



2025

BIG SUMMER GIVEBACK

**Toyota and KINF: Driving Impact
Through the 2025 Big Summer Giveback**

A SHARED COMMITMENT TO EDUCATION

Kids In Need Foundation (KINF) and Toyota joined forces once again for their fourth annual Big Summer Giveback. This nationwide initiative is dedicated to leveling the educational playing field by ensuring students in under-resourced schools have access to the school supplies they need for success. The program reflects Toyota's deep commitment to supporting children and communities across the country, especially as students return to school.

GROWTH AND MOMENTUM SINCE 2022

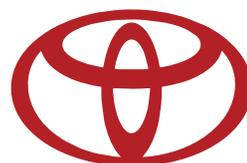
Since its launch in 2022, the Big Summer Giveback has grown significantly each year. Powered by Toyota's nationwide dealership network and KINF's mission-driven programs, the initiative has generated more than \$5.95 million in donations. These contributions have directly supported over 220,000 students through KINF's Supply A Student program, placing critical supplies into the hands of children who need them most.



360
under-resourced
schools



80,000+
students served



684
dealerships



\$2.2m
donated



NATIONAL REACH, LOCAL IMPACT

While the initiative has always been national in scale, this year Toyota is taking local impact to new heights. Over **670 Toyota dealerships** across the country participated in the program with 57 dealers participating at the Platinum level donating \$10,000 in direct support to their local schools - being present on site to pass out backpacks to the students. The Big Summer Giveback not only touches lives on a broad scale but also creates meaningful change in neighborhoods where families live, work, and learn.

A LASTING LEGACY OF GIVING BACK

Over the past four years, the Big Summer Giveback has become much more than a seasonal initiative—it has become a tradition of generosity and community-building. The program’s continued success underscores Toyota’s dedication to education, opportunity, and equity. By investing in student futures, Toyota and KINF are making a tangible difference today while laying the foundation for tomorrow’s leaders.



Community Voices

The impact is being felt directly in classrooms across the country.

“I want to thank Woburn Toyota and The Kids In Need Foundation. Your generosity has made a huge impact on Malcolm White Elementary students and their families. A backpack and school supplies can be costly, and in the past, some families had to make difficult financial decisions at the start of the school year. Through your combined efforts, parents and caregivers could breathe a sigh of relief. As an added benefit, many students now have uniformity of school supplies, easing social pressures. Overall, your kindness has impacted our school in countless ways, and we are deeply grateful.”

-Robert Nickerson, Principal Malcolm White Elementary



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.”

-Dave Perno, Loyalty Automotive President.

“Every community we serve is stronger because of the incredible educators, nonprofits, and partners who work tirelessly to support our students. We’re honored to stand alongside them—whether that’s helping a child pick out their very first backpack, providing teachers with classroom kits and essential resources, or hosting events that give kids the confidence to begin the school year prepared.”

-Vince Sheehy, President of Sheehy Auto Stores.