

# 2026 Toyota Big Summer Giveback

PARTNERING WITH THE KIDS IN NEED FOUNDATION



Service Centers

Toyota is pleased to announce our continued partnership with **Kids In Need Foundation** to launch the **5<sup>th</sup> year** of the Big Summer Giveback! **ENROLL BY APRIL 3<sup>RD</sup>, 2026.**

## CAMPAIGN OVERVIEW

This year's Big Summer Giveback continues our commitment to support under-resourced students nationwide. Together with the Kids In Need Foundation (KINF), we're focused on ensuring every child is equipped with the necessary tools for a successful school year. For 2026, the initiative aims to reach even more schools and students, reflecting our ongoing dedication to educational equity and community impact.

### 2026 Enhancements:

1. Toyota is rolling out new digital tools to simplify the donation process for your dealership team. These tools will help you select the donation tier based on your desired level of impact—either in your local community or at the highest-priority school(s) in your region that have the highest need for these essential resources.
2. To keep your team better informed, Kids In Need Foundation is launching a new dealer email campaign where your team will receive ongoing updates and helpful reminders from the time you enroll all the way through the start of the 2026-2027 school year when your donated backpacks and supplies reach your supported school(s).
3. To improve backpack deliveries, Kids In Need Foundation launched a simplified donation tracking system internally to provide clearer updates and ensure supplies are delivered on time.
4. Participating dealers will receive refreshed marketing materials and training resources to help spread the word about the initiative to your customers in August.

## CUSTOMER-FACING PROMOTION DETAILS

During the month of August 2026, Toyota will donate \$3.00 to the Kids In Need Foundation for every paid oil change and tire rotation completed at participating dealerships. All donations will directly support students in need by providing backpacks filled with essential school supplies at the start of the 2026-2027 school year.

Dealers are not responsible for the \$3.00 donation per qualifying CPRO, only for the initial donation collected when enrolling in the promotion. At the close of the promotion period, Toyota will provide a lump sum donation to KINF, encompassing all funds raised from participating dealers in addition to TMNA's contribution for all qualifying customer service transactions in 2026.

## TMNA MARKETING SUPPORT

TMNA will drive awareness of this unique cause-marketing campaign through an array of targeted marketing initiatives that will encourage customers to come in for an oil change and tire rotation in August.

- **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](http://www.toyotabigsummergeiveback.com)

## ABOUT KIDS IN NEED FOUNDATION

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's data, nearly 2 out of 3 students arrive on the first 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](http://www.kinf.org).

## HOW THE PROGRAM WORKS

The Big Summer Giveback program is designed to create a positive impact for students in under-resourced communities throughout the country during the back-to-school season with an opportunity for both your dealership and customers to give back. Here's how the process works, from August service events to lasting impact:

1. **Customer Service Purchases Drive Donations:** For each paid oil change and tire rotation completed at participating dealerships in August 2026, Toyota will donate \$3.00 to KINF.
2. **Dealer Enrollment Process:** Enroll in the program by completing the official enrollment form at [www.toyotabigsummergeiveback.com](http://www.toyotabigsummergeiveback.com). When doing so, you will select one of the 5 available donation tiers that equate to the number of students your contribution will support. This step also ensures your dealership will be included in the national paid media that TMNA will run on behalf of all participating dealerships in August.
3. **Donation Tiers:** Dealers choose their donation commitment level, ranging from \$500 to \$10,000. Higher donation tiers offer expanded benefits including local support opportunities, in-person events, exclusive marketing support, and recognition in national channels and communications.
4. **Toyota Match Opportunity:** Through the Toyota Dealer Match Program, you can increase your total contribution towards the cause by submitting a match. Upon doing so, Toyota will match your donation dollar-for-dollar, effectively doubling your impact and increasing the number of students supported.
5. **Backpacks With Essential Supplies for Students:** Each donation to Kids In Need Foundation will allow your team to provide backpacks filled with essential school supplies on your behalf—including notebooks, folders, pencils, crayons, and more delivered directly to your supported school(s).
6. **School Outreach & Backpack Deliveries:** KINF partners with each qualifying school to confirm acceptance of the donated backpacks and coordinates the direct-to-school shipping and delivery

Ready to enroll? Please visit [www.toyotabigsummergeiveback.com](http://www.toyotabigsummergeiveback.com)

ahead of the 2026-2027 school year starting. This ensures resources are distributed equitably and efficiently.

7. **Reporting & Recognition:** At the end of the promotion, Toyota aggregates all donations and provides a lump sum to KINF. Participating dealers receive program impact reports and may be recognized for outstanding contributions, especially at the Platinum tier.

### HOW TO NOMINATE & SUPPORT A LOCAL SCHOOL

- **A \$5,000 (200 backpacks) minimum donation is required to nominate and support a school within your dealership’s Primary Market Area (PMA).** This ensures that an entire school community is supported with no students left out from receiving these important resources.
- To receive the school nomination benefit, dealerships must enroll in one of the available tiers that meets or exceeds the \$5,000 minimum donation threshold: **Silver + Verified Toyota Dealer Matching Gift, Gold, or Platinum.**
- Once you enroll, enter your dealer code and select one of the above eligible tiers. Upon doing so, the form will then automatically generate a list of qualifying schools located in your dealership’s PMA zip codes—making it easy to nominate your preferred local school within your local community.
- **Looking for the most hands-on, community-visible experience?** Consider enrolling in the Platinum Tier! Platinum donors not only help more students but also get an opportunity for your dealership to distribute them in-person directly to the students your donation benefits. Kids In Need Foundation will help you plan and coordinate all the logistics for this event on your behalf after you complete your enrollment.

### DEALER DONATION TIERS

For further details on all benefits included at each tier, please visit [www.toyotabigsummergeiveback.com](http://www.toyotabigsummergeiveback.com)!

Tier	Students Supported	Dealer Contribution	Support Description
<b>Platinum</b>	400	\$10,000	Support an entire school in your local community and host an in-person event with them to distribute the backpacks and supplies directly to the students.
<b>Gold</b>	200	\$5,000	Support an entire school in your local community.
<b>Silver</b>	100	\$2,500	Support 4-5 classrooms at school(s) with the highest need within your Toyota Region.  <b>Use the Toyota Dealer Match program to match your full dealer contribution that increases your total support to \$5,000. Upon completing a verified match, you will then be able to receive the upgraded benefit to nominate and support a local school in your community!</b>

Ready to enroll? Please visit [www.toyotabigsummergeiveback.com](http://www.toyotabigsummergeiveback.com)

<b>Bronze</b>	40	\$1,000	Support ~2 classrooms at school(s) with the highest need within your Toyota Region.
<b>Basic</b>	20	\$500	Support 1 classroom at a school with the highest need within your Toyota Region.

## READY TO ENROLL?

1. Visit [www.toyotabigsummergiveback.com](http://www.toyotabigsummergiveback.com) and click the "Enroll Now" icon
2. Complete the enrollment form before the program deadline of **April 3, 2026!**
3. Select your desired donation tier and make your initial donation.
4. Nominate a local eligible school or allow KINF to select a high-need school in your region.
5. Choose to participate in the Dealer Match program if interested.
6. Download marketing and event resources to promote the campaign locally.

## TOYOTA MATCHING FUNDS OPPORTUNITY

Toyota's Dealer Match Program allows your dealership to increase your total contribution with Toyota matching funds, doubling the support provided to help even more students! To take advantage of this opportunity, complete your match by following the steps below no later than **April 3, 2026**.

Follow these steps to ensure your dealership's contribution is matched by Toyota:

1. **Log into Dealer Daily 356:** Access your dealership's portal using your credentials.
2. Select the "Info" Tab: From the main navigation menu, click on the "Info" tab to proceed to the relevant section.
3. **Choose "Toyota Dealer Match":** In the options presented, locate and select "Toyota Dealer Match" to begin the matching process.
4. **Enter Beneficiary Information:** In the "cause name" section, specify Kids In Need Foundation as the nonprofit beneficiary for the Big Summer Giveback.
5. **Submit Your Match Request:** Fill in the amount of your dealer's contribution to this year's Big Summer Giveback, indicate the date you enrolled in the program, and submit your match request for Toyota's review and approval.

## SUPPORT & CONTACT INFORMATION

- To review additional resources and information, visit [www.toyotabigsummergiveback.com](http://www.toyotabigsummergiveback.com).
- For questions, technical support, or help with enrollment, please contact [BigSummerGiveback@kinf.org](mailto:BigSummerGiveback@kinf.org).

Ready to enroll? Please visit [www.toyotabigsummergiveback.com](http://www.toyotabigsummergiveback.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.toyotabigsummergeiveback.com](http://www.toyotabigsummergeiveback.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 3<sup>rd</sup>, 2026**.

**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 2026.

**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 the Kids In Need Foundation at [BigSummerGiveback@kinf.org](mailto:BigSummerGiveback@kinf.org) and indicate any amount you'd like to donate outside our standard tier amounts.

**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 <https://www.kinf.org/toyota/> where they can donate directly to Kids In Need Foundation.

## 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 3<sup>rd</sup>, 2026**. This is also a Silver donation tier requirement to receive the school nomination benefit.

Ready to enroll? Please visit [www.toyotabigsummergeiveback.com](http://www.toyotabigsummergeiveback.com)

**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 found under the resource section of the campaign website that has in-depth instructions and information about the Toyota Dealer Match Program..

**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.toyotabigsummergeiveback.com](http://www.toyotabigsummergeiveback.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.

## 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, 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](mailto: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](http://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](mailto: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.