

More Than 600 Toyota Dealerships Step up for Third Annual Big Summer Giveback Program

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PLANO, Texas (July 31, 2024) – Toyota and The Kids In Need Foundation (KINF) are teaming up for their third annual Big Summer Giveback program, with a record number of Toyota Dealers participating in the program, to ensure students in underserved communities start the year with the necessary supplies. The growth of this program as it enters year three is testament to Toyota’s commitment to supporting their local communities.

From August 1-31, 2024, Toyota will donate \$3.00 to KINF for every paid oil change with a tire rotation at participating Toyota Service Centers, with a guaranteed minimum donation of \$500,000. In addition, over 40 Toyota Dealerships across the country have committed to \$10,000 donations in their communities.

With these donations from Toyota and participating Toyota dealers, KINF will be able to provide tens of thousands of students with a new backpack full of essential supplies through their Supply a Student program ensuring they start the new school year prepared and ready.

“Toyota is excited to be partnering with KINF for the third annual Big Summer Giveback,” said Mark Nazario, Vice President of Guest Experience & Retention at Toyota Motor North America. “This year is going to be our biggest Big Summer Giveback to date, and we are proud to support such a worthy cause. To see our dealers rally around this initiative helps show our commitment to serving the communities we live and work in.”

“We are thrilled to continue our partnership with Toyota for the third consecutive year. This collaboration has been instrumental in creating a significant impact for thousands of students and teachers alike. This year alone, over 60,000 students will start the year with the supplies they need to learn,” said Corey Gordon, CEO of KINF. “This not only eases the burden on teachers in under-resourced schools to provide the supplies their students need to be successful, it also increases public awareness of the importance of creating equitable learning environments in our underserved communities.”

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).

To further engage the community, Toyota encourages customers to contribute through an additional fundraising opportunity at www.kinf.org/toyota, allowing everyone to play a role in supporting education and providing essential resources to students.

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