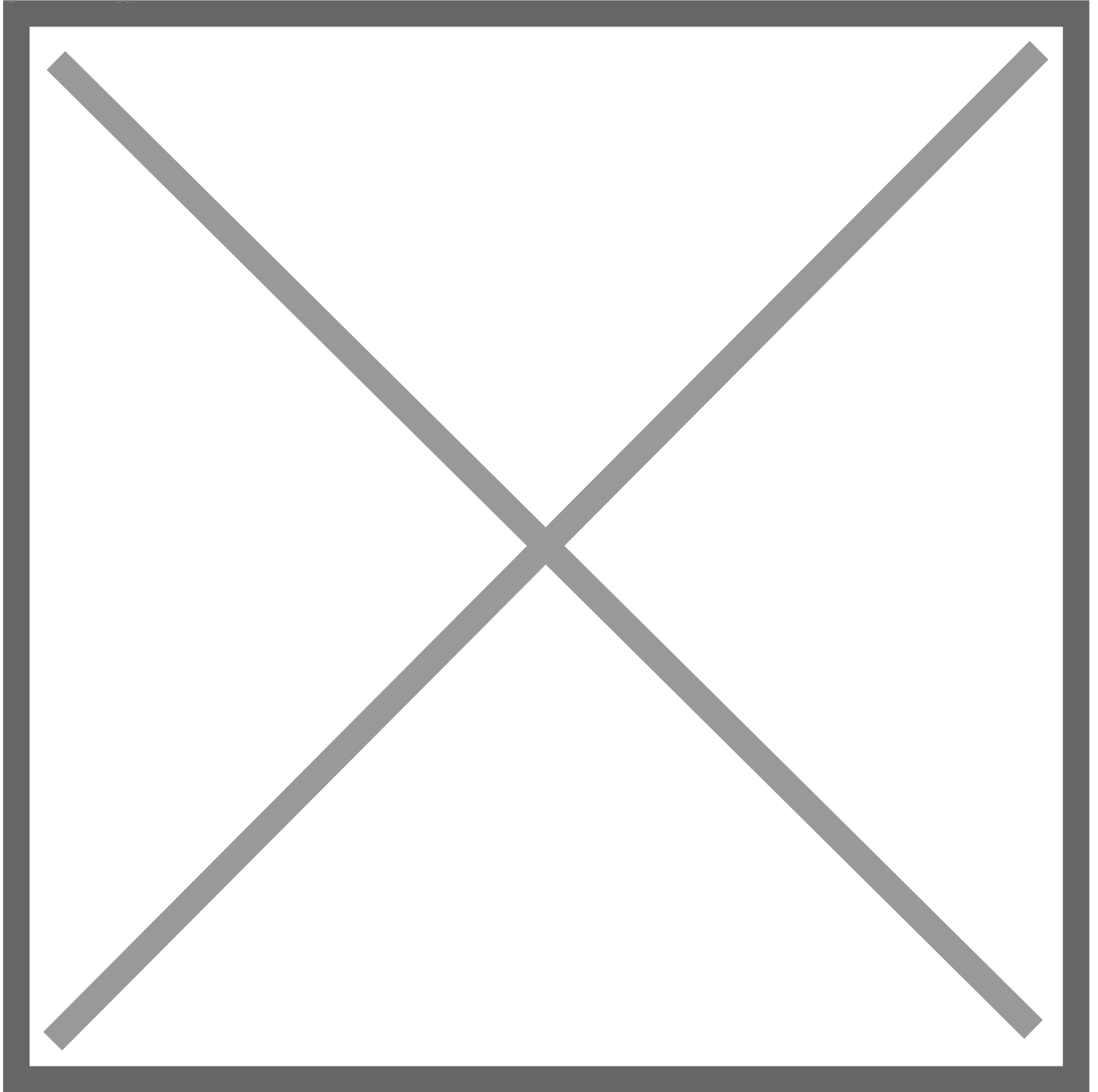


Communities and Families Need to Prepare For Major Weather Before it Strikes

Toyota Invests \$1 Million in American Red Cross Disaster Relief

August 04, 2026



Severe weather events have increased 75% over the last five years, according to the National Oceanic and Atmospheric Administration ([NOAA](#)). This impacts families and businesses in each community in significant ways. However, preparing for these events before they happen can decrease their impact and help develop more resilient communities.

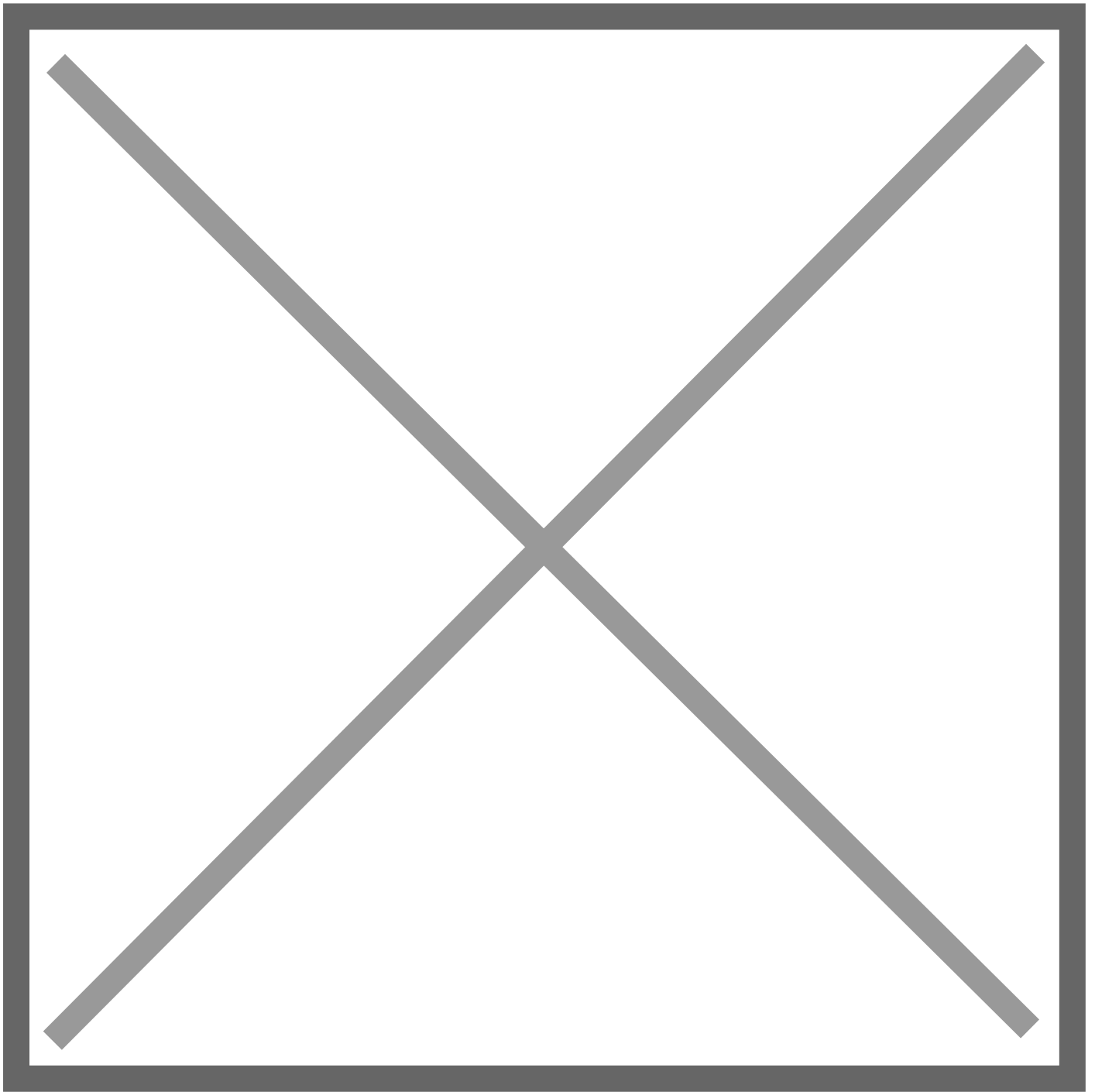
Starting this year, Toyota is deepening its decades-long relationship with the American Red Cross by investing \$1 million to support the Annual Disaster Giving Program ([ADGP](#)). The combined investment from Toyota Motor North America, Gulf States Toyota, and Southeast Toyota Distributors reflects a shared focus on readiness, response, and long-term community support.

“The relationship between Toyota and the American Red Cross is built on trust, shared purposes, and a shared commitment to preparedness,” said Chris Nielsen, Toyota’s executive vice president of supply chain. “We see this as an investment in the communities our team members call home and throughout the U.S.”

Over the next year, Toyota’s support could help provide critical resources for people affected by disasters, including:

- More than 10,700 nutritious meals and snacks
- Nearly 775 shelter stays
- Relief supplies for approximately 530 households
- Recovery services for more than 300 individuals

These numbers represent the long-term, broader work the Red Cross does to help people stabilize their lives after a disaster.



Preparing Before the Next Disaster

The year-round support of the ADGP helps the Red Cross stay ready for disasters big and small nationwide, whenever and wherever they occur.

Toyota's support also helps the Red Cross train and deploy disaster volunteers, adding critical surge capacity when major emergencies stretch Red Cross teams. Volunteers can serve in roles including shelter operations, logistics, family reunification, health services, and recovery support, helping extend the Red Cross's reach and faster response.

Beyond financial contributions, for years Toyota has provided practical support and operational problem-solving through the Toyota Production System Support Center ([TSSC](#)).

“Working with the American Red Cross team, we were able to identify areas for improvement and new ways to address these through a more standardized approach,” said Jamie Bonini, president of TSSC. “Our team has provided real-time feedback on how to improve the local volunteer engagement to help speed the relief to families served. We’re eager to explore more opportunities to support the Red Cross using Toyota Production System principles to help others in need.”

That collaboration has helped streamline volunteer onboarding, turning a process that once took hours into one that can happen in minutes. Read about the case study [online](#).



Employee Engagement Opportunities

Toyota team members have shown their support for the Red Cross through volunteer service, disaster deployments, and CPR training.

Most notably, several Toyota locations host regular blood drives to support the need for blood. Team members in Indiana, Kentucky, and the headquarters in Texas host five drives a year each for their local Red Cross chapters. Hosting drives are even more critical now as the Red Cross recently declared a national blood crisis following a steep drop in donations earlier this summer.

“There’s a constant need for blood donations, and our team stepped up to the challenge,” said Tim Dorren, general manager in Toyota’s accounting and finance department. “Red Cross blood drives throughout the year help ensure there is a supply on hand when the need is the greatest.”

In that spirit, Toyota’s renewed support for the Red Cross is more than a donation. It is an investment in uplifting communities. And as an Annual Disaster Giving Program member, Toyota helps ensure the Red Cross is equipped to do what it does best: prepare people, provide vital relief, and support recovery when families need it most.