

ADVISORY COUNCIL MEMBER

Linda C. Toyota



Linda is Vice President of Community Engagement and Development at LiftFund a nonprofit community development financial institution based in Texas, headquartered in San Antonio, and serves 14 states in the South-Central U.S. It provides vital resources and affordable business loans to diverse customers. Since its inception in 1994, over \$300 million in capital served over 20,000 entrepreneurs in the greater Houston region, and it has provided \$54 million to 3,000 small business owners.

Linda connects people, ideas and organizations. She thrives in an environment that offers intellectual challenges and opportunities where she is able to discover, develop and present new ideas and concepts to help organizations grow. Linda has been incorporating diversity concepts and strategies throughout her life as she specializes in strategic fundraising, business development, non-profit management, and community engagement.

The importance of diversity stems back to her family heritage. Her U.S. born Japanese parents were evacuated and incarcerated during World War II after Pearl Harbor was bombed. Despite being placed in internment camps, Linda's father enlisted in the all Japanese American U.S. 442nd regimental combat team. After the war and until his passing, Linda's father always purchased American made products to continue to show his loyalty. This exclusion experienced by her parents has influenced her and made diversity and inclusion an important pillar for Linda throughout her life

Linda has worked with a wide array of non-profit organizations including Holocaust Museum Houston and Houston Technology Center and is past president of the Asian Chamber. She currently serves on the boards of the Greater Houston Convention and Visitors Bureau, Leadership Houston and advisory board of [U.S. Global Leadership Coalition](#) Texas Advisory Council. She volunteers on the Houston Livestock Show and Rodeo International, Membership and Souvenir Program Committees and is a Downtown Rotary Club of Houston member.

Linda holds a Master's Degree in Education from the University of Houston and a B.S. in Management. She received her Certificate in Nonprofit Executive Management from the University of Houston Graduate School of Social Work. Her motto is "anything is possible" and "people support what they help create."