

# ETI

Tuesday, April 24, 2013

# *Collision Repair Education Foundation*

***Mission:** To secure and distribute charitable donations to support endeavors that promote, qualify, and properly train employees entering the collision industry.*

***Vision:** A collision industry with a sufficient number of qualified, properly trained, and immediately productive entry-level employees to meet current and future Industry needs.*

# *Organization Status*

## 501 (c)(3) organization

- Foundation status classification of 509 (a)(1); 170 (b)(1)(a)(6) – substantially all support is received from the government or public
- Not exclusively supporting another organization

The Education Foundation is 100% funded by charitable gifts and resources and not funded by I-CAR's training and class fees, corporate memberships, sponsorships, or any other I-CAR activity.

# *Staff Introductions*

- **Clark Plucinski** – Executive Director
- **Brandon Eckenrode** – Director of Development
- **Melissa Marscin** – Director of Grant Programs

Main Office is located in Hoffman Estates, IL (Chicago).



# *History*

- The Collision Repair Education Foundation was created in 1991 to solve a problem:
  - Critical shortage of quality entry-level employees.
  - Career & technical schools and colleges not turning out enough quality graduates.
  - Industry's poor image was hampering its ability to attract quality students.

# *History (continued)*

- To address those issues, Collision Repair Education Foundation helped develop and distribute collision training curriculum to career & technical schools and colleges.
  - Today, a majority of the 1,150 collision repair schools across North America use the I-CAR Live Curriculum, now distributed by I-CAR.

# *History: Migration*

- In 2008, the Collision Repair Education Foundation transformed itself into a traditional philanthropic organization.
  - The business of developing, selling, and supporting the curriculum was moved to I-CAR.
  - The Foundation became a scholarship/grant organization that provides grants to schools, training for instructors, scholarships and other support to collision education.
- In 2010, the name was changed from the “I-CAR Education Foundation” to “Collision Repair Education Foundation” to better differentiate between I-CAR and the Foundation and also to better promote the mission.

# *A Lifetime of Collision Education and Training through I-CAR and the Collision Repair Education Foundation*

Collision education for secondary and post-secondary students at career and technical schools and colleges.

Student graduates and enters the collision industry



Curriculum

Pre-Employment  
Training Support

COLLISION REPAIR EDUCATION™  
**FOUNDATION**  
I-CAR

Incumbent Workforce  
Training

Continuing training and education for production technicians and all other professionals in all areas and segments of the collision industry.



# *Who does the Collision Repair Education Foundation support?*

- 1,150 Career and Technical Schools and Colleges offering collision repair training\*
  - Their Students
  - Their Instructors
  - The local businesses (shops, insurers, distributors) supporting the schools

**\*Statistics are from the 2011-2012 Collision Repair School Solutions Survey.**

# *Student Statistics\**

- Approximately 60,000 students studying collision repair across the United States
- Average tuition cost for collision repair students:
  - Secondary: \$642
  - Post-Secondary: \$5,283
  - Both: \$2,903

**\*Statistics are from the 2011-2012 Collision Repair School Solutions Survey.**

# *School Budgets\**

- **Tools and Equipment Budget**
  - Secondary - \$4,543 (range between \$0-\$22,000)
  - Post Secondary - \$11,223 (range between \$0-\$150,000)
  
- **Shop Supplies**
  - \$9,011 Average
  
- **Classroom Supplies**
  - \$1,128 Average

**\*Statistics are from the 2011-2012 Collision Repair School Solutions Survey.**

# *School Budgets\**

- **Computers/Electronics**
  - \$2,056 Average
  - Average Amount of Computers: 18
- **Curriculum/Textbooks**
  - \$1,701 Average
- **Instructor Training & Professional Development**
  - \$1,308 Average
- **Other (Maintenance, Equipment Repairs, Laundry, Student Fees, Magazines, Rentals, Postage, Printing, Medical Supplies, Gas, Advertising, Phone, Field Trips, etc)**
  - \$7,790 Average

**\*Statistics are from the 2011-2012 Collision Repair School Solutions Survey.**

# *Organizational Goals*

The goal of the Collision Repair Education Foundation is to increase the graduation rates of collision students by:

- **Attracting** driven and dedicated students with a aptitude for applied science and a passion for automobiles,
- **Offering** tuition scholarships and tool grants to help students complete their studies,
- **Updating** the equipment, supplies, tools, and teaching materials for schools that teach collision program through school grants, and
- **Giving** students real world, hands-on experience in collision that will help them be immediately employable.

# *Why donate to the Collision Repair Education Foundation?*

ROI for the entire collision industry:

- Greater population of well-trained entry-level workers from Career & Technical Schools.
- Schools that are teaching skills and techniques that make an entry-level worker immediately productive.
- Students familiar with **Brand** – the tools, equipment, materials and vendors that they will use every day.
- Increased employee retention, efficiency, productivity, and profitability.
- Instilling the passion and desire to participate in our industry.

# *Support for Collision Schools*

## *Ultimate Collision Education Makeover*

The program was started in 2009 to help bridge the gap between school budgets and the needs of the collision program.

### **Winners**

- 2009 winner, Steel Center AVTS (Jefferson Hills, PA)
- 2010 winner, Bridgerland ATC (Logan, UT)
- 2011 winners
  - Applied Technology Center (Rock Hill, SC)
  - Cypress College (Cypress, CA)
- 2012 winners
  - Manhattan Area Technical College (Manhattan, KS)
  - Nichols Career and Technical Center (Jefferson City, MO)

Each winning school has their \$50,000 “wish list” fulfilled by the Education Foundation.

# *In-Kind Donations*

- The Education Foundation solicits, receives, and helps distribute direct gifts of tools, equipment, and materials.
- What has the Foundation given away so far?
  - 2009-2012 = \$10 million in in-kind donations
  - 2013...\$10 million goal annually



# *In-Kind Donations Result in...*

- Future collision technicians at schools will be become familiar and comfortable with specific brands of tools and materials.
- Greater population of well-trained entry-level workers.
- Schools teaching skills and techniques to enhance employee productivity.
- Increased employee retention, efficiency, productivity, and profitability.

# Facts

- 91 cents of every dollar raised in 2012 went to support the schools
- Average schools' budget = \$4,500
- 17% of the schools closed their programs due to loss of Pell and Perkins funding and state budget shortfalls
- Many programs have limited resources - cars, supplies, equipment, training and support
- In 2009, we provided \$300,000 in support to the schools
- In 2012, \$5 million in support
- Since the change to philanthropic over \$10 million to the schools and students **with a goal of \$10M annually!**

# Current Goals

- Distribute mini-grants to 750 annually
- Award 175 student scholarships annually
- Award 8 Ultimate School Makeovers annually
- Distribute grants to 750 CR instructors for continuing education (CE)
- Supply Tools and Safety Kits to 2,000 students
- Focus schools on a sustainability plan
- Bridge the gap to employment with regional working groups

# Strategic Focus

- Expand and better communicate value proposition
- Develop Brand
- Build a sustainable donor base
- Build infrastructure to support our Vision and Mission
- **Develop a resource center to support students, schools and potential employers (building the bridge to employment)**

## Million Dollar+ Lifetime Donors



## 2011–2012 Industry Leadership Circle Donors

Individual Donors: Tim Adelman • Stacy Bartnik • Michael Minutillo • Clark Plucinski • Roy Taylor



888.722.3787 info@ed-foundation.org www.CollisionEducationFoundation.org

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Since 2008, the Collision Repair Education Foundation has provided over \$10 million in support through our donors.

## Industry Leadership Circle

Companies within our Industry Leadership Circle have donated at least \$10,000 (monetarily and/or in-product) annually to the Education Foundation. Individuals have personally donated \$1,000 or more annually.

# New Majors for - 2013

- I-CAR
- Enterprise
- CSAA – AAA Northern, CA
- AAA Southern, CA
- ERIE Insurance
- 15 Individual Donors over \$1000 per
- Chilton Collision
- CollisionMax
- CEI
- Rydell Chevrolet
- Parts Channel
- LC Automotive
- Cook's Collision
- CARPART.com
- Schoonover Collision
- KirMac

# How can you help the collision schools and students?

- **Sponsor** a school grant to allow local schools to acquire the tools, equipment, and supplies needed in the classrooms. Grant can be focused to specific state or available nationally.
- **Host** student scholarship through the Foundation to help keep students within the industry.
- **Donate** to the Foundation's Collision Repair Education Campaign fund – which allows us to provide our annual *Ultimate Collision Education Makeover* \$50,000 school grant.
- **Provide** an in-kind donation of tools, equipment, and/or collision supplies to collision schools in need.





# *Where You Can Direct Your Gift...*

- Collision Repair Education Campaign (CREC)
  - Unrestricted
  - National School Support
  - National Student Support
- Directed Purpose Gift
  - Specific State or Market Support
  - National Support of a specific project
- In-Kind Gift

Please note: All restricted gifts subject to 15% -25% unrestricted allocation to CREC.



# *2011 Audited Financial Results*

To view the our 2011 Annual Report which includes the audited financial report for 2011, please visit our website at [www.CollisionEducationFoundation.org](http://www.CollisionEducationFoundation.org) and click on “Forms and Downloads” on the right hand side.

- In 2011, \$4.1 million was provided to collision school programs/students with 85 cents of every dollar going to the schools
- In 2012 4.97 million was provided to the schools with 91 cents of every dollars towards helping the “kids”

# *Thank you!*

*If you have additional questions, please feel free contact us:*

*Clark Plucinski*

[\*Clark.Plucinski@ed-foundation.org\*](mailto:Clark.Plucinski@ed-foundation.org)

*301-482-1905*

*Brandon Eckenrode*

[\*Brandon.Eckenrode@ed-foundation.org\*](mailto:Brandon.Eckenrode@ed-foundation.org)

*847-463-5244*

*Melissa Marscin*

[\*Melissa.Marscin@ed-foundation.org\*](mailto:Melissa.Marscin@ed-foundation.org)

*847-463-5282*