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25

Annual Report

Kars 4 Kids

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.

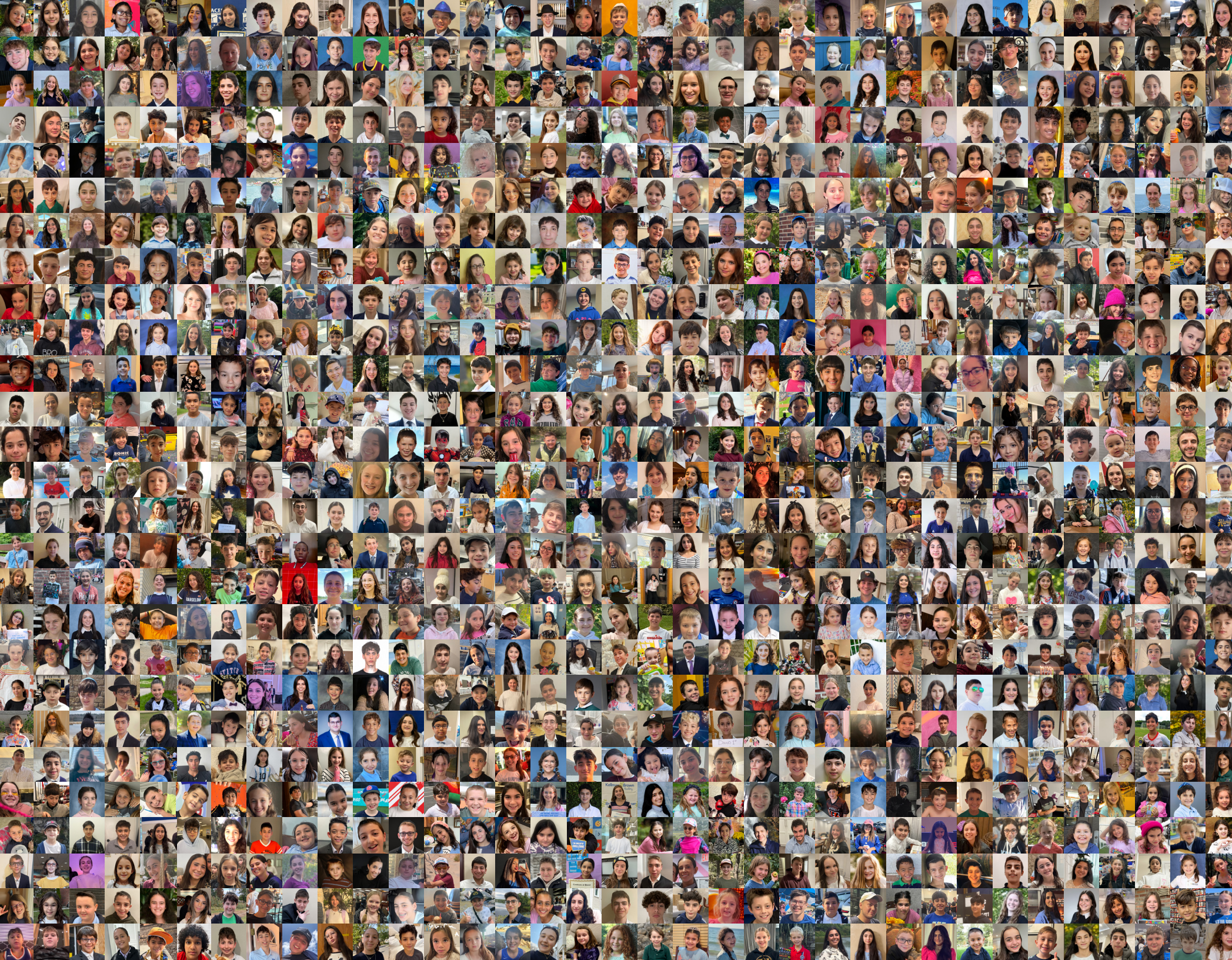
We're a registered national Jewish nonprofit providing educational opportunities, personal mentorship, and family support to thousands of children. Together with our sister charity Oorah, we bring together school, family, and community to develop a generation of well-rounded and productive adults. Drawing on timeless Jewish values, we give our children the solid foundation they need for happy and meaningful lives.





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 2025

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 extracurricular groups, or a mentor's listening ear, we provide the support they need to thrive.

“ They are a positive place in the community for kids to go and connect with their friends outside of school. ”

Name: Noah
Age: 13
Siblings: 1
Enrolled programs: Tampa ChillZone
Location: Wesley Chapel, FL
Fun fact: Pirate Bay Flag Football player

Growing up between two homes in an interfaith family, Noah found a place where he belongs at ChillZone. They’re in different school environments, but he and his brother Josh have a shared, safe place to hang out every Saturday night, playing basketball, developing community friendships, and deepening their connection to their Jewish heritage.



“ His mentors would take him out... to be a big brother during times when we were facing divorce, when he wasn’t doing well in school, supported him emotionally and guided him in his direction and path, helping him keep up with his studies and achieve academic success. ”

Name: Joseph
Age: 12
Siblings: 0
Enrolled programs: Summer camp, school assistance
Location: Flushing, NY
Fun fact: of Persian and Iraqi background

Joseph’s parents divorce was messy and he was caught in the thick of it. Having Kars4Kids in his life providing support for school, camp, and year-round mentorship kept him on track scholastically, behaviorally and emotionally.



STORIES
OF SUCCESS

“ They build a supportive community that wraps around the whole family, fostering a home full of gratitude, purpose, and a shared desire to give back. ”

Name: Leah
Age: 10
Siblings: 4
Enrolled programs: TheZone, school assistance
Location: Los Angeles, CA
Fun fact: the 3rd kid in her family to go to thezone

Leah’s parents work hard, but with the cost of living as high as it is, they still struggle to make ends meet. Kars4Kids scholarships for camp and school don’t just relieve the financial burden – they, along with the packages the family receives before each holiday, make them feel seen, supported, and loved.



“ She was so run down socially and deflated from being bullied before she went to camp the first time. I couldn’t believe how bubbly and social she’d become. It was like I got a new kid back. They brought out a spark in her we hadn’t seen yet. ”

Name: Shaina
Age: 13
Siblings: 2
Enrolled programs: Summer camp
Location: Scottsdale, AZ
Favorite animal at camp: bunnies

Shaina first came to the TheZone to escape bullying at her local day camp, but what she found was a second home. She returned for four more summers, even choosing to celebrate her bat mitzvah at TheZone’s winter retreat together with her camp family.

“ My kids can go to the best school in the area for them! They go to a special education school for kids with special needs. My son is so much happier at his new school. ”

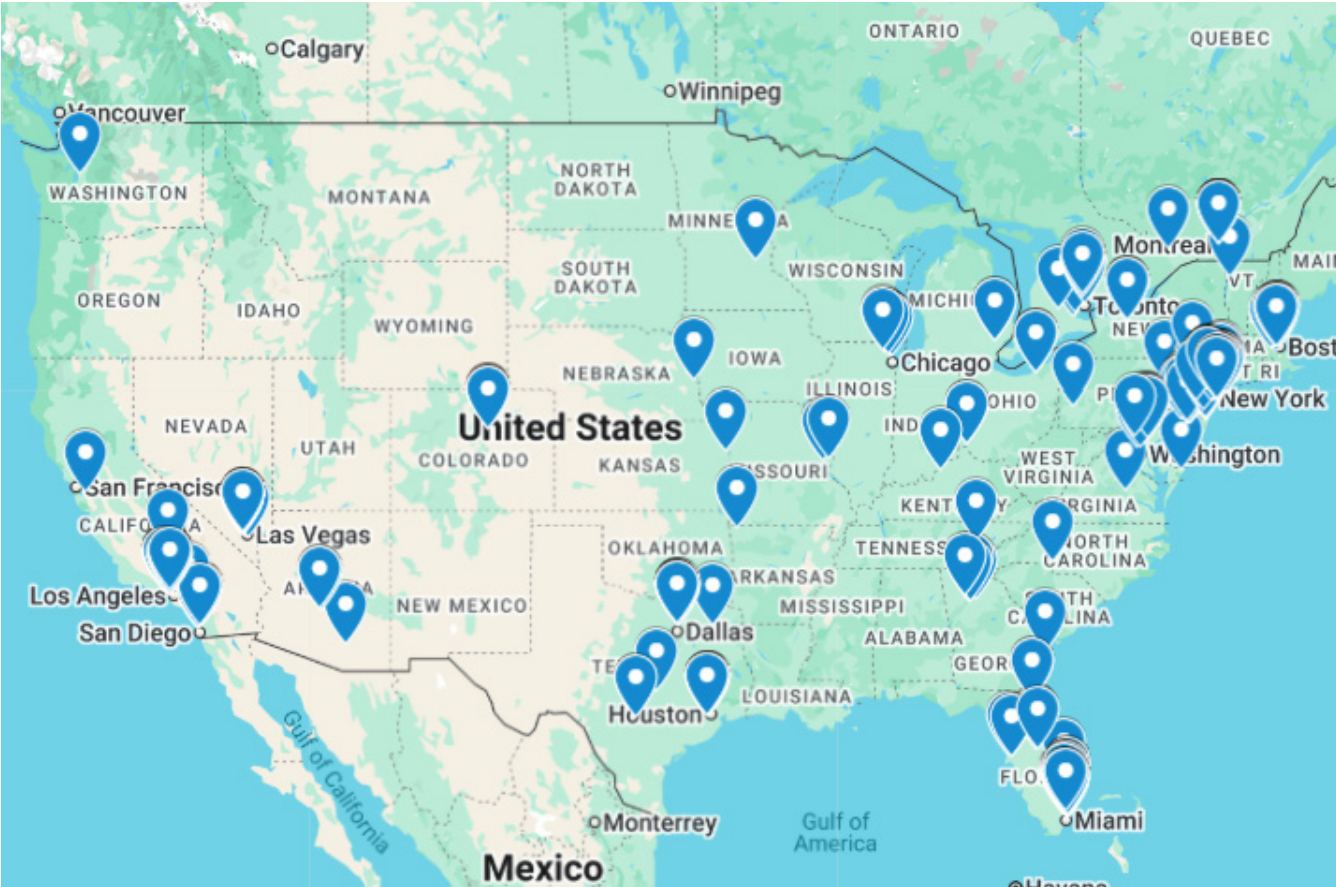
Name: Sebastian
Age: 11
Siblings: 1
Enrolled programs: school assistance
Location: Los Angeles, CA
Favorite subject: algebra (in 5th grade!)

Since switching schools, Sebastian is excelling in advanced math and social studies. Our support goes beyond tuition: to help Sebastian thrive, his mom was connected with an early childhood director and school principal for weekly learning sessions, giving her a knowledgeable partner to navigate his educational journey.



OUR 2025 **IMPACT**

 **2366**
students received **tuition assistance** at
300 schools throughout the country.



OUR 2025 **IMPACT**

 **5703**
members attended **after-school groups** in over 80 different locations

 **7523**
people attended **21 community events and retreats.**

 **37597**
holiday packages sent to participant families.

 **6452**
backpacks distributed before the school year

 **72471**
people visited the Kars4Kids Smarter **Parenting blog**

 **1539**
campers experienced a life-changing summer at 2 **camp**s

Impact includes Kars4Kids-funded programs



31

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

OUR 2025 **IMPACT**



OUR 2025

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 2025

FINANCIALS

41 Million Charity

This is the mission in action – money directly spent on accomplishing our charitable purpose, primarily through grants to our sister charity Oorah to fuel its year-round programs for youth, including school assistance, summer camps, extracurricular youth groups, personal mentoring, holiday events and packages, and everything that goes into developing a kid into a successful adult.

42 Million Fundraising

With no paid professional fundraisers, this expense encompasses all the advertising we need to do to redirect used cars from being junked or traded in at the dealer to benefiting a charity instead. Most of our advertising centers around the memorable jingle that keeps us top of mind when a car needs to be moved, plus the online advertising that gets donors across the finish line.

8.7 Million Administrative

This is what’s typically known as ‘overhead’ – the necessary costs of operating an organization, including everything from executive and staff salaries, office space and supplies, insurance, accounting, and the many other unglamorous expenses that keep the charity running.

TOTAL **INCOME**
94 million

A NOTE ON OUR

FUNDRAISING COSTS

Advertising is the engine that fuels everything else here. Without it, the cars don’t come in and the program funding dries up. So we spend real money on it, while obsessing over every dollar.

Our model is simple: we run radio and TV ads to put our name in your head, so that when you finally have a car to get rid of, you know who to call. What frustrates us is what happens next. When someone hears our jingle and decides to donate, they almost always do what everyone does: they google us. And if we’re not paying for an ad at that exact moment, chances are we won’t be the first result they see when they search our own name. So we pay Google, a trillion-dollar technology company, to deliver a donor we already paid to reach.

That’s money we’d rather be spending on the kids. It goes to Google because they control how people navigate the internet.

We’re not complaining about the price of doing business. We’re telling you that a big portion of what you see in our advertising line isn’t really advertising. It’s the toll we pay to be found online.



Kars4Kids Officers

Eli Mintz
Robert Moskovitz
Esti Landau
Ben Turin

Kars4Kids Board of Directors

Akiva Goldberger
Eli Mintz
Jeffrey Rubin
Joseph E Weinberger, CPA
Moshe Ullman
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.

“ I’ve never seen them so positive and happy. ”

“ My mentor over the phone kept me sane and helped me through dark times. ”

“ I always gain so much insight from our sessions. ”

