



We Answer The Call™

PRESS RELEASE

CIF Announces Annual Donor Program

February 12, 2021 - Mechanicsville, VA. - The Collision Industry Foundation (CIF) has launched a new initiative to recognize organizations and individuals who make tax-deductible donations annually in support of the CIF mission: To assist collision repair professionals who have been impacted by catastrophic life-changing events. The “CIF Annual Donor Program” offers specific benefits to donors, depending on the level of support they wish to commit to for annual funding.

CIF depends solely on the generosity of donations to conduct its work, and numerous donors within the industry provide funding year-over-year. Traditionally, the annual January CIF Gala is the main driver of fundraising for that year’s ongoing assistance efforts. This year, CIF was unable to host that Gala, but donors have expressed their desire to continue supporting the organization. The new program is intended to recognize these contributions.

There are five levels of annual funding that will be recognized beginning in 2021, ranging from a “First Aid” donor of up to \$500, a “Primary Care” donor from \$500 to <\$1,000, an “Immediate Care” donor from \$1,000 to <\$5,000, an “Urgent Care” donor from \$5,000+ to <\$10,000, and up to a “First Responder” donor who contributes \$10,000+.

CIF will send an invoice at the beginning of each year to all annual donors that reflects the tax-deductible amount they have offered to contribute. These donors will receive a set of benefits throughout that calendar year based on their commitment. Benefits may include website visibility, social media publicity, press release, signage at live and virtual events, certificates, plaques, admission to CIF live or virtual events, and more!

All donor levels and the corresponding recognition are listed in the chart below.

Donor Level	Annual Donor Program		Benefits		
	1st RESPONDER	URGENT CARE	IMMEDIATE CARE	PRIMARY CARE	FIRST AID
Renewable Donation \$	\$10k+	\$5k+ and <\$10k	\$1k+ and < \$5k	\$500 and < \$1k	Min. \$50 and < \$500
Website Individual or Company name listed	X	X	X	X	X
Allow CIF logo/link on their website	X	X	X	X	X
Lapel pin / Ribbon	Custom Pin	Standard Pin	Standard Pin	Standard Pin	
Recognition to display at organization	Plaque	Plaque	Certificate		
Website Individual/Company/html link	X	X	X		
Group Social Media Post	X	X	X		
Individual Social Media post	X	X			
Website Individual company logo included with link	X	X			
Recognition at Gala	X	X			
Signage and plaque	X	X			
Press release	X	X			
Signage at CIF Events	X	X			
Provide CIF logo with YEAR	X	X			
30 second clip/link why support CIF	X				
Passes to annual event (value = \$75 per ticket)	5 passes	2 passes	1 pass		

Become an Annual CIF Donor Now!

To become a CIF annual donor visit www.collisionindustryfoundation.org and click on the button "Donate to CIF Annual Donor Program," or reach out now via email to collisionindustryfoundation@gmail.com. All donations are tax-deductible, so please reach out now. The CIF Board of Trustees thank you for your support!

[TO APPLY FOR ASSISTANCE - Click Here](#)

[TO DONATE - Click Here](#)

Don't forget to Like and Follow CIF on Facebook and LinkedIn.

About CIF: The Collision Industry Foundation (CIF) is the 501(c)(3) charitable arm of the collision repair industry. We provide emergency relief by securing and distributing donations to collision repair professionals who have experienced significant losses due to natural disasters or other catastrophic events. For more information visit:

<http://www.collisionindustryfoundation.org>

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