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

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.*
- 2500 year round PSA’s by radio, promoted anti-bullying, child safety, and similar messages.
- 3519 people attended 17 community events and retreats.
- 21483 holiday packages sent to participant families.

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.

- 163720 parents visited the Kars4Kids Smarter Parenting blog.
- 1116 campers experienced a life-changing summer at 2 camps.*

* Kars4Kids funded program
OUR 2020 FINANCIALS

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.”

To the Donors of America:

We write to correct a misconception about what matters when deciding which charity to support. 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.

We ask you to pay attention to other factors of nonprofit performance: transparency, governance, leadership, and results. For years, each of our organizations has been working to increase the depth and breadth of the information we provide to donors in these areas so as to provide a much fuller picture of a charity’s performance.

That is not to say that overhead has no role in ensuring charity accountability. At the extremes the overhead ratio can offer insight: it can be a valid data point for rooting out fraud and poor financial management. In most cases, however, focusing on overhead without considering other critical dimensions of a charity’s financial and organizational performance does more damage than good.

In fact, many charities should spend more on overhead. Overhead costs include important investments charities make to improve their work: investments in training, planning, evaluation, and internal systems— as well as their efforts to raise money so they can operate their programs. These expenses allow a charity to sustain itself (the way a family has to pay the electric bill) or to improve itself (the way a family might invest in college tuition).

When we focus solely or predominantly on overhead, we can create what the Stanford Social Innovation Review has called “The Nonprofit Starvation Cycle.” We starve charities of the freedom they need to best serve the people and communities they are trying to serve.

If you don’t believe us—America’s three leading sources of information about charities, each used by millions of donors every year—see the back of this letter for research from other experts including Indiana University, the Urban Institute, the Bridgespan Group, and others that proves the point.

So when you are making your charitable giving decisions, please consider the whole picture. The people and communities served by charities don’t need low overhead, they need high performance.

Thank you,

Art Taylor
President & CEO,
BBB Wise Giving Alliance

evermyth.give.org

Jacob Harold
President & CEO,
GuideStar
nevermyth.guidestar.org

Ken Berger
President & CEO,
Charity Navigator
www.charitynavigator.org/

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

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

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

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

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.