



Charity Storage 2023 Annual Report

2101 W. Peoria
Suite 100
Phoenix, AZ 85029
P: (844) 945-3387

Confidential Information Notice

This document and the information it contains are the exclusive property of Charity Storage and are considered proprietary and confidential. Any person reading this document is, by such reading, acknowledging that he/she is bound by this non-disclosure provision. All Rights Reserved. Any unauthorized reproduction of this document is prohibited.



2023 Overview

A Letter From Our Chairman

Dear Charity Storage Partners,

I am pleased to present the Charity Storage 2023 Annual Report, showcasing significant achievements made in partnership with the self storage industry. We onboarded 240+ facilities, introduced new community giving initiatives, implemented strategic marketing initiatives for participation growth and donated \$91K+ to charities nationwide.

Together, the Charity Storage team, sponsors and self storage facilities across the U.S. have advanced fundraising efforts, raising **\$50,587** for [Kure It Cancer Research](#), **\$9,611** for the [Self Storage Association \(SSA\) Foundation Scholarship Program](#) and **\$31,204** for many other great charitable causes across the nation.

2023 Highlights

- Self Storage Plus Enrolled 60+ Facilities
- Storage King USA Enrolled 150+ Facilities
- New Marketing Kits Launched
- Non-Lien Auction Program for Charity
- Paws & Relax Event at SSA
- Hoops For A Cause at ISS Expo
- Charity Storage Bowling Tournament at CSSA Napa

2023 Financial Overview

Charity Storage donated \$91.4K to 24 deserving charities across the United States. This accomplishment would not have been possible without the generous contributions of our donors, sponsors and the 1,660+ self storage facilities that make up the Charity Storage program.

We sincerely appreciate your ongoing support as we strive to expand and grow this remarkable 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 leverage their existing operations and raise funds through auctions to support charities across the U.S.

Our Story

Charity Storage was 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 years of self storage and philanthropy expertise. Hoeven's dedication, fueled by his battle with Kidney cancer, served as inspiration, rallying industry operators to support the cause.

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) (all seller fees waived) or other online auction platforms. The proceeds are then donated to charities throughout the U.S.

How Does Charity Storage Work?

- 1) Storage operators select a charity they would like to support and designate a vacant unit as a donation drop-off point.
- 2) Donated and abandoned items are placed into the vacant unit and the contents are staged and sold at auction.
- 3) Charity Storage distributes the proceeds as follows:
 - 60% to the operator's 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



2023 Highlights

2023 Highlights

Self Storage Plus Enrolls 60+ Facilities: [Self Storage Plus](#) enrolled 60+ self storage facility locations in the Charity Storage program to amplify their impact and support multiple charitable causes at once. Self Storage Plus has elected the [Children's National Hospital Foundation](#) as their charity of choice.

Storage King USA Enrolls 150+ Facilities: [Storage King USA](#) has enrolled and onboarded 150+ self storage facilities in the Charity Storage program, reinforcing their nationwide philanthropic commitment and offering facility staff the opportunity to deepen their connections with their local community. Storage King USA has elected the [Leukemia & Lymphoma Society](#) as their charity of choice.

New Marketing Kits Launched: Charity Storage officially launched its redesigned marketing kit. Each kit, generously sponsored by [StorageTreasures](#), includes a new gate sign, counter sign and window cling. 200+ Charity Storage participants received these kits free of charge.

Non-Lien Auction Program for Charity: Operators can now amplify their charitable efforts by converting non-lien auctions to charity units OR donating a portion of profits earned from their non-lien auction sales. This is a new initiative that gives operators even more opportunities to give back.

Paws & Relax Event at SSA: Charity Storage and [Michael's Angel Paws](#) connected with self storage operators, raising awareness for their respective causes, thanks to SSA and other generous sponsors. Michael's Angel Paws received \$4K in unrestricted funds to support dog training and therapy during the Paws & Relax event at the SSA 2023 Fall Conference & Trade Show.

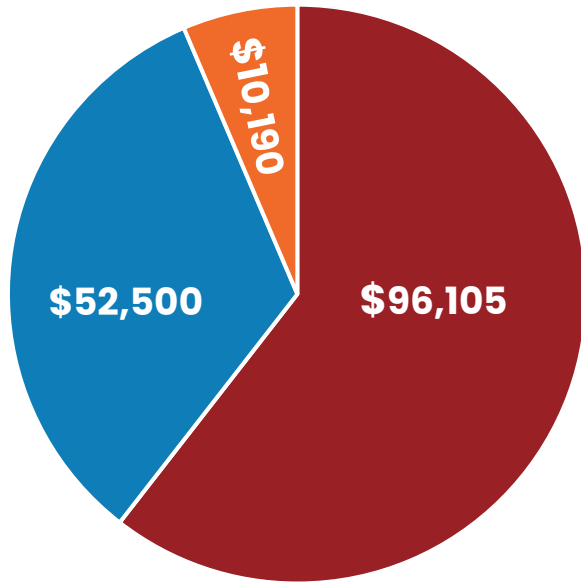
Hoops For A Cause: Charity Storage and the [Inside Self-Storage World Expo](#) teamed up for the Hoops for Cause pop-a-shot fundraiser, raising funds and program awareness. Thanks to the self storage operators at this event, Charity Storage raised \$5K for [Shriners Hospitals for Children!](#)

Spare A Little Bowling Tournament at CSSA Napa: Charity Storage and the [California Self Storage Association \(CSSA\)](#) partnered up to host the 'Spare A Little' for Charity Storage Bowling Tournament for a second year. Sponsored by CSSA, the event raised funds to expand storage operators' support for charities in their local communities.



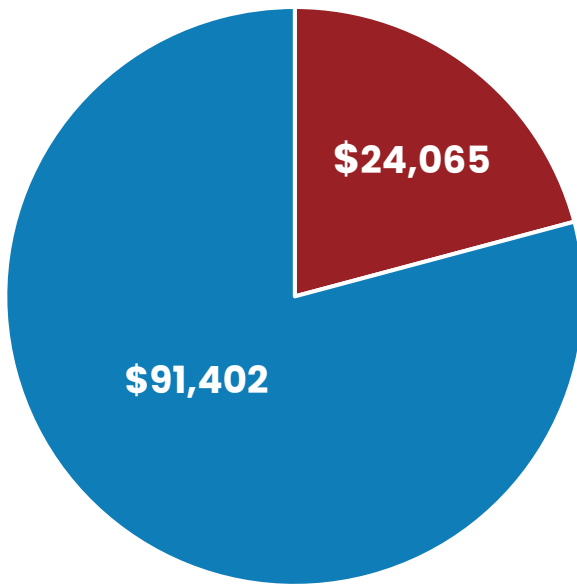
2023 Financials

2023 Revenue and Expenses



Total Revenue
\$158,795

■ Auctions ■ Sponsors ■ Donations



Total Expenses
\$115,466

■ Admin ■ Charitable Donations

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

2023 Statement of Activity

	Jan - Dec 2023
Revenue	
Charity Storage Auctions	\$ 96,105.06
Contributions & Sponsors	
Donation- Hoops for a Cause	\$ 7,781.00
Donations- CSSA	\$ 2,100.00
Donations-Miscellaneous	\$ 308.95
Sponsor Contributions	\$ 52,500.00
Total Contributions & Sponsors	\$ 62,689.95
Total Revenue	\$ 158,795.01
Gross Profit	\$ 158,795.01

Expenditures	
Bank Charges & Fees	\$ 12.00
Credit Card Fees	\$ 734.26
Insurance	\$ 1,541.99
Legal & Professional Services	\$ 7,107.75
Marketing	\$ 3,407.28
Marketing Kits & Postage	\$ 8,766.71
Meals & Entertainment	\$ 500.00
Travel	\$ 597.75
Office Supplies & Software	\$ 112.27
Postage	\$ 113.46
Taxes & Licenses	\$ 150.00
Trade Show- Meals & Entertainment	\$ 181.52
Trade Show-Travel	\$ 839.82
Program Services	
Kure It	\$ 50,586.64
SSAF	\$ 9,610.51
Other Charities	\$ 31,203.80

	Jan - Dec 2023
Total Expenditures	\$ 115,465.76
Net Operating Revenue	\$ 43,329.25

2023 Program Services

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

- American Heart Association
- Arlington Charities, Inc.
- Charity Storage
- Children's National Hospital
- College is Real
- Family Renewal Shelter
- Grandma's Hours – A Vision of Hope
- Heritage Church of God – Faith House
- Humane Society of Elmore County
- Kure It Cancer Research
- Leukemia & Lymphoma Society
- Make A Wish Orange County and the Inland Empire
- Michael J. Fox Foundation
- Paradise Community Guilds
- Safe Harbor – My Friend's Place
- Self Storage Association Foundation Scholarship Program
- Selma Cares
- Serving Hands International
- United Through Reading
- Warriors & Quiet Waters
- Womenspace
- Wounded Warriors Project National
- YWCA Clark County
- Cup of Cool Water



2023 Statement of Financial Position

	Total
ASSETS	
Current Assets	
Bank Accounts	
Checking-Wells Fargo	\$ 141,129.65
Cash in Transit	\$ 17,155.00
Checking-NBAZ	\$ 18,249.01
Total Bank Accounts	\$ 176,533.66
Accounts Receivable	
Accounts Receivable	\$ 12,000.00
Total Accounts Receivable	\$ 12,000.00
Other Current Assets	
Prepays	\$ 7,492.66
Total Other Current Assets	\$ 7,492.66
Total Current Assets	\$ 196,026.32
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	\$ 196,026.32

2023 Statement of Financial Position Cont.

	Total
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	\$ -
Total Accounts Payable	\$ -
Credit Cards	
Divvy Credit Card	\$ 3,090.00
Total Credit Cards	\$ 3,090.00
Other Current Liabilities	
Accrued Expenses	\$ -
Due to OpenTech	\$ 1,560.83
Due to Charities	\$ 44,656.37
Accrued SSA Payable	\$ -
Total Other Current Liabilities	\$ 46,217.20
Total Current Liabilities	\$ 49,307.20
Long-Term Liabilities	
Due to StorageTreasures	\$ -
Due to US Storage Centers	\$ -
Due to Westport Properties	\$ -
Total Long-Term Liabilities	\$ -
Total Liabilities	\$ 49,307.20
Equity	
Retained Earnings	\$ 103,389.87
Net Revenue	\$ 43,329.25
Total Equity	\$ 146,719.12
TOTAL LIABILITIES AND EQUITY	\$ 196,026.32



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

Founder
AMDeCoster LLC.

Deb Sculli – Board Member

Owner
Self Employed

Mario Macaluso – Board Member

President and Founder
Best Self Storage Insurance

Brandon Snyder – Board Member

Sr. Director, Risk Programs
Storable

Maureen Lee – Board Member

President & COO
Xercor Insurance Services LLC.

Jon Fawcett – Board Member

President
Accent Building Restoration

Lance Watkins – Founder/Board Member

Chief Executive Officer
Tenant Inc.

Administration

Mario Macaluso – Program Manager

President and Founder
Best Self Storage Insurance

Kristi Adams – VP of Marketing

VP of Marketing
OpenTech Alliance

Melissa Vines - Treasurer

Controller
StorageTreasures

Sean Funk – Marketing Generalist

Marketing Generalist
OpenTech Alliance

Kimberly Robinson – Director of Marketing Communications

Director of Marketing Communications
OpenTech Alliance