Our 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.
Chairman’s Message

2017 was a challenging but very successful year for the Collision Repair Education Foundation. The landscape for Foundation donations was very competitive and the staff and board worked hard to sell the value of the Foundation. Some of the achievements of 2017 included:

- 162 school grants were given
- 650 schools were supported
- Combined contribution goals of cash and in-kind were met
- 17 career fairs were held across the country with over 3,000 students attending
- Surveys were completed to determine the current status of schools and students in the collision repair field

As we move into 2018, the mission of the CREF is more important than ever. The shortage of skilled workers to fill openings in the collision repair industry is well documented. The Foundation was established to support programs, schools, students in order to create qualified entry-level employees and connect them with an array of career opportunities. Automotive technology is continuing to rapidly change. Well-trained employees are more important than ever.

In order for CREF to continue to fulfill its mission, funding is critical. An additional employee was added to the CREF staff in 2017 to focus on fundraising. Relationships and connections developed in 2017 should enable us to achieve even more success in 2018. Helping individuals and organizations understand how their support is utilized and the positive outcomes that result from it is needed.

I sincerely appreciate the dedication and hard work of the staff and the Board of Trustees over the past year. Several new members joined the board in 2017 and an updated orientation process was established to ensure they fully understood the vision and mission. Their passion ensures the success of the organization and the impact they have on the industry is inspirational.

Thank you to each company, organization and individual for the support you have demonstrated this past year. Our mission is a continuous journey, focused on the future. You help us change the lives of the thousands of students we support while providing the skilled workforce our industry needs.

On behalf of the many lives touched by the mission you continue to support –

Thank You!

Russ Hoffbauer
State Farm Insurance
## STATEMENT OF ACTIVITIES*

### REVENUE

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contributions – Unrestricted</td>
<td>$525,650</td>
<td>$593,762</td>
<td>$756,118</td>
<td>$831,145</td>
</tr>
<tr>
<td>Contributions – Restricted</td>
<td>$931,935</td>
<td>$1,001,236</td>
<td>$1,058,812</td>
<td>$1,108,093</td>
</tr>
<tr>
<td>Contributions – In-Kind</td>
<td>$11,810,533</td>
<td>$8,743,008</td>
<td>$9,737,974</td>
<td>$9,812,182</td>
</tr>
<tr>
<td>Special Events</td>
<td>$350,337</td>
<td>$360,299</td>
<td>$449,793</td>
<td>$335,711</td>
</tr>
<tr>
<td>Investments</td>
<td>$47,118</td>
<td>$(19,150)</td>
<td>$77,722</td>
<td>$145,190</td>
</tr>
<tr>
<td>Sales of Technician Shirts</td>
<td>$11,196</td>
<td>$6,678</td>
<td>$9,880</td>
<td>$5,245</td>
</tr>
<tr>
<td><strong>Total Revenue:</strong></td>
<td><strong>$13,676,769</strong></td>
<td><strong>$10,685,833</strong></td>
<td><strong>$12,090,299</strong></td>
<td><strong>$12,237,566</strong></td>
</tr>
</tbody>
</table>

### EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grants, Scholarships, Awards*</td>
<td>$12,382,211</td>
<td>$9,341,044</td>
<td>$10,655,964</td>
<td>$10,703,375</td>
</tr>
<tr>
<td>Payroll, Taxes, etc.</td>
<td>$428,235</td>
<td>$492,975</td>
<td>$618,312</td>
<td>$698,002</td>
</tr>
<tr>
<td>Rent &amp; Building</td>
<td>$23,664</td>
<td>$22,224</td>
<td>$22,224</td>
<td>$22,883</td>
</tr>
<tr>
<td>Travel</td>
<td>$97,817</td>
<td>$120,046</td>
<td>$93,675</td>
<td>$117,579</td>
</tr>
<tr>
<td>Professional Services</td>
<td>$208,896</td>
<td>$138,381</td>
<td>$73,335</td>
<td>$126,661</td>
</tr>
<tr>
<td>Marketing &amp; Promotion</td>
<td>$99,126</td>
<td>$100,084</td>
<td>$141,394</td>
<td>$122,789</td>
</tr>
<tr>
<td>Meetings</td>
<td>$145,485</td>
<td>$156,773</td>
<td>$105,824</td>
<td>$114,999</td>
</tr>
<tr>
<td>Office Operations</td>
<td>$118,985</td>
<td>$140,133</td>
<td>$94,291</td>
<td>$86,872</td>
</tr>
<tr>
<td>I-CAR Allocation of Expenses</td>
<td>$37,047</td>
<td>$40,830</td>
<td>$55,868</td>
<td>$35,412</td>
</tr>
<tr>
<td><strong>Total Expenses:</strong></td>
<td><strong>$13,541,466</strong></td>
<td><strong>$10,552,490</strong></td>
<td><strong>$11,865,145</strong></td>
<td><strong>$12,030,093</strong></td>
</tr>
</tbody>
</table>

### Change in Net Assets:

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in Net Assets</td>
<td><strong>$135,303</strong></td>
<td><strong>$133,343</strong></td>
<td><strong>$225,154</strong></td>
<td><strong>$207,473</strong></td>
</tr>
</tbody>
</table>

*Includes in-kind disbursements equal to the amount of in-kind contributions.
Over $1,000,000
In Scholarships And Tool Grants Have Been Distributed Since 2009.

To assist high school and college collision students, the Collision Repair Education Foundation offers student scholarships and tool grants which helps remove financial barriers during students' technical education.

Sponsor a Scholarship or Tool Grant

In addition to the Education Foundation awarding their own support opportunities, industry companies are able to sponsor and fund their own, named student scholarships/tool grants.

High school seniors and/or college students that have studied collision repair at his/her current school for at least one semester are eligible to apply these opportunities. The online application includes a student essay, endorsements, transcript, and financial information. Applications are reviewed by a group of industry volunteers and winners are announced each spring.

If your company would be interested funding a named collision student scholarship/tool grant for the spring 2018 opportunities, please contact us at Info@ed-foundation.org!

2017 ABRA Auto Body & Glass Tool Grant Winner

“As long as I can remember I have wanted to be able to repair and customize vehicles. They honestly are works of art! I hope to... have my own premier shop. My shop would do auto repair and custom power train builds, collision repair all the way through custom fabrication and paint.”

— Johnny Ian Mosquera, Tennessee College of Applied Technology – Shelbyville (Shelbyville, TN)

2017 3M Hire Our Heroes Family Scholarship Winner

“Every day is a different challenge, and I love it... I want to be the person who can oversee a vehicle through the entire process. One who can be in the shop and help guide techs when there is a problem. One who doesn’t have a problem with doing repairs, hanging parts or getting back into the booth and spraying.”

— Michelle Carroll, Metro Community College (Omaha, NE)
Josh Payne  
2017 ABRA Auto Body & Glass Tool Grant Winner  
Tennessee College of Applied Technology – Shelbyville  
Shelbyville, TN

Tyler Thompson  
Seth Thompson  
2017 3M Hire Our Heroes Family Scholarship Winner  
Dunwoody College of Technology  
Minneapolis, MN

Xavian Henry  
2017 PPG & Service King Way Scholarship in Honor of Mario Malcara  
Universal Technical Institute  
Houston, TX

Luis Orsorio  
2017 Craftsman Tool Grant Winner  
Lorenzo Walker Technical College  
Naples, FL

Seger Gott  
2017 ABRA Auto Body & Glass Tool Grant Winner  
Southwest Tech  
Fennimore, WI
Over $60,000,000 in School Grants and Donations Have Been Awarded to Collision School Programs Since 2009.

To help ensure that local high school and college collision school programs have the support needed to provide a quality technical education, the Collision Repair Education Foundation secures and distributes both monetary and in-kind product donations to instructors around the country. Collision school instructors around the country are facing limited program budgets and through these tax-deductible donations made through the Education Foundation, together we are working towards students being able to graduate as productive, efficient, and capable entry-level staff for the industry.

Connect with a Makeover Applicant School

The Education Foundation’s Ultimate Collision Education Makeover school grant is available to high school and college collision school programs that are in need of tools, equipment, and supplies. As part of the grant application, schools submit their itemized $50,000 collision program wish list. The Education Foundation works with collision industry supporters to fulfill those wish lists through both monetary and in-kind donations.

To complement the “Makeover” school grant, the Education Foundation also created the Collision School Career Readiness Benchmark program as a school designation system for collision school programs which through a list of criteria (see chart) helps identify if a program is: Developing, Proficient, or Advanced. Through this program, the Education Foundation can identify key areas of need for a specific collision program and direct support to address those specific needs, with the end goal being well-trained graduating collision students.

If your company would be interested in connecting with one of the 2017 Makeover applicant schools please contact us at Info@ed-foundation.org!
$120,000
Raised During 16th Annual Industry Golf Fundraiser

The annual Collision Repair Education Foundation industry fundraiser, co-hosted by PPG Automotive Refinish, raised $120,000 through the support of attendees and sponsors. Sponsors and participants enjoyed a day of golf at the Harborside International in Chicago, Ill. on July 24, 2017 and the funds raised from this event will go toward supporting scholarships and grants for collision schools and students.

“PPG is proud to support an event of this caliber,” said Domenic Brusco, PPG, Senior, Manager, Industry Relations. “It’s an honor to bring together industry professionals from around the country and to assist the Foundation in making sure that collision repair students are well prepared for entering our industry. With the Education Foundation staff working towards another great event next year, I encourage industry members to participate through a sponsorship, by attending, or by donating items for the raffle table and silent auction. This is a wonderful and important investment in our industry’s future.”

For a full listing of the 2017 golf fundraiser sponsors, visit: www.CollisionEducationFoundation.org
Connecting

Collision Students with Industry Employers!

The Collision Repair Education Foundation hosted career fairs in 2017 that were attended by thousands of local high school & college collision & auto service students who were looking to meet industry employers/vendors.

These events are available to all industry members to participate. Funds raised during these events support high school and college school programs, students, and instructors.

Interested in participating in one (or several) of these events? Contact: Brandon.Eckenrode@ed-foundation.org

2017 3M Hire Our Heroes Tool Grant Winner

“"I plan to use this tool grant by getting the required tools to... do my schooling to the best of my ability... I now know that I will be able to get a great job after schooling having all the tools required to do the job.”

— Richard Kasper, Wilkes Community College [Wilkesboro, NC]

2017 SNAP-ON TOOL GRANT WINNER

“This tool grant will make a difference in my life by giving me the opportunity to start my career without having to wait to buy tools before I can start. It will give me a head start and it’ll help me be prepared for whatever they throw at me.”

— Heather Lang, Indiana County Tech Center [Indiana, PA]
THANK YOU TO OUR 2017 DONORS!

**Five Million Dollar+ Lifetime Donors**

- 3M
- Audatex
- CCC ONE

**Million Dollar+ Lifetime Donors**

- Allstate
- LKQ
- State Farm

2017 Industry Leadership Circle Donors

**Million Dollar+**

- 3M
- Audatex
- CCC ONE

- $500,000–$999,999

- $100,000 – $499,999

- $50,000 – $99,999

- $20,000 – $49,999
  - 1st Certified Collision
  - American Honda Motors
  - CAPA (Certified Automotive Parts Association)
  - Cox Enterprises
  - Fender Bender
  - FinishMaster
  - Hertz Corporation
  - Insurance Auto Auctions
  - Landmark Ford Lincoln
  - Liberty Mutual Insurance
  - MCR Safety
  - National Coatings & Supplies

- $10,000 – $19,999
  - American Family Insurance
  - Bar’s Products/ Rislone
  - Copart
  - Evercoat
  - FIX Auto
  - Garmat USA
  - ProSpot
  - Rust-Oleum
  - Safelite Auto Glass
  - Sherwin-Williams Automotive Finishes
  - Snap-on Tools Incorporated
  - Snapsheet

- $5,000 – $9,999
  - BASF Automotive Refinish
  - Chrysler Group LLC
  - Columbus Collision Education Group
  - Ford Motor Company
  - Lincoln Tech
  - MetLife Insurance
  - Mirka Abrasives
  - Painters Supply & Equipment Co.
  - Parts Trader
  - Polyvance
  - Refinish Distributors Alliance

List includes both monetary and in-kind donations. Current as of 12/31/17, a full list of donors available on website.
Executive Summary

It’s been an exciting year. We have made positive strides through our continued efforts to provide comprehensive support to the schools, students and industry. Our industry research suggests that ninety-seven percent of those interviewed agree with our mission and case for support and that our goal to make major improvements in 300 plus schools is achievable. The school research that we completed provided us with insight to the needs of the schools and was helpful to us in our efforts to evaluate our fundraising efforts and identifying where opportunities lie to fill in the gaps.

We took new steps in 2017 to lay the foundation for expanding our partnership base and improving our brand. We experienced limited results this year but saw some success in quantifying our importance to the schools and the industry. Our work has also helped us to increase our focus on OEMs (vehicle manufacturers) and dealer groups.

We have also heightened our focus on individual schools with local committee support. Curriculum is now in over 60% of the schools, over $10M given annually in tools, equipment and materials. We have raised the criteria to receive our support; resulting in an additional 60 schools added this year. Our 20 national career fairs have proven effective in helping to bring students face to face with the industry and opening doors to employment. Measuring this has been challenging, but we are making progress – especially with the number of students participating - an average of 100 in 2015 to over 300 today.

Unfortunately, our revenue remained relatively flat in 2017 at $12M versus $12.14M in 2016, with the best year on record from our investments at $145K, but increased over 2016 by $171K. This was driven by a $53K increase in school grants (a good thing), $53K in professional services (consultants), and $23K increase in travel to pay for consultants and career fairs. We saw a $46K increase in benefits and taxes and a $33K increase in payroll for the new fundraising hire. An involvement with the schools and industry equals increased operating expenses.

Since joining as executive director in 2013, we have seen a 40% decrease in school collision repair programs - due to low enrollment and overall cost of the programs. Today there are 1,007 schools versus 1,454 in 2012. Our work with the schools and increased support from industry volunteers is clearly needed now more than ever.

Today, we are supporting over 650 schools in various ways with up to date curriculum, I-CAR Platinum Certificates of Completion, I-CAR volunteers, and $10M annual support from CREF. These efforts equate to some much needed school improvements and better learning experiences. Of the 250 top schools that receive our highest level of support, 62% of the students who graduate go on to a post-secondary college program or to work in the industry. The bottom-line is when the industry supports the schools, the schools trend solidly toward success, supporting students and our industry; a defined national problem with a local level solution.

Thanks you for all you have done to help us fulfill our mission.

Clark Plucinski
Executive Director