

Promoting Community Contribution through Volunteer Activities with "Team Toyota"

United States | Toyota Motor North America (TMNA)

Overview

Since the establishment of the first Toyota manufacturing facilities more than 30 years ago, TMNA has promoted volunteer activities among team members and their families and friends. Executives also participate in volunteer activities, making the company-wide volunteer initiative to contribute to local communities.

TMNA's volunteer recognition program includes the Team Member Donation Program from which each team member can designate Toyota funding to charitable organizations of their choice, based on the number of volunteer hours performed by the team member during the year. Another recognition program acknowledges "top volunteers" each year. Team members who have had a special impact on the local community are selected as "Community Star (volunteers of the year)." The company honors these volunteers through donations directly to the organizations for which these team members volunteer.

* TEMA: Toyota Motor Engineering and Manufacturing North America

Achievements

- A result of TEMA* (2015)
- Team Toyota Volunteer Program: More than 400 team members volunteered for a total of 10,000 hours
- Donation by company: 57,000 dollar to local charitable organizations designated by TEMA team members
- Top Volunteers: 18,000 dollars awarded to local agencies



Volunteers planting vegetation



TEMA Volunteer of the Year, Terence Proctor, Information Systems Manager

Volunteer Activities at "Anna House" Homeless Support Center

South Korea | Toyota Motor Korea (TMKR), Lexus dealers

Overview

Since 2005, employees of TMKR have been participating in volunteer programs at Anna House, a facility in suburban Seoul that assists homeless people. Volunteering activities are done once or twice on a monthly basis, mainly dealing with providing free meals to approximately 450 homeless people who visit Anna House on a daily basis. Dealers in other regions are also participating in similar volunteer activities at local facilities. Homelessness support organizations praise the enthusiasm of the volunteers from Toyota.

Achievements

- Cumulative number of meals provided: Approximately 76,000
- Cumulative number of TMKR volunteers: 2,835



Employees participating in volunteer activities
Hand-made kimchi is donated to Anna House