



20  
22

Annual Report

**K**ars 4 **K**ids

# 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 2022

# IMPACT

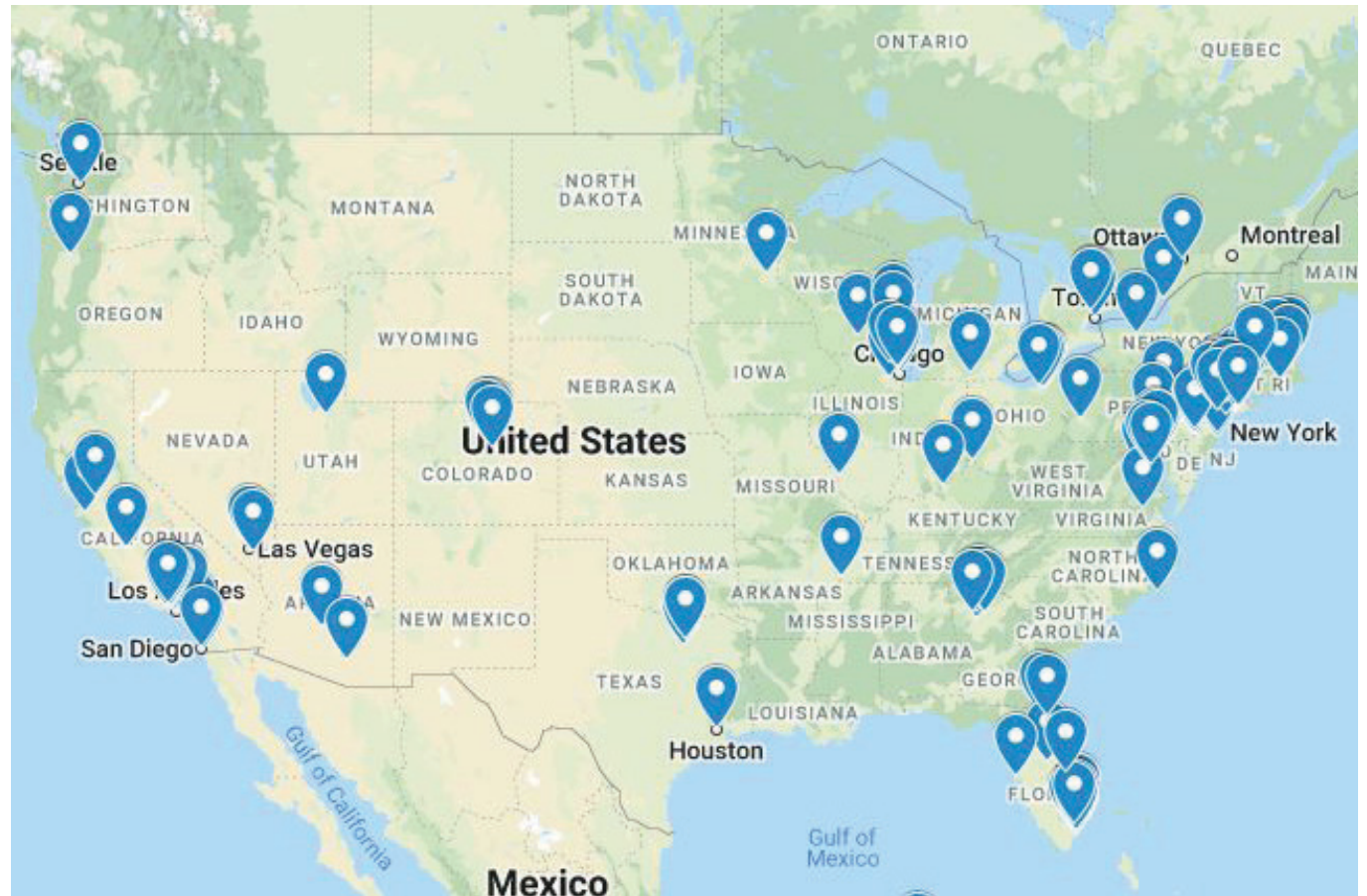
**Kars4Kids** provides mentorship, educational support and nurturing year-round environments for youth. Whether it's tailored care from staff in summer camp, the safe haven of extracurricular groups, or a mentor's listening ear, we provide the support they need to thrive.



# OUR 2022 **IMPACT**

 **1636**

students received **tuition assistance** at 229 schools throughout the country.





# OUR 2022 **IMPACT**

---

 **2259**

members attended **after-school groups** in over 50 different locations\*

---

 **2115**

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

---

 **25171**

holiday packages sent to participant families.

 **2500**

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

---

 **148358**

people visited the Kars4Kids Smarter **Parenting blog**

---

 **1130**

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

\*Kars4Kids funded program

# OUR 2022 **IMPACT**

 **44**

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





OUR 2021




# 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 2021 FINANCIALS



## THE OVERHEAD MYTH

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  
overheadmyth.give.org

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

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



⋮

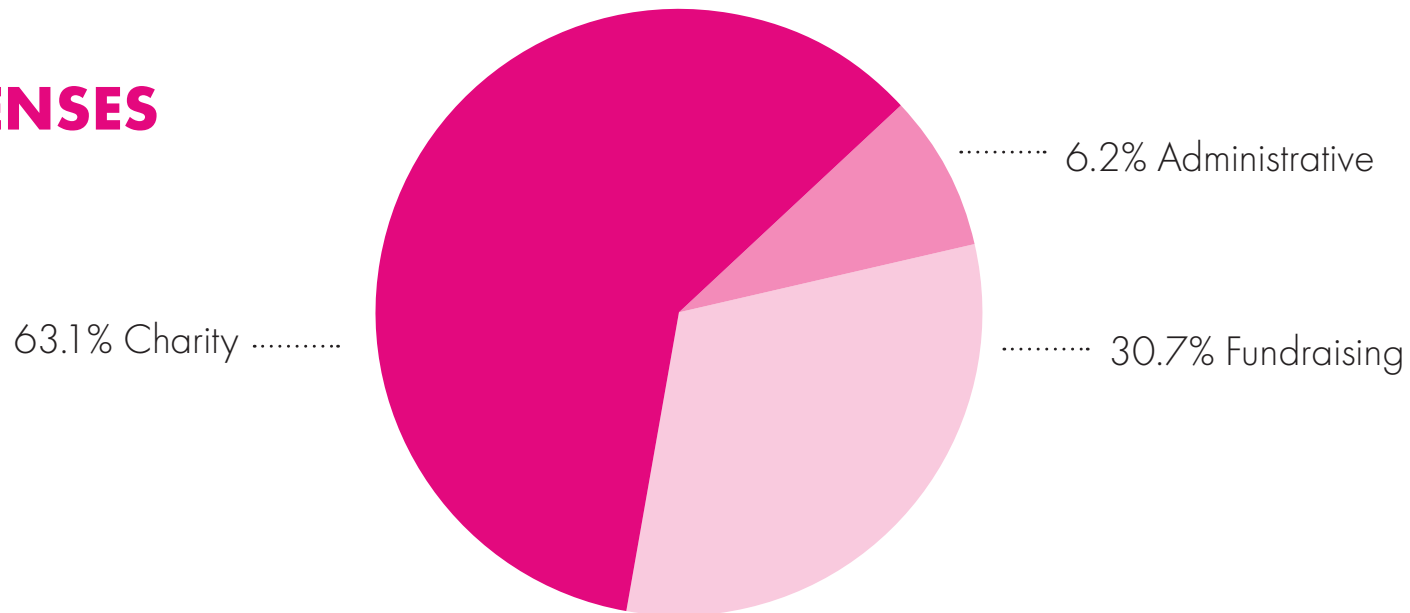
“The percent of charity expenses that go to administrative and fundraising costs—commonly referred to as “overhead”—is a poor measure of a charity’s performance.... The people and communities served by charities don’t need low overhead, they need high performance”



TOTAL **INCOME**  
**109.7 million**

---

OUR **EXPENSES**



**71 million Charity**

*Including resources, facilitating mentorship, and support for kids around the country.*

**34.5 million Fundraising**

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

**7 million Administrative**

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

## **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.

*" Their camp experience did wonders for their self-esteem!*

*"*

*" As a student who struggles academically and socially, it has changed her to be recognized for who she is.*

*"*

*" After-school groups help them feel part of something.*

*"*

**Kars4Kids**