



# Charity Storage 2024 Annual Report

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## A Letter From Our Board Chair

Dear Charity Storage Partners,

As the new Board Chair of Charity Storage, I am honored to present the 2024 Annual Report, highlighting the incredible generosity and dedication of the self storage industry. This past year has been an exciting journey and I am grateful for the opportunity to help lead such a meaningful initiative.

In 2024, we experienced tremendous growth in facility participation, grew our team of volunteers and strengthened our marketing efforts. Additionally, we reinvested revenue into our mission by adding a Marketing Administrative Assistant, ensuring Charity Storage continues to move toward self-sufficiency as a nonprofit.

Most importantly, thanks to your support, we continued to make a real impact in communities across the country.

### 2024 Highlights

- Charity Storage Elects New Board Chair
- Marketing Initiatives Strengthen Auction Program
- REIT, Public Storage, Joins Charity Storage, Selects SSAF as Beneficiary
- Paws & Relax Event at SSA
- Hoops For A Cause at ISS Expo
- Spare A Little Bowling Tournament at CSSA Napa

### 2024 Financial Overview

Thanks to our dedicated facilities and sponsors, we raised over \$226K in 2024, contributing \$166.5K to 26+ charities nationwide — including \$75K to the [SSA Foundation Scholarship Program](#) and \$56.6K to [Kure It Cancer Research](#).

Looking ahead, I am excited to continue building on this momentum and finding new ways to expand our impact. Your continued support allows us to grow, evolve and make a lasting difference in communities across the nation.

Thank you for being a part of this journey. If you have any questions or would like to get more involved, please reach out to us at [info@charitystorage.org](mailto:info@charitystorage.org).

Sincerely,



Kristi Adams

Board Chair

## 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



# Sponsors

## ANGEL

Exclusive category of founding donors who made Charity Storage possible.



## BENEFACTOR



## GUARDIAN



## SUSTAINER



## SUPPORTER



## Friend



## 2024 Year-End Review

**Charity Storage Elects New Board Chair:** Kristi Adams, Chief Marketing Officer at OpenTech Alliance, has been elected as the new Board Chair of Charity Storage. With extensive experience in the self storage industry and three years of volunteer service with Charity Storage, Adams aims to expand Charity Storage's role as the industry's go-to nonprofit.

**Marketing Initiatives Strengthen Auction Program:** In 2024, Charity Storage expanded its marketing efforts to increase facility participation and auction revenue. Key initiatives included focused support for [Storage King USA](#), providing marketing kits to operators and strengthening partnerships with [US Storage Centers](#) and industry media. The charity also leveraged Klaviyo, an email automation platform supported by the [StorageTreasures](#) partnership.

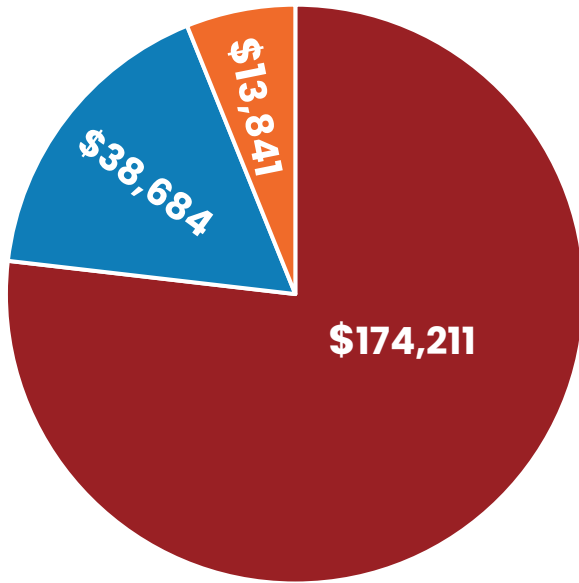
**REIT, Public Storage, Joins Charity Storage:** In 2024, [Public Storage](#), a leading self storage REIT, directed \$64,800 of non-lien unit proceeds to its charity of choice, the [SSA Foundation Scholarship Program](#). This initiative highlights how operators can utilize non-lien unit auctions as a meaningful way to give back.

**Paws & Relax Event at SSA:** At the 2024 SSA Fall Conference & Trade Show, the Paws & Relax event returned for its fifth year, offering self storage operators a chance to unwind with pet therapy, massages and a wellness space. The event raised awareness for [Michael's Angel Paws](#), a Nevada-based nonprofit supporting service dog training. Thanks to the [SSA](#), [SmartStop Self Storage](#) and [Steel & Metal Systems](#), Michael's Angel Paws received \$4K in unrestricted funds for the second consecutive year.

**Hoops For A Cause:** Charity Storage and the [Inside Self-Storage World Expo](#) teamed up for the 3<sup>rd</sup> annual Hoops for a Cause pop-a-shot fundraiser, bringing the industry together for a great cause. Thanks to the generosity of self storage operators, the event raised over \$10K for [Shriners Children's Hospital](#) and [St. Jude Children's Research Hospital](#), doubling the previous year's impact.

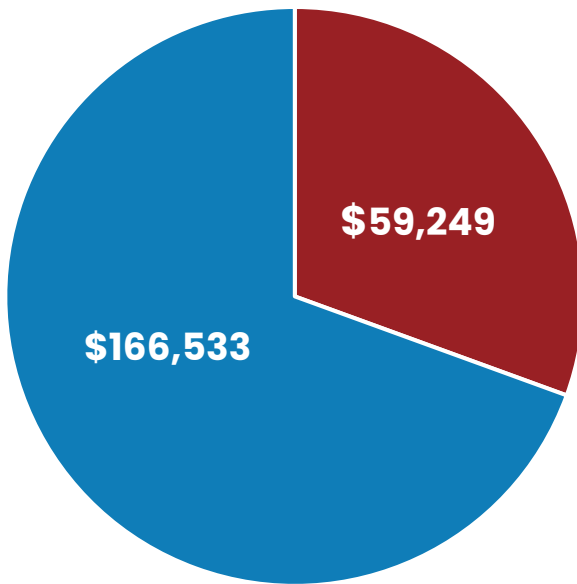
**Spare A Little Bowling Tournament at CSSA Napa:** Charity Storage and the [California Self Storage Association \(CSSA\)](#) partnered up for the 3<sup>rd</sup> Annual 'Spare A Little' Bowling Tournament, bringing self storage professionals together for a fun and impactful event. Thanks to all participants, the event raised \$3,600 to help expand charitable giving efforts within the self storage industry.

## 2024 Revenue and Expenses



**Total  
Revenue  
\$226,736**

■ Auctions   ■ Sponsors   ■ Donations



**Total  
Donations &  
Expenses  
\$225,782**

■ Admin Expenses   ■ Charitable Donations

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

## 2024 Statement of Activity

	<b>Jan - Dec 2024</b>
<b>Revenue</b>	
Charity Storage Auctions	\$ 174,211.35
Contributions & Sponsors	
Donation- Hoops for a Cause	\$ 10,241.00
Donations- CSSA	\$ 3,600.00
Sponsor Contributions	\$ 38,684.25
<b>Total Contributions &amp; Sponsors</b>	<b>\$ 52,525.25</b>
<b>Total Revenue</b>	<b>\$ 226,736.60</b>

	<b>Jan - Dec 2024</b>
<b>Expenditures</b>	
Bank Charges & Fees	\$ 290.27
Contractor Expense	\$ 30,000.00
Credit Card Fees	\$ 591.03
Insurance	\$ 1,241.00
Legal & Professional Services	\$ 3,458.50
Marketing	\$ 13,277.16
Office Supplies & Software	\$ 467.94
Taxes & Licenses	\$ 110.00
Trade Show Expenses	\$ 9,813.43
Total Program Services (Charitable Donations)	\$ 166,533.00
Program Services - Hoops for a Cause	\$ 9,742.78
Program Services - Kure It	\$ 56,684.43
Program Services - SSAF	\$ 75,021.14
Program Services - Charity of Choice	\$ 25,084.65
<b>Total Expenditures</b>	<b>\$ 225,782.32</b>

	<b>Jan - Dec 2024</b>
<b>Net Operating Revenue</b>	<b>\$ 954.28</b>

*\*We have strategically reinvested revenue to support our long-term Charity initiatives. While net operating revenue reflects a shortfall in sponsorship contributions compared to projected targets, a portion of our marketing expenditures was allocated to an amortized investment in marketing kit inventory. Moving forward, this investment eliminates the need for additional inventory costs, allowing us to maximize future resources.*



## 2024 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.**
- **Bethany's Children's Hospital**
- **Calaveras County Humane Society**
- **Children's National Hospital**
- **Chill Foundation**
- **College is Real**
- **Daily Bread Ministries**
- **Family Renewal Shelter**
- **Grandma's House – A Vision of Hope**
- **Ground Zero Outreach**
- **Kure It Cancer Research**
- **Leukemia & Lymphoma Society**
- **Lifesource International**
- **Michael J. Fox Foundation**
- **Rose Wolf Wildlife Rescue**
- **Ruby's Place**
- **SSA Foundation Scholarship Program**
- **Selma Cares**
- **The Children's Center Rehabilitation Hospital**
- **Tunnel to Towers Foundation**
- **United Through Reading**
- **Valley Children's Healthcare Foundation**
- **Warriors & Quiet Waters**
- **Womenspace**
- **Wounded Warriors Project National**



## 2024 Statement of Financial Position

ASSETS	
Current Assets	
Bank Accounts	
Checking-Wells Fargo	\$ -
Cash in Transit	\$ 169.95
Cash-Bank of the West	\$ -
Checking-NBAZ	\$ 193,199.44
Total Bank Accounts	<b>\$ 193,369.39</b>
Accounts Receivable	
Accounts Receivable	\$ -
Total Accounts Receivable	<b>\$ -</b>
Other Current Assets	
Due from OpenTech	\$ 19,459.25
Due from Westport Prop	\$ -
Undeposited Funds	\$ -
Prepays	\$ -
Total Other Current Assets	<b>\$ 19,459.25</b>
Total Current Assets	<b>\$ 212,828.64</b>
Fixed Assets	
Furn/Fix/Equip	\$ -
Total Fixed Assets	<b>\$ -</b>
Other Assets	
Accumulated Amortization Website	\$ (26,970.00)
Website Capitalized	\$ 26,970.00
Total Other Assets	<b>\$ -</b>
<b>TOTAL ASSETS</b>	<b>\$ 212,828.64</b>

## 2024 Statement of Financial Position Cont.

LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	\$ 5,733.39
Total Accounts Payable	<b>\$ 5,733.39</b>
Credit Cards	
Divvy Credit Card	\$ 3,347.50
Total Credit Cards	<b>\$ 3,347.50</b>
Other Current Liabilities	
Accrued Expenses	\$ -
Deferred Revenue	\$ -
Due to OpenTech	\$ 10,773.90
Due to Charities	\$ 43,782.31
Accrued SSA Payable	\$ -
Total Other Current Liabilities	<b>\$ 54,556.21</b>
Total Current Liabilities	<b>\$ 63,637.10</b>
Long-Term Liabilities	
Due to StorageTreasures	\$ -
Due to US Storage Centers	\$ -
Due to Westport Properties	\$ -
Total Long-Term Liabilities	<b>\$ -</b>
Total Liabilities	<b>\$ 63,637.10</b>
Equity	
Retained Earnings	\$ 148,237.26
Net Revenue	\$ 954.28
Total Equity	<b>\$ 149,191.54</b>
TOTAL LIABILITIES AND EQUITY	<b>\$ 212,828.64</b>

## Board of Directors

### **Kristi Adams – Board Chair**

Chief Marketing Officer  
OpenTech Alliance

### **Sue Haviland – Vice Chair**

Owner  
Haviland Storage Services

### **Anne Mari DeCoster – Secretary**

Founder  
AMDeCoster LLC.

### **Lance Watkins – Founder/Board Member**

Chief Executive Officer  
Tenant Inc.

### **Robert A. Chiti – Board Member**

Chief Executive Officer  
OpenTech Alliance

### **Mario Macaluso – Board Member**

President & Founder  
Best Self Storage Insurance

### **Maureen Lee – Board Member**

President & COO  
Xercor Insurance Services LLC.

### **Deb Sculli – Board Member**

Owner  
Self Employed

### **Brandon Snyder – Board Member**

Sr. Director, Sales  
Storable

### **Jon Fawcett – Board Member**

President  
Accent Building Restoration

## Administration

### **Mario Macaluso – Program Manager**

President & Founder  
Best Self Storage Insurance

### **Melissa Vines – Treasurer**

Controller  
StorageTreasures

### **Kimberly Robinson – VP of Marketing**

VP of Marketing  
OpenTech Alliance

### **Sean Funk – Marketing Specialist**

Marketing Specialist II  
OpenTech Alliance

### **Sarah Smith – Marketing Admin Asst.**

Marketing Administrative Assistant  
OpenTech Alliance