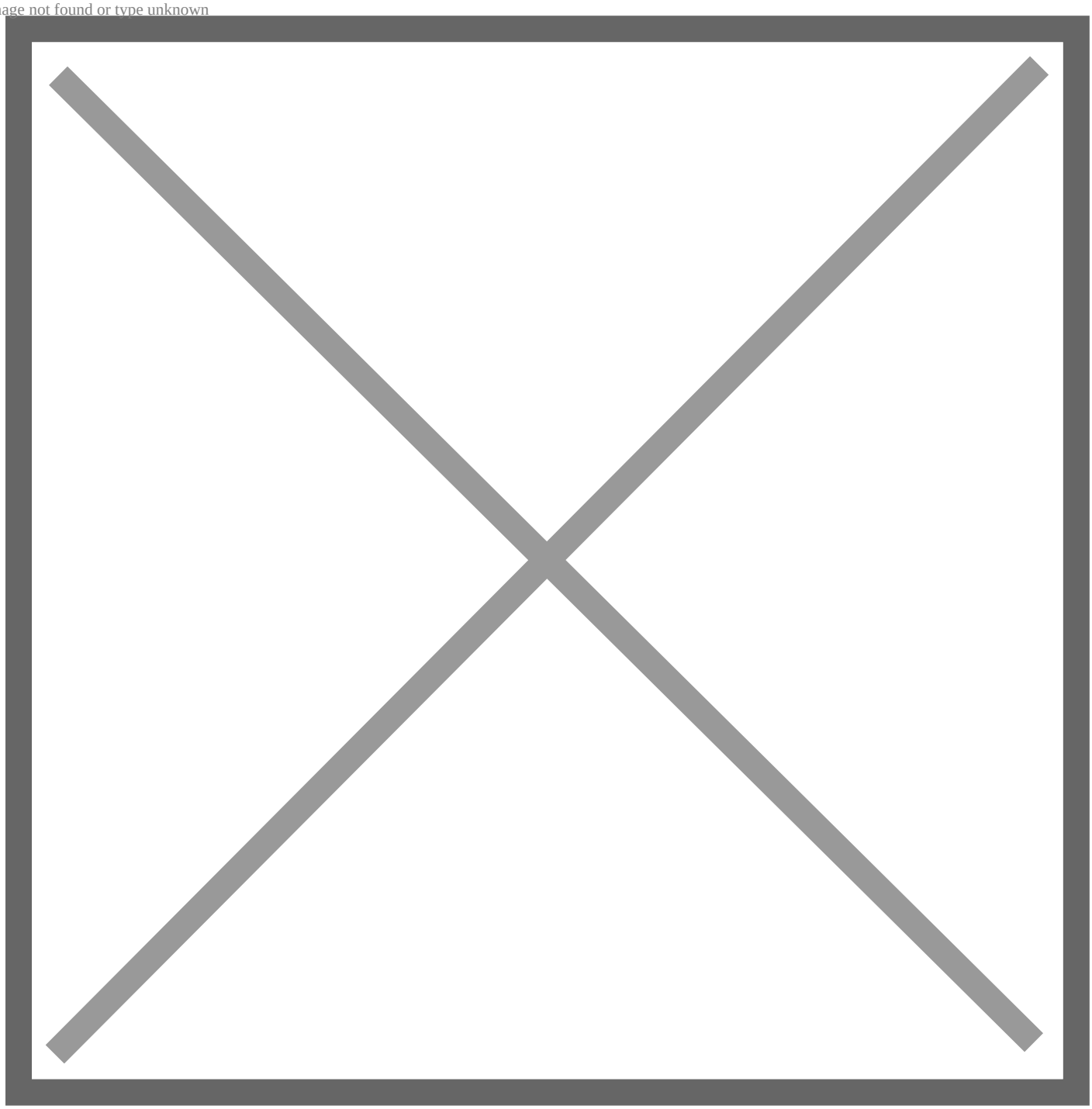
Helping Hands, Full Backpacks: Toyota Gives Students a Boost

August 26, 2025

Image not found or type unknown



Toyota dealers and team members spent time over the summer giving back to students in need as they prepare to return to school this fall.

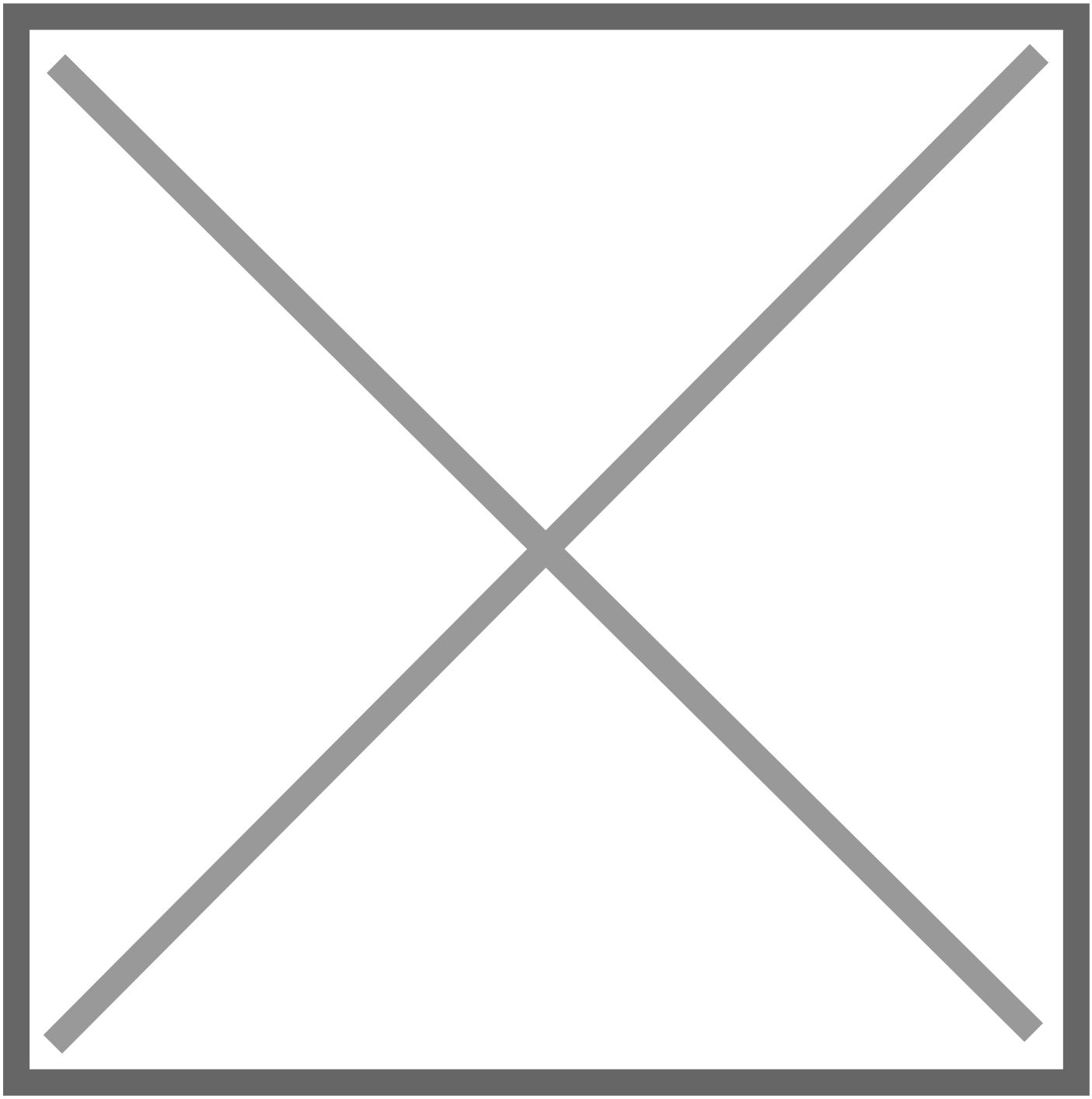
Toyota Dealers' Efforts

Toyota dealers partnered with The Salvation Army and Kids in Need Foundation to help prepare students in need by giving them backpacks filled with school supplies.

This was the fourth year for the Big Summer Giveback, a nationwide initiative by the Kids in Need Foundation (KINF) and Toyota, which helps level the education playing field by equipping students with essential school supplies.

Toyota and its nationwide dealership network have worked with KINF since 2022 and have generated more than $5.6 million in donations and supported more than 200,000 students through the Supply a Student program, which delivers backpacks filled with supplies to students in need.

This year, the initiative set a goal to reach more than 77,000 students.



Doing Good *— Toyota partnered with the Kids in Need Foundation (KINF) for the Big Summer Giveback, packing backpacks with school supplies. Nationwide, the initiative helped thousands of students.*

“This continuing collaboration makes a meaningful difference for students and teachers in underserved communities,” said KINF CEO Corey Gordon. “By ensuring students have the supplies they need to start the school year prepared, we’re helping to both ease the burden on teachers, as well as supporting equal access to the tools and resources necessary for a quality education.”

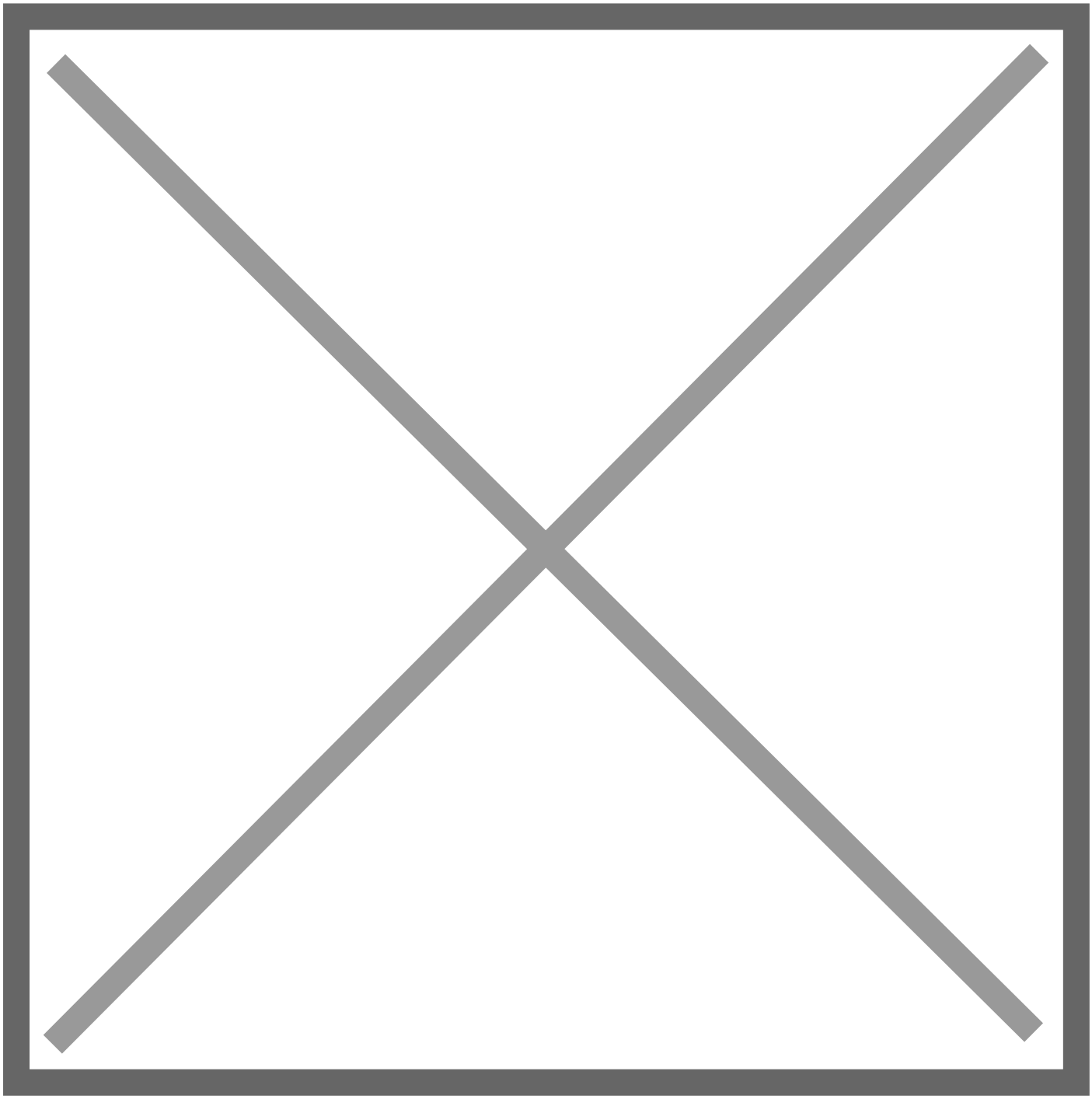
In addition, over 57 Toyota dealers pledged to donate $10,000 to support their local communities, and Toyota agreed to donate $3 to KINF for every eligible oil change and tire rotation at participating Toyota Service Centers through Sept. 2.

For the second year in a row, the Toyota Lexus Minority Owners Dealership Association (TLMODA) and The Salvation Army distributed 17,000 backpacks in over 70 communities across the United States.

This year, the program expanded to include five Driving Possibilities locations in addition to 66 TLMODA dealers.

“Every child deserves to start school feeling prepared and confident,” said Christina Cavalier, senior director of community relations of The Salvation Army of North Texas. “Thanks to this partnership with Toyota, we’re helping families in our area equip their children for a strong start to the school year.”

At several volunteer events over the summer, Toyota team members packed backpacks with essential items — such as pencils, notebooks and other supplies — for students in elementary through high school. Some bags also included a Walmart gift card.



Giving Back With Backpacks *— Toyota Lexus Minority Owners Dealership Association (TLMODA) team members volunteer to distribute 17,000 backpacks to over 70 communities in need.*

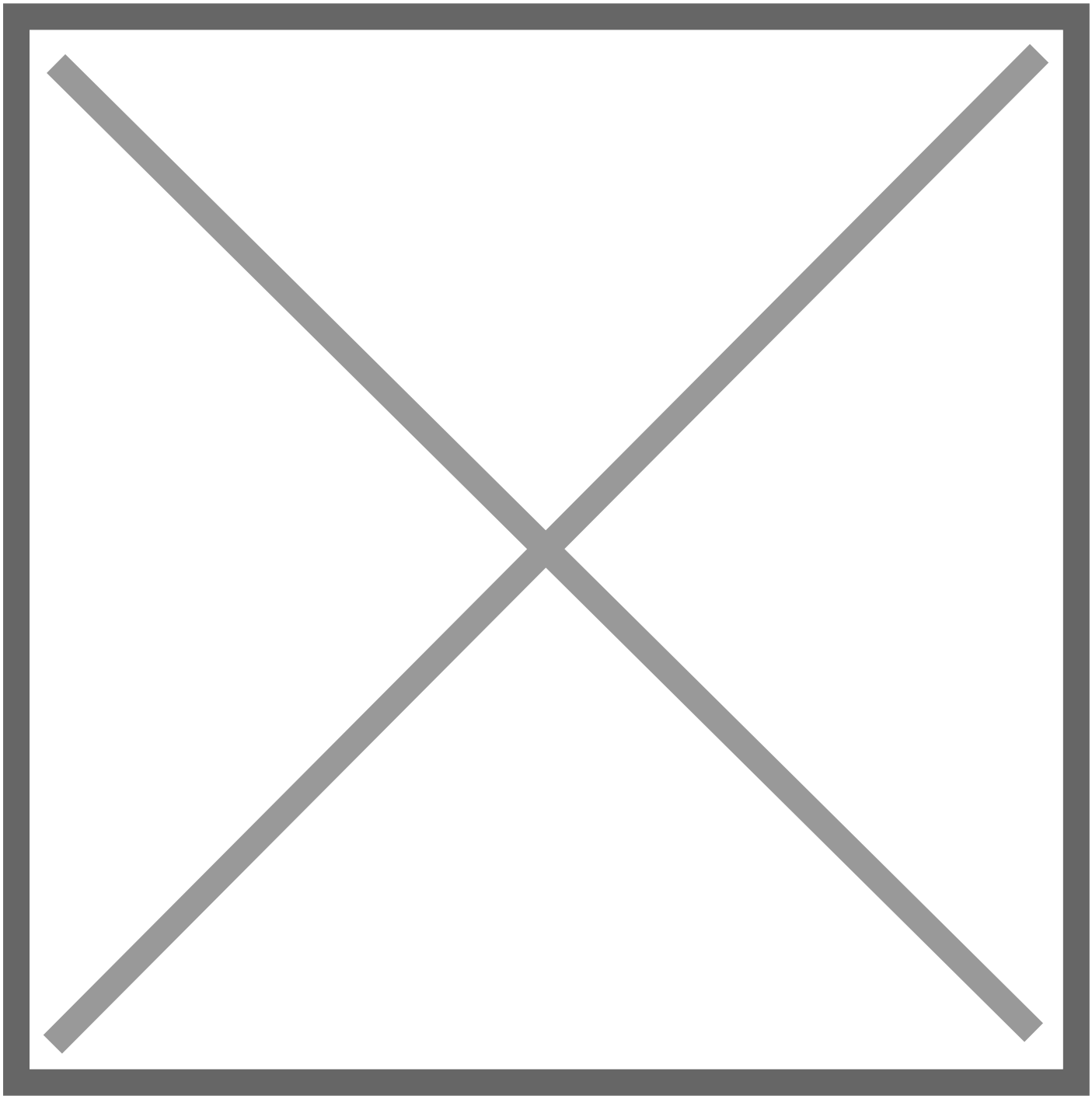
The project's goal is to help ease the financial burden on families and make students feel confident as they head back to class this month.

"At TLMODA, we believe in lifting up our communities and that starts with our youth," said Robert D. Hatchett Jr., executive director at TLMODA. "We're honored to partner with The Salvation Army again this year to help

students start school with confidence, dignity and the support they deserve.”

Since launching in 2020, TLMODA has given more than $2 million to programs supporting communities in need.

Toyota Connected’s Efforts
Meanwhile, Toyota Connected (TC) held a back to school sneaker drive, which supported Community Partners of Dallas (CPD).



Starting School on the Right Foot *— Toyota Connected and Community Partners of Dallas held a sneaker drive and collected more than 90 pairs of shoes for kids in need.*

In July, TC team members donated new sneakers for pre-kindergarten and kindergarten students to start the year off on the right foot. Team members used an online wish list through Walmart and the sneakers were shipped directly to CPD.

In total, 92 new pairs of sneakers were donated.