy events to engage policymakers and showcase the value of play, including:

- White House Easter Egg Roll participation
- An inaugural **Day of Play on Capital Hill**, aligned with International Day of Play
- A D.C. Fly-In with member participation

## Member Engagement & Collaboration

### Congressional Engagement

- Relaunched the **bipartisan Congressional Toy Caucus**, led by Ted Lieu (D-CA) and Rob Wittman (R-VA), to provide a dedicated forum to educate lawmakers on key industry priorities
- The Toy Caucus amplifies the industry's \$155 billion economic impact which supports over 500,000 U.S. jobs

— ★ CONGRESSIONAL ★ —  
**TOY CAUCUS**

### Positioning for What's Ahead

- Advanced advocacy on evolving trade and tariff policies at both domestic and global levels
- Engaged on emerging issues, including artificial intelligence and its implications for toys and play
- Addressed growing state and federal regulatory pressures, including extended producer responsibility (EPR) and compliance requirements
- Collaborated with national initiatives, including **National Association of Manufacturers** and **America250**, to ensure the role of play is recognized and protected





# Advocacy in Action

## Advancing Toy Safety Worldwide

In 2025, The Toy Association continued to lead the way in advancing toy safety globally through its **Regulatory, Standards, and Technical Center of Excellence**. As a trusted authority for members, regulators, and stakeholders around the world, the Association championed science-based standards, responded to emerging risks, and guided companies through an increasingly complex regulatory landscape. These efforts not only helped protect children and families but also strengthened consumer confidence and reinforced the toy industry's longstanding commitment to meeting — and exceeding — the highest safety standards worldwide.

### Protecting Children at Play

Children's safety remains the top priority for The Toy Association and its members. Beyond leading the development of rigorous safety standards and supporting industry compliance, the Association is deeply committed to empowering families with the knowledge they need to have safe play experiences.

- In 2025, the Association raised public awareness about the risks posed by counterfeit and non-compliant toys, and promoted the importance of proper toy use and active parental supervision during play — helping to create safer play experiences for children everywhere.
- Conducted and published a landmark study on toys sold through e-commerce platforms Temu and Shein, revealing that 89% of sampled products had significant safety concerns, failed mandatory safety testing, or contained incorrect or misleading safety information. These findings were used to elevate awareness among regulators, the media, and consumers about the risks associated with knock-off, counterfeit, and unbranded toys, reinforcing the importance of purchasing from reputable brands and trusted sellers.
- Held the **5th Annual Toy Safety Awareness Month** in November to inform shoppers about safe toy selection

ahead of the holidays. The campaign featured influencer content across social media platforms that covered the dangers of counterfeit products, the importance of following age-grading on toy packaging, and other play safety tips at PlaySafe.org.

### Regulatory Leadership & Advocacy

- Provided members with timely analysis and guidance amid significant regulatory shifts under the new U.S. administration
- Led advocacy and education on key regulatory developments, including:
  - Consumer Product Safety Commission (CPSC) rules on eFiling, water beads, and infant neck floats
  - Ongoing requirements related to button and coin cell batteries
  - Environmental Protection Agency (EPA) actions on chemical reviews, PFAS reporting, and updates to the Toxic Substances Control Act risk framework
- Developed and submitted formal industry comments to agencies including CPSC, EPA, and Department of Justice, advocating for aligned, practical, and risk-based regulations while reducing unnecessary or conflicting requirements.





# Advocacy in Action

## Advancing Toy Safety Worldwide (cont'd)

### Standards Development & Technical Expertise

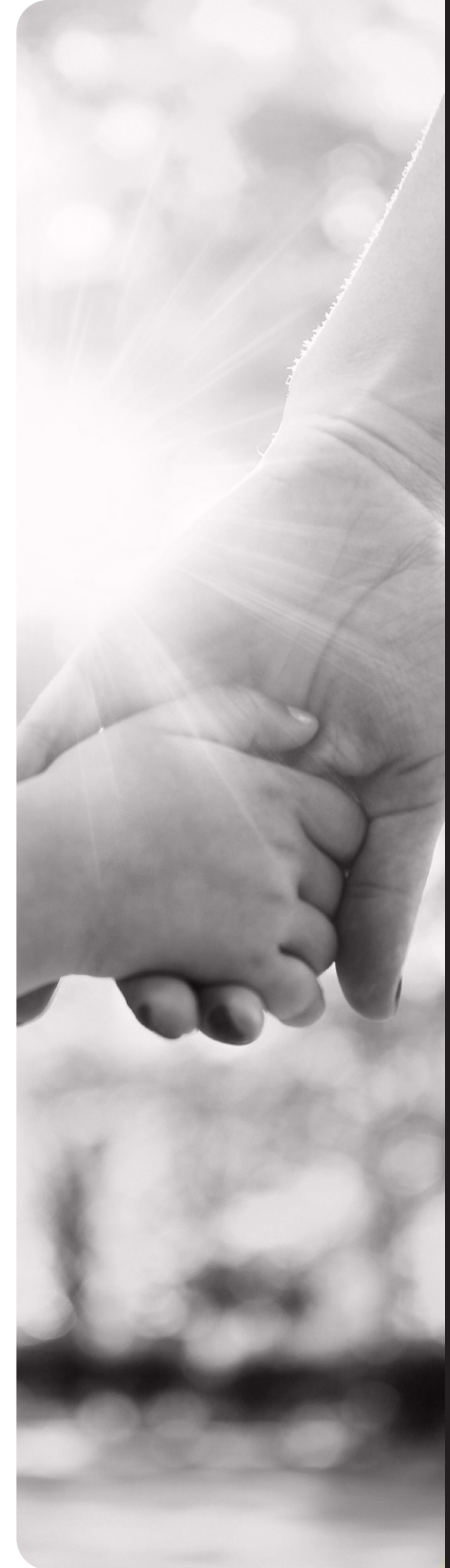
- Continued to champion data-driven, science-based consensus standards as the most effective approach to toy safety
- Played a leadership role in updating ASTM toy safety standards (F15.22) and contributed to related committees covering buoyancy aids, connected products, and magnets in consumer products
- Maintained recognition as a leading technical authority on toy safety and compliance issues

### Member Support & Industry Collaboration

- Delivered real-time, member-specific technical guidance, consistently identified by members as a core benefit of Association membership
- Supported companies in navigating evolving retailer compliance requirements, while advocating for recognition of the industry's strong safety record
- Engaged directly with retail partners to help develop improved compliance frameworks that reflect the robust safety practices that are the hallmark of Toy Association member companies

### Global Leadership & Harmonization

- Represented U.S. industry interests in international standards bodies, including International Organization for Standardization (ISO) and European (CEN) committees, promoting alignment with U.S. risk-based approaches
- Collaborated with global partners, including American National Standards Institute (ANSI), ASTM, and international toy associations, to advance harmonization and reduce barriers to trade
- Supported regulatory engagement with international authorities, such as the Gulf Cooperation Council Standardization Organization (GSO) and Saudi Standards, Metrology and Quality Organization (SASO)
- Achieved key progress in global standards recognition, including proposals from Israel and Australia to recognize U.S. toy safety standards as equivalent within their regulatory frameworks.
- Provided members with ongoing updates on international developments, including the EU Toy Safety Regulation framework and updates to China's GB 6675 standards





# Advocacy in Action

## Driving Impact at the State Level

In 2025, The Toy Association expanded its state advocacy efforts to address a rapidly evolving and increasingly complex legislative environment. The Association tracked and engaged with nearly 350 bills nationwide, focusing on key issues such as extended producer responsibility (EPR), chemical safety, microplastics and glitter, data privacy and artificial intelligence, and product-specific regulations.

Notably, fewer than 10 percent of high-priority bills were enacted — a strong indicator of the effectiveness of sustained advocacy, strategic engagement, and the active involvement of Toy Association members in shaping policy outcomes.

### Environmental & Sustainability Policy

- Actively engaged on EPR and recycling legislation across multiple states, advocating for practical, efficient frameworks that reflect the realities of the toy industry:
  - **Maryland (SB 901) and Washington (SB 5284):** Opposed or engaged with legislation requiring producers to join or fund packaging EPR programs, helping to ensure industry perspectives were represented
  - **Rhode Island and Hawaii:** Monitored and engaged on “needs assessment” studies evaluating potential EPR programs — an important early step toward future legislation
  - **Minnesota:** Participated in stakeholder discussions on updates to electronic waste laws and potential battery EPR requirements
  - Contributed to rulemaking processes for packaging EPR regulations in states including **Colorado, Oregon, Washington, California, and Minnesota.**

### Chemical Safety & Materials Regulation

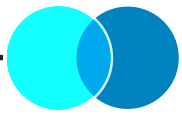
- Engaged with regulators on PFAS (per- and polyfluoroalkyl substances)-related policies, including:



- **New Mexico (SB 212):** Worked to shape implementation of a law restricting intentionally added PFAS in toys and juvenile products, advocating for workable compliance pathways; final rules expected in 2026
- **California (AB 823):** Successfully advocated alongside industry partners for a veto of legislation that would have broadly banned microplastics and glitter, including more sustainable alternatives
- **Minnesota:** Ongoing regulatory engagement

### Artificial Intelligence & Data Privacy Policy

- **California (SB 243):** Addressed first-in-the-nation regulations on AI companion chatbots, signaling a growing trend in state-level AI regulation
- **Maryland:** Actively advocated on toy-specific AI legislation that would have imposed burdensome regulatory requirements on manufacturers. The bill ultimately did not advance
- Positioned the industry to respond to a wave of AI-related legislation anticipated in 2026



# Meaningful Experiences

*In 2025, The Toy Association delivered dynamic, high-impact experiences that brought the global toy community together, strengthened business connections, and inspired the future of play.*

## Toy Fair®



*Toy Fair® returned to its traditional first-quarter timing — an intentional shift driven by industry feedback to better align with product launches and retail buying cycles. This change, combined with a series of attendee-focused enhancements, continued the show's legacy of being an accessible, efficient, and valuable experience for all participants. From simplified registration and reduced trade guest fees, to complimentary member and exhibitor business guest badges, every last detail was designed to remove barriers and maximize engagement. The result was a vibrant, global marketplace:*

- **845 exhibiting companies from 26 countries** filled the Javits Center with innovation and creativity
- **2,400+ buying companies** (including retailers, distributors, importers, and wholesalers) from **90 countries** and **all 50 U.S. states** attended for deal-making and strengthening partnerships
- Top global retailers — including Amazon, Walmart, and Target — ensured strong commercial momentum across the show floor
- Media engagement also surged, amplifying the industry's voice world-wide and generating billions of impressions — extending the impact of the event far beyond the Javits Center
- For the first time, industry giants and rising innovators shared the same stage, with Hasbro joining companies like Mattel, LEGO, and Spin Master on-site at Toy Fair — marking a milestone moment of unity across the industry

*Beyond commerce, Toy Fair delivered immersive experiences that informed, inspired, and connected:*

- **Toy Fair University** featured nearly 30 expert-led sessions, equipping attendees with actionable insights on trends, innovation, and strategy
- **Creative Factor Inventor Day** and the **Student Congress**, which welcomed 500+ university students from more than 50 schools, fostered creativity and nurtured the next generation of talent
- A new **Student Showcase**, creating a dedicated destination on the show floor to highlight innovative work from students at the Fashion Institute of Technology and Otis College of Art and Design, connected emerging talent with industry leaders
- A special exhibit in partnership with **The Strong National Museum of Play** celebrated the cultural power of play, enriching the attendee journey

# 845

exhibiting companies

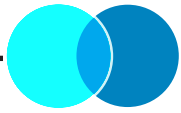
# 2,446

buying companies



*Together, these elements created more than a trade show — they delivered a high-energy, collaborative environment where ideas flourished, relationships deepened, and the business of play moved forward.*





# Meaningful Experiences



## A Year-Round Hub in Los Angeles

In 2025, The Toy Association expanded its vision beyond a single event, establishing a continuous, year-round marketplace in El Segundo, California. The launch of permanent showrooms at The Toy Association's brand-new **Toy Building** marked a pivotal step in creating a central hub for the industry. Companies began moving in mid-year, transforming the space into an active destination for connection, collaboration, and commerce.

By the time of the **LA Fall Preview**® marketplace took place in September:



**24 companies**

established permanent showrooms by fall 2025



**74% occupancy**

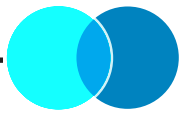
Additional temporary tenants brought occupancy to 74%, signaling strong industry demand and engagement

The LA Fall Preview itself evolved into a highly curated, relationship-driven experience. Major global retailers — including Amazon, Barnes & Noble, Nordstrom, and Disney — participated, reinforcing the event's importance in the retail calendar. During the fall marketplace, a robust **LA Market Week program** elevated the experience even further. Through networking events, executive forums, and industry briefings throughout the two-week marketplace in September, attendees gained opportunities to connect, learn, and lead. Highlights included:

- A high-energy **Opening Night Industry Party** that brought the community together
- Strategic discussions at the **Member Forum** and **Future of Licensing Executive Summit**
- **Insightful sessions** on market trends, sourcing, and manufacturing from leading experts

*Importantly, continued investment in The Toy Building — including the development of new showroom spaces for Spring Preview 2026 — demonstrates a long-term commitment to supporting industry growth and accessibility on the West Coast.*





# Meaningful Experiences



## People of Play™

In 2025, The Toy Association's People of Play™ (POP) division continued to serve as a global hub for innovation and connection across the toy and game industry. Through its flagship POP Week, inventors, executives, designers, families, and media came together from around world to elevate creativity and strengthen the entire toy ecosystem in meaningful ways.

### POP Week Highlights (November 6–9, 2025)

#### POP Inventor Pitch & Innovation Conference

The industry's largest and longest-running inventor event welcomed **200+ attendees**, including product acquisition executives from **50+ companies and inventors and designers from nearly 20 countries**

#### Chicago Toy & Game Fair (CHITAG)

North America's largest consumer toy and game fair attracted **15,000 attendees and generated 1.98 billion media impressions**, featuring immersive exhibits and interactive experiences for all ages

- The inaugural **Wishlist Weekend®** drove strong digital engagement, reaching **28,000+ consumers online** in the 30 days leading up to the show

#### Young Inventor Challenge® (YIC)

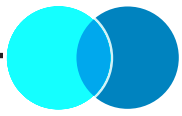
The YIC celebrated **14 winners** (ages 6–18) selected from **180 participants**, representing **18 U.S. states and four countries** (England, Italy, Mexico, and Switzerland)

#### TAGIE Awards

The Toy & Game International Excellence (TAGIE) Awards brought together **nearly 350 global attendees from 20 countries** to honor top innovators, designers, and change-makers in the industry

#### Year-Round Engagement

- **POP Membership Directory & Resource Hub** – Served as a central connection point for industry, media, and consumers, attracting **149,000 unique visitors across 198 countries**
- **The Bloom Report (tBR)** – Maintained its position as the No. 1 global news summary for the toy and game industry, reaching **26,000+ subscribers**. In 2025, it was integrated into [peopleofplay.com](https://peopleofplay.com) to expand visibility and alignment with The Toy Association
- **POP Pub Networking Events** – One of the most attended gatherings in its 26-year history took place during Toy Fair in New York City, drawing **500+ attendees** and raising nearly \$10,000 to support the YIC



# Unifying Voice & Reach

*From protecting the industry's reputation to advancing key advocacy priorities and elevating the power of play, The Toy Association's Communications Center of Excellence (CoE) continued to serve as a unifying voice for the toy industry. In 2025, the Communications CoE strengthened its impact by supporting advocacy efforts amid heightened tariff activity while delivering timely, strategic communications that kept members informed, engaged, and ready to act on critical issues.*

## Trade & Tariff Communications

- As tariff discussions intensified throughout 2025, our team provided real-time communications support to inform, engage, and mobilize members and stakeholders via email, social media, and our newsletter, as well as weekly media compilations to key committees
- Supported the global **#KeepToysTariffFree** movement through coordinated messaging across media, digital platforms, and advocacy channels

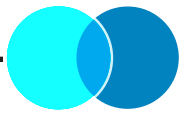
## Trends & Product Promotions

- While Toy Fair 2025-related content generated 3.5 billion earned media impressions, general member promotions throughout the year garnered an additional 1.6 billion media impressions and **featured 121 unique toys from 72 unique member companies**
- At Toy Fair, **five top-tier toy influencers** took over the official Toy Fair Instagram handle (@toy\_fair), and more than 450 organic social media posts rolled in from major creators tagging **#ToyFairLife** or the Toy Fair handle, totaling 40 million impressions via onsite content

## Promoting Safety

- Held the **5th annual Toy Safety Awareness Month** in November, a proactive media campaign timed ahead of the holidays and release of NGOs' "worst toy" lists, sharing key safety tips for families — including guidance on safe toy shopping, appropriate toy selection, and safe play at home
- **Surveyed 1,000 U.S. parents** on their knowledge of toy safety topics, including the prevalence of counterfeit toys sold online. The results were used to highlight legitimate toy companies' commitment to safety and spread awareness among families about safe play at home
- A Cyber Monday press release shared findings from our toy safety study and warned about the dangers of counterfeit products purchased from Temu and Shein, reaching an audience of 97.8 million
- A lifestyle SMT **garnered over 97 million media impressions across 7 key markets**, including New York, Philadelphia, and Boston, helping to educate families on toy safety, the importance of age labels, and the value of parental supervision during play
- Generated **600,000 social media impressions** through a toy safety influencer program that helped spread the Toy Association's safety messaging and shopping tips ahead of the holiday season





# Unifying Voice & Reach

## TOTY® Awards



Unveiled **113 finalists** for the 2026 Toy of the Year® (TOTY) Awards across 16 categories in November; finalists were revealed at CHITAG. Emails and social media **drove 52,000+ consumer votes** to [ToyAwards.org](https://ToyAwards.org)

## The Genius of Play™



Continued to provide families and educators with free play resources to encourage daily play and the healthy development of all children:

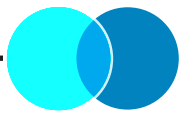
- Leveraged Genius of Play experts and Play Ambassadors to amplify the Genius of Play's messaging and share resources
- Gave exposure to Toy Association members through a spring product giveaway tied to the benefits of play

## STEAM



- Grew the STEAM Accreditation program, with the total number of accredited products totaling **290 educational toys and games**
- Released a **Back-to-School STEAM Toy Shopping** list, featuring products that have undergone the rigorous accreditation process
- Continued our partnership with Amazon for the official **STEAM Accredited Toys Storefront**, where consumers can shop STEAM-approved products available on Amazon.





# Membership Perks

In 2025, The Toy Association welcomed 207 new members, bringing the total to 789 members at year-end, reflecting continued industry engagement and expansion. To meet the needs of its membership, The Toy Association delivered high-value education, actionable insights, and targeted resources to support companies of all sizes. Through webinars, research, forums, and new small business tools, members gained critical intelligence to navigate a rapidly evolving marketplace.

## Education & Insights

# 2,060

## Webinar Participants

22 member webinars attracted 2,000+ registrants, covering key topics such as market trends, compliance, business operations, retail strategy, and emerging platforms.

# 8

### In-Depth Reports

Eight in-depth research reports delivered essential industry intelligence, including:

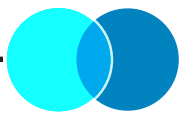
- The Economic Impact of the U.S. Toy Industry (member update)
- Global Toy Market Report (Year-End 2024 & Mid-Year 2025, Circana)
- U.S. Toy Industry YTD July 2026 Review (Circana)
- American Kid Consumer and Media Lives (BrandTrends Group)
- Precise Advertiser Report: Kids 2–12 (Precisify)
- Power Moves in Licensing 2025 (The Insights Family)
- A Deep Dive into the 2025 Holiday Season (Ages 6–12) (SuperAwesome)
- How Fandoms Develop, Evolve & Persist (SuperAwesome)

# 6

### TrendHunter Reports

Six TrendHunter reports explored emerging themes, including pop culture and social media marketing, brand innovation, new technologies, evolving play patterns, social impact, and community engagement.





# Membership Perks

## Support for Small & Emerging Companies

Launched a new **Small Business Resource Center**, offering practical, on-demand guidance on:

- Entering and operating within the Amazon marketplace
- TikTok Shop onboarding
- Trademark fundamentals
- Legal risk mitigation following product recalls

## Member Engagement & Collaboration

### Member Forums



Hosted 11 **Member Forums** that drew **186 participants**, who provided feedback on key events (Toy Fair, LA Fall Preview, POP Week/CHITAG) and updates on Toy Association priorities.

### Credit Meetings



Hosted three **Credit Group meetings** that engaged **237 members** to discuss retail account health, financial outlooks, bankruptcies, tariff impacts, credit insurance, and accounts receivable strategies.

### Canadian Toy Association (CTA)



Continued to sustain the CTA, including its annual Hall of Fame event, which convened 150 attendees to honor industry leaders, and its 15th Toys for the North campaign, which delivered a record-breaking \$694,829 in product to families living in remote communities across Canada.



# The Toy Foundation™



The Toy Foundation™ serves as the toy industry's collective philanthropic partner, dedicated to delivering comfort and the power of play to children in need. Through year-round toy donations, financial contributions, and industry-wide engagement, the Foundation has brought joy to nearly 38 million children worldwide.

## Giving Back as a United Industry



Through the Play Fund, the industry's grant-making program, TTF provided funding to children facing illness, trauma, or crisis. In 2025, our collective

impact reached new heights:

- Supported nearly **245,000 children** during critical moments, including national disasters, hospital visits, etc.
- Distributed **\$405,000 in grants** to 23 children's hospitals and a preschool impacted by the Los Angeles wildfires
- Extended support across **15 states**



The industry's product donation program delivers toys to children in need around the world

**2.5 million**  
children impacted

**\$31 million**

Secured 300+ product donations valued at over \$31 million

distributed **5,400 pallets of toys** across **38 states, Washington, D.C., and 15 countries**



To learn more about the industry's philanthropic impact, fundraising events, and ways to get involved, explore [The Toy Foundation's 2025 Impact Report](#).

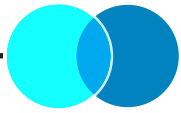


# Financials

## Statements of Financial Position

As of December 2025

<b>ASSETS</b>	<b>2025</b>	<b>2024</b>
Cash & investments	\$39,307,137	\$32,393,375
Trade show, dues, & other receivables, net	\$200,322	\$1,034,924
Prepaid expenses & deposits	\$2,611,912	\$2,305,347
Operating lease right of use assets	\$41,738,414	\$2,303,879
Property & equipment, net	\$710,011	\$892,774
<b>TOTAL ASSETS</b>	<b>\$84,567,795</b>	<b>\$38,930,300</b>
<b>LIABILITIES &amp; NET ASSETS</b>		
Accounts payable & other liabilities	\$5,018,921	\$2,554,871
Trade show, dues, & other deferred income, net	\$13,214,099	\$15,636,048
Operating lease liabilities	\$46,169,166	\$2,964,310
<b>TOTAL LIABILITIES</b>	<b>\$64,402,186</b>	<b>\$21,155,228</b>
<b>TOTAL UNRESTRICTED NET ASSETS</b>	<b>\$20,165,610</b>	<b>\$17,775,072</b>
<b>TOTAL LIABILITIES &amp; NET ASSETS</b>	<b>\$84,567,795</b>	<b>\$38,930,300</b>
<b>SUMMARY STATEMENTS OF ACTIVITIES</b>		
(year ending Dec. 31)		
Program revenue	\$23,230,343	\$7,487,472
Program expenses	\$19,418,579	\$10,093,017
Administrative expenses	\$5,108,641	\$4,957,585
<b>OPERATING INCOME/(DEFICIT)</b>	<b>(\$1,296,877)</b>	<b>(\$7,563,131)</b>
Non-operating income/(loss)	\$3,687,415	\$2,098,706
<b>INCREASE/(DECREASE) IN NET ASSETS</b>	<b>\$2,390,538</b>	<b>(5,464,425)</b>



# Board of Directors

## 2025 Executive Committee



**Sharon Price-John**  
**Chairperson**  
 President & CEO  
 Build-A-Bearworkshop



**Geoffrey Greenberg**  
**Vice-Chairperson**  
 Co-CEO  
 Just Play, LLC



**Tim Kilpin**  
**Secretary/Treasurer**  
 President, Toys, Licensing,  
 & Entertainment  
 Hasbro



**Jared Carr**  
**Member at Large**  
 Senior Vice President,  
 U.S. GM  
 LEGO Systems, Inc.



**Vish Chandran**  
**Member at Large**  
 CEO  
 Wild Republic



**Greg Ahearn**  
**Ex-Officio**  
 President & CEO  
 The Toy Association

## 2025 Board Members

**Zabina Kaur Bhasin, M.D.**

CEO & Founder  
 In KidZ

**Duncan Billing**

Chairperson of the Board of Advisors  
 Moose Toys

**Erica Buxton**

CEO  
 Razor USA

**Anne Carrhill**

Director and General Manager/Category Leader  
 Toys & Games and Physical Movies & TV  
 Amazon

**Wes Hardin**

CEO  
 Diverse Companies

**Christina Jansa**

Vice President, Toys  
 Target

**Vince Klaseus**

President, Universal Products and Experiences  
 Universal

**Jason Larian**

President  
 MGA Studios

**Mark McColgan**

Senior Vice President & General Manager,  
 USA Commercial, Mattel

**Ashley Mady**

President  
 Zigazoo Kids

**Rob Michaelis**

Vice President, North America  
 Brand Commercialization  
 Disney Consumer Products

**Ehi Oviasu-Kahn**

Chairperson of the Board of Advisors  
 Women in Toys, Licensing & Entertainment

**Jeremy Padawer**

Chief Brand Officer  
 Jazwares

**Max Rangel**

CEO & Global President  
 Spin Master Corporation

**Brittany Smith**

Vice President Merchandising, Toys  
 Walmart, Inc.

**Melvin Wells**

CEO  
 Sunny Days Entertainment

## Chairperson's Advisory Committee

**Aaron Muderick**

(Chairperson Emeritus)  
 Founder & Executive Chair  
 Crazy Aaron's

**Jay Foreman**

CEO  
 Basic Fun!

**Andy Keimach**

Founder & Principal Consultant  
 Eights Consulting Group

**Jane A. Ritson-Parsons**

CEO  
 The JRP Company LLC

**Andrew Weiner**

Managing Partner  
 The Genesis Company





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