



Charity Storage Giving Back Program Overview

Engage with your community by raising funds for charity!

Founded by veteran storage professionals, **Charity Storage** is the **Official Charity Partner** of the **Self Storage Association**, a **Charity Partner** of the **ISS World Expo** and **Storelocal**, as well as an **Affiliate Partner** of the **AZSA** and **NVSSA**. It is a **non-profit organization** that leverages the increasing popularity of storage auctions and introduces a charity component to existing self storage operations.

What is Charity Storage?

Charity Storage provides an **opportunity for the self storage industry to contribute to local, national and international charities** by harnessing the auctions already taking place at storage facilities every day. Owners and managers work together by designating a vacant unit as their **Charity Storage Unit**, collecting donated and abandoned items (while providing a **Charitable Donation Receipt**) and auctioning the unit off to raise funds for charities!

How does it work?

Participating Charity Storage facilities become **Drop-Off Points** for donated items. **Tenants, prospective customers, local community members and businesses** are encouraged to contribute. Once the **Charity Storage Unit** is $\frac{1}{2}$ to $\frac{3}{4}$ full, it is auctioned off online (at StorageTreasures.com at no charge to the facility), or onsite along with lien auctions. The proceeds are then forwarded to Charity Storage for disbursement.

Who benefits from the auctions?

- **60%** is allocated quarterly to a **charity chosen by the facility**
- **20%** to **Kure It Cancer Research**
- **10%** to the **Self Storage Association Foundation Scholarship Program**
- **10%** to Charity Storage to help offset administrative costs

The **Self Storage Association Foundation Scholarship Program** awards college scholarships to storage professionals and their family members. **Kure It Cancer Research** has raised nearly \$7 million and supports underfunded cancer research projects.

Charity Storage is a **501(c)3 non-profit** organization. **Federal Tax ID# 45-3253579**.



Why should I enroll in the Charity Storage giving back program?

In addition to **supporting local charities, cancer research and college scholarships**, owners will receive many ancillary benefits from enrolling in the Charity Storage program. Not only will your managers feel good about **helping others**, they will feel more **engaged** and **connected** in a business that is giving back to the community. Your tenants will see your business in a different light and will become **more involved** through this **cause marketing effort**. Your facility will be listed as a **Charity Storage Drop-Off Point** on the Charity Storage website. **Traffic to your facility will increase**, as more members of the local community visit your site to donate items. Charity Storage can become the cornerstone of your **social media marketing campaign**. Your communications to your tenants and information on **your website, blogs, Facebook page, Instagram account or Twitter** will no longer need to be strictly about prices and specials. Instead, facilities participating in the Charity Storage program will have more engaging content for their websites, which in turn will add relevance to their websites and business model overall.

What is the process for administering the Charity Storage program?

The program is designed to be **simple to administer**. The owner designates one unit as a Charity Storage Unit and forwards proceeds of the auction sale to Charity Storage. Managers oversee accepting and vetting donations, communicating information about the program to the customers and providing receipts for donated items. Complete implementation and administration instructions are provided to insure seamless transition of the Charity Storage program into facility procedures. An **optional Marketing Kit** is available for a one-time purchase (\$100 per facility, including shipping) and includes a **large metal gate sign, Drop-Off Point decals, instructions, forms (Auction Sale & Charitable Donation Receipt)** and **promotional items**.

How to enroll?

Go to the Charity Storage website (www.charitystorage.org) and click on **Add My Facility**. This will take you to the www.StorageTreasures.com website, which does not obligate you to conduct the auctions on their platform. Storage Treasures provides the infrastructure to support the Charity Storage Giving back program. During the registration process, select the Charity Storage checkbox. This will automatically notify Charity Storage of your enrollment. You can immediately begin to collect donated items and hold your auctions when you are ready. Please note, that when using StorageTreasures.com, Charity Storage auctions are free to the facility, enable you to set a minimum bid (recommended) and 100% of the final hammer price is collected at the conclusion of the auction.

More information available at
www.charitystorage.org

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A tax exempt non-profit organization designated by the IRS as having 501(c)(3) status. Federal Tax ID# 45-3253579