

New Coat Program Fact Sheet/Talking Points

- The New Coat Program is a philanthropic effort of the Auto Dealers CARing for Kids Foundation that started in 2008.
- In its 17th year, the Foundation will jump start the 2024 program with a donation of thousands of new child-size coats to be distributed this fall through school districts and local branches of the YMCA.
- To compliment the Foundation's effort, ADAGP Dealer Members support the program by funding the purchase of even more new coats. We will give 50,000 new coats in 2024.
- In 17 years, the program has given the gift of a new winter coat to more than 675,000 impoverished children. That totals nearly \$10 million in giving. WOW!
- With our supporting dealerships, we give brand-NEW winter coats to local children in need. Every cent donated goes towards the purchase of these coats. For most recipients, this new coat will be the only new piece of clothing they will get this year.
- The coats are distributed two ways. Dealers directly deliver their new coat donations to their selected non-profit, or they opt for us to distribute them where the need is greatest. More than 300 social service agencies, school districts, homeless shelters and area YMCAs help us get these new coats to the children who need them most.
- We believe in this program because warmth and comfort should be a staple for a child, not a luxury.
- Why participate? The need is overwhelming. "Living in poverty" is defined as a family of four living on less than \$30,000 annually. There are about 175,000 children living in poverty in the five-county Philadelphia area.
- Your dealership can raise money to help purchase even more coats by creating a customizable online fundraising page that can be shared with friends, customers, vendors and employees. Contact Jenn Jackson to set up your fundraising page at jenn@adagp.com.

