



DRIVING VEHICLE DONATIONS.

**“ I can make
a difference
to her family.”**

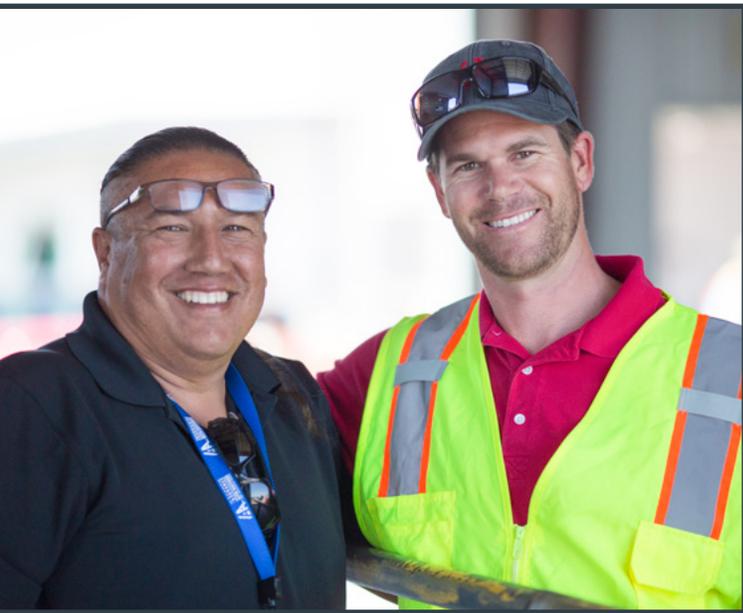
**A full-service solution to turn donated vehicles
into dollars for charities and non-profits**

One Car One Difference® is a vehicle donation campaign presented by Insurance Auto Auctions (IAA). IAA provides \$14 million in annual funding to charities by assisting in the processing of donated vehicles. Donated vehicles are auctioned to IAA's mature, global buyer base in a healthy, competitive bidding environment which consistently produces exceptional returns – on average, nearly 80 percent for each donated unit.

Participation Benefits

One Car One Difference is a national campaign to increase vehicle donations to charities marketed directly to the public. The program includes an extensive national advertising, publication relations and marketing campaign. We take care of all donations from beginning to end, helping increase vehicle donations as a source of funding for charities and non-profits, and keeping vehicle waste out of landfills.

One Car One Difference is seeking non-profit partners to help us reach the goal of more vehicles donated to charities. Through a collaborative exchange of brand assets at all participation levels, your organization's identity will gain visibility in association with One Car One Difference.



Every charity partner receives complete vehicle donation services, including:

- A user-friendly vehicle donation website
- A national call center that manages all communications with donors
- Coordination and management of vehicle transportation from the donor to the auction
- Preparation and promotion of vehicles for sale at auction to bring the highest returns
- All documentation required for a donor to file for a tax deduction
- Comprehensive management reporting to assist you in monitoring donation activity and projecting cash flow to your organization

Partnering with One Car One Difference provides vehicle donors with a sales receipt and all documentation needed to file for a tax deduction, your organization with additional vehicle donation revenue and furthers your charitable mission.

Insurance Auto Auctions, Inc.
Two Westbrook Corporate Center, Suite 500
Westchester, IL 60154 • 800.821.4596

Join us as we make a difference.
1car1difference@iaai.com