

2025 Toyota Big Summer Giveback

PARTNERING WITH THE KIDS IN NEED FOUNDATION



Service Centers

Toyota Motor North America is pleased to announce our continued partnership with **Kids In Need Foundation** to kick off the **2025 Toyota Big Summer Giveback** taking place this August.

KIDS IN NEED FOUNDATION OVERVIEW

- Since 1995, Kids In Need Foundation (KINF) has made its mission to provide school supplies and learning resources to support the country's most under-resourced schools.
- According to KINF, nearly 2 out of 3 students arrive on the 1st day of school without all the necessary school supplies needed for the school year. By filling this gap with the support they provide, it creates a more equitable learning environment for all students to succeed.
- KINF is the only national nonprofit focusing on the nation's most under-resourced schools: those where **70% or more** of the enrolled students are eligible for free or reduced-cost meals through the National School Lunch Program.
- Each year, KINF serves and provides supplies for over four million students, totaling over \$56M in resources, across the United States.
- To learn more, visit their website at www.kinf.org.

PROMOTION DETAILS

- Similar to previous years, Toyota will donate \$3.00 to Kids In Need Foundation (KINF) for every paid oil change and tire rotation completed during the month of August. All donations collected will support under-resourced students across the country with backpacks full of school supplies for the upcoming school year.
 - Dealers are not responsible for this \$3.00 donation per qualifying CPRO, only the initial donation collected when enrolling in the promotion.
 - At the end of the promotion period, Toyota will provide a lump sum donation to KINF that will include all the donations collected from the participating dealers and the TMNA contribution towards the cause to cover all qualifying customer service transactions.
- All supported children will receive a backpack filled with essential school supplies to help give them an equitable learning opportunity in their classrooms.
- KINF aims to provide resources to serve entire school populations whenever possible at each school they support, ensuring no child is singled out or left out. However, we recognize not every school requires resources at that scale. Their partnership with each school ensures they provide the right level of support to meet their unique needs.
- The marketing support for this promotion will be "Back to School" themed and encourage customers to get these key retention services while giving back in their local communities.
- For further information on all promotion elements, please visit www.toyotabigsummergiveback.com to learn more and complete the enrollment form.

2025 TMNA MARKETING SUPPORT

TMNA will drive awareness for this promotion through an array of targeted advertising initiatives that will encourage customers to come in for an oil change and tire rotation at a participating dealer.

- **National Paid Media:**
 - Display (Mobile & Desktop)
 - Video
 - Search
 - Social Media
- **In-Dealership Point of Sale Kits:**
 - Table tents, window clings, banner, service reminder stickers, and customer donation recognition stickers that can be displayed throughout your Service Center.
- **OCP Targeted Customer Emails**
- **Platinum-Exclusive Marketing Materials**
 - For further details on this platinum benefit, please reference the Platinum Dealer resource tab on www.toyotabigsummergeiveback.com

DEALER DONATION TIERS

To participate in this promotion, you must enroll by selecting 1 of the 5 donation tiers detailed below that include varying levels of benefits:

BENEFITS	PLATINUM	GOLD	SILVER	BRONZE	BASIC
	400 CHILDREN SUPPORTED	200 CHILDREN SUPPORTED	200 CHILDREN SUPPORTED**	40 CHILDREN SUPPORTED	20 CHILDREN SUPPORTED
	\$10,000	\$5,000	\$5,000 (\$2,500 DEALER DONATION + \$2,500 TOYOTA MATCH)	\$1,000	\$500
In-person backpack distribution event with your supported school facilitated by the Kids In Need Foundation		—	—	—	—
Pre-approved media pitch provided to your team to facilitate local media coverage opportunities		—	—	—	—
Exclusive marketing assets with dealer personalization capabilities*		—	—	—	—
Dealer recognition opportunities on Toyota and Kids In Need Foundation media channels			—	—	—
School nomination opportunity to select 1 qualifying school within your PMA			\$+\$**	—	—
Toyota Dealer Match Program eligibility to increase your total contribution amount through Toyota matching funds					—
TMNA-funded national marketing support including digital paid media and in-dealer POP kits					

*This kit includes a Platinum-exclusive POP kit in place of the standard version. You will also receive platinum-recognition digital banners and customizable social media templates that your dealership can use to conduct dealer-facilitated marketing initiatives.

To receive the school nomination benefit at the Silver tier, it is required to match your donation via the Toyota Dealer Match Program with Kids In Need Foundation selected as the beneficiary by **April 18th, 2025. This requirement is in place to ensure your total backpacks contributed will support a minimum of 200 children via a \$5,000 total donation (\$2,500 Dealer Donation + \$2,500 Toyota Match) to support most, if not all, of the student body at your benefiting school.

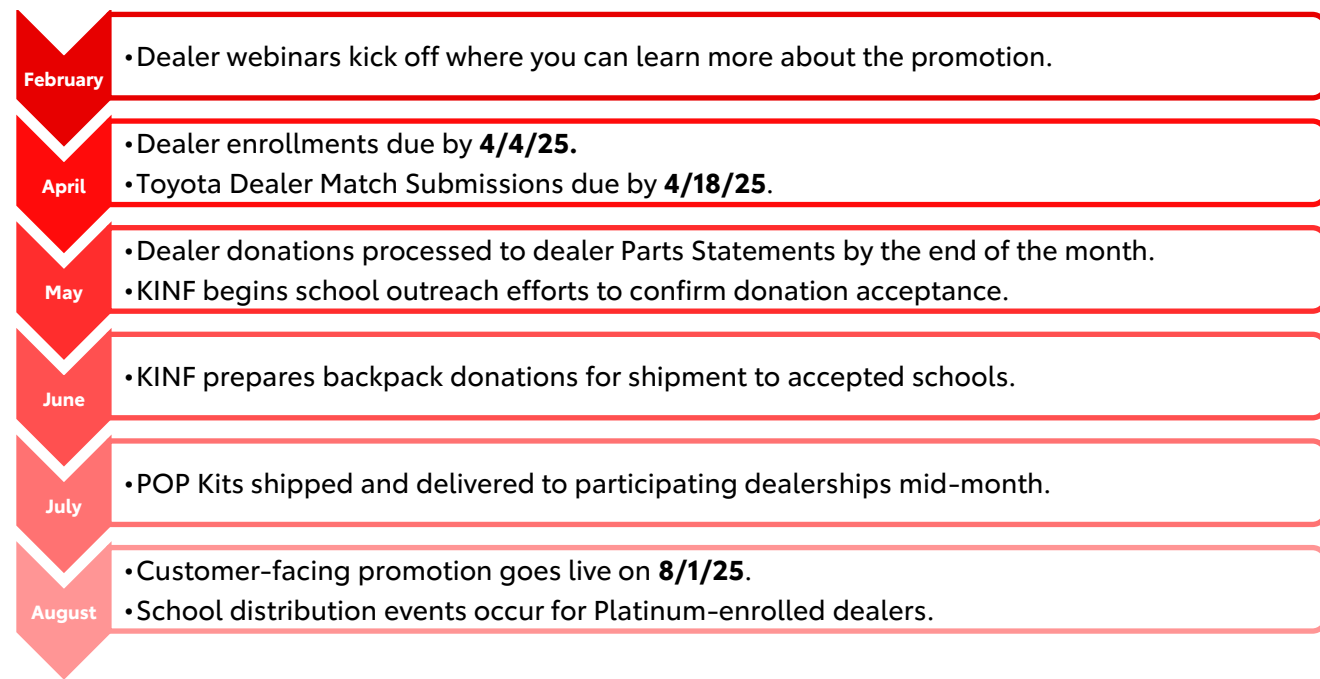
Ready to enroll? Please visit www.toyotabigsummergeiveback.com

HOW TO ENROLL & LEARN MORE ABOUT THE PROMOTION

Ready to officially enroll? Head to our promotion website that includes the online enrollment form and further details on all aspects of the promotion at www.toyotabigsummergeiveback.com.

All dealer enrollments are due by **Friday, April 4th, 2025.**

If you have any additional questions before enrolling, you can contact the TMNA Service & Parts Marketing team at BackToSchoolPromotion@toyota.com or the Kids In Need Foundation team at bigsummergeiveback@kinf.org.



Ready to enroll? Please visit www.toyotabigsummergeiveback.com

PROMOTION FAQs

DONATION TIERS

Q: How do I complete my enrollment once I decide on the donation tier I'd like to support?

A: Please visit www.toyotabigsummergiveback.com and click on the "Enroll Now" link found at the top of the page. Within the form, you will select your donation tier and complete all other mandatory fields to officially sign up. All enrollments are due by **April 4th, 2025**.

Q: How will my donation be collected?

A: Your donation will be collected via your dealer Parts Statement. These will be processed by the end of May 2025.

Q: What does my donation contribution go towards?

A: Your full donation amount and any match gift submissions made will 100% go towards the backpacks filled with school supplies that will support students in need at your beneficiary school that the Kids In Need Foundation will help coordinate.

Q: Why does my donation amount go to the Kids In Need Foundation vs. the benefiting school?

A: Your donation will be sent to the nonprofit organization, Kids In Need Foundation, who supports the August Big Summer Giveback. They are the liaison between your dealership and the school your donations will support which includes providing all the school supplies each benefitted student receives, packing the supplies into backpacks, and then shipping and delivering them to the school who will then provide these to all the students who will benefit from this support.

Q: What if I'd like to donate at a different amount not listed within the donation tiers?

A: If interested in donating at a different amount outside of our donation tiers, please send an email to both the TMNA team at BackToSchoolPromotion@toyota.com and the Kids In Need Foundation at bigsummergiveback@kinf.org and indicate any amount you'd like to donate above our standard tier amounts. We can then collect this via your Parts Statement as a separate transaction.

Q: Will I receive a receipt or confirmation of my donation?

A: An invoice from Toyota on your parts statement will clearly outline the donation amount. Donation documentation will also be provided to you by KINF. If donating through the Toyota Dealer Match Program website, you'll receive digital confirmation from that website.

Q: Can KINF provide a W-9 or 501c3 determination letter for Kids In Need Foundation?

A: Yes, they can provide a W-9 and 501c3 determination letter.

Q: What if a customer wants to donate more on their own?

A: You can refer them to scan the QR code on all provided point of sale elements that will take them to a standalone website where they can donate in addition to the Toyota amount. The website for customers to donate is <https://www.kinf.org/toyota/>.

Ready to enroll? Please visit www.toyotabigsummergiveback.com

TOYOTA DEALER MATCH PROGRAM

Q: Can my donation be matched through the Toyota Dealer Match Program?

A: Yes, Toyota will match your donation of \$1,000 or more to the Kids In Need Foundation. For your match to be included in your total contribution within the 2025 Big Summer Giveback program, it must be submitted no later than **April 18, 2025**. This is also a Silver donation tier requirement to receive the school nomination benefit.

Q: How do I submit my match request via the Toyota Dealer Match Program?

A: The Toyota Dealer Match Program portal is accessed via **Dealer Daily → Info → Toyota Dealer Match Program**. Once you're in the Dealer Match Program portal, type in the name of the nonprofit as "Kids In Need Foundation". It's important to confirm the organization you select has an address listed of "2719 Patton Road, Roseville, MN 55113" and EIN Number "82-1078462". Once confirmed, press "select" to begin the match request. You will then enter the remaining requested information to complete your submission.

- **Note:** Please reference our KINF Dealer Match Instruction Manual for step-by-step instructions to walk you through the full process.

Q: If I choose to have my donation matched by the Toyota Dealer Match Program, will this contribution be included in the annual \$10,000 matching funds limit?

A: Yes, this contribution would be included in the annual \$10,000 limit of matching funds per fiscal year.

SCHOOL SELECTION PROCESS

Q: What criteria does KINF use to identify qualifying schools with children in need of this support?

A: KINF serves schools in which 70% or more enrolled students qualify for free or reduced-cost lunch through the National School Lunch Program. This maximizes the impact of your donation by ensuring it goes to the schools with the most students in need of this school supply support.

Q: Will I be able to nominate the school my backpack donations support?

A: The school nomination benefit is only available if you enroll in the Silver + Matching Gift, Gold, or Platinum tiers. You can only nominate 1 qualifying school per dealership. Your list of qualified schools can be found within the online enrollment form after you enter your dealer code and select one of the qualifying tiers that includes this benefit.

Q: How do I submit my school nomination?

A: You will submit your school nomination through the online enrollment form that you'll complete at www.toyotabigsummergiveback.com. This nomination field is only available when you select the qualifying tiers noted above.

Q: How is the qualified school list populated for my specific dealership within the online enrollment form?

All schools that will appear on your list both reside in one of your PMA's exclusive zip codes and qualify based on KINF's school criteria noted above. This mandatory requirement ensures your donation will go to students that will benefit from this support directly in your backyard.

Ready to enroll? Please visit www.toyotabigsummergiveback.com

BACKPACK DISTRIBUTION

Q: When will the backpacks arrive at designated schools?

A: The goal is to have all backpacks delivered to each school ahead of the school year, so no later than early September.

Q. When will we know the exact list of schools who will be receiving backpacks across the country?

A. Once dealer enrollments are finalized on 4/4, KINF will identify qualifying schools with the greatest need/opportunity for impact in areas of participating dealerships across the country. They will also confirm that all nominated schools are interested in accepting the donations for all eligible dealers that receive this benefit. For dealers who enroll by the required deadlines at levels qualifying for a school nomination, a finalized school list will be made available by August. A complete list of all participating schools that were supported at all tier levels will then be made available in September.

Q. How will the backpacks be sent to the participating schools?

KINF will directly ship all backpacks filled with school supplies to the participating schools across the country prior to their school year starting. No backpacks will be sent to dealerships. For platinum-level donations, schools will receive the boxes of filled backpacks and be instructed to not distribute them until the local distribution event where the dealership team will get to pass these out at their benefitting school.

Q. What does each backpack include?

A. Each backpack sent to a school will be brand new and packed with 3 folders, 2 notebooks, a package of pencils, a package of crayons, a package of markers, 2 glue sticks, a wedge eraser, a pair of kids' scissors, and a pencil pouch!

PLATINUM-LEVEL DONATION TIER

Q: I'd like to take advantage of the Platinum-level local distribution event with the Kids In Need Foundation team. How do I determine if there is a local school near my dealership to support?

A: This will be available within the enrollment form you can access [here](#) that will auto-populate your eligible school list based on your dealer code entered in the first question. The list of qualifying schools available to nominate will appear after you select the Platinum donation tier. Your dealer-specific list includes schools that both reside within your specific dealership's PMA and qualify based on KINF's school qualification criteria.

Q: When will Platinum dealers be notified if their nominated school accepted their donation support?

A: Platinum level dealers will be notified by a KINF representative as soon as they receive confirmation from the school that they accepted the donation offer. This will be no later than the end of May to ensure you can start planning all next steps for your distribution event with your assigned KINF representative. If your nominated school does not accept the donation, a KINF representative will notify you and work with you to find another school.

Q: Who will be coordinating the details to set-up the local distribution event for Platinum-enrolled dealers?

A: A KINF representative will support you in these efforts and will connect with you directly to plan this. For any specific questions ahead of this, please email the KINF event team at bigsummergeback@kinf.org.

Q: Will the dealer be able to provide date options for the backpack distribution?

A: Yes, your KINF representative will work with both your team and the school administration to find the best date that works for both parties.

Q: What is the standard agenda for a backpack distribution?

A: The event type for your platinum event could vary, but the main agenda item for your team will include a direct opportunity to hand-deliver your donated backpacks to the students your donations will support. For further details on the different event types, please reference our Platinum Dealer Guide available at www.toyotabigsummergeback.com.

Q: Who will be my main contact the day of my local distribution event?

A: A KINF representative will be there with your team at the event and work directly with the school serving as the dealer's liaison throughout the day.

Q: Who is coordinating media outreach?

A: Kids In Need Foundation will provide a pre-approved media advisory template for media coverage, allowing dealerships the flexibility to submit it and work with local media partnerships at their discretion. For any specific questions ahead of this, please email the KINF team at bigsummergeback@kinf.org.

Q: Will there be a media advisory and/or press release?

A: KINF will provide a national press release and a media advisory for each market that you can share with your local media (and regional if appropriate). TMNA will also support on a national level with a Toyota press release that the TMNA PR team will help draft. This will be shared on Toyota Newsroom and other TMNA corporate platforms to bring awareness of the promotion to the public and our customers.

Q: Will the on-site dealer participants be provided talking points?

A: Yes, KINF will provide these in the Run of Show document that will be sent to your team ahead of your distribution event.

Q: Will there be a photographer and/or videographer on site to capture the event?

A: KINF representatives will capture pre-approved photos and videos with their personal devices, however, if you'd like to bring a professional photographer/videographer, you are more than welcome to do so with prior approval from the school district.

Q: Will all on-site dealer participants need to complete media release waivers?

A: Yes, KINF will provide a link to complete the required media release waivers with each dealers prior to their event.

Q: Do the backpacks provided by our dealership feature the Toyota (or dealer) logo? Can we customize them as a participating dealer?

A: Relying on teacher feedback and guidance, the backpacks are unbranded intentionally. This is to ensure that no child feels singled out or different due to any branding. The campaign website outlines all recommended marketing opportunities available for Toyota's Big Summer Giveback that your team can implement in place of this.