

Toyota Displays Commitment to Community and Mobility Through Partnership With Girl Scouts of Northeast Texas

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PLANO, Texas, (May 16, 2019) – Toyota hosted over 100 Girl Scouts at their Plano campus for the second annual Bring Girl Scouts to Work Day. Developed in partnership with Girl Scouts of Northeast Texas (GSNETX), this inspiring day of learning gives Girl Scouts a unique opportunity to experience life as a corporate executive. Girls learned the importance of financial inclusion while being challenged to think creatively and exercise teamwork through curated activities.

“Toyota does more than make cars. We are committed to mobility for all, giving people the tools necessary to get where they want to be through financial education, career exploration and skills training,” says Elena Sacca Smith, Toyota group manager – corporate social responsibility. “We are proud to partner with Girl Scouts of Northeast Texas and Girl Scouts of the USA to empower this and future generations to succeed.”

Toyota has been a sponsor and active partner of Girl Scouts of the USA (GSUSA) for nearly five years, working with GSUSA to provide financial education programs that support the Girl Scouts’ mission of building girls of courage, confidence, and character. Through regional events, such as Bring Girl Scouts to Work Day, and Driving My Financial Future, Toyota creates lasting positive impact that speak to the company’s commitment to getting people where they want to be – physically, socially, economically, and aspirationally.

“Girl Scouts of Northeast Texas values our partnership with Toyota and the company’s commitment to girls across the country through Girl Scouts of the USA,” says Jennifer Bartkowski, CEO, GSNETX. “We are fortunate to have partners like Toyota that go beyond corporate giving. They work with our organization to build capacity and impact, and really make a difference in the community by giving Girl Scouts the skills and confidence they need to be their best selves.”

Bring Girl Scouts to Work Day took place at the Toyota North American headquarters in Plano, Texas. Over 100 Girl Scouts and 60 Toyota employee volunteers participated in a robust itinerary that included a STEM teamwork activity, sustainability tour of the Toyota campus, and career possibility discussions with female executives at Toyota.