



# PISTON FOUNDATION 2021 ANNUAL REPORT

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**Our Mission:** The Piston Foundation aims to bring more young inquisitive minds into the collector car industry. We fund skilled trade education for students and apprentices who want to pursue a career in automotive craft, restoration specialties and services.

# IN OUR FIRST YEAR WE...

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**FINALIZED** our IRS 501(c)(3) non-profit status. With the ability to accept tax-deductible donations as a public charity, we initiated campaigns to solicit funds directly from the general car community and automotive industry and began prospecting for federal state, and private educational grants.

**ASSEMBLED** an experience management and advisory team consisting of eleven men and women with the skillsets needed to support the Foundation's short and long-term goals, including the development of our unique donor classes.

**LAUNCHED** a well-received Founders Club (FC) campaign. Noted automotive artist Chuck Queener was commissioned to thank and commemorate the substantial gifts of our dedicated and committed founders. The campaign received commitments from twenty-nine people (by year end 2021) including significant donation from Roger Werner, Jon Shirley, Rob Walton, and Charles Mallory.

**INTRODUCED** our Collector Cars and Parts Donation program to encourage donors to contribute significant automotive assets that can be auctioned with proceedings benefitting the Piston Foundation. Our first campaign was held late 2021 in partnership with BaT, where we offered a significant Jaguar bonnet once owned by award-winning author, race-car driver, and computer industry pioneer Joel Finn.

**ESTABLISHED** our Partner Programs for car enthusiast organizations to take a more active role with the Piston Foundation to reach their philanthropic goal. Current partners include Lime Rock Park, Autostrada, and Canossa Events.

# WHO WE ARE:

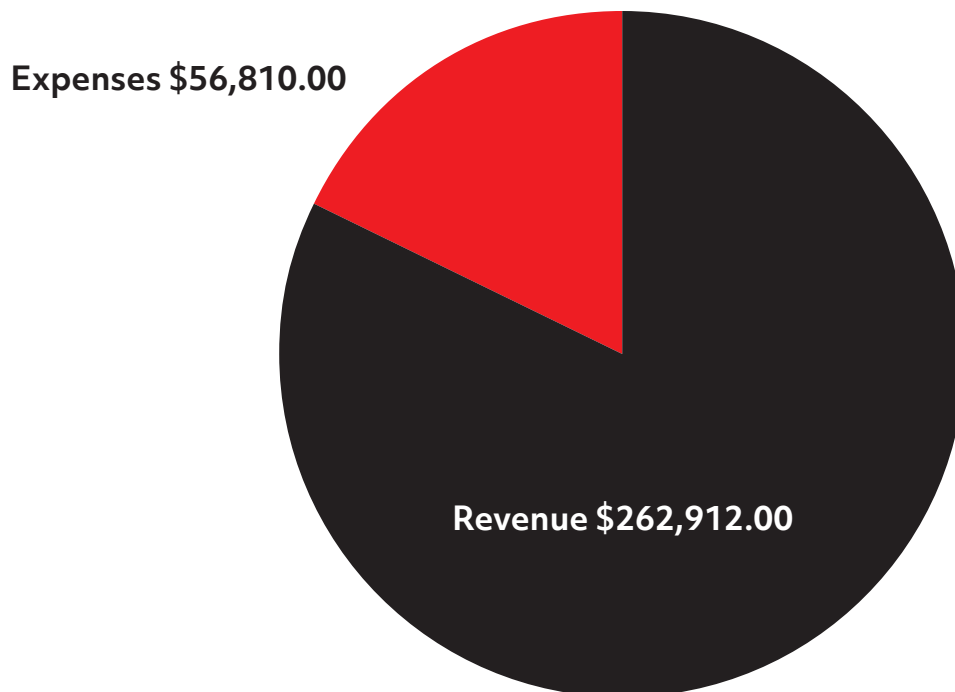
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**EXPERIENCE** - Piston is headed by Robert P. Minnick as CEO and Founder. Robert is a serial entrepreneur with a proven track record of taking the “big idea” from a concept to a profitable business. In addition, the rest of the team has the expertise and know-how to fulfill the Piston mission.

**VOLUNTEERS** - Almost all of the Piston team consists of either full time or part time volunteers. Our major costs to operate in 2021 were for professional services, printer costs, marketing, and travel. In 2022, we plan to grow our personnel resources by establishing a small core of full-time staff members to support our “volunteer army”.

# OUR 2021 RESULTS:

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# OUR GOALS FOR 2022:

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**BESTOW** grants of \$7,500 to qualifying individuals beginning in Q3, 2022. Prior to establishing this award program, the Foundation will develop its application process, including selection criteria, in order to identify the most talented and eligible candidates using a fair and bipartisan system.

**CULTIVATE** Piston personnel resources by establishing a small core of full-time staff. In 2022, we will identify and publicly welcome a highly recognizable chairperson who will lead and support our fundraising goals.

**SPEARHEAD** significant expansion to the Collector Cars and Parts Donation Program, leveraging best practices from our first auction to promote unique stories of qualified donations in new auction campaigns. We will then recognize these vehicle donors with Founder's status on the 2022 FC Poster.

**DEVELOP** a Corporate Social Responsibility (CSR) Partners Program in 2022 to demonstrate to our industry founders the value of this tool. The Foundation Management team has conducted extensive research to conclude this class of donors is a significant opportunity. We have already identified a short list of partners who are good corporate citizens and want to express their CSR to the car community.

**RELEASE** our first consumer campaign test trial this year with support and underwriting from a marquee sponsor. The Piston Foundation will solicit small donations from the general car enthusiast community.

## CONTACT:

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