VEHICLES FOR Change

Changing lives with donated cars.

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

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AWARDS

Total Awards - 941

Rural Regions - 350

(2007 and 2008)

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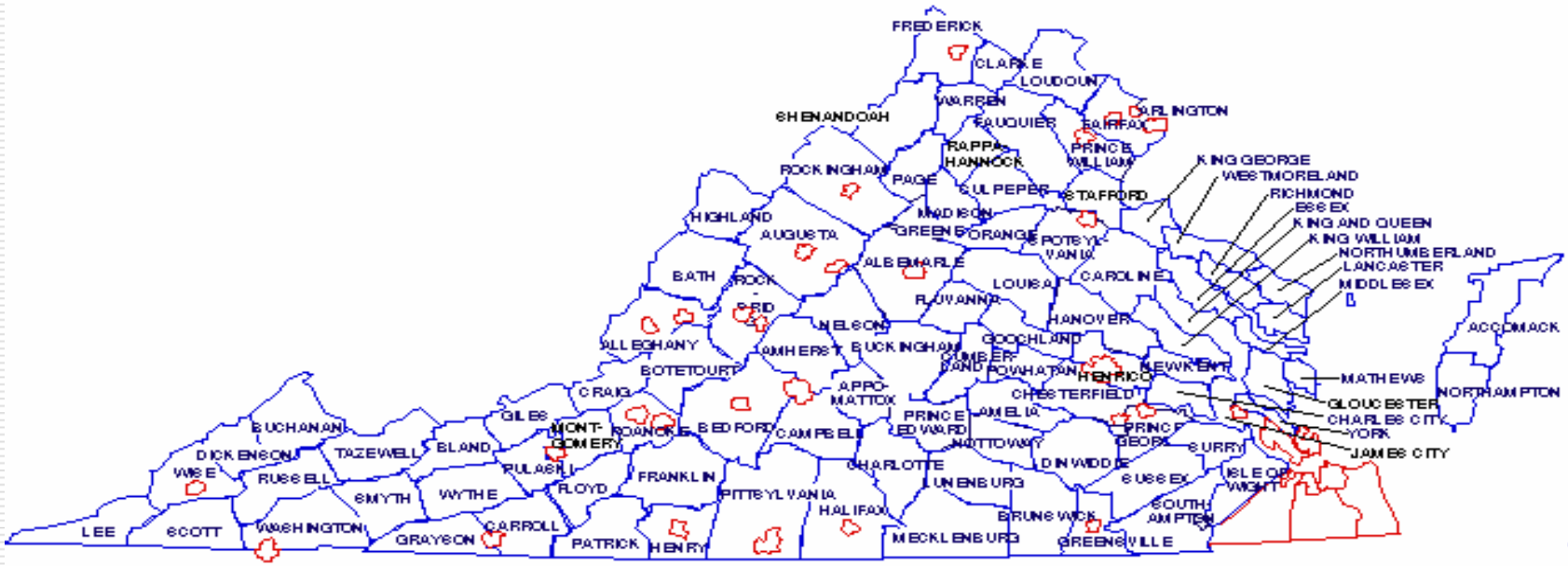
Virginia's Counties



NOTE: Virginia cities are outlined in red.

Source: Weldon Cooper Center for Public Service, University of Virginia

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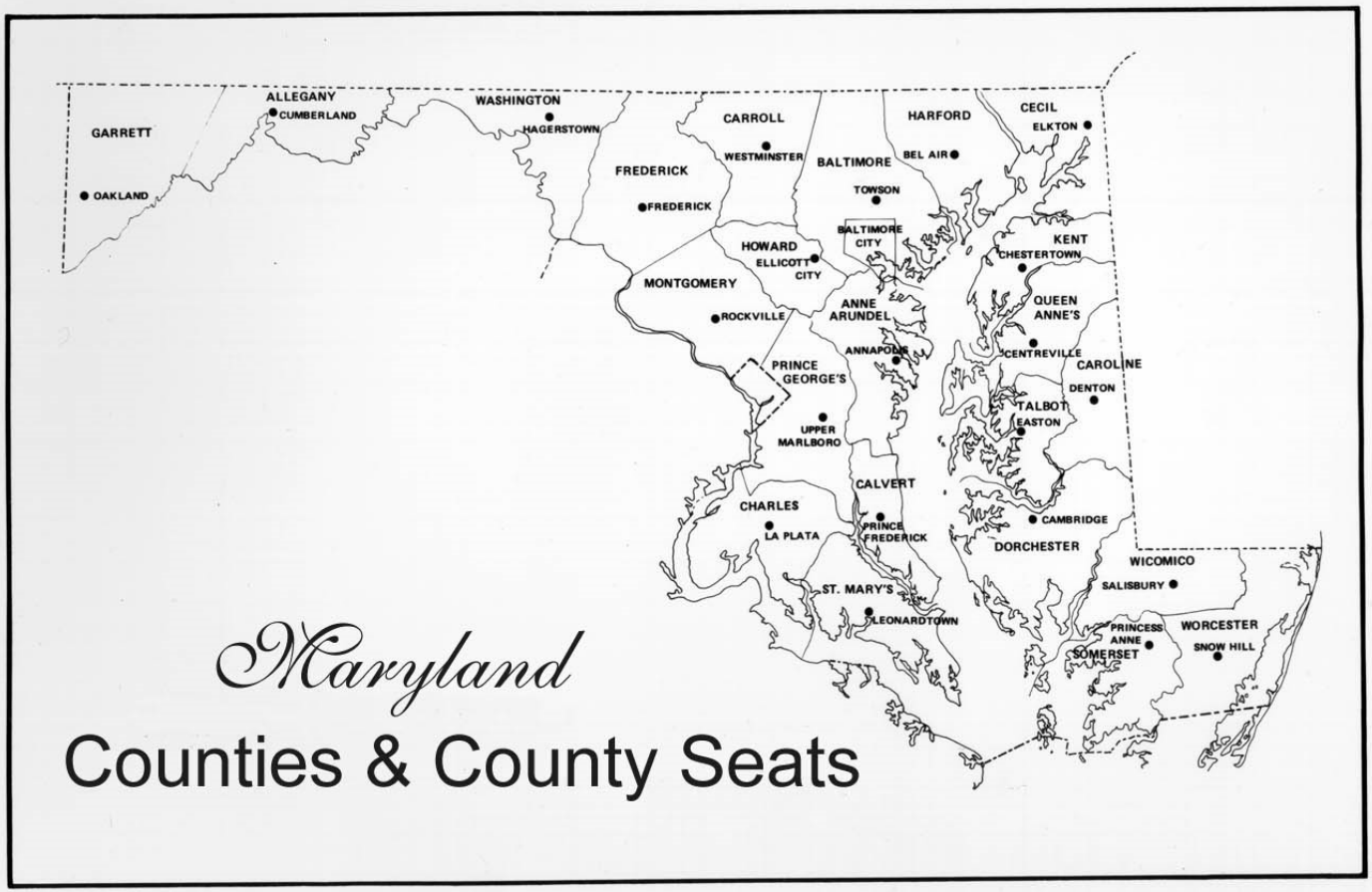

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Recipient Criteria

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

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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