

More Than 450 Toyota Dealerships Step Up for Back to School with Kids In Need Foundation

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ROSEVILLE, Minn. (August 1, 2022) – This back-to-school season, more than 450 Toyota dealerships are coming together with [Kids In Need Foundation](https://www.kinf.org) (KINF) for the inaugural Big Summer Giveback – all to make sure students are prepared for school.

From August 1-31, 2022, Toyota will donate \$3.00 to KINF for every paid oil change using Genuine Toyota Motor Oil with a tire rotation at participating Toyota Service Centers, with a guaranteed minimum donation of \$500,000. Toyota is also promoting equity in education through an additional fundraiser during the month from customers who would like to contribute more, collecting donations at www.kinf.org/toyota.

“We are thrilled to partner with Toyota on this initiative, knowing that so many students across the country will start the year with the supplies they need to learn,” said Corey Gordon, CEO of KINF. “Not only does this ease the burden on teachers to provide supplies in under-resourced schools, but it also generates greater awareness to the general public of the need for equitable learning environments in our underserved communities across the country.”

From Boston to Charlotte to Los Angeles to Portland, tens of thousands of students will receive a new backpack full of essential school supplies through KINF’s [Supply A Student](https://www.kinf.org) program. Nearly 40 dealerships have

committed to \$10,000 donations in their community, ensuring that local students will start the school year strong with new supplies.

“Toyota joins KINF in its belief that every child in America should have equal opportunity and access to a quality education,” said Mark Nazario, vice president, Guest Experience and Retention, Toyota Motor North America. “By partnering with teachers and students in under-resourced schools, KINF provides the support needed for teachers to teach and learners to learn.”

In the schools served by Kids In Need Foundation, nearly [2 out of 3 students](#) arrive on the first day of school without the supplies they need to learn. KINF is the only national nonprofit that strategically focuses its efforts in schools in the nation’s most underserved communities, those with a student enrollment of 70% or more eligible to receive free or reduced meals through the National School Lunch Program (NSLP).

For more information about the KINF and its programs, please visit www.kinf.org.