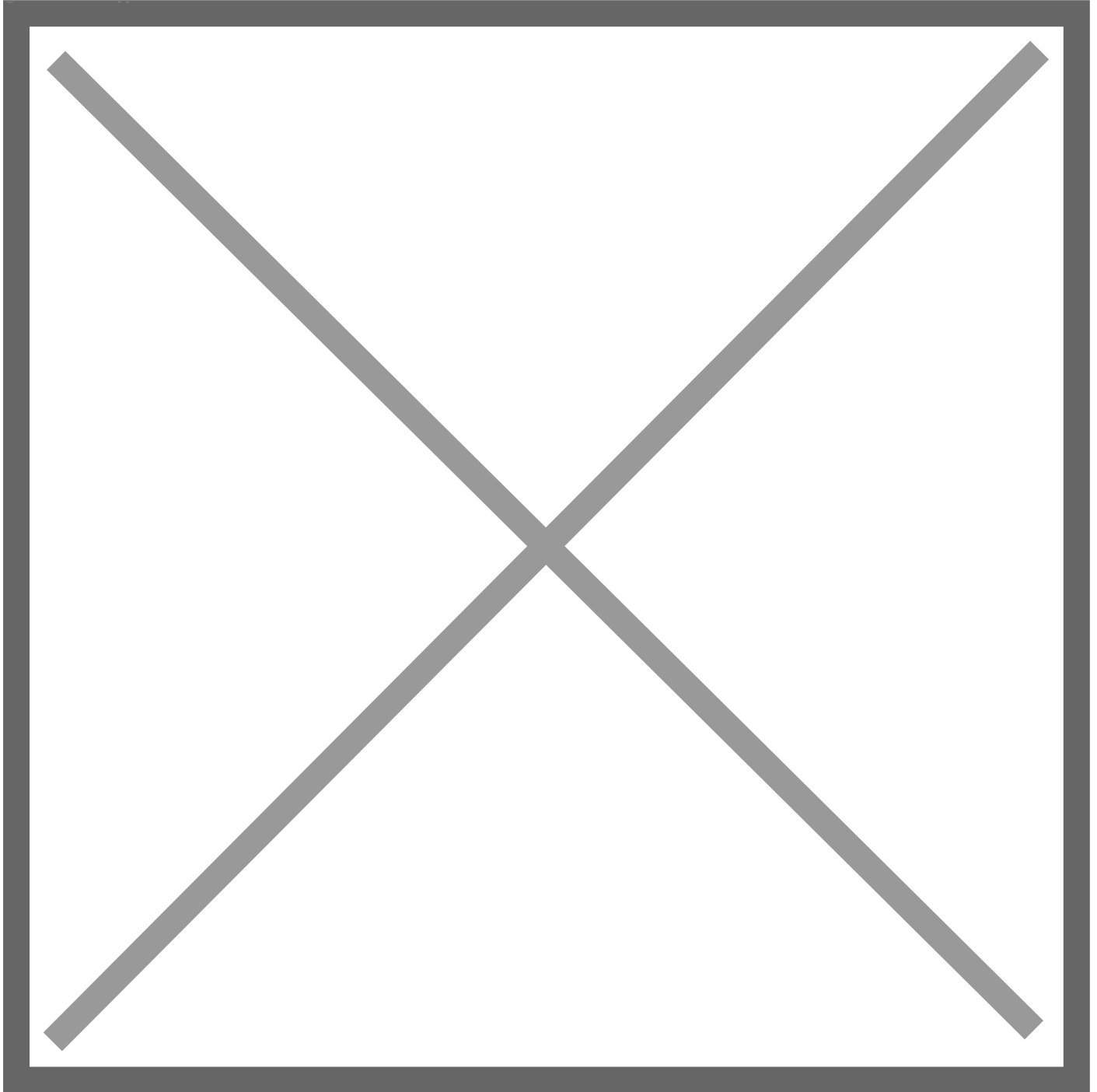


Toyota's support of family literacy in America reaches \$50 million

March 13, 2019

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WASHINGTON (March 13, 2019) – To help celebrate the 30th anniversary of the National Center for Families Learning (NCFL), Toyota is donating \$1 million to help break generational cycles of poverty through family literacy in the nation’s capital and northern Alabama.

This new donation brings Toyota’s total contribution over its 28-year partnership with NCFL to \$50 million. To date, 420 Toyota Family Learning Centers have impacted more than 4.5 million parents and children across the U.S.

“Education is key to a successful career,” said Toyota Motor North America CEO Jim Lentz. “I have seen the impact of NCFL’s two-generation literacy model, where children and their parents inspire each other to learn, and we’re proud to help further the great work of this organization.”

“What a great way for our 30th anniversary to be celebrated,” said NCFL founder and CEO Sharon Darling. “Toyota’s support is much more than just writing a check. They have been hands-on with our family literacy programs since day one. And for a company to be engaged with a non-profit for nearly three decades says everything about Toyota’s determination to make a difference.”

NCFL will coordinate the family literacy programs in each of the receiving communities, partnering with local groups.

NCFL’s approach of engaging multiple generations of family members is a fundamental and distinguishing aspect of its work. The pioneer of family literacy, NCFL’s research-based, holistic model strengthens families, helps parents gain workforce and literacy skills to get jobs, and propels children to reach their potential academically.