



Things to Know About How We Drive Away the Cold!

- The Driving Away the Cold new coat program is a philanthropic effort of the Auto Dealers CARing for Kids Foundation that started in 2008.
- The program has one simple mission: to provide brand-new winter coats to area children who need them most.
- For most recipients, this coat will be the only new piece of clothing they will get this year.
- Approximately 165 local auto dealers provide the majority of funding for this program, which will distribute approximately 25,000 new coats this fall alone.
- The program has given the gift of a new winter coat to more than 700,000 impoverished children over the last 18 years. That totals nearly \$10 million in giving!
- The coats are distributed two ways: Dealers 1) directly deliver their new coat donations to their selected non-profit, or 2) opt for us to distribute them where the need is greatest. Dozens and dozens of 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 do we do it? The need is overwhelmingly present. “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.
- Want to get involved or do more? Members of the public can make a monetary donation at drivingawaythecold.org so spread the word! In addition, anyone can create a customizable online fundraising page that can be shared with friends, customers, vendors and employees to help us keep spreading the warmth! Interested or have questions on any of the above information? Contact Jenn Jackson at jenn@adagp.com.