



Cars for Homes

Cars for Homes™ Newsletter

January 2006

Operations and Affiliate Relations

The Cars for Homes™ program is now actively processing vehicle donations from locations all over the United States. To date, Cars for Homes™ (CFH) has accepted vehicles from 269 affiliate service areas in 42 states, plus the District of Columbia.

We determine which affiliate will benefit from each vehicle donation by linking the donor's address to the local affiliate that services the donor's zip code. If your affiliate has not yet provided its service area zip codes to the CFH program, please do so as soon as possible.

For ideas as to how you can obtain those zip codes easily, contact **Sally Black** at sblack@habitat.org or (541) 749-2588. We have already compiled over 12,000 zip codes from 381 affiliates!

Marketing Highlights

Second only to the internet, affiliate promotion of the program and other "word-of-mouth" sources have generated the most vehicle donations to date – and from donors whose vehicles typically generate higher average revenues than those from other sources!

There are many ready-to-use Cars for Homes™ marketing tools available for you to utilize on PartnerNet at:

<http://partnernet.habitat.org/intradoc/groups/hfhi/documents/general/carsforhomes.html>

Please contact **Brian Bennett** for Cars for Homes™ marketing support at (541) 749-2589 or bbennett@habitat.org.



January 18, 2006

Dear friends,

Did you know that there are over 200 million passenger cars and light-trucks in service in the United States? And every year, about 17 million new ones are purchased. Wow!

Those numbers mean that there about 11 million "surplus" cars that folks want to get rid of each year. Working together, Cars for Homes™ and Habitat for Humanity affiliates generate public awareness of the local and global need for affordable housing, raise unrestricted funds to help eliminate poverty housing, and even provide a service to individuals whose cars don't generate immediate revenues for affiliates.

Since CFH began as a pilot program in Washington, we have accepted over 2,200 cars – a significant number of them for salvage. Although salvage vehicles generally don't generate revenues, including these donors encourages commitment to the Habitat mission and provides a service to donors: they don't have to pay to have their car towed or junked.

Whether a donor's car is salvage quality or generates significant revenues, CFH provides the same quality customer service – to the donor and to Habitat affiliates.

Thanks for working with us!

Marcia Rundle
Director of Cars for Homes™
(800) 253-2378
mrundle@habitat.org

Donate online at www.carsforhomes.org or call toll free 1-877-277-4344



Cars for
Homes™

Cars for Homes™ Strategic Goals Update

#1 Generate unrestricted revenues from vehicle donations by driving donors to the toll free telephone number 1-877-277-4344 and www.carsforhomes.org web site for processing.

- CFH vehicle sales revenues (24 months): \$775,231 with 25% in the last three months alone
- Revenues to CFH after selling costs: \$575,153 (74% of Sales Revenues)
- Unrestricted revenues to affiliates: \$305,870 (53% of Program Revenues; 39.4% of Sales Revenues)

#2 Expand the donor and volunteer base of Habitat for Humanity.

- 1,857 donor names and addresses have been forwarded to affiliates.

#3 Implement U.S. Collaborative Development Policy by working with affiliates to raise funds and build homes in communities across the United States.

- 269 affiliates have received donations
- Total revenues distributed would construct five Habitat homes, based on average selling price of \$60,000.

#4 Minimize risks and potential damages by utilizing an agent with a decade of experience with national, high-volume, low-risk, high-return vehicle donation programs.

- Adesa Impact is HFHI's contractual agent for all vehicle donations.
- Adesa is bonded, insured and licensed as a car dealer in all 50 states.
- Adesa monitors tax legislation changes and complies with all federal and state regulations.

#5 Increase awareness of Habitat for Humanity's local and global mission by creating national, regional and local promotional partnerships and media campaigns.

- Waste Management distributed CFH informational flyer to 1900 employees in Southern California.
- Charter Communications produced a 30-second PSA and is running it in 2.4 million homes in the West.
- Over 1,000 radio stations, local TV stations and cable networks are running CFH's PSAs.
- Web banners and links generated 44,000 hits to www.carsforhomes.org in December '05 alone.

#6 Develop and distribute marketing materials and provide assistance and support to affiliates in local promotion of Cars for Homes™.

- Cars for Homes™ PartnerNet site makes PSAs (public service announcements), web banners and other marketing tools readily available for affiliate use to promote CFH in local communities.

The level of success achieved by Habitat for Humanity's vehicle donation program in each community depends on the strength of the partnership between Cars for Homes™ and local affiliates. By working together to promote Cars for Homes™, we can generate broader awareness of Habitat's local and global mission, reach new donors and volunteers, and maximize unrestricted revenues to affiliates. Cars for Homes™ revenues have increased steadily since the expansion to a national program, but we have barely begun to utilize the local media connections and donor support that affiliates can provide to the program. We invite you to increase your revenues by helping increase CFH program volume!

For general information about the program, questions or concerns, please contact Marcia Rundle at (800) 253-2378 or email mrundle@habitat.org. We look forward to working with you!

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