

FUNDING SKILLED-TRADE EDUCATION FOR AUTOMOTIVE CAREERS





THE MISSION

We, at the Piston Foundation, asked ourselves, “Who will replace the skilled craftspeople retiring today and tomorrow?” The answer was, “No one knows.” So, we set out to create a car community charity to recruit, assist, and train the next generation of skilled craftspeople and ensure rare skills are passed from generation to generation.



OPENING CAREER PATHS

There is a new generation who want rewarding skilled trade careers. It's not that they can't pursue a white-collar education. They don't want to. They want to get to work now, to work with their brains as well as their hands and build something with their creativity and grit.

And the collector car industry, with its varied career paths, needs more craftspeople like them.

The financial hurdles of going to college are well documented. Skilled trades are also not immune from the hurdles facing young workers. Apprenticeships are hard to find and skilled training is expensive. That's even if you know about the possibilities of work in the industry. Unless there is a friend or family member participating in the hobby, most young people don't know that there are rewarding opportunities in maintaining, improving and restoring collector cars.

THE NUMBERS

**Retiring craftspeople
are leaving a skills gap**

52%
of automotive technicians are
over the age of 40¹

By 2030
Baby Boomers will be out
of the workforce²

95%
of auto tech demand is for
replacement positions³

2 to 1
2 techs are needed
for every auto
program graduate³

**Young people are looking
for better career
opportunities**

53%
of teens are open to something
other than four-year college⁴

74%
of teens think a career-based
education makes
sense today⁴

38%
more active apprentices now
than the previous 10-years⁸

**Tuition costs and student
debt are big hurdles**

\$36,700
average yearly cost of a four-
year private non-profit school⁵

\$18,600
average yearly cost of a two-
year private non-profit school⁵

\$28,950
average student loan debt
of private non-profit school
graduates⁶

\$1.75 trillion
total amount of U.S.
student loan debt⁷



CREATING A SUSTAINABLE FUTURE

Young career seekers are attracted to the skilled-trade opportunities the collector car industry offers. To be a part of the industry's future, they need financial support to overcome high tuition costs as well as career pathways that teach the trade skills they need to be successful.

CLOSING THE SKILLS GAP

The retirement of master craftspeople will create a knowledge drain that will damage and slow the industry. A recent analysis by the skilled-trades division of staffing leader PeopleReady finds that the most in-demand skilled-trade jobs are remaining unfilled due to the shortage of qualified workers.



SUSTAINING THE TRADE

Let's bring more young people
into the industry.

SUPPORTING OUR COMMUNITY

Despite the aging restoration workforce, the automotive industry and community as a whole is growing and thriving in new and old ways.



500 million
global enthusiasts

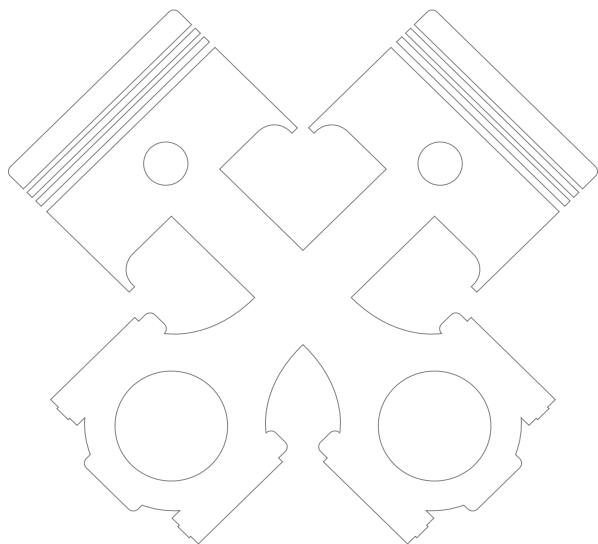
1.7% Growth
in classic car
dealers in 2021

**Over
29 million**
#carsofinstagram
posts

But each year only \$4 million of \$100 billion is spent on skilled trade education.

We can do more than we currently are. We know car enthusiasts, companies, and shops are generous.

Together, we can raise funds to support skilled-trade careers and ultimately help car culture thrive.



OUR SOLUTION

Who does the Piston Foundation serve?



Students seeking to learn a skilled-trade as an alternative to the college-at-all-costs approach and a path to rewarding careers.



Working auto technicians seeking an apprenticeship and a career path in automotive craft, restoration specialties, and service.

What is the Piston Foundation?

Launched in January 2021, the Piston Foundation is a national public charity that funds skilled-trade education for students and apprentices who want to pursue careers in automotive craft, restoration specialties, and service. We have developed the tools to fund skilled-trade education that increases the number of working technicians.



Restoration shops and auto industry businesses who need skilled technicians and specialists ready to learn the craft and trade.



Car enthusiasts who want to continue to enjoy their hobby, share their passion, and keep their beloved cars on the road.

OUR PROGRAMS



Piston Scholarships

Tuition assistance for students pursuing a career in classic cars.

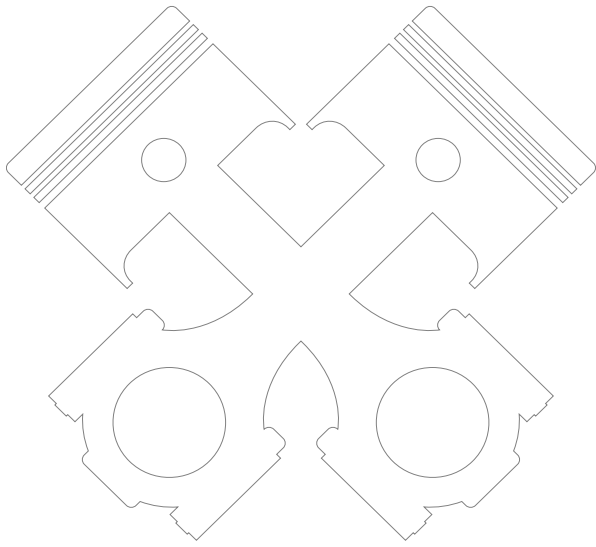
- ❑ Auto-tech education
- ❑ Collector car focus
- ❑ 2- and 4-year schools
- ❑ A path into the Piston Academy
- ❑ Certificate of achievement



The Piston Academy

European-style mentoring and on-the-job training in a network of certified shops.

- ❑ Earn-as-you-learn
- ❑ Apprenticeship placement
- ❑ Restoration specialties
- ❑ Skills certification
- ❑ Certificate of apprenticeship



THE NEED

Students enrolled in automotive schools can face daunting education costs. Aspiring classic car technicians without experience struggle to get hired. It's not a lack of interest that keeps young people from becoming classic car technicians, it's a lack of access.

Piston scholarship and apprenticeship programs remove barriers and provide guidance to make classic car careers accessible for young car enthusiasts.

What do students need to make auto-tech education accessible?



Scholarships up to \$5,000 create accessibility. In our research, we found that scholarships near \$5,000 are the right amount to ensure students can complete their technical education program and be ready to move into the workforce.

Guidance and Networking

Students need real career guidance and a chance to network with their peers. Piston has created Connecting Rod, the Piston Scholar forum, to help our Piston Scholars network with each other as colleagues, gain valuable industry connections, and attend exclusive forums with leading restoration professionals who share their experience and advice.

What do aspiring technicians need to make apprenticeship accessible?



Training grants up to \$15,000 create accessibility. We have found the gap between average apprentice pay and a sustaining wage is about \$15,000 per year. The low wages reflect the lack of billable skills and experience at the start of an apprenticeship. Piston Academy training grants provide financial assistance for tools and other necessities while apprentices gain the experience they need to become fully billable technicians earning a living wage.

Mentoring and Coaching

Apprentices need coaching and mentoring to learn to handle the technical and workplace demands of an auto restoration career. Through quarterly progress reports and evaluations, the Academy supports apprentices as they develop their skills.

OUR IMPACT

Piston Scholars

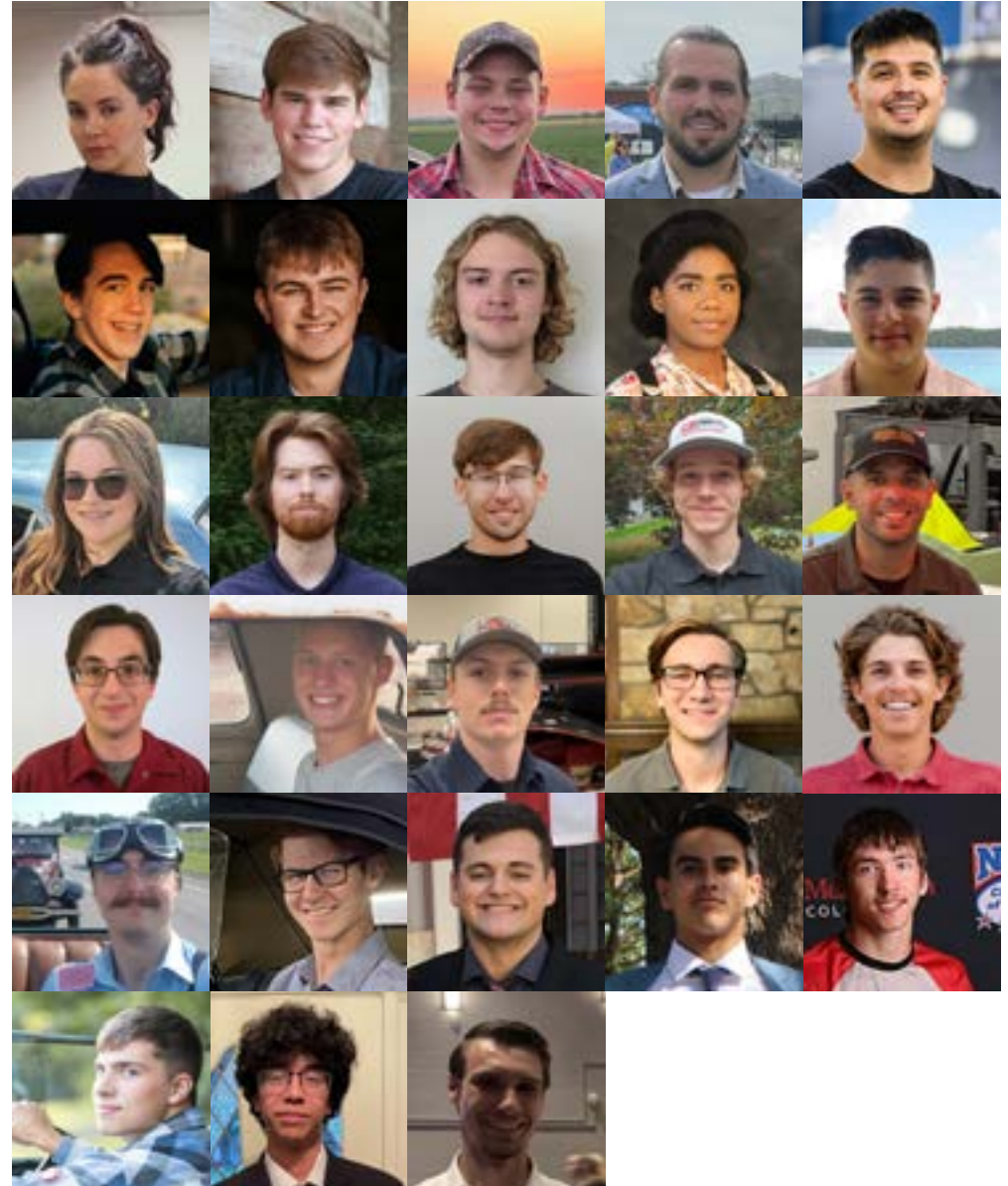
The Piston Foundation awards scholarships yearly. Its first scholar cohort was Fall 2022.

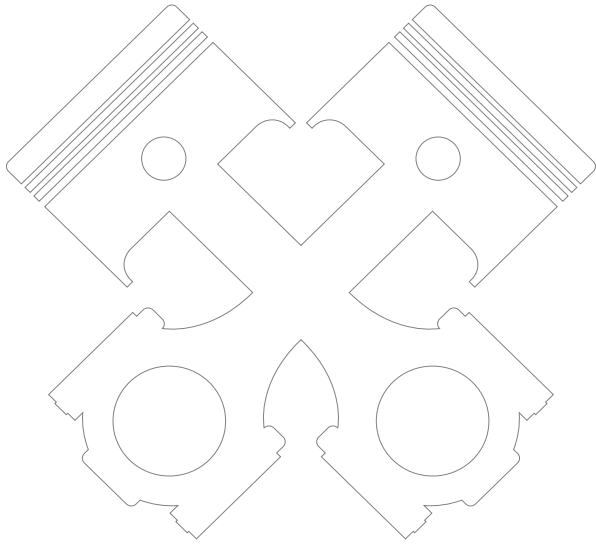
- ❑ 33 scholarships to date
- ❑ \$148,750 awarded
- ❑ Students at six colleges
- ❑ Classic car focus
- ❑ Technician career path

Piston Apprentices

In October 2023, the foundation began a pilot of its Piston Academy apprenticeship program and placed its first apprentice.

- ❑ One full-time apprentice to date
- ❑ \$10,000 awarded





WAYS TO GIVE

There are several ways individuals and organizations can support our mission. Every gift helps another aspiring technician get the education and training they need to start a career in classic car restoration.

A tax deductible donation to The Piston Foundation is the way all of us who share a passion for cars support the future of our car community.

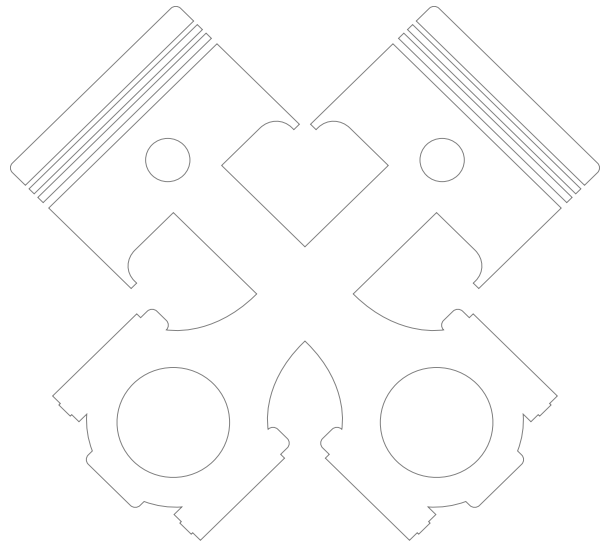
Individual Giving

Sponsor a Scholarship

Sponsor an Apprenticeship

Cars for Piston Scholars

WAYS TO GIVE



Individual Giving Donate to The Piston Foundation

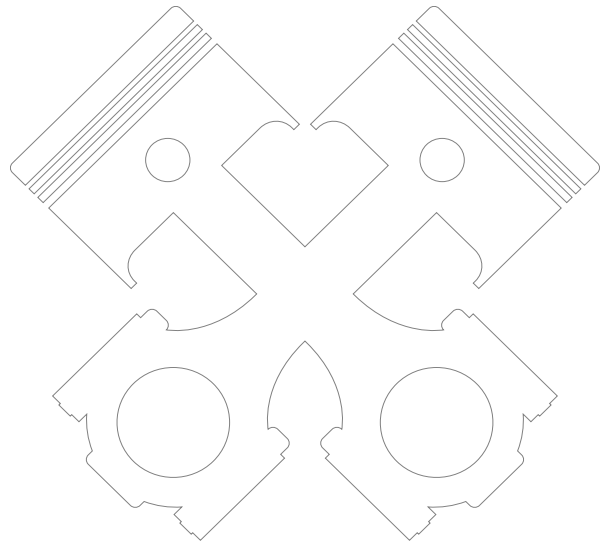
Give to what you love by making a gift that helps the next generation access the education and training they need to begin a career as a classic car technician.

Gifts of any size are appreciated and will be used to fund our scholarship and apprenticeship programs.

Together, we can make a difference.



WAYS TO GIVE



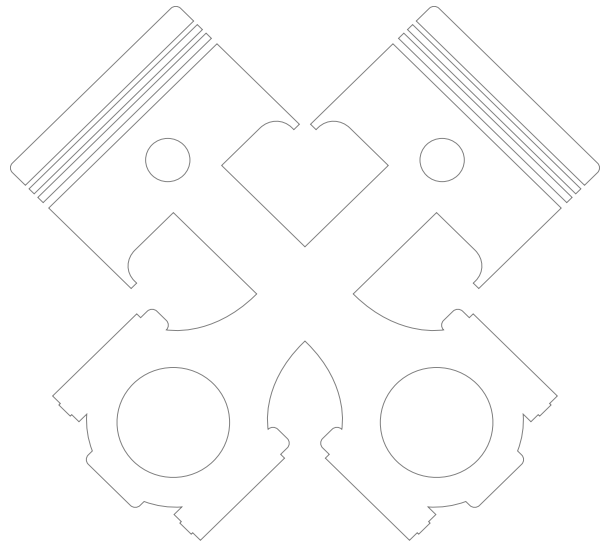
Sponsor a Piston Scholar Give \$5,000 to fund a scholarship

As an individual, a private foundation, or a business, you can give back to the car community by making a gift that provides a tech-school scholarship to a future classic car technician.

Help a car enthusiast student get the education they need to pursue a rewarding career in auto restoration. Your gift can change a life.



WAYS TO GIVE



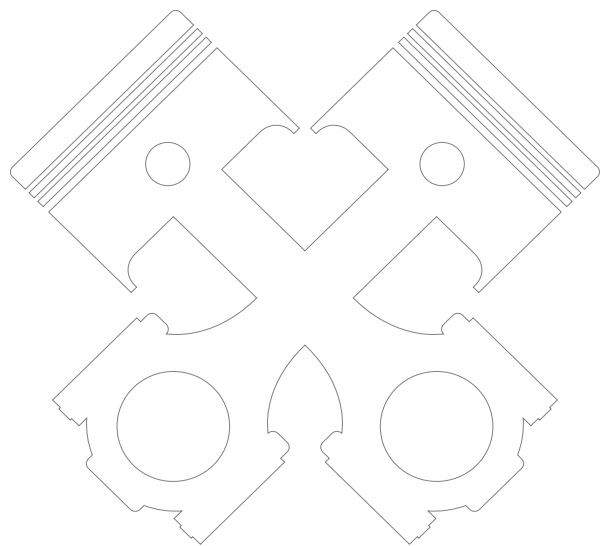
Sponsor a Piston Apprentice **Give \$15,000 to fund an apprenticeship**

Make a gift that provides an apprenticeship to an aspiring technician and helps them learn the auto restoration trade through on-the-job training.

Your donation will not only create a career opportunity for a deserving technician, it will also help preserve traditional car-craft skills and grow the auto restoration workforce.



WAYS TO GIVE



Cars for Piston Scholars

Donate a collector car to support education and training for aspiring technicians.

We maximize the potential of your car by selling it through our charity auction partners. The potentially higher charity sale price may be a tax advantage for you.

100% of the auction price goes to our scholarship and apprenticeship programs. By donating your collector car to the Piston Foundation, you can create a lasting impact in the car community.



WAYS TO GIVE

"Cars for Piston Scholars" Charity Auctions - 2023



1960 Willys Wagon – \$31,500 donated



1973 Datsun 240Z "Gimlet Z" – \$135,713 donated

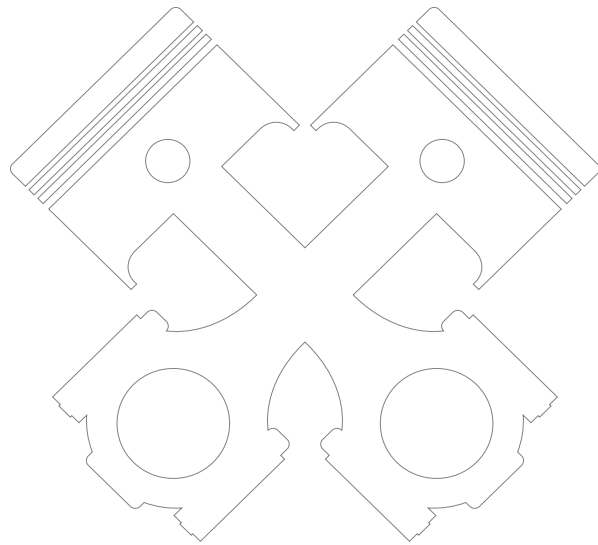


67 MGB GT – \$54,670 donated



1999 Mazda Miata Bonneville Racer – \$26,250 donated

FOUNDERS



The Founders Club

Founders Club members are car enthusiasts who want to make a positive impact in the car community they love by supporting Piston with their expertise, time, and resources. They help connect us with the industry, guide our executive board, and shape our mission. If you'd like to join our Founders Club, please let us know.

Harvey Siegel
Pen Pendleton
David Porter
Adam Pitale
Ellison Foundation
Monette Robinson
Foundation
Larry Auriana
Peter G. Sachs
Brett Hershey
Stephens Foundation
Tony & Lulu Wang
Jon and Mary Shirley
Foundation
Bring a Trailer
Harvey Geiger
Florkiewicz Family Trust

Peter Kalikow
Jeff Lane
Kent S. Bain
Ted and Shannon Skokos
Foundation
Thomas VG Brown
Richard Kresch
Peter Greenfield
Robert and Perri Bishop
Foundation Inc.
Anthony Ingrao
Cavallino Classic
Arthur K. Watson III
Bill Scheffler
Premier Financial Services
Keith Goggin
William Rueckert

Jim Fuchs
Ian Newby
Audrey and Martin
Gruss Foundation
Rob Walton
Tefft Smith
Roger L. Werner
Charles Mallory
Gioel Molinari
Mayo T. Smith
Todd Morici
Ann Smith Finn
Peter Greenfield
Tefft Smith
Driving La Carrera
Robert P. Minnick



JOIN US

Rarely is there such a clear and focused path to ensuring the future of a cultural touchstone. Our mission is simple and our vision is bold: To get more young people involved in the classic car industry. *Because no one gets to the finish line alone.* Join us.

CONTACT



We would love to hear from you!



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The Piston Foundation is a registered
501(c)(3) nonprofit organization.

EIN 85-4373512



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