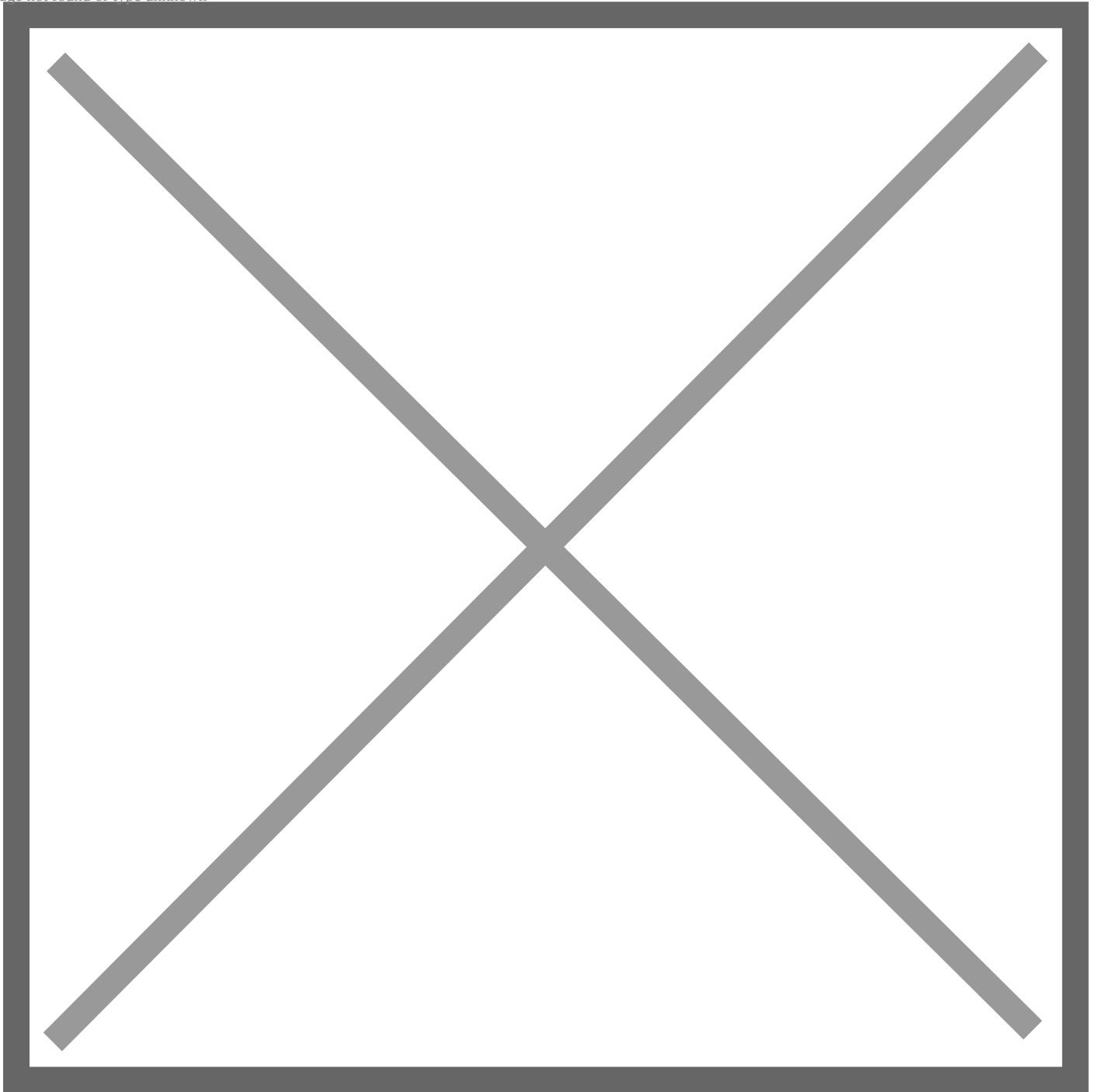


Where Ideas Take Shape: Student Innovation Comes to Life in Kentucky

August 28, 2026

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Inside a Northern Elementary School gymnasium in Lexington, KY, rows of student-designed booths come to life with color, creativity, and purpose. Handcrafted jewelry is carefully arranged beside handwritten price cards. Homemade treats are displayed with attention to detail. Each table tells a story—not just of a product, but of a student stepping into new possibilities.

This is the essence of **Driving Possibilities**, an initiative of the Toyota USA Foundation, which seeks to transform education by expanding access to innovative, hands-on STEM learning experiences. Through programs like this year's **Entrepreneur Fair**, students across Kentucky engage in real-world applications that build critical skills, stimulate interest and awareness of STEM, and unlock future opportunities.

Achieving Impact Through Education and Community Partnership

At the Fair, students took on the role of entrepreneurs—conceptualizing ideas, creating products, and presenting them to peers, families, and community members. Booths were thoughtfully designed, with colorful displays, signage, and pricing structures that reflect both creativity and intentional planning. The environment fostered active engagement, as participants interacted with visitors, explained their offerings, and navigated the dynamics of a live marketplace.

Presented in partnership with Junior Achievement (JA), the Entrepreneur Fair served as the culminating point of a multi-week financial literacy program. Bryan Station High School students participated as JA Heroes, delivering JA learning experiences for elementary students and providing in-person mentorship in the process. Through this guidance, elementary students were able to connect financial literacy concepts to the hands-on experience of developing, pricing, and presenting their own products.

Bridging the Gap: From Foundational Skills to Real World Applications

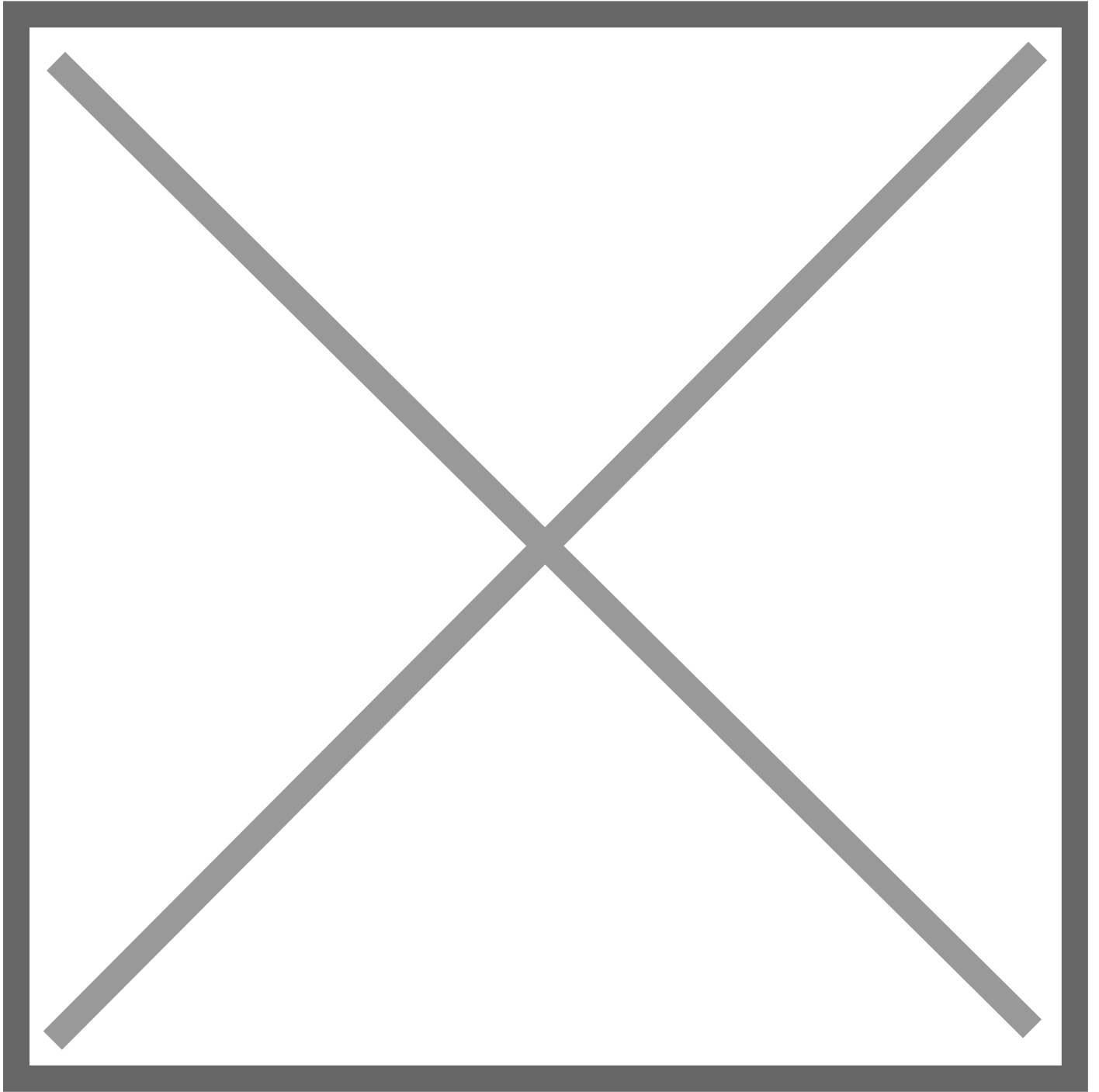
Beyond the immediate activity, the experience reflects a deeper educational impact. Through Driving Possibilities, students are developing foundational skills in financial literacy, communication, problem-solving, and collaboration. These moments of experiential learning help bridge the gap between classroom concepts and real-world application—equipping students with the tools needed to succeed in an evolving economy.

As described by a Driving Possibilities Kentucky site project manager Carrie Rogers, “Projects like this one remind me what all the work is actually for. Watching a student stand in front of her peers and community and sell something she created — something she believed in — is the clearest possible evidence that the investment Toyota has made in these schools is working.”

That student's confidence came from weeks of coaching from her JA Hero mentor at Bryan Station High School. Seeing a high schooler invest in an elementary student – and watching that support reshape how the younger student sees herself – shows the power of community-centered education. Connecting the right people can give students real stakes in their learning trajectory.

Community Support Strengthens Student Growth

Equally important is the role of community in amplifying this impact. The presence of families and local supporters within the school setting underscores a shared commitment to student growth. By creating spaces where students can showcase their ideas and efforts, the initiative strengthens connections between education, community, and future workforce pathways.



Driving Possibilities students participating in the Entrepreneur Fair.

A Model for Expanding Opportunity

This event in Kentucky represents a broader vision of Driving Possibilities: to create scalable, inclusive models that expand access and opportunity for STEM education and careers.

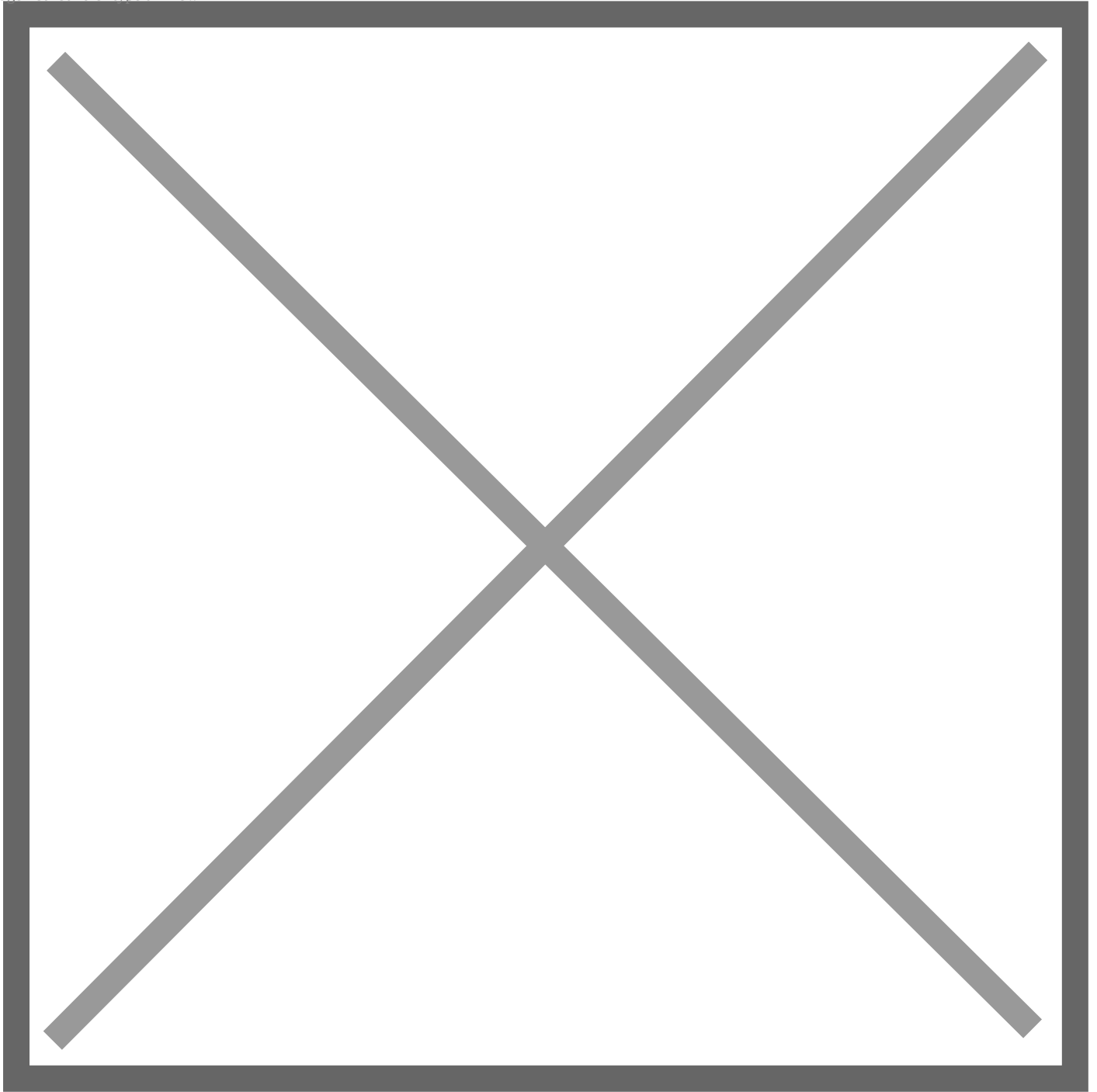
The scene in the gymnasium—marked by vibrant displays, thoughtful creations, and meaningful exchanges—serves as a powerful example of what is possible when students are empowered to lead their own

learning journeys. It is in these moments that confidence is built, curiosity is sparked, and potential begins to take shape.

National Outcomes Reflect Local Momentum

Both nationally and locally, Driving Possibilities helps students build awareness and confidence in their futures, with 88% reporting increased understanding of STEM careers, interest in STEM learning, and confidence in their ability to succeed. These attitudinal gains are reinforced by tangible outcomes, including improved academic proficiency and reductions in chronic absenteeism (see below image).

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Source: MGT Impact Solutions, LLC analysis of baseline and AY2025–2026 student participant survey data collected by MGT, as well as academic achievement and attendance records provided by participating DP schools.

Driving the Future, One Step at a Time

As Driving Possibilities continues to grow nationwide, initiatives like the Entrepreneur Fair will play a critical role in shaping the next generation of thinkers, creators, and leaders. By meeting students where they are and

providing access to transformative experiences, Toyota USA Foundation is helping to drive a more inclusive and innovative future—one student, one idea, and one opportunity at a time.