Back to School: Toyota Gives Back to Students in Need

August 30, 2023

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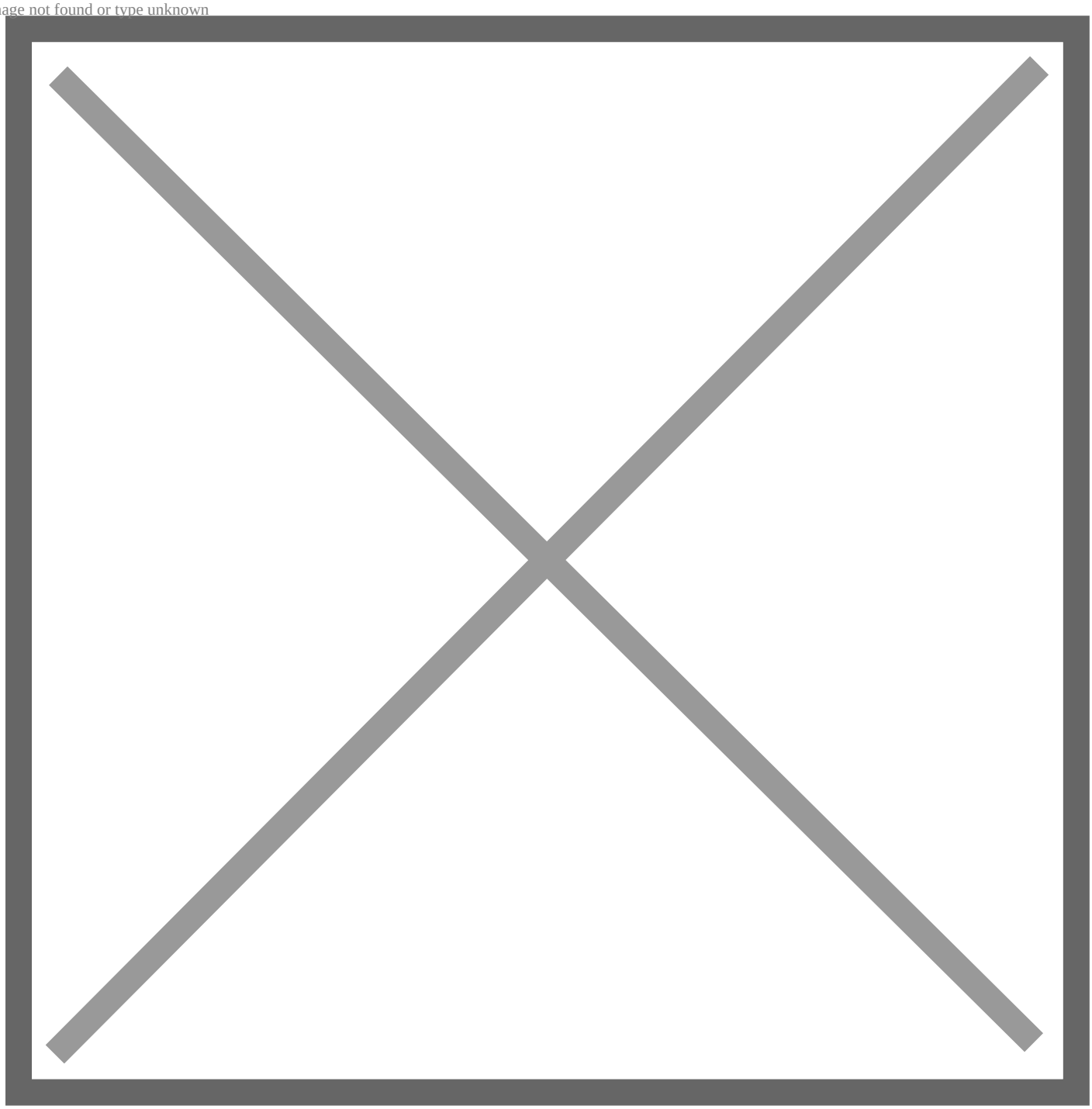


Toyota employees across the country are giving back to students in need as the new school year begins.

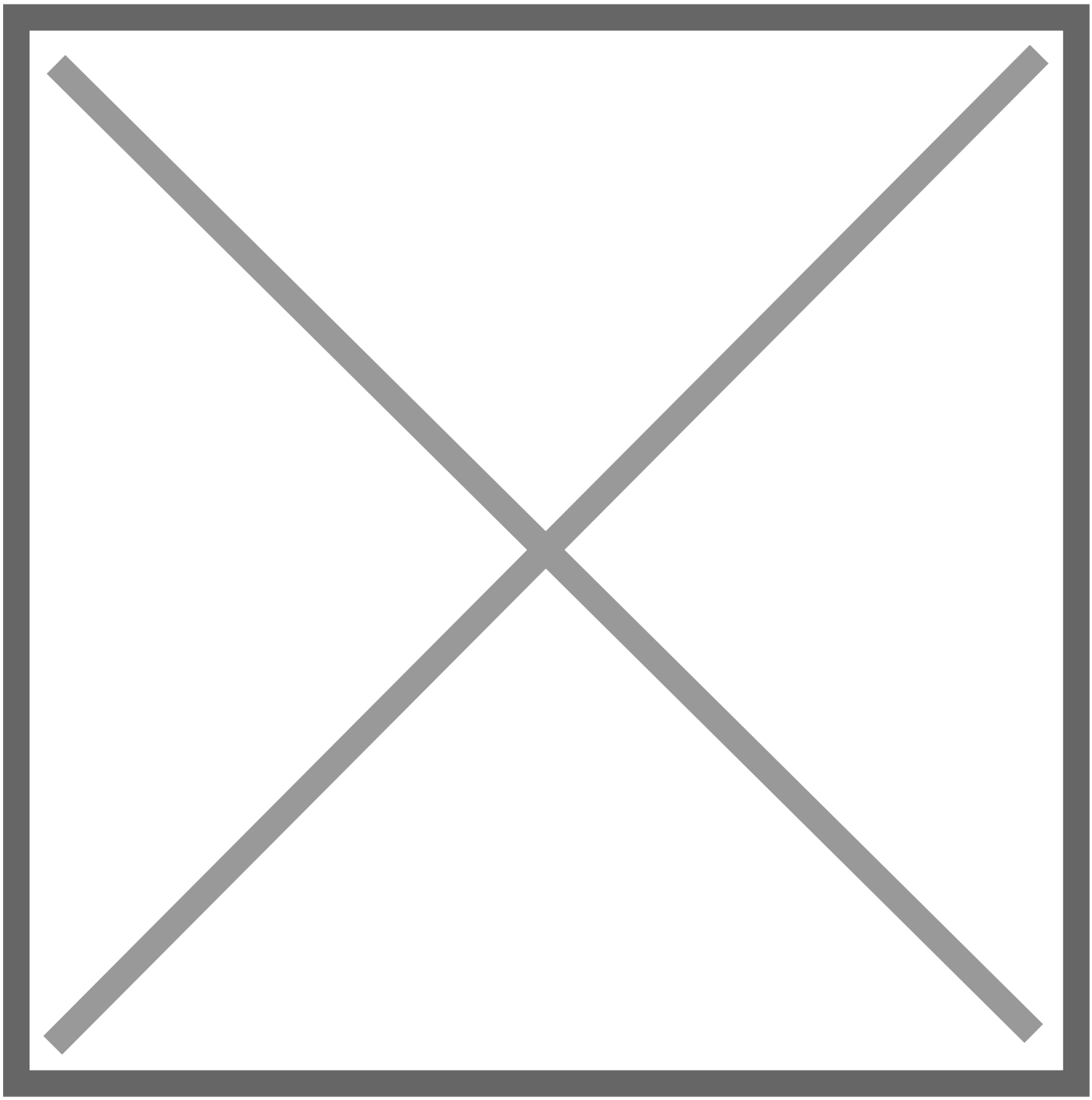
For the second year in a row, Toyota supported the Kids In Need Foundation (KINF) for the Big Summer Giveback, a national service and parts promotion that gave Toyota customers an opportunity to donate $3 to KINF's Supply a Student program during their August oil change appointment.

The program provides children with school supplies at under-resourced elementary schools across the nation.

The results this year:

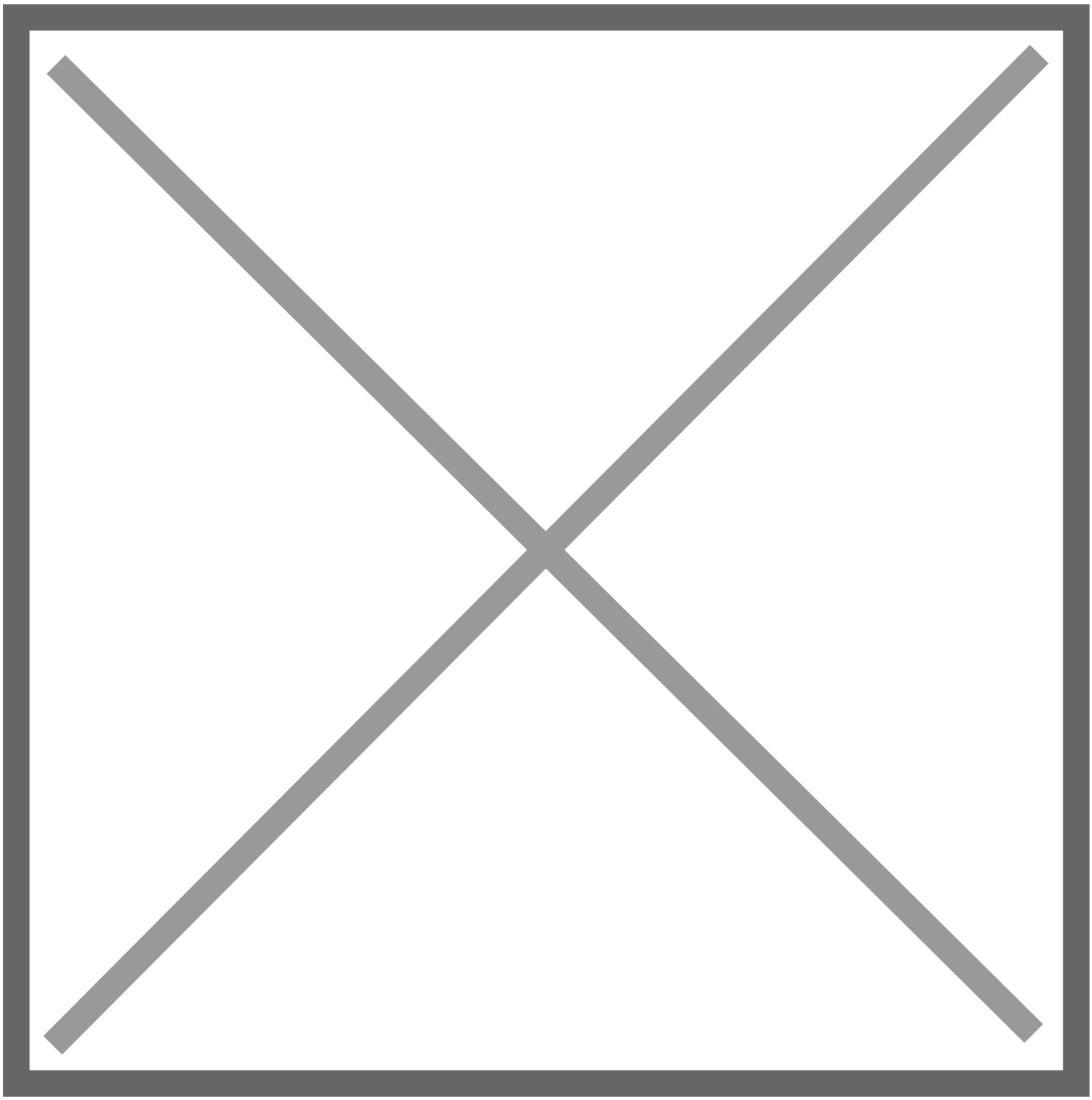
- 429 Toyota dealerships raised more than $600,000
- 21 of these dealers each donated $10,000 or more
- More than 24,000 elementary students were impacted

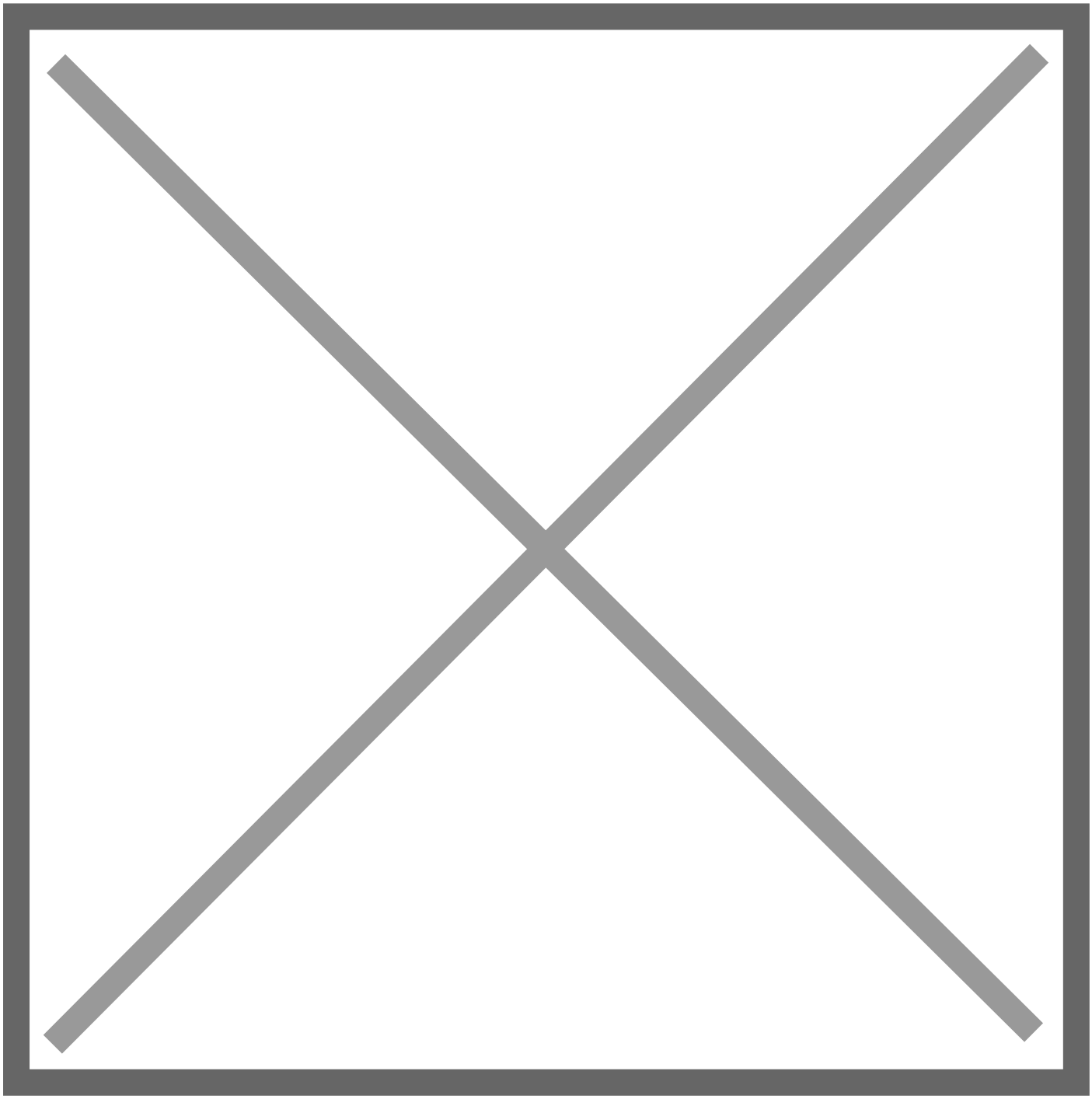
Dealers will hand-deliver their donated backpacks filled with school supplies to students at an elementary school in their community.

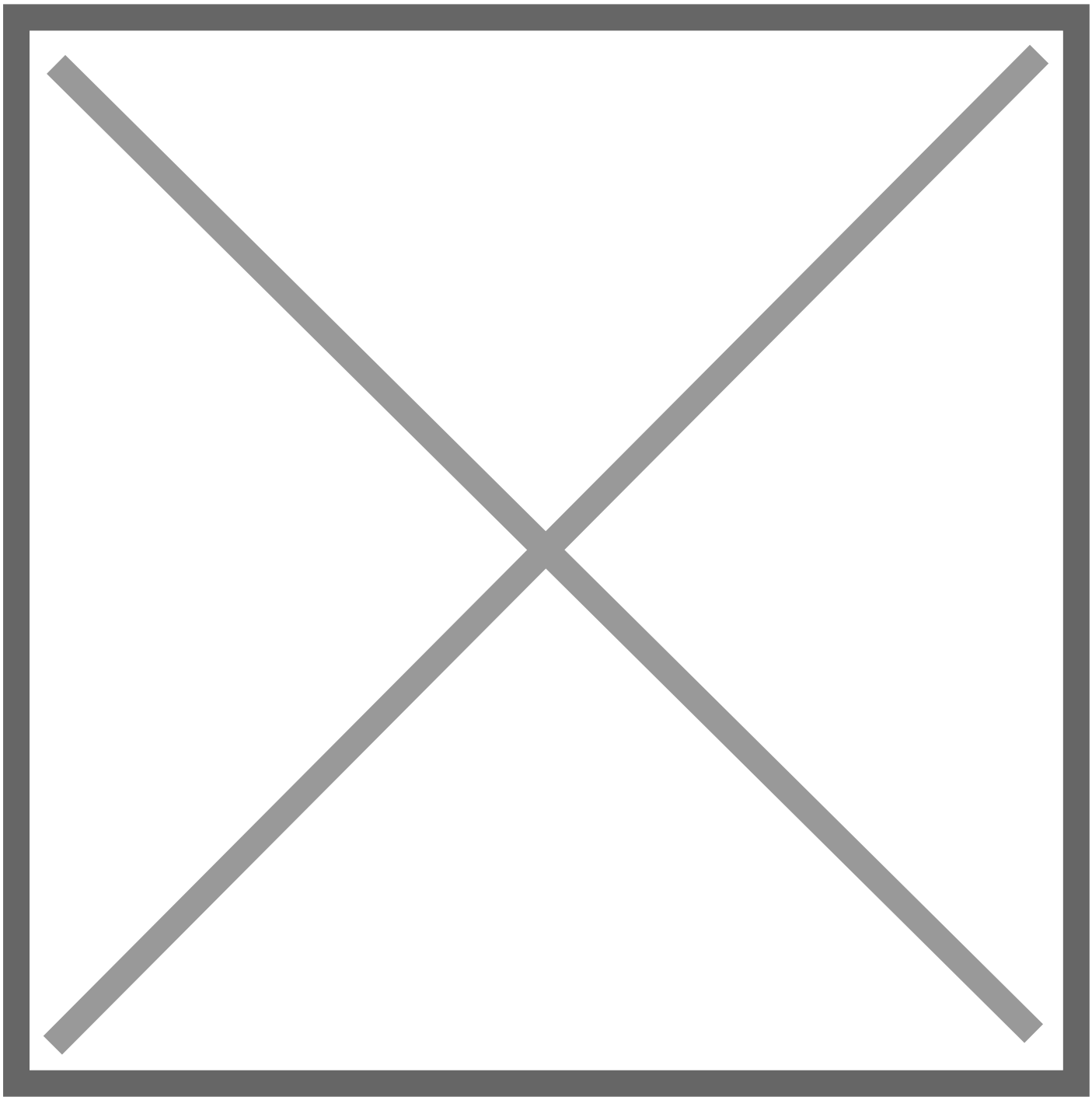


“Toyota is pleased to announce our continued support of KINF for the second year of our Big Summer Giveback campaign,” said Mark Nazario, vice president, Guest Experience and Retention, Toyota Motor North America. “Together, we are committed to empowering students in under-resourced schools nationwide, ensuring every child receives an equal opportunity to thrive in their classrooms.”

Employees also volunteered over the summer to stuff backpacks with school supplies during an event at Toyota’s headquarters in Plano.





Social Innovation and nonprofit Team IMPACT hosted the June event, where 76 volunteers packed 450 backpacks. They were delivered in July to the Boys and Girls Club of Collin County.

Also in July, 17 employees stuffed over 300 backpacks at Community Partners of Dallas. That event was also hosted by Social Innovation and Team IMPACT.