



Charitable Adult Rides & Services

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WHO WE ARE



CARS is a
501(c)3
community
based
nonprofit
founded in
2003

CARS (Charitable Adult Rides & Services) is a nonprofit organization based in San Diego, CA. We manage vehicle donation programs for thousands of other nonprofits in North America. CARS processes over **100,000 vehicles** a year and has returned **over \$170 million** to our nonprofit partners.

Our organization also supports JFS of San Diego and On the Go, a local program providing meals and affordable transportation solutions to seniors in the San Diego area. Since 2004, On the Go has provided more than **350,000 rides** to and from medical appointments, personal errands, social destinations, religious and cultural events, and so much more. Seeing the impact we have on our local community truly inspires us!

MOVING FORWARD TOGETHER

The CARS Philosophy

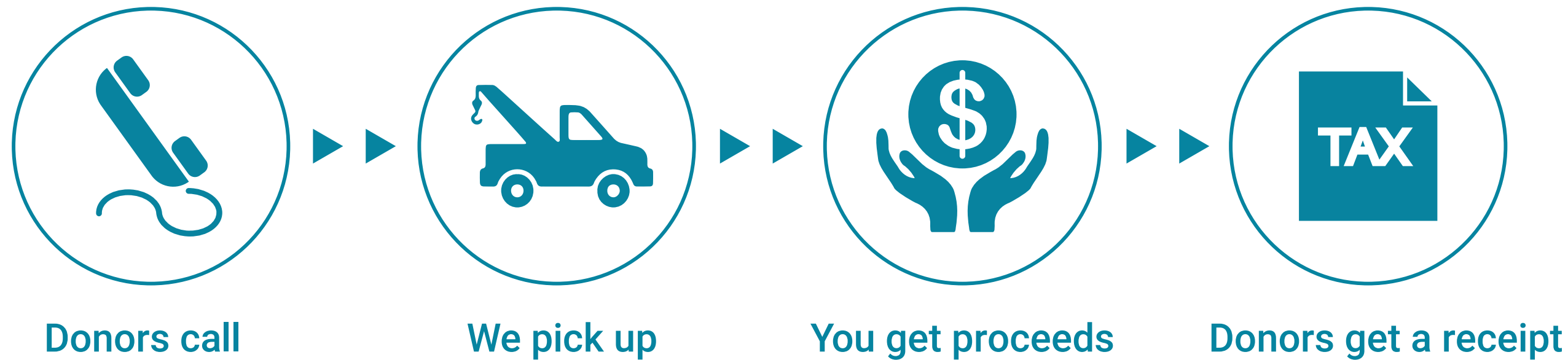
CARS is a service-oriented nonprofit. Our company culture and philosophy are grounded in gratitude. We appreciate the lasting impact donor generosity can have on nonprofits and the communities they serve. Many of our own employees have been on the receiving end of a helping hand, so we take great pride in handling every donation with care. We run our turn-key programs with exceptional customer service and prioritize donor engagement for life.

THE IMPACT

What is a vehicle donation program?

Vehicle donations are a cost-effective and viable source of revenue for nonprofits of any size. The CARS program allows your supporters to donate almost any vehicle to your organization - cars, trucks, RVs, boats, and even airplanes. We work with hundreds of auction yards and tow companies in North America to pick up donated vehicles just about anywhere across the country. We maximize revenue by selling the vehicles through the many auto auction yards we partner with nationwide.

Your donor gets free pick-up and a tax receipt, and your organization receives the revenue. **It's that easy!**



Rethink the impact of vehicle donations.

A single vehicle donation can drive more revenue than a single cash donation. In fact, **the lifetime value of a vehicle donor is worth more than 2.5 times that of a cash donor.** As a nonprofit, we appreciate the long-term impact donor acquisition has on your mission. We treat every vehicle donor with gratitude to help you cultivate a lasting relationship with your supporters. In addition to the impact on your mission, vehicle donations positively contribute to the environment by properly removing vehicles from the road.

Greater impact on your mission - less impact on the planet!



Donating a vehicle is another way for your donors to support your mission.

UNDER THE HOOD

Here's how it works

The CARS program is unique in the industry for many reasons. We have the largest network of sale auctions, so you can have national reach with your program. Our call center is the ultimate resource for your donors, supporting them every step of the way - even on Sundays! Our experts handle everything from processing donations and resolving issues to sending out tax receipts on your behalf. Here's a look under the hood of a successful vehicle donation program:



Donor Support Representatives (DSRs)

Our DSRs are trained experts in vehicle donations and aim to treat every donor with gratitude, empathy, and professionalism. DSRs take the time to personally connect with each donor on every call. We understand that we represent your organization in every interaction we have with your donors.



Call Center

CARS operates two U.S. based call centers and maintains about 50 full-time Donor Support Representatives. Our DSRs handle a high volume of donor calls with exceptional service and response times. You and your donors can access support 7 days a week.



The Sale

We carefully evaluate each vehicle to find the best buyers. We assess the year, make, model, location, and resale potential then monitor the sale to ensure maximum returns. In most cases, vehicles are sold through an auction facility. High-end or specialty vehicles are individually evaluated and sold for the highest market value.



Largest Network of Vendors

We've strategically partnered with over 400 national and local vendors nationwide to pick up almost any vehicle anywhere in the country. We hand select each of our vendors based on service and sale values. Our dynamic network offers more convenient pick-up and higher sale prices for your donors. It's the CARS way!



Issue Resolution Department

CARS Operations works through processing challenges, so you don't have to! Our full-time title specialists take care of any title, ticket and post-sale issues. All instances are recorded in our Compliance Report as mandated by our ISO 9001 certification.



Accounting - Thank You Letters and Tax Information

CARS handles all donation receipts and Thank You Letters for your donors on your behalf. You may provide your logo, letterhead and a statement to customize the Thank You Letter. As a courtesy, we file all IRS 1098-C Forms electronically with the IRS. We follow all fundraising and government compliance and can process donations in every state.

FINDING DONORS

Drive more revenue with CARS! Throughout the year, CARS Marketing sends out promotional materials and resources to partners at no additional cost. Our full-service, in-house Marketing team develops content and graphics that fit your brand and resonate with your supporters. We also provide you with data-driven strategy to connect you with potential donors, funding your mission for years to come.

Why donors give? Vehicle donors are unique contributors. Many give out of necessity due to costly repairs or out of convenience after purchasing a new vehicle... Whatever their reason, their gift qualifies for a tax deduction and supports your mission!



Complimentary
marketing
materials designed
to fit your brand

MARKETING Included with CARS



Marketing Guides

Partners receive robust quarterly and seasonal marketing kits that include curated content and strategy for all marketing channels.



Vistaprint Portal

CARS has teamed up with Vistaprint Corporate to help partners easily order and customize on-brand print materials at a discount.



Coaching Calls

Account managers and marketing specialists are readily available to review results and new opportunities. We are here to help, and we make it easy!



Data, Analytics, & Surveys

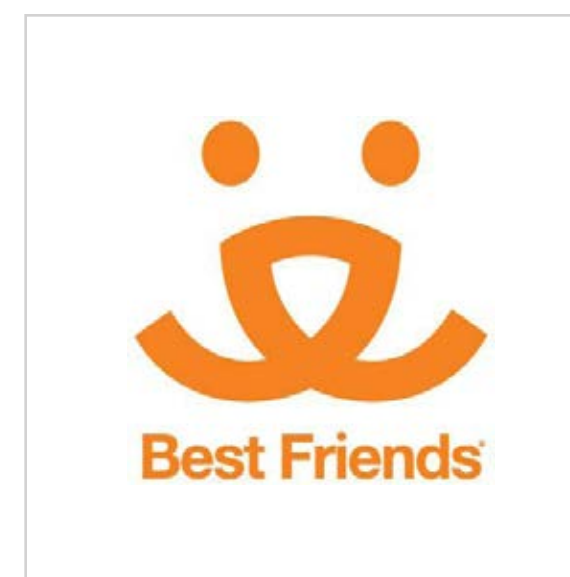
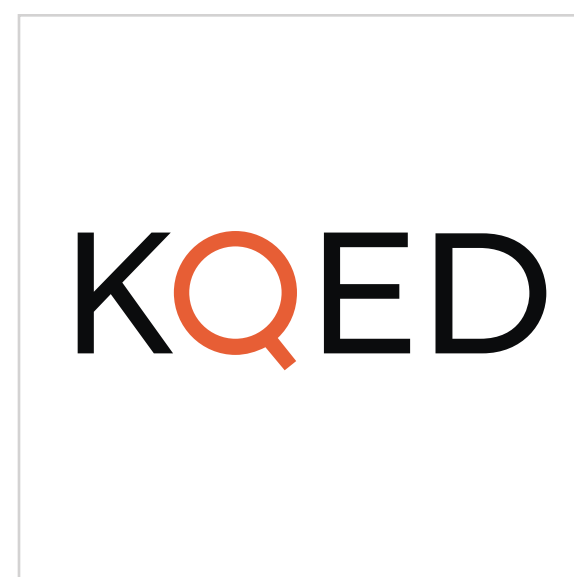
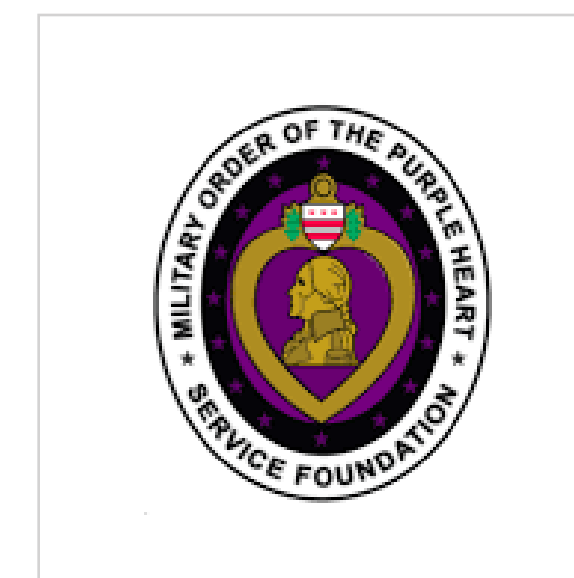
Our brand new NAV Database offers complete transparency, security, and real-time access to reporting and analytics for your program. Partners can also learn more about their donors from survey insights and industry research conducted by CARS.

OUR PARTNERS

You're in good company

As a trusted partner to thousands of nonprofits, you can count on us to successfully run your vehicle donation program. After 15 years of vehicle donation fundraising experience, we can work with nonprofits of every size, location, and organizational structure. Partnerships can be developed from a national or chapter level approach, or as separate autonomous chapters. We make the investment to develop each program around our partner's brand, outreach, and philosophy.

With over **3,500 nonprofit partners**, you're in good company.





Your Account Manager

At CARS, we believe in helping our nonprofit partners develop and grow their programs. Account managers provide weekly reports, analysis, and strategy for engaging supporters and reaching new audiences. We are always here for continued support and look forward to driving sustainable revenue for your organization and mission. Your success is our success!

JOIN THE FAMILY GETTING STARTED

Become a CARS Partner!

CARS would like to welcome you to our nonprofit family! Every addition to our network builds a better world for generations to come. Becoming a partner is as quick and easy as 1, 2, 3.

- 1 Sign up with CARS - call **866.907.5834** or visit **careasy.org/partners**
- 2 We verify your nonprofit status
- 3 We send you the CARS Welcome Kit to help launch your program

Signing up is just the beginning! As a new CARS partner, we provide you with a comprehensive onboarding kit and help educate your staff about the new program. Our Accounting Department works closely with your team to set up a seamless process for payments and records. We're always available and happy to help you with your program!

FAQS

Frequently Asked Questions

Are vehicle donations a sustainable form of fundraising?

Yes! There's no shortage of potential vehicle donors! Every day, life creates circumstances where a supporter no longer needs a vehicle. CARS processes over 100,000 vehicles a year and has returned over \$170 million to our nonprofit partners since 2003. We are trusted by over 3,500 nonprofits to produce reliable fundraising. Most of our long-term partners have experienced year-over-year growth in their programs since they joined CARS.

What can donors expect from the vehicle donation experience?

The heart of CARS' success is donor satisfaction and engagement for life. From the moment a donor contacts us, they will be met with gratitude and treated with the highest level of service. We make it easy and handle everything from the pick-up to the tax receipts. CARS is the main contact for your donors throughout the entire donation process.

Will I have access to the donor and donation information?

Absolutely! CARS offers secure access to donor information through our protected online NAV Database. Customized automated reporting is available and access may be provided to multiple designated staff members in your organization.

How easy is this program to implement and manage?

Our turn-key program should be the easiest fundraising program you have! Many organizations can be set up and taking donations within a few days. Our full-service model allows us to handle all the moving parts, so you can stay focused on your mission.

Do you provide complimentary marketing support?

Yes! Our in-house Marketing team provides Quarterly Marketing Guides and Content Kits, including custom print options with Vistaprint. Our complimentary promotional materials resonate with donors, and our marketing support includes data-driven strategy and tactics to maximize your revenue.

How do you maximize the revenue for every vehicle?

CARS works with over 400 vendors throughout the country to sell vehicles. In most markets, we have the flexibility of multiple sales outlets to route vehicles to the right buyer. Every donation is personally reviewed to determine the most effective sales process. Our expansive network of vendors allows us to be more competitive with your inventory as well as leverage our volume to increase prices, providing you with maximum returns. Every vehicle counts and it all adds up!

How long does it take to receive the funds?

Nonprofit revenue is processed twice a week. We generally process funds within 5 days of receipt from the vendor and require the vendor to process payments within 10 days of the sale. Extensive communication with our vendors ensures timely progression of the payments, and we review all transactions for accuracy of fees, proper sale documentation and completed title paperwork.

WHAT EVERYONE'S SAYING!

TESTIMONIALS

“CARS enables us to better deliver on our mission.”

– Mike Stern, Marketing Director, Jewish Family Services of San Diego

“Our switch to CARS provided an almost immediate increase in revenue.”

– Corey Lewis, Station Manager, WBUR

“Your handling and professionalism relative to the donation process has been nothing short of exemplary. I thank you and especially applaud your efforts to help those who have served this country.”

– Purple Heart Donor

“Thank you so much for your help in providing a way for folks to make an extra donation to the Baltimore Humane Society. It’s such a worthwhile cause.”

– Baltimore Humane Society Donor

“We have spent many amazing years and miles together. Today, I donated her to the Sierra Club Foundation in hopes that the car which enabled my adventures will fund some for future generations.”

– Sierra Club Foundation Donor



866.907.5834 | www.careasy.org

Charitable Adult Rides & Services (CARS)
4669 Murphy Canyon Road, Suite 200
San Diego, CA 92123
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