

Hispanic Scholarship Fund and Toyota Announce Renewed Partnership, with \$900,000 Grant for 2020-2021

October 15, 2020



The impact of a scholarship award from Hispanic Scholarship Fund (HSF), the nation’s largest nonprofit organization supporting Hispanic American higher education, goes much further than the monetary value; it’s about sparking hope and advancing equitable access to education.

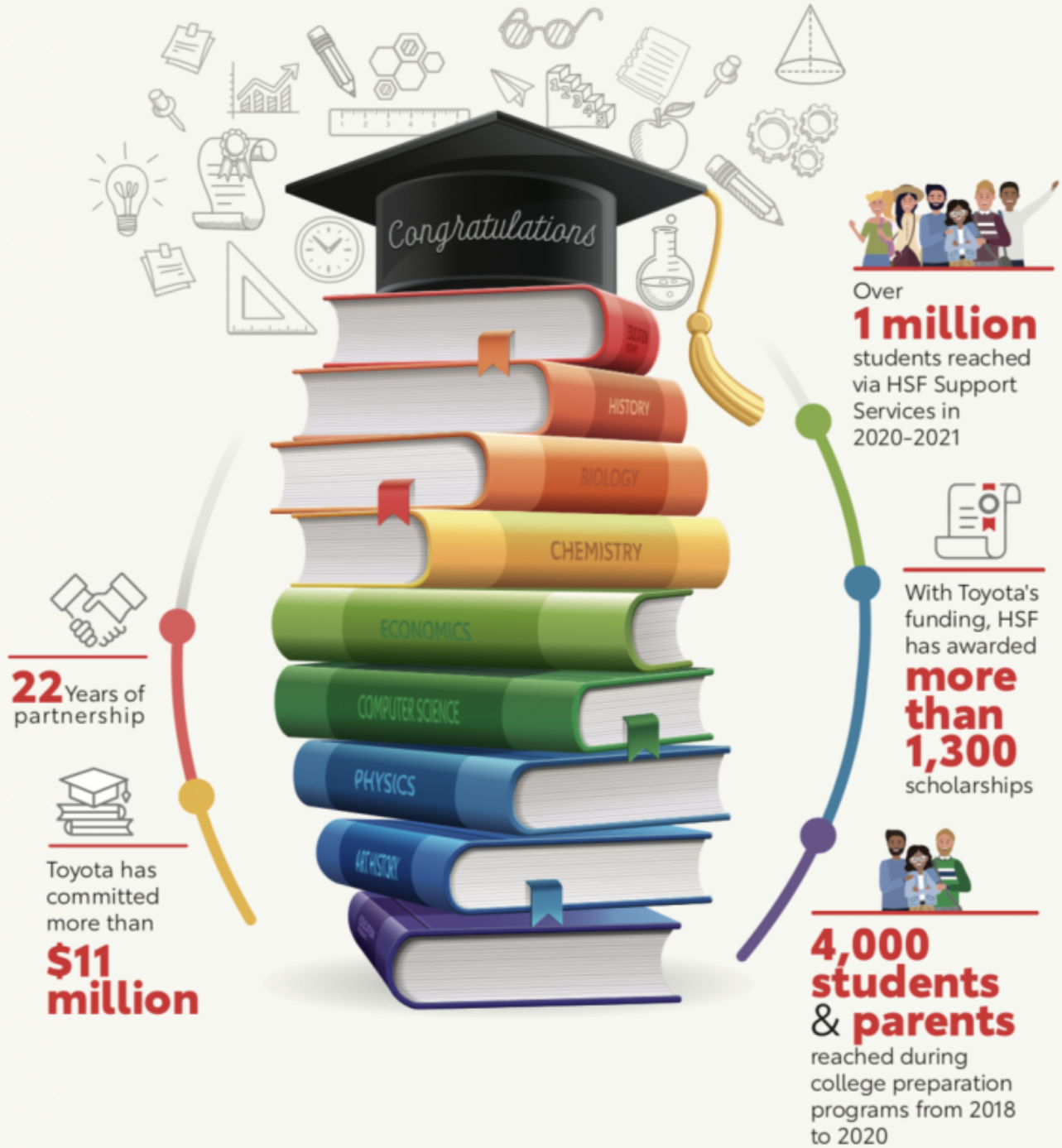
The youngest of five and raised by a single mother, Toyota Motor Manufacturing, Texas (TMMTX) engineer Nazul Rivera gained confidence with an HSF scholarship. “The HSF scholarship gave me a newfound sense of responsibility. It made me feel like somebody believes in me, and that I could go further in school than I ever imagined possible,” said Rivera.

Whether it’s Rivera’s story or one of the thousands of others made possible through HSF grants, the core mission is a commitment to helping Hispanic Americans navigate the college track – many for the first time. “Toyota’s generous support will enable HSF to provide scholarships to deserving scholars and support services to students, parents, and alumni across our country. We are grateful and proud of our long-standing partnership

with Toyota and look forward to working together to continue empowering families to successfully complete a higher education,” said Fidel A. Vargas, president & CEO, HSF.

In honor of Hispanic Heritage Month, Toyota, an HSF partner of 22 years, renewed its commitment of \$900,000 for the organization’s 2020-2021 fiscal year. Allocations will fund Scholar Support Services, the Toyota/HSF Scholarship Program, and the Toyota West Dallas Scholarship.

TOYOTA & HSF PARTNERSHIP



Source: Hispanic Scholarship Fund Internal Reporting 2020



“*Familia* is everything, and recognizing, celebrating, and driving educational opportunities to Hispanic Americans is crucial within the Toyota family, and to the communities we serve, and especially to today’s scholars,” said Peggy Turner, vice president, Lexus Guest Relations, and member of HSF’s Board of Directors.

Guided by the pillars of the Toyota Way, *Respect for People* and *Continuous Improvement*, Toyota encourages diversity of thought, placing an emphasis on garnering talent with diverse backgrounds and experiences.

“Toyota’s partnership with HSF helps us play a role in enhancing Hispanic students’ opportunities so they can unleash their unlimited potential,” added Turner.

Over the last 22 years, Toyota has funded more than \$11 million in college scholarships to more than 1,300 HSF Scholars. The renewed commitment of \$900,000 to HSF strengthens the multi-pronged approach to providing both resources and networking opportunities to Hispanic students across the nation. The funds support services to thousands of parents and students to help them prepare, plan, and pay for college. In 2019, the partnership resulted in the launch of the Toyota West Dallas Scholarship, which supports outstanding students from the West Dallas neighborhood of Dallas, who are enrolled or plan to enroll in an accredited, not-for-profit university or graduate school.

Together, Toyota and HSF are committed to building a more equitable future by providing not just dollars, but also empowerment to Hispanic American students now and in the future.

To learn more about the Hispanic Scholarship Fund, visit [HSF.net](https://www.hsf.net).