



---

## Overview

- Donated Car Program
- Cars Awarded in Maryland and Virginia
- Recipients are recommended by SA's
- Cars sold for an average of \$650
- Recipients provided w/ warranty and loan



## AWARDS

Total Awards - 941

Rural Regions - 350

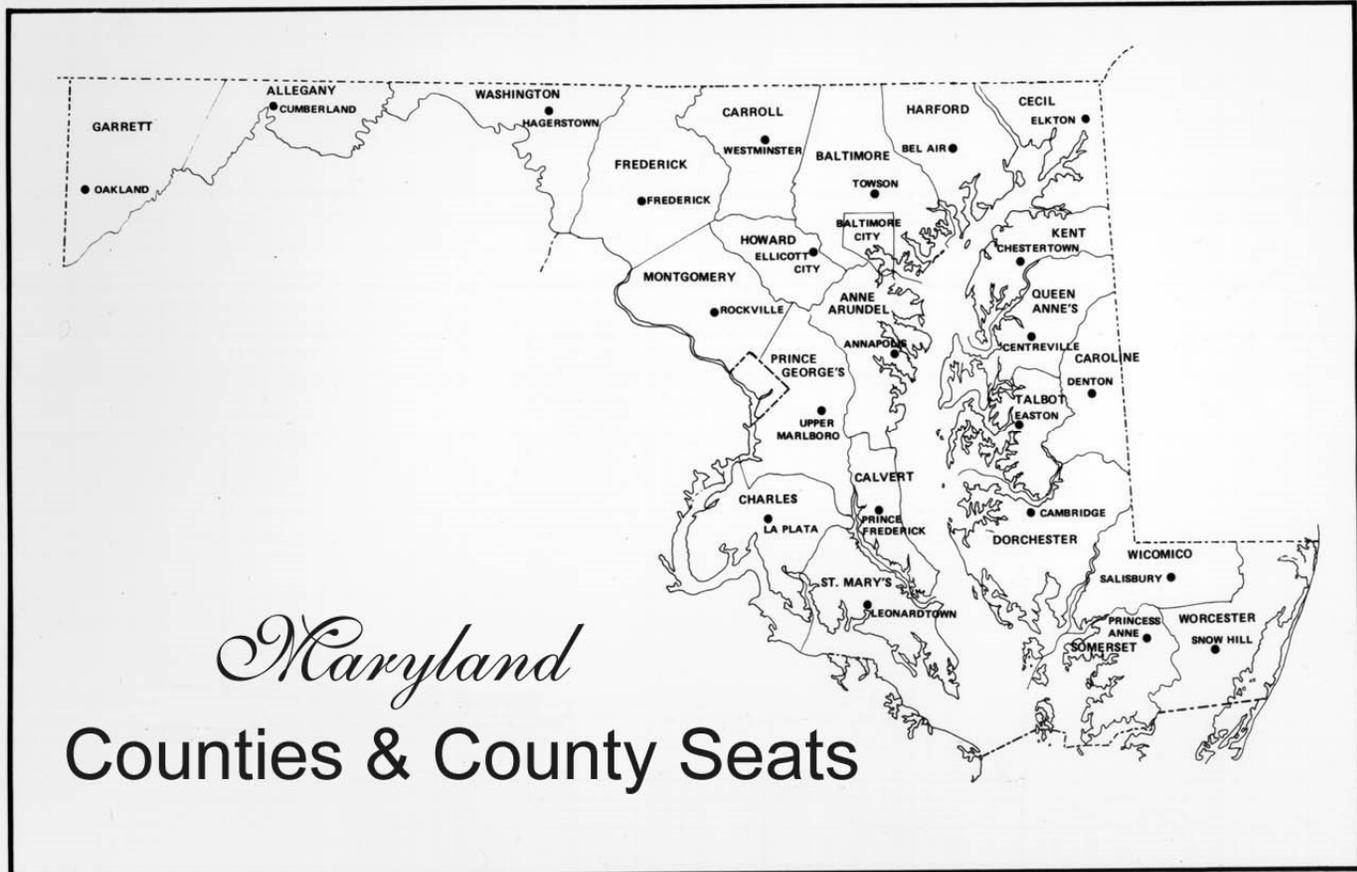
*(2007 and 2008)*

---



# VEHICLES FOR *Change*

Changing lives with donated cars.





## Recipient Criteria

1. Income Level – VA – TANF
  2. Work Criteria - 30 hours
  3. Insurable
  4. No other car in household
  5. Savings of \$400 – taxes, tags title
-



Cost to Award a Car - \$4,000

Sources of Funds

Governmental or Sponsor Agency - \$2,000

Recipient - \$650

VFC Funded - \$1,350

*Wholesale Cars*

*Retail Lot*

---



---

## Freedom Wheels

- ❑ Retail Used Car Lot – 2005
  - ❑ 2007 Total Sales -\$1M
  - ❑ Net Revenue - \$316,000
  - ❑ Intangibles – additional families served  
22 in 2007, donations, exposure
-



---

## Sources of Donations

Total Donations 2007 - 2155

### Marketing

Purchased Ads, Corporate Partnerships,  
Word of Mouth, PR

### Locations

Region between Baltimore and Washington DC – 85%  
Rural Regions – 15%

### Breakdown

Keepers – 25%; Retail – 10%; Wholesale – 65%

---



## Rural v Urban

Number of Miles Driven  
Residence

---