

# 2021 Annual Report



# WE EMPOWER KIDS TO BE GREAT.

**Kars4Kids** takes a revolutionary approach to raising funds for charity, making philanthropists out of everyday car owners. By offering free pickup of unused vehicles to be converted to dollars, we enable the public to contribute generously to our charity programs.

We're a registered nonprofit Jewish organization who, together with our sister charity Oorah, help thousands of children develop into engaged members of the community. We take a big-picture, holistic approach, bringing school, family and community together to develop a generation of well-rounded and productive adults. Individualized mentorship and family support give our children the solid foundation they need to become active contributors to society.





# OUR MISSION STATEMENT

**Our goal** is to foster a generation of well-balanced, productive adults by providing children and their families with a strong network of personal guidance and educational resources, individualized to their needs. Our wide array of services is designed to maximize each facet of a child's development - academic, social, and cultural. Besides these specific programs, we serve as child safety, health, and wellbeing advocates and promote education and mentorship through a variety of awareness campaigns and public service messages.



# OUR 2021 **IMPACT**

**Kars4Kids** provides mentorship, educational support and nurturing year-round environments for youth. Whether it's tailored care from staff in summer camp, the safe haven of afterschool groups, or a mentor's listening ear, we provide the support they need to thrive.

**116** campers experienced a life-changing summer at 2 camps\*

OUR 2021 **IMPACT**

 **1589**  
students received **tuition assistance** at 264 schools throughout the country.



OUR 2021 **IMPACT**

 **40**  
non-profits were awarded a grant through the **Kars4Kids Small Grant program**



## OUR 2021 **IMPACT**

 **1389**

members attended **after-school groups** in over 39 different locations\*

 **3519**

people attended **17 community events** and **retreats**.

 **2500**

**year round PSA's** by radio, promoted anti-bullying, child safety, and similar messages.

 **163720**

parents visited the Kars4Kids Smarter **Parenting blog**

## OUR 2020 **FINANCIALS**

**Charitable giving in the US** holds steady at about two percent of GDP, with nonprofits relying heavily on government grants and private donations to support their work. Instead of competing for limited charity dollars, we're expanding the philanthropic pie, converting assets destined for the junkyard to meaningful support for kids.

To do that, we put on our business caps, sweating over the details of marketing our services and monetizing the donations with maximum efficiency. Everything we do is with an eye to ROI, utilizing in-house resources as much as possible. We are creatively driven and analytically inclined, fueled by our mission to do what it takes to make the most for the kids.

OUR 2020 **FINANCIALS**



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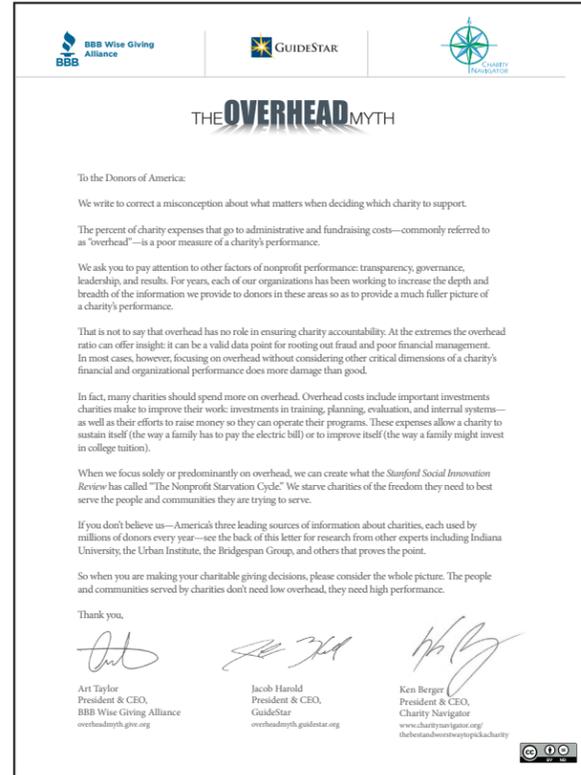
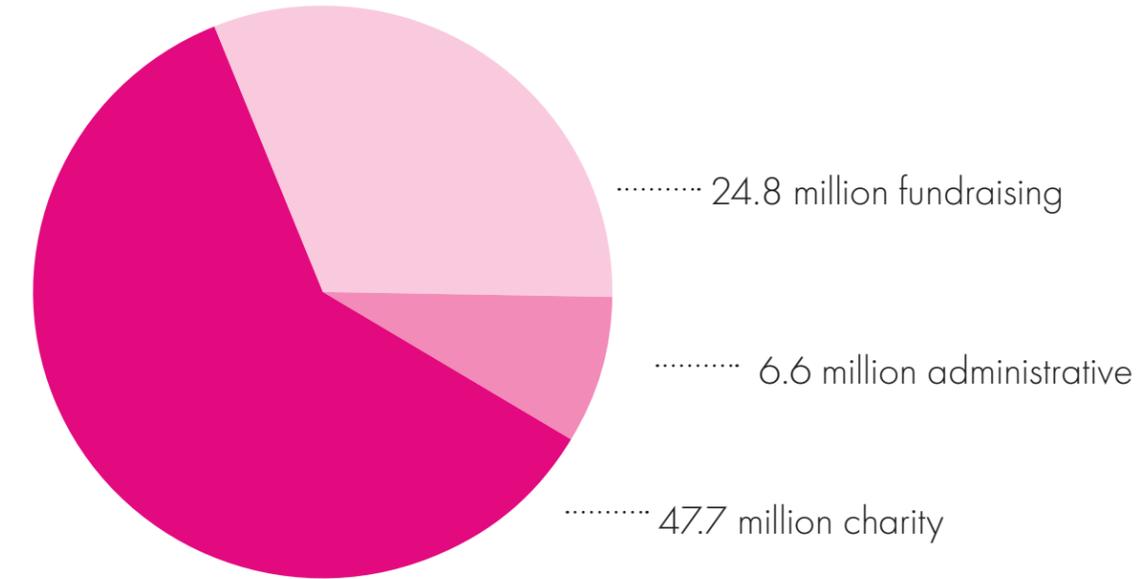
TOTAL **INCOME**  
95.7 million

OUR **EXPENSES**

**31% Fundraising**  
*That's the memorable jingle that gets the credit for Kars4Kids' national growth + conversion-oriented online advertising needed to drive donations.*

**9% Administrative**  
*Including salaries for the office staff that gets the paperwork needed to sell the cars for a better price, etc.*

**60% Charity**  
*Including mentorship, resources, and support for kids around the country.*



“The percent of charity expenses that go to administrative and fundraising costs—commonly referred to as “overhead”—is a poor measure of a charity’s performance.... The people and communities served by charities don’t need low overhead, they need high performance”

## Kars4Kids Officers

Eli Mintz

Robert Moskovitz

Esti Landau

Ben Turin

## Kars4Kids Board of Directors

Eli Mintz

Jeffrey Rubin

Joseph E Weinberger, CPA

Reuven Kanarek

Shimshon Bandman

# Thousands of lives touched. Tens of communities changed.

**Kars4Kids** stays devoted to its mission and continues to bring mentorship, support, and guidance to youth all over the country.

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*My son loved camp! He felt so safe and well-cared for.*

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*The program is the highlight of my daughter's week! She looks up to the group leaders who are such wonderful role models.*

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*I am learning so much in my new school. I finally understand the classes, and I'm making so many new friends.*

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**Kars 4 Kids**