



Charity Storage[™] Connections

The only charity
Designed for & by the
Storage Industry

January 2018

Who We Are

Charity Storage is the **Official Charity Partner** of the **Self Storage Association**, and the first national storage industry charity. We collaborate with self storage facilities throughout North America to raise funds for **local, national and international charities** by using existing industry resources and processes.



What We Do

- Help **establish** donation **Drop-Off Points**
- **Manage** charity auction **operations & accounting**
- **Provide** national and online **marketing** opportunities
- **Facilitate** giving back to our communities



How it Works!



- 60% of auction funds are given to the facility's chosen charity
- 20% to Kure It Cancer Research
- 10% to the SSA Foundation Scholarship Program

- 10% is retained by Charity Storage to help underwrite administrative costs

Sustaining Sponsors



In-Kind Sponsors



Founding Sponsors



Storage Treasures and OpenTech Alliance Renew and Reinvigorate Partnership with Charity Storage

In 2016, **OpenTech Alliance Inc.**, a leading technology provider in the self storage industry, acquired a majority stake in **Storage Treasures LLC**, the largest onsite and online self-storage auction platform in North America. They have continued, expanded and solidified the partnership between Storage Treasures and Charity Storage.

Storage Treasures and OpenTech Alliance are committed to supporting the self storage industry in giving back to local, national and international charities by participating in the Charity Storage Giving Back Program. Storage Treasures encourages their 800k+ Auction Buyers to bid on Charity Storage Units, advising the facilities to share their chosen charity's story, and to educate their community of Buyers and Sellers.

In addition, OpenTech Alliance has brought on board their considerable technological resources, as well as a deep belief and commitment to the Charity Storage mission to raise funds for charitable causes through Charity Storage auctions.

- OpenTech has invited Charity Storage to have a presence at their booth at the major trade shows in 2018
- OpenTech underwrites updates to the Charity Storage website
- Storage Treasures has made Charity Storage their exclusive charity partner
- Storage Treasures is updating their website to collect 100% of the Charity Storage Auction proceeds
- OpenTech Business Development Managers promote the Charity Storage Program during operator enrollment



AUCTION

Highest Total Raised
July-December 2017
by **Operator**

US Storage Centers	\$8,706
Storage Solution	\$1,620
Urban Self Storage	\$1,425
Self Storage Plus (Chesapeake)	\$760
StorQuest	\$703
Saf Keep (SKS Management)	\$486
Extra Self Storage	\$380

Highest Auction Total
July-December 2017
Individual Facility

Arm Guard SS (Urban Self Storage)	\$975
USSC Long Beach	\$650
Storage Solution Delano	\$560
Storage Solution Lancaster	\$530
WWG/StorQuest Centennial/Jordan, CO	\$520
USSC Mission Viejo	\$500
USSC Mesa	\$497
USSC Tampa	\$493
USSC North Miami Beach Dixie	\$422
USSC Gladsdale	\$370
USSC Fort Worth Golden Triangle	\$370



The SSA would like to thank the nearly 2,400 attendees and vendors who helped make **#SSAVegas17** a huge success. Thousands of storage executives converged on Caesars Palace in Las Vegas in September to learn, conduct business and network.

Congratulations to **Charles "Chico" LeClaire, Carol Shipley and Robert Schoff** for being inducted into the **Self Storage Hall of Fame**, which recognizes annually the contributions of self storage professionals to their businesses, their industry, the Self Storage Association and their communities.

Aired at **#SSAVegas17**, the SSA has released its first **consumer awareness video** aimed to help educate the general public on the **#selfstorage** industry -- specifically, renters of self storage units. This testimonial-based video includes the stories of two small business owners, a non-profit executive, and a Realtor: <https://youtu.be/hhgzuVOIJvc>.

#SSASpring18, March 14-16, 2018
in Orlando.



- USSC Long Beach**
\$320
- Self Storage Plus Southlawn**
(Chesapeake)
\$310
- Urban Self Storage (Arm Guard)**
\$300
- Peninsula Storage Center**
Mountain View (SKS Mgmt)
\$300
- Self Storage Plus Ball St.**
(Chesapeake)
\$250
- Storage Solution Fontana**
\$240
- Extra Self Storage Reno**
\$240
- Arizona SS Litchfield**
(Aberdeen Mgmt)
\$234
- USSC Laguna Hills**
\$220
- USSC Tucson 2**
\$206



Charity Storage is very fortunate to be the **Official Charity Partner** of the **Self Storage Association**. The SSA makes it possible for us to have a presence at the **Spring and Fall Trade Shows**, allows us to conduct **Round Table Discussions** and gives us ongoing support for our efforts in helping the storage industry **give back to our communities**. We are deeply grateful for all you do!





KEYNOTE SPEAKER:
CAPTAIN MARK KELLY



2018 SPRING CONFERENCE & TRADE SHOW

March 14-16, 2018
Rosen Shingle Creek • Orlando, FL

ISS NEWS

NEW OPERATOR SPOTLIGHT



Registration is now open for the **2018**

Inside Self-Storage World Expo, the industry's largest conference and trade show. The event will take place **April 3-6 at the Paris Hotel & Resort in Las Vegas**. Created for self-storage developers, investors, managers, owners and suppliers, the annual expo comprises four days of education, exhibits and networking opportunities.

If you're a storage professional looking for new ideas, inspiration and answers on how to start or expand your storage business, then look no further. Whether it's on the trade show floor boasting nearly 200 exhibitors, in the education sessions led by top-notch speakers, or at the networking events connecting you to the right people in the industry, they provide you with the knowledge, connections and tools you need to strengthen your business. Join more than 3,600 other like-minded storage professionals in April.

Early-bird rates, which provide a discount of more than 25 percent on the show's three registration packages, are available until Jan. 30. Discounted room rates are available through the Paris Hotel and subject to availability. Attendees are encouraged to make reservations early. The 2018 event will include six education tracks, eight workshops, several networking events, and two days of product and service exhibits.

ISS has been an **early and steadfast supporter** of Charity Storage, for which we are deeply grateful. It is with their help we have been able to continue to spread the word at the annual ISS World Expos on giving back to our communities through **Charity Storage Auctions!**

CHESAPEAKE RESOURCES, INC.

Self Storage Management Specialists

Self Storage Plus is proud to serve the storage needs of their local communities in the greater Baltimore and Washington DC areas. 18 locations throughout Maryland and Northern Virginia are staffed by knowledgeable, friendly, storage professionals.

Chesapeake Resources, Inc. is an experienced, highly successful company specializing in self storage management. The company was formed as a regional self storage investment company in 1987 and manages self storage properties in the mid-Atlantic states from its corporate offices in Rockville, Maryland. Since its inception, Chesapeake Resources has been a successful player in the self storage industry. Their accomplishments include successful joint ventures with institutional investors, investment banks, pension plans, family estates and with individual investors.

Chesapeake Resources/Self Storage Plus support the **Wounded Warrior Project National** with their Charity Storage Auctions, along with **Kure It** and the **SSAF**.



EXISTING OPERATOR

CHARITY FOCUS





Wounded Warrior Project® (WWP) is supported through Charity Storage Auctions by many of our participating operators, including **Self Storage Plus** (Chesapeake Resources), **Arizona Self Storage** (Aberdeen), **Devon Self Storage**, **Storage Asset Management**, **Security Public Storage** and **StorQuest**.

Storage Solution, LLC is family-owned by Pam and Jack Domingue, who understand the obstacles that come with renting self storage units. Their mission? To make renting a storage unit a hassle-free and enjoyable process.

They have six facilities across southern California, and one in Waipahu, HI. There are facilities in Twentynine Palms, Yucca Valley, Fontana, Delano and Lancaster, CA, as well as Waipahu, HI which offer a variety of features to make storage easier. From drive-up access, RV storage options, online bill pay, and 24-hour access, they try to make your storage experience as easy as possible.

The Domingues believe in giving back to the surrounding communities through Charity Storage auctions (**Kure It** and **SSAF**). Additionally, each month, they donate \$.50 per unit per storage facility to **Kure It Cancer Research**, as well as \$5.00 per unit move-in to **Susan G. Komen for the Cure**.

They are both long-time supporters of Charity Storage and continue to champion the charitable auction cause to support local, national and international charities.

Mission

WWP serves veterans and service members who incurred a physical or mental injury, illness, or wound during their military service on or after September 11, 2001, as well as their families.

For WWP, there is a distinct difference between members and alumni; the term alumni indicates a mutual shared experience and denotes your place in an organization was earned. There are no dues - those were paid by wearing the uniform and on the battlefield.

Surviving the Battlefield

With advancements in battlefield medicine and body armor, an unprecedented percentage of service members are surviving severe wounds or injuries. Over 48,000 servicemen and women have been physically injured in the recent military conflicts. In addition to the physical wounds, it is estimated as many as 400,000 service members live with the invisible wounds of war including combat-related stress, major depression, and post-traumatic stress disorder. Another 320,000 are believed to have experienced a traumatic brain injury while on deployment.

A catalyst for Change

With the mission to honor and empower Wounded Warriors, WWP is the hand extended to encourage warriors as they adjust to their new normal and achieve new triumphs. Offering a variety of programs and services, WWP is equipped to serve warriors with every type of injury – from the physical to the invisible wounds of war.



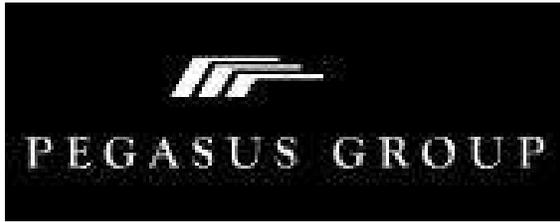
Kure it
cancer research



NEW OPERATOR

OPERATOR

SPOTLIGHT



Based in Walnut Creek, Calif., and founded in 1988 by Bridget Schalk and Margaret Martin, **Pegasus Group** is a real estate investment and management company specializing in self-storage investments. The company owns and operates approximately 50 properties throughout the United States through individual ownership structures. Its current portfolio primarily includes facilities operated and managed under the **Central Self Storage** brand name. Central Self Storage, has facilities throughout Arizona, California, Hawaii, Idaho, Kansas, Minnesota, Missouri, New York and Oregon.

60% of the proceeds generated by the partnership between Charity Storage and Central Self Storage will provide funding to the **Michael J. Fox Foundation**, which is dedicated to finding a cure for Parkinson's disease through an aggressively funded research agenda and to ensuring the development of improved therapies for those living with Parkinson's today. As with all other operators, **20%** will also go to **Kure It Cancer Research** and **10%** to the **Self Storage Foundation Scholarship Program**.



THE MICHAEL J. FOX FOUNDATION
FOR PARKINSON'S RESEARCH



Kure it
cancer research

SPECIAL MENTION



Co-Founded by Alan and John Lindsey, Lindsey Self Storage Group's only focus is self-storage. They are backed by over 50 years of experience in every aspect of the self-storage industry, including, but not limited to: brokerage, development, and management. Lindsey Self Storage Group is the name in self-storage.

Lindsey Self Storage Group aims to provide both buyers and sellers alike with the highest level of brokerage services. They pride themselves in keeping their clients up-to-date with the latest industry information and news, as well as supplying them with each piece of information needed for buying or selling a self-storage facility.

Brokerage services available for both Buyers and Sellers alike. They utilize their decades of industry experience and market knowledge to reach your self storage goals.

From site selection through opening day, LSSG has the necessary tools to develop your next Class-A investment.

Their management concept is founded on professionalism, integrity, accountability, and quality customer service that guarantees the maximum return from your investment, while maintaining your property at the highest standards to attract the best tenants possible.

In addition to **Kure It** and the **SSAF**, they support the **Screaming Eagle Foundation** through their **Charity Storage Auctions**. The 501(c)3 organization was founded by the Association Board of Governors in Tampa to provide assistance, scholarships and programs to the soldiers of the **101st Airborne Division** and their families.



Pennsylvania Self Storage Association Donates \$460

PASSA has once again contributed the proceeds of their **Golf Outing for Charity** to Charity Storage!

Thanks to their generosity, we are able to continue our mission of giving back to local, national and international charities through Charity Storage auctions. We look forward to attending this fun event in the future!

Our address and phone number have recently changed. Please update your records and go to our website, www.charitystorage.org to download the new forms!

Charity Storage

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