

Communities and Families Need to Prepare For Major Weather Before it Strikes Toyota Invests \$1 Million in American Red Cross Disaster Relief

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Severe weather events have increased 75% over the last five years, according to the National Oceanic and Atmospheric Administration ([NOAA](#)). This impacts families and businesses in each community in significant ways. However, preparing for these events before they happen can decrease their impact and help develop more resilient communities.

Starting this year, Toyota is deepening its decades-long relationship with the American Red Cross by investing \$1 million to support the Annual Disaster Giving Program ([ADGP](#)). The combined investment from Toyota Motor North America, Gulf States Toyota, and Southeast Toyota Distributors reflects a shared focus on readiness, response, and long-term community support.

“The relationship between Toyota and the American Red Cross is built on trust, shared purposes, and a shared commitment to preparedness,” said Chris Nielsen, Toyota’s executive vice president of supply chain. “We see this as an investment in the communities our team members call home and throughout the U.S.”

Over the next year, Toyota’s support could help provide critical resources for people affected by disasters, including:

- More than 10,700 nutritious meals and snacks
- Nearly 775 shelter stays
- Relief supplies for approximately 530 households
- Recovery services for more than 300 individuals

These numbers represent the long-term, broader wor