



**Lectura Books**  
Publishing for Parent Involvement

## The Latino Family Literacy Project

### TOYOTA U.S.A. FOUNDATION

<http://www.toyota.com/about/philanthropy/guidelines/foundation.html>

Since 1991, Toyota has been a proud partner of the National Center for Family Literacy and has committed more than \$36 million to establish model literacy programs. NCFL's concept for combating illiteracy is a simple and effective one: parents and children learn best when learning together.

The "Toyota Family Literacy Program" (TFLP) increases basic language and literacy skills among Hispanic and other immigrant families by bringing parents to their child's classroom.

To date, Toyota has funded 256 family literacy sites in 50 cities and 30 states that have impacted the lives of more than one million families. As part of this program, Toyota has also established the "Teacher of the Year" award to recognize individual efforts of literacy teachers.

Toyota Family Learning, a new six-year nationwide initiative, features an intergenerational solution to educational challenges that responds to societal changes and opportunities. Key elements of Toyota Family Learning include grants for communities to fund new family mentor programs and service learning programs targeting vulnerable families; mobile learning adventures for families; online resources; and a website community that will inspire families across the nation to learn, interact, and thrive together.

For more information, please visit National Center for Family Literacy at <http://familieslearning.org/our-solutions/national-literacy-directory.html>