



National Automobile Dealers Charitable Foundation

ROAD SAFETY GRANT PROGRAM

The National Automobile
Dealers Charitable Foundation
Road Safety Grant Program
is designed to support dealer
community involvement in
educating customers about
road safety issues.

NADA member dealers are qualified to receive a one-time grant of up to \$500 toward sponsorship of a road safety event to be held at their dealership. The grant will be made as a matching contribution to actual funds disbursed by the dealer for expenses incurred to hold the event(s).

Road Safety Grant Program – FAQs

■ **Can you provide examples of road safety events?** Yes, NADCF notes five major areas of road safety concerns:

- Child Passenger Safety
- Rural Road Safety
- Teen Driver Safety
- Senior Driver Safety
- Distracted Driving

A dealer could work with other organizations such as AAA, the National Safety Council, SADD or local law enforcement agencies to plan an event at the dealership to educate their community on road safety concerns.

■ **Does it have to be an “in-dealership” event to qualify for matching funds? Why can’t a dealer simply direct funds to a not-for-profit doing road safety work?** NADCF requires that the event be held on dealership premises. However, the dealership portion could be a “kick-off” or a “culminating” event. For example, if the dealer decides to promote a teen poster contest in regard to road safety, the awards ceremony could be held at the dealership.

■ **Can a dealer spend less than a total of \$1000 on the event (\$500 of his or her own money and \$500 from NADCF)?** Yes, however, NADCF will only match what the dealer spends up to the first \$500 of costs incurred.

■ **Must the dealer spend the funds at one event or will a series of related events qualify?** A series of related events may qualify and can be submitted as one application.

■ **If a dealer does not request the full \$500 match by December 31st, can the balance carry over to the next year?** No. The program is administered on a calendar-year basis. Any matching funds not used by year-end will be forfeited.

■ **How and when will the dealer receive these matching funds?** Upon completion of the event and submission of the Road Safety Grant Application, NADCF will notify the dealer of its approval and a check will be sent directly to the dealer. If for any reason an application is not approved, the Dealer will be notified with full details. Application review will take approximately 30 days.

■ **Does any type of expenditure related to the event qualify for reimbursement?** NADCF reserves the right to review the reasonableness of such expenses, which must be related to promoting road safety. The dealer is encouraged to provide explanations with any receipts that may be questioned. Such details will expedite the application process.

■ **Can dealers publicize the fact that NADCF has provided funding for the events?** Yes, NADCF encourages such publicity. In establishing this grant program, NADCF wants to highlight the positive impact that dealers across the country have in their communities. Bringing attention to the NADCF Road Safety Grant Program will serve this purpose as well as attract other dealers to NADCF and its many benefits both to dealers and their communities. Furthermore, as part of the application process, NADCF is asking dealers to share stories about their event. NADCF wants to hear about your good work in your community. Stories and images submitted to NADCF may appear in a variety of auto industry-related media. If your story is chosen coverage, we will contact you.

■ **Where do I submit my application?** Complete applications with supporting documentation may be submitted by mail to NADCF, 8400 Westpark Drive, McLean, VA 22102; via fax to 703-245-5247, or email to foundation@nada.org.



National Automobile Dealers Charitable Foundation Road Safety Grant Application

NADA Member No. _____

Dealership Name: _____

Address _____

City _____ State _____ Zip _____

Contact name for this application _____

Title _____ Telephone (_____) _____

Email address: _____

EVENT DESCRIPTION

Event: Child Passenger Safety Teen Driver Safety Distracted Driving

Rural Road Safety Senior Driver Safety Other _____

Date of event(s) _____ Number of people attended (non-employee) _____

Please briefly describe the event held at your dealership: _____

Grant Funds Requested: _____
(not to exceed \$500)

Total Out-of-pocket cost of event: _____
(Attach an itemized listing and copies of receipts)

Brief description of press coverage received (please enclose copies of any media coverage): _____

Other comments about the event: _____

Dealer Signature: _____

Date: _____

SUBMIT APPLICATION TO:

National Automobile Dealers Charitable Foundation
8400 Westpark Drive, Mclean, Virginia 22102

703.821.7233 • Fax 703.245.5247 • foundation@nada.org

About the National Automobile Dealers Charitable Foundation

The NADA Foundation, established in 1975, is the philanthropic arm of NADA. Funds contributed by new-car and -truck dealers and friends of the industry provide emergency disaster relief, financial support to colleges and universities and community service programs.

FOUNDATION PROGRAMS:

Ambassadors Program - Offers new-car and new -truck dealers the opportunity to provide financial support to educational institutions in the public or private sector and emergency medical organizations in their communities.

Emergency Relief Fund - Offers financial assistance to dealership employees affected by unforeseen emergencies and natural disasters, such as hurricanes, tornadoes and fires.

Medical Grants - provides CPR training manikins to organizations in all 50 states and the District of Columbia.

Frank E. McCarthy Memorial Fund - Supports Canine Companions for Independence (and its Wounded Veterans Initiative), a nonprofit organization that provides highly trained assistance dogs to people with disabilities.

Joseph J. Sanchez Memorial Fund - provides annual grants for students with emergency education needs at four accredited private colleges annually.

John P. Winston, Sr., Memorial Fund - Provides annual grants for the study of ethics at four accredited private colleges each year.

Survivors Relief Fund - Created to support the educational needs of 9/11 families, including the sons and daughters of American killed or permanently disabled during the attacks in New York, Washington, D.C., and Shanksville, Pa.

For additional information about the Road Safety Grant Program or other Foundation programs please contact Naxhieli Acosta, Foundation Director at 703-821-7233 or nacosta@nada.org.

