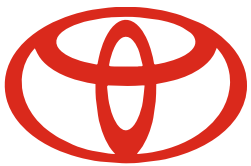


2024

# BIG SUMMER GIVEBACK

The Kids In Need Foundation (KINF) and Toyota joined forces once again for their third annual Big Summer Giveback program, aimed at enhancing learning opportunities for students in under-resourced schools nationwide. This year, the program expanded significantly, championed by the participation of over 600 local Toyota dealerships. This underscores Toyota's unwavering commitment to equity in education and its enduring partnership with the Kids In Need Foundation.



609  
dealerships



63,000+  
students served



\$1.8m  
donated

Since its inception in 2022, the Big Summer Giveback program has flourished, driven by the collective effort of Toyota and its dealership network. Over the past three years, this partnership has resulted in cumulative donations exceeding \$3.75 million and supported over 140,000 students through KINF's Supply A Student program, which distributes backpacks filled with school supplies to students in schools where 70% or more of the student population qualifies for free or reduced meals through the National School Lunch Program (NSLP). This strategic focus ensures that resources reach those who need them most.





## THE CLASSROOM AND BEYOND:

Through the dedicated efforts of Toyota dealerships, countless students in under-resourced schools have received invaluable support. These dealerships have gone above and beyond to host raffles, backpack builds, and fundraisers, ensuring that local children have access to essential resources like school supplies and educational opportunities. As a special highlight, Toyota dealerships proudly participated in the Daytona Coke Zero Sugar 400, showcasing their commitment to community involvement and inspiring students to reach for new heights.

## THANKS TO YOU:

*"We are incredibly grateful for this remarkable act of kindness, and their ongoing commitment supporting education and promoting equity for all students. Thank you, Delaney Toyota, for making a difference in our community."*

-DuBois Area School District

*"Truly means everything to us. I mean we're so grateful. Just to have a pencil of their own, a notebook, a folder that means everything...It keeps it even more personal, but it allows them to be present and available for learning, and it allows their families to not have to stress about that during the school year."*

-Greer Elementary School Assistant Principal Becca Irvine



## A REAL IMPACT:

*"The Big Summer Giveaway is a chance for our dealership family to rally around families in our community, and make sure local kids have the supplies they need to get off to a great start. It has really become one of our favorite events of the year."*

-Loyalty Automotive President Dave Perno

*"Giving back to the community is so important, and it's a core value here at Sheehy Toyota. We want students and teachers alike to be supported and know just how much we appreciate them. We don't want to be strangers at the school. We want to be there to actually lend a helping hand, so students and staff know who we are and see firsthand how much we care."*

-Sheehy Toyota of Laurel General Manager Chris Prender



*"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."*

-Mark Nazario, Vice President of Guest Experience & Retention at Toyota Motor North America