



Charity Storage 2022 Annual Report

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2022 Overview

A Letter From Our Chairman

Dear Charity Storage Partners,

2022 was an exciting year for Charity Storage. We welcomed new team members to help support and grow the program, we took on new marketing initiatives to encourage operator participation and donated \$100K+ to charities across the country.

We are proud to be able to drive the program forward and help raise proceeds for Kure It Cancer Research, the Self Storage Association (SSA) Foundation Scholarship Program and many other charitable causes.

2022 Highlights

- Semi-Annual Charity Storage Contest
- Newly Designed Website
- Paws for a Cause
- Hoops for Cause
- Marketing Kit Pilot Program
- Charity Storage Newsletter

2022 Financial Review

Charity Storage ended the year donating \$102K to 40+ charities across the U.S., on behalf of 1,400+ self storage facilities. Of the total amount donated, \$59K was donated to Kure It Cancer Research and \$11K to the SSA Foundation Scholarship Program.

We thank you for your continued support as we work towards growing this wonderful program. If you have any questions or concerns, please feel free to contact Charity Storage at info@charitystorage.org.

Sincerely,



Robert A. Chiti

Board Chairman

What Is Charity Storage

Charity Storage, the official charity partner of the SSA and SSA-Managed State Associations, was founded in 2011 and is an independent 501(c)3 national self storage industry non-profit that partners with local storage facilities to raise funds to support charities throughout the U.S.

Our Story

Charity Storage was first conceived by Lance Watkins, who had first-hand experience with the storage industry and with the reality television show "Storage Wars." The late Barry Hoeven Co-Founded Charity Storage, bringing many years of self storage and philanthropy experience to the concept.

Together, they created a simple and effective model that would give storage operators the opportunity to amplify their charitable contributions:

Donated and abandoned items are placed into a vacant storage unit and the contents are auctioned off onsite or online, via [StorageTreasures.com](https://www.StorageTreasures.com) or other online auction platforms. The proceeds are then used to support charities throughout the U.S.

How Does Charity Storage Work?

- 1) Provides a method for storage operators to raise funds for their specific charity without requiring them to make cash donations.
- 2) Donated and abandoned items are placed into a vacant unit and the contents are staged and sold at auction.
- 3) Charity Storage distributes the proceeds as follows:
 - 60% to the operators designated charity
 - 20% to Kure It Cancer Research
 - 10% to the SSA Foundation Scholarship Program
 - 10% is used to fund Charity Storage operations

Why Participate In Charity Storage?

"Over the past decade, Charity Storage has offered a logical path to giving for the leading companies in our industry. We encourage our members to integrate this charitable platform into their operations, it's a tremendous additive to your business and your community." – **Tim Dietz, SSA President & CEO**

Sample of Participating Operators



Room to Pursue Life



Sponsors

ANGEL



BENEFACTOR



GUARDIAN



GUARDIAN

SUPPORTER

FRIEND

SSA Magazine
SiteLink
SpareFoot
Storage King
Storesmart Bader
Best Self Storage Insurance

AZSA, CSSA, TSSA
Self Storage Strategies
Hawai'i UnConference

Barth Storage
Chateau Products
Cover Roofing Solutions
Haviland Storage Services
Lamber Goodnow

IN-KIND

Extra Self Storage
Deans & Homer
SBOA

StorTrack
Tenant Property
Protection

Xercor
Yardi Breeze



2022 Highlights

2022 Highlights

Semi-Annual Charity Storage Contest: The Charity Storage team revamped our Semi-Annual Charity Storage Contest. Facilities can now win cool prizes while raising money for their charity of choice. The top five facilities that raise the most proceeds during a six-month timeframe are given a prize for their contributions to the Charity Storage program.

Newly Designed Website: With a more modern and organized layout, users can now effortlessly maneuver across the Charity Storage site and download informative guides to assist them in their charitable efforts.

Paws for a Cause: Charity Storage hosted its 3rd Annual Paws for a Cause event at SSA 2022 Fall Conference & Trade Show. Benefitting a local non-profit known as Michael's Angels Paws, the event offered free pet therapy to the self storage industry members in attendance at the Las Vegas show on September 7th and 8th.

Hoops for Cause: Both Charity Storage and the Inside Self-Storage World Expo partnered up to host Hoops for Cause, an arcade-style basketball event to help support charitable causes and give self storage professionals the opportunity to show off their basketball skills while competing for awesome prizes.

Marketing Kit Pilot Program: Charity Storage launched a successful marketing kit pilot program to test out newly designed marketing signage. Operators can expect to get their hands on these fun marketing assets in April of 2023 to promote their participation in the Charity Storage program to tenants and the community alike.

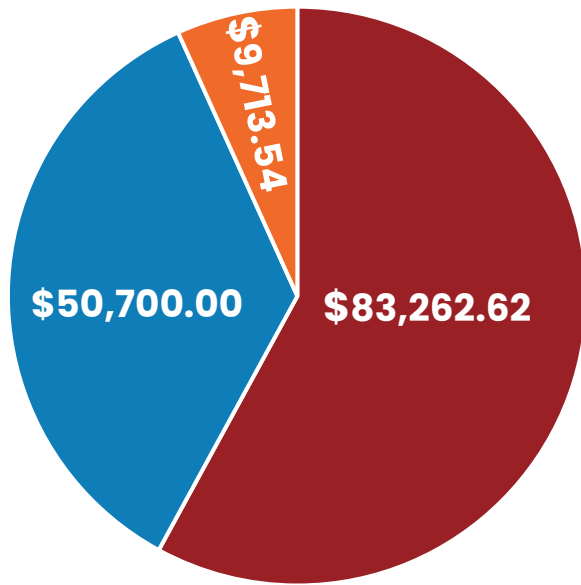
Charity Storage Newsletter: The Charity Storage team has redesigned and updated the quarterly newsletter to keep our partners and sponsors updated on upcoming events, contests, prizes, press releases and more!





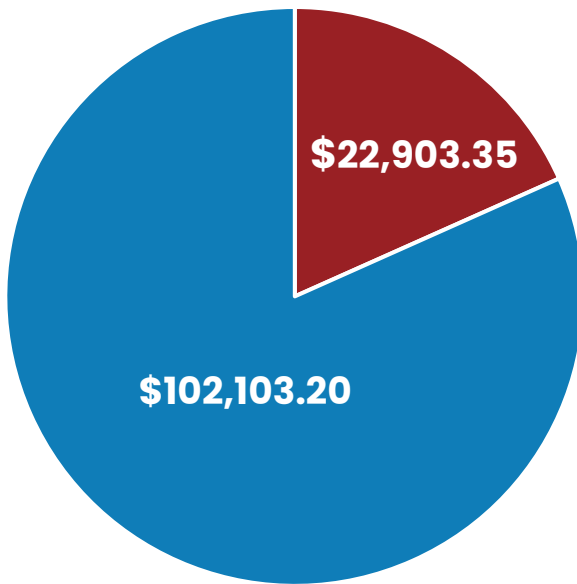
2022 Financials

2022 Revenue and Expenses



**Total
Revenue
\$143,676.16**

■ Auctions ■ Sponsors ■ Donations



**Total
Expenses
\$125,006.55**

■ Admin ■ Charitable Donations

**Charity operates on accrual-based accounting and issues charity donations x2 per year*

2022 Statement of Activity

	Jan - Dec 2022
Revenue	
Charity Storage Auctions	\$ 83,262.62
Contributions & Sponsors	\$ -
Donation- Hoops for a Cause	\$ 4,743.54
Donation- ISS	\$ 1,320.00
Donations- CSSA	\$ 3,400.00
Donations-Miscellaneous	\$ 250.00
Sponsor Contributions	\$ 50,700.00
Total Contributions & Sponsors	\$ 60,413.54
Total Revenue	\$ 143,676.16
Gross Profit	\$ 143,676.16

	Jan - Dec 2022
Expenditures	
Audit/Tax	\$ 2,500.00
Bank Charges & Fees	\$ 218.32
Credit Card Fees	\$ 300.40
Insurance	\$ 904.01
Legal & Professional Services	\$ 2,050.00
Marketing	\$ 5,239.08
Advertising	\$ 358.57
Promotional Items	\$ 2,273.94
Office Supplies & Software	\$ 1,455.29
Postage	\$ 275.86
Trade Show Expense	\$ 2,511.15
Trade Show- Meals & Entertainment	\$ 92.63
Trade Show-Travel	\$ 4,724.10
Program Services	\$ 102,103.20

	Jan - Dec 2022
Total Expenditures	\$ 125,006.55
Net Operating Revenue	\$ 18,669.61

2022 Program Services

*Program services include various charitable organizations across the country that self storage operators have designated to receive 60% of charity auction proceeds through the Charity Storage program.

- **Paradise Community Guilds**
- **Program Services Arlington Charities**
- **Ron Burton's**
- **Ruby's Place**
- **Safe Harbor – My Friends Place**
- **Santee Food Bank**
- **Selma Cares**
- **Serving Hands International**
- **SSA Foundation**
- **The Alzheimer's Assoc. OC**
- **United Through Reading**
- **Valley Children's Healthcare**
- **Warriors and Quiet Waters**
- **Womenspace**
- **Wounded Warrior Project National**
- **Boys & Girls Club of Snohomish**
- **Children's National Hospital**
- **Alzheimer's Association**
- **Chad Tough**
- **Homeless I.D. Project**
- **With Love**
- **American Heart Association**
- **Autism Speaks Georgia**
- **Breaking The Chains 23**
- **Calaveras County Human Society**
- **Capes 4 Heroes**
- **Children's Cancer Research**
- **Children's Center Rehab**
- **College is Real**
- **Daily Bread Ministries**
- **Faith House**
- **First Assemblies of God**
- **Gracebridge**
- **Havest Stand Ministries**
- **Homeless Children's Education Fund**
- **HS of SW Washington**
- **Humane Society of Elmore County**
- **Kure It Cancer Research**
- **Leukemia & Lymphoma**
- **Life Source Conduff**
- **Make A Wish**
- **Michael J. Fox Foundation**

2022 Statement of Financial Position

	Total
ASSETS	
Current Assets	
Bank Accounts	
Checking-Wells Fargo	\$ 122,161.50
Cash in Transit	\$ 19,126.99
Cash-Bank of the West	\$ -
Total Bank Accounts	\$ 141,288.49
Accounts Receivable	
Accounts Receivable	\$ -
Total Accounts Receivable	\$ -
Other Current Assets	
Due from Westport Prop.	\$ -
Kerry Henriksen	\$ -
Undeposited Funds	\$ -
Total Other Current Assets	\$ -
Total Current Assets	\$ 141,288.49
Fixed Assets	
Furn/Fix/Equip	\$ -
Total Fixed Assets	\$ -
Other Assets	
Accumulated Amortization Website	\$ (26,970.00)
Website Capitalized	\$ 26,970.00
Total Other Assets	\$ -
TOTAL ASSETS	\$ 141,288.49

2022 Statement of Financial Position Cont.

	Total
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	\$ 37,898.62
Total Accounts Payable	\$ 37,898.62
Credit Cards	
Divvy Credit Card	\$ -
Total Credit Cards	\$ -
Other Current Liabilities	
Accrued Expenses	\$ -
Due to OpenTech	\$ -
Accrued SSA Payable	\$ -
Total Other Current Liabilities	\$ -
Total Current Liabilities	\$ 37,898.62
Long-Term Liabilities	
Due to StorageTreasures	\$ -
Due to US Storage Centers	\$ -
Due to Westport Properties	\$ -
Total Long-Term Liabilities	\$ -
Total Liabilities	\$ 37,898.62
Equity	
Retained Earnings	\$ 84,720.26
Net Revenue	\$ 18,669.61
Total Equity	\$ 103,389.87
TOTAL LIABILITIES AND EQUITY	\$ 141,288.49



Meet Our Team

Board of Directors

Robert A. Chiti – Chairman

Chief Executive Officer
OpenTech Alliance

Sue Haviland – Vice Chair

Owner
Haviland Storage Services

Anne Mari DeCoster - Secretary

Chief Operations Officer
Storelocal

Melissa Vines - Treasurer

Controller
StorageTreasures

Shelby Beck - Treasurer

President of Business Operations
Extra Self Storage

Mario Macaluso – Board Member

President and Founder
Best Self Storage Insurance

Lance Watkins – Founder/Board Member

President and Founder
Best Self Storage Insurance

Brandon Snyder – Board Member

Director of Business Development
Storsmart Bader Insurance

Jon Fawcett – Board Member

President
Accent Building Restoration

Troy Downing – Board Member

Chief Executive Officer
AC Self Storage Solutions

Lisa Barth-Chiappetta – Board Member

Owner and Manager
Barth Storage

Administration

Mario Macaluso – Program Manager

President and Founder
Best Self Storage Insurance

Kristi Adams – VP of Marketing

VP of Marketing
OpenTech Alliance

Kimberly Robinson – Director of Marketing Communications

Director of Marketing Communications
OpenTech Alliance

Sean Funk – Marketing Assistant

Marketing Assistant
OpenTech Alliance