



3-Year-Old With Rare Condition Crowned Toddler of the Year; Campaign Raises \$4.5M to Support Toys for Tots®

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Funds generated through the Colossal competition will result in a \$4.5 million grant to nonprofit organization Toys for Tots, bringing its two-year total to over \$18.1 million granted by DTCare.

PHOENIX, AZ — September 15, 2026 [Colossal](#), the nationally registered professional fundraiser powering some of the country's most successful purpose-driven online competitions, has named 3-year-old Sarah McNamara of Minnesota the [2026 Toddler of the Year](#)! After capturing hearts across the country, Sarah will receive \$25,000, star in a national advertising campaign, and lead the 2026 Hollywood Christmas Parade.

Operated by Colossal and presented by Hasbro, the second annual Toddler of the Year competition brought families and supporters together to celebrate the unforgettable personalities of children ages 2 and 3 while generating donations for an important cause. The 2026 campaign raised more than \$4.5 million to support [Toys for Tots®](#), bringing the competition's total since 2025 to \$18,129,316.

Funds generated through votes by donation were received by DTCare, a nationally registered 501(c)(3) public charity, which will grant funds to the Marine Toys for Tots Foundation. The support will help Toys for Tots continue delivering toys, hope, and joy to children whose families are facing financial hardship.

"We are incredibly grateful for this remarkable \$4.5 million grant and for the generosity of everyone who helped make it possible," said Lieutenant General James B. Laster, U.S. Marines (Retired), President and CEO of the Marine Toys for Tots Foundation. "Sarah's story is a powerful reminder that hope can shine brightly even in the face of extraordinary challenges, and the generosity inspired by her journey will now help bring that same hope to children and families facing challenges of their own. Together, we are helping ensure that more children feel seen, valued, and remembered—and experience the joy and hope that every child deserves."

Run by the U.S. Marine Corps Reserve, Toys for Tots has supported children and families for 79 years by collecting and distributing new, unwrapped toys, books, and games to children in need. The Program provides more than holiday gifts; it creates moments of comfort, confidence, and belonging for disadvantaged children across the country year-round.

Sweet, sassy, and endlessly joyful, Sarah amazes those around her every day. Living with [Thanatophoric Dysplasia Type 1](#), she continues to surpass expectations and reach new milestones. Whether she is bouncing, swinging, taking stroller rides, playing with her favorite toys, or enjoying something sweet, Sarah approaches life with a bright smile and a spirit that reminds everyone around her that hope is possible.

The 2026 Toddler of the Year competition was presented by [Hasbro](#), continuing a shared commitment to celebrating the power of play, creativity, and imagination. Actress, entrepreneur, and mother of two Vanessa Hudgens served as the competition's ambassador, helping spotlight the little humans whose personalities make everyday moments unforgettable. [Sun-Staches](#) also supported the campaign as a sponsor.

Sarah succeeds inaugural champion Dominik "Domi" Gergely, who was named the 2025 Toddler of the Year. Domi received \$25,000, served as Junior Grand Marshal of the Hollywood Christmas Parade, appeared on *Fox & Friends*, and was [featured in a nationwide advertising campaign](#) that included prominent print, digital, and billboard placements.

To learn more about Sarah and the Toddler of the Year competition, visit toddleroftheyear.org.

About Colossal

Colossal is a professional fundraiser redefining modern philanthropy through purpose-driven online competitions that raise money for charity. With a mission to inspire people to advocate for themselves and those in need, Colossal empowers individuals to pursue their passions, rally their communities, and compete for once-in-a-lifetime opportunities, all while driving meaningful charitable impact where giving wins. This Colossal competition serves as a fundraising campaign for DTCare, a United States 501(c)(3) public charity organization, which grants donation funds to the

specified charity at the completion of the competition. Since 2022, Colossal has raised over \$252 million to support charity. Learn more at colossal.org.

About Marine Toys for Tots

Toys for Tots, a 79-year National charitable Program run by the U.S. Marine Corps Reserve, provides year-round joy, comfort, and hope to disadvantaged children across the Nation through the gift of a new toy, book, or game. Providing toys, books, and other gifts to disadvantaged children offers recognition, confidence, and a positive memory for a lifetime. It is such experiences that help children become responsible citizens and caring members of their community. Since 1947, the Program has evolved and grown exponentially, having delivered hope and the magic of Christmas to over 325 million children in need. Because the need isn't just at Christmastime, the Marine Toys for Tots Program also provides support year-round to families experiencing challenges and exceptional circumstances, thus fulfilling the hopes and dreams of millions of disadvantaged children beyond the holidays. The Marine Toys for Tots Foundation is a not-for-profit organization authorized by the U.S. Marine Corps and the Department of War to provide fundraising and other necessary support for the annual Marine Corps Reserve Toys for Tots Program. For more information, visit toysfortots.org.

About Hasbro

Hasbro is a leading games, IP and toy company whose mission is to create joy and community through the magic of play. With 165 years of expertise, Hasbro delivers groundbreaking play experiences and reaches more than 1 billion fans annually around the world, through physical and digital games, video games, toys, licensed consumer products, location-based entertainment, film, TV and more.

Through its franchise-first approach, Hasbro unlocks value from both new and legacy IP, including *Magic: The Gathering*, *Dungeons & Dragons*, *Monopoly*, *Hasbro Games*, *Nerf*, *Transformers*, *Play-Doh* and *Peppa Pig*, as well as premier partner brands. Powered by its portfolio of thousands of iconic marks and a diversified network of partners and subsidiary studios, Hasbro brings fans together wherever they are, from tabletop to screen.

For more than a decade, Hasbro has been consistently recognized for its corporate citizenship, including being named one of the 100 Best Corporate Citizens by 3BL Media, a 2026 JUST Capital Industry Leader, a Brand that Matters by Fast Company, and one of the 50 Most Community-Minded Companies in the U.S. by the Civic 50 for fourteen consecutive years. For more information, visit <https://corporate.hasbro.com> or follow Hasbro on [LinkedIn](#).

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