



# CORPORATE GIVING PROGRAM OVERVIEW



Toyota Motor  
Manufacturing  
Canada Inc.

We know by creating opportunities to support our local not-for-profit and charitable partners, we're driving change and empowering others to do more. That's why we aim to invest in programs and initiatives that provide people in our communities the tools and resources they need to grow, thrive, and live life to its fullest!



## Program Focus Areas

Our corporate giving programs are focused on organizations that support the following pillars:

### Primary

- Human Services & Mental Health
- Community
- Education

### Secondary

- Environmental Sustainability
- Arts & Culture
- Health & Wellness



## Funding Guidelines

We strive to direct the bulk of our dollars to sustainable programs. We favour requests that:

- Impact large numbers of people
- Offer educational engagement
- Are innovative or show continuous improvement
- Exhibit clear, measurable goals and objectives
- Contain methods for independent sustainment
- Engage Toyota in the project



## Drive your Submission Success

Things we're looking for in your submission:

- Must be a registered Canadian charity or not-for-profit organization
- Be concise, quality over quantity
- Clearly state your organization's purpose
- Clearly state what you are requesting
- Include appropriate contact information (name, address, email, etc.)
- Must be an organization with local presence and impact (in or around Waterloo Region and Oxford County)



## Funding Restrictions

The following are not eligible for funding in our giving programs:

- Individuals
- Private or individual schools
- Operating costs
- Individual teams
- Travel costs
- Religious, political, labour, or non-charitable organizations



## Submission Information

The Donations Committee meets on a monthly basis. Larger gifts are reviewed quarterly. Please allow a minimum of 6 – 8 weeks for review and response. Every request will receive a response.

Submit your request or questions to [communications@tmmc.ca](mailto:communications@tmmc.ca)

