



Charity Storage 2025 Annual Report

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A Letter From Our Board Chair

Dear Charity Storage Partners,

As Board Chair of Charity Storage, I am proud to share our 2025 Annual Report and reflect on another meaningful year of giving back through the generosity of the self storage industry. Each year this community continues to show that when we work together, we can create real impact in the communities we live and work.

In 2025, we saw continued growth in facility participation adding 299 new facilities, expanding our volunteer support and strengthening our marketing efforts to help more operators engage with the Charity Storage program. While 2025 did not surpass our banner fundraising year in 2024, we remained incredibly proud of the results.

Most importantly, your participation continues to transform storage auctions into meaningful contributions for non-profits across the country.

2025 Highlights

- Charity Storage Elects Two New Board Members
- REIT, NSA Storage Enrolls 50+ Facilities
- Marketing Initiatives Strengthen Auction Program
- Event Participation at Paws & Relax Event, SSA and Hoops For A Cause, ISS Expo
- Spare A Little Bowling Tournament and Matching Gift Campaign at CSSA Napa

2025 Financial Overview

Thanks to our dedicated facilities and sponsors, we raised over \$212K in 2025, contributing \$158.3K to 20+ charities nationwide — including \$75K to the [SSA Foundation Scholarship Program](#) and \$67K 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.

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



2025 Year-End Review

Charity Storage Elects Two New Board Members: Charity Storage strengthened its leadership team with the election of two new board members. Jessie Lamb, Vice President of Self Storage at nodaFi, and Melissa Cameron, Chief Marketing Officer of NSA Storage, bring decades of experience in operations, strategy, and marketing to Charity Storage!

NSA Storage Joins Charity Storage: National Storage Affiliates Trust (NYSE: NSA) began piloting the Charity Storage program at select SecurCare Self Storage locations in Texas. With a network of more than 1,000 facilities nationwide, NSA's participation marks an important step in expanding Charity Storage's reach and impact across the self storage industry.

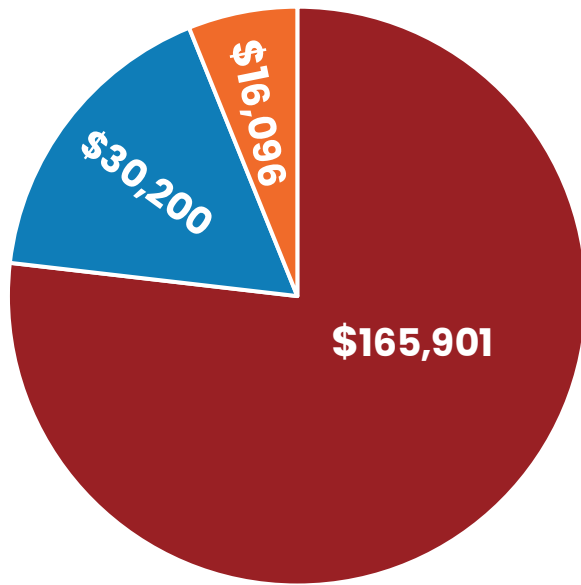
Paws & Relax Event & 50th Celebration at SSA: At the 2025 SSA Fall Conference & Trade Show, the Paws & Relax event returned for its sixth year, offering self storage operators a chance to unwind with pet therapy, massages and a wellness space. The event raised awareness for [Michael's Angel Paws](#), a Nevada-based nonprofit supporting service dog training. In addition, we partnered with the SSA to create a 50th Anniversary commemorative bottle and trip fundraising event which was warmly received and generously supported.

Hoops For A Cause: Charity Storage and the [Inside Self-Storage World Expo](#) teamed up for the 4th 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 \$8K for the [Ronald McDonald House](#).

Spare A Little Bowling Tournament at CSSA Napa: Charity Storage and the [California Self Storage Association \(CSSA\)](#) partnered up for the 4th 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.

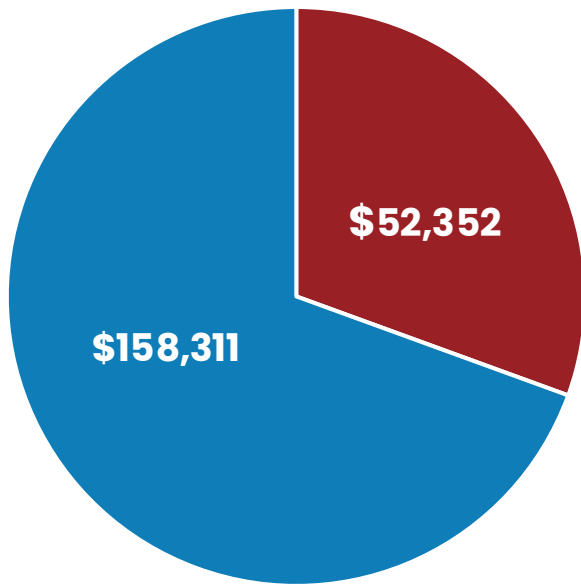
Matching Gift Campaign: During the CSSA Napa event, Charity Storage announced a \$10,000 matching gift commitment from Lance Watkins. The matching campaign encouraged additional contributions from other industry members, amplifying the impact of donations connected to the "Spare A Little" tournament. The initiative generated an additional \$5,000 in contributions, increasing total charitable support and demonstrating the power of industry-wide participation.

2025 Revenue and Expenses



**Total
Revenue
\$212,197**

■ Auctions ■ Sponsors ■ Donations



**Total
Donations &
Expenses
\$210,663**

■ Admin Expenses ■ Charitable Donations

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

2025 Statement of Activity

	Jan - Dec 2025
Revenue	
Charity Storage Auctions	\$ 165,901.08
Contributions & Sponsors	
Donations - Hoops for a Cause	\$ 7,086.00
Donations - CSSA	\$ 3,900.00
Donations - Miscellaneous	\$ 5,110.15
Sponsor Contributions	\$ 30,200.00
Total Contributions & Sponsors	\$ 46,291.15
Total Revenue	\$ 212,197.23

	Jan - Dec 2025
Expenditures	
Bank Charges & Fees	\$ 778.77
Contractor Expense	\$ 30,000.00
Credit Card Fees	\$ 4.28
Insurance	\$ 1,359.46
Legal & Professional Services	\$ 5,011.00
Marketing	\$ 7,414.54
Marketing Kits & Postage	\$ (510.65)
Office Supplies & Software	\$ 264.13
Taxes & Licenses	\$ 75.00
Trade Show Expenses	\$ 7,936.64
Total Program Services (Charitable Donations)	\$ 149,310.98
Program Services - Hoop for a Cause	\$ 9,000.00
Program Services - Kure It	\$ 47,179.19
Program Services - SSAF	\$ 75,263.87
Program Services - Charirt of Choice	\$ 17,687.92
Total Expenditures	\$ 210,662.73

	Jan - Dec 2025
Net Operating Revenue	\$ 1,534.50

2025 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.

- **Alzheimer's Association**
- **American Heart Association National**
- **Autism Speaks**
- **Bethany's Children's Hospital**
- **Capes 4 Heroes**
- **College is Real**
- **Community Food Bank of Southern Arizona**
- **First Assembly of God Homeless Ministry**
- **Ground Zero Outreach**
- **Kure It**
- **Leukemia & Lymphoma Society**
- **Michael J. Fox Foundation**
- **Northeast Leukemia & Lymphoma Society**
- **Rose Wolf Wildlife Rescue**
- **Selma Cares**
- **Tunnel To Towers Foundation**
- **United Through Reading**
- **Valley Children's Healthcare Foundation**
- **Warriors & Quiet Waters**
- **Wounded Warriors Project National**



Participate. Learn. Benefit. Succeed.



2025 Statement of Financial Position

ASSETS	
Current Assets	
Bank Accounts	
Checking-Well Fargo	\$ -
Cash in Transit	\$ 100.00
Cash-Bank of the West	\$ -
NBAZ Checking	\$ 185,882.52
Total Bank Accounts	\$ 185,982.52
Accounts Receivable	
Accounts Receivable	\$ 402.46
Total Accounts Receivable	\$ 402.46
Other Current Assets	
Due from OpenTech	\$ 2,785.50
Due from Westport Prop	\$ -
Undeposited Funds	\$ -
Prepays	\$ -
Total Other Current Assets	\$ 2,785.50
Total Current Assets	\$ 189,170.48
Fixed Assets	
Furn/Fix/Equip	\$ -
Total Fixed Assets	\$ -
Other Assets	
Accumulated Amortization Website	\$ (26,960.00)
Website Capitalized	\$ 26,970.00
Total Other Assets	\$ -
TOTAL ASSETS	\$ 189,170.48

2025 Statement of Financial Position Cont.

LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	\$ -
Accounts Payable	\$ -
Total Accounts Payable	
Credit Cards	
Divvy Credit Card	\$ -
Total Credit Cards	\$ -
Other Current Liabilities	
Accrued Expenses	\$ 4,326.00
Deferred Revenue	\$ -
Due to OpenTech	\$ -
Due to Charities	\$ 34,118.44
Accrued SSA Payable	\$ -
Total Other Current Liabilities	\$ 38,444.44
Total Current Liabilities	\$ 38,444.44
Long-Term Liabilities	\$ -
Due to StorageTreasures	\$ -
Due to US Storage Centers	\$ -
Due to Westport Properties	\$ -
Total Long-Term Liabilities	\$ -
Total Liabilities	\$ 38,444.44
Equity	
Retained Earnings	\$ 149,191.54
Net Revenue	\$ 1,534.50
Total Equity	\$ 150,726.04
TOTAL LIABILITIES AND EQUITY	\$ 189,170.48

Board of Directors

Kristi Adams – Board Chair

CRO & President of International
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

Melissa Cameron – Board Member

Chief Marketing Officer
NSA Storage

Jessie Lamb – Board Member

VP Self Storage
nodaFi

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

Sarah Smith – Marketing Admin Asst.

Marketing Administrative Assistant
OpenTech Alliance