Toyota USA Foundation Awards Salvation Army Memphis $77,777 for COVID-19 Relief
Grant Money Feeding Hundreds of Local Families in Need

WHAT: The Salvation Army of Memphis & the Mid-South is providing hundreds of vulnerable families with food bags and Kroger gift cards, made possible through a generous $77,777.77 grant from the Toyota USA Foundation.

The funds are part of $2.5 million in total grant money the Toyota USA Foundation awarded to numerous non-profits across the country to support emergency relief efforts – particularly food assistance in multi-cultural communities in urban hotspots, where CDC statistics show COVID-19 disproportionately impacts Black and Hispanic residents.

IMPORTANT NOTE: The families receiving food bags and gift cards have already been identified, with the help of partnering local agencies. Distribution will take place once a week, for the next several weeks.

WHY: The COVID-19 pandemic has left many families in a state of economic instability, unable to put food on the table. Toyota USA Foundation, partnering with The Salvation Army, is helping the most vulnerable during this challenging time.

Since the beginning of the coronavirus outbreak, The Salvation Army Memphis has responded with drive-thru food pantries, free childcare, emotional and spiritual care, and food and drink delivery to people in need across the Mid-South.

VISUAL ELEMENTS:

• Photos/video of TSA staff loading food into vans; line of cars waiting for food; families picking up food bags and gift cards; West Memphis Mayor Marco McClendon with Salvation Army Memphis Area Commander Major Marion Platt

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About The Salvation Army
The Salvation Army annually helps more than 23 million Americans overcome poverty, addiction, and economic hardships through a range of social services. By providing food for the hungry, emergency relief for disaster survivors, rehabilitation for those suffering from drug and alcohol abuse, and clothing and shelter for people in need, The Salvation Army is doing the most good at 7,600 centers of operation around the country. In the first-ever listing of “America’s Favorite Charities” by The Chronicle of Philanthropy, The Salvation Army ranked as the country’s largest privately funded, direct-service nonprofit. For more information, visit SalvationArmyUSA.org. Follow us on Twitter @SalvationArmyUS and #DoingTheMostGood.