Toyota Fuels Student Success with up to $4.2 Million in Grants for Rocket City Schools

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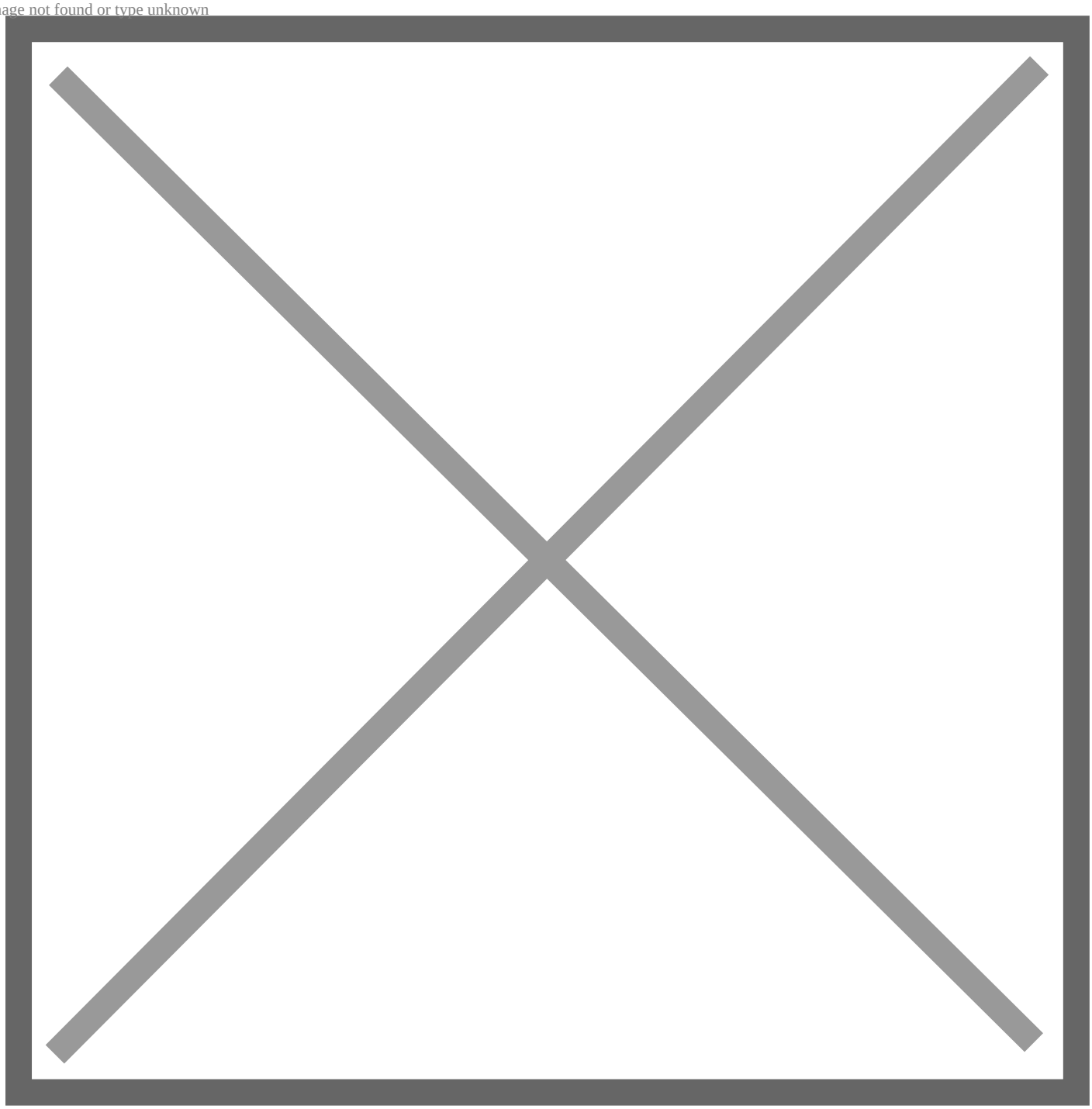

HUNTSVILLE, Ala. (Sept. 17, 2025) – For nearly 25 years, Toyota Alabama has assembled engines, invested in the workforce and strengthened the Huntsville community. Today, Toyota looks to the future with Driving Possibilities and a Toyota USA Foundation grant of up to $4.2 million in Huntsville City Schools. Driving Possibilities is an initiative funded by Toyota USA Foundation with additional funds provided by Toyota Motor North America and Toyota Financial Services.

The Driving Possibilities initiative is aimed at expanding access to quality STEM education and career pathways. Today's announcement builds on a previous $6.7 million commitment, bringing Toyota's total Driving Possibilities investment in Huntsville to nearly $11 million.

"Toyota is assembling more than just engines in Huntsville–we're investing in our future," said Marc Perry, Toyota Alabama president. "Engaging students early nurtures curiosity and equips them with essential skills to support their academic journey and help prepare them for future success in STEM careers."

Toyota is collaborating with Huntsville City Schools and the Huntsville/Madison County Chamber Foundation to close educational gaps through innovative, hands-on STEM programming and wrap-around student support. New programming will include:

- A STEM coordinator serving the entire school district.
- Embedding STEM coaches in six elementary and two middle schools to enhance learning through integrated STEM concepts across core subject curricula.
- Care Closets at 10 schools with the Caring Link, a Madison County non-profit, will be added to provide teachers with quick access to essentials, including new clothing, school supplies, toiletries and snacks to help meet students' needs.
- Funding monthly training sessions to be provided by Second Mile, a local non-profit, to increase parent engagement.
- Fostering critical STEM skills development by funding Greenpower USA cars for 10 schools, creating manufacturing and project management experience for students.

"Huntsville City Schools is proud to continue the Toyota USA Foundation's Driving Possibilities initiative to help enhance STEM education across our district," said Dr. Clarence Sutton, Huntsville City Schools superintendent. "Continuing our collaboration with Toyota, we remain committed, together, to creating customized learning experiences that foster academic achievement and personal growth, inspiring success both inside and outside the classroom."

Toyota's previous announcement in 2023 supported the creation of a new industrial tech program (INDTECH) at the recently opened Huntsville City Schools Center for Technology. The program creates a direct pathway into high-demand manufacturing careers for high school students. Driving Possibilities in Alabama has also funded teacher coaches, with support from the New Teacher Center, a national non-profit aimed to provide coaching and professional development to new teachers.

"We believe every student should have access to opportunities and a clear path to high-growth careers, regardless of their background," said Ana Meade, vice president of sustainable development at Toyota. "Through Driving Possibilities, we strive to remove barriers and create limitless possibilities, so communities can access quality STEM jobs in the future."