

# THE ROAD TO RESILIENCE

ANNUAL  
REPORT

2021  
2022





Dear Friends of Wheels of Success,

From adversity came innovation and resilience in 2021-22. As we navigated the COVID challenges of the past year we've taken a fresh look at everything from moving into a new location to refining existing services (i.e. more car repairs than direct donations) to meet emerging needs.

The pandemic also brought a whole new set of challenges along with it, from used car prices skyrocketing and a shortage of used cars to fewer cars being donated. We rolled with the changes and put a strong emphasis on repairing existing cars and keeping them on the road for our working families.

In addition to ensuring that we are keeping those wheels turning, we had wonderful support come our way through an angel donor who provided the funding to help us secure our new office location. Additionally, Santander Consumer USA came on board providing the funding for our property security. Together, this will help expand our mission and our social enterprise. Our new location has ample space to keep and sell our cars on the premises, is close to nearby partner repair shops, and has space for an area where we can add a detail component for not only our cars, but for paying customers as well.

During this fiscal year, Wheels of Success provided 39 cars, 26 repairs and 17 other car related services. Thanks to your continuing community support, we are finding new ways to transform lives by helping to keep working families working in Tampa Bay.

With gratitude,



Susan Jacobs  
Founder, President and CEO  
Wheels of Success, Inc.



Eric Nowak  
Board Chair

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Working Wheels Keep Families Working

### OUR MISSION

Wheels of Success is dedicated to providing personal transportation solutions by partnering with the community in a circle of support to keep people working and sustain their independence.

### COUNTIES SERVED

Hillsborough, Pinellas and Pasco



### OUR BEGINNINGS

Wheels of Success was incorporated in June 2003 to help families obtain or continue work by providing them with reliable transportation through a program of car repairs, vehicle replacement, related licensing services, car payments, down payments and car-care classes in Hillsborough, Pinellas and Pasco counties.

### ELIGIBILITY GUIDELINES

Applicants must be working full time (at least 32 hours a week) or have a verifiable job offer to be considered and must be above poverty level.

### INCOME:

- Up to 250% above poverty level and not receiving government assistance other than:
  - Unemployment Compensation
  - Medicaid
  - Food Stamps
  - Section 8 Housing
  - Food Stamps

### STATUS

Must be employed and facing transportation issues getting to and from work or unable to return to work due to transportation issues. Proof of employment required via one of the following forms:

- Employer verification
- Pay stubs (2) verifying employment
- W2 form from the previous year
- Written offer of employment on company letterhead

### CATEGORIES

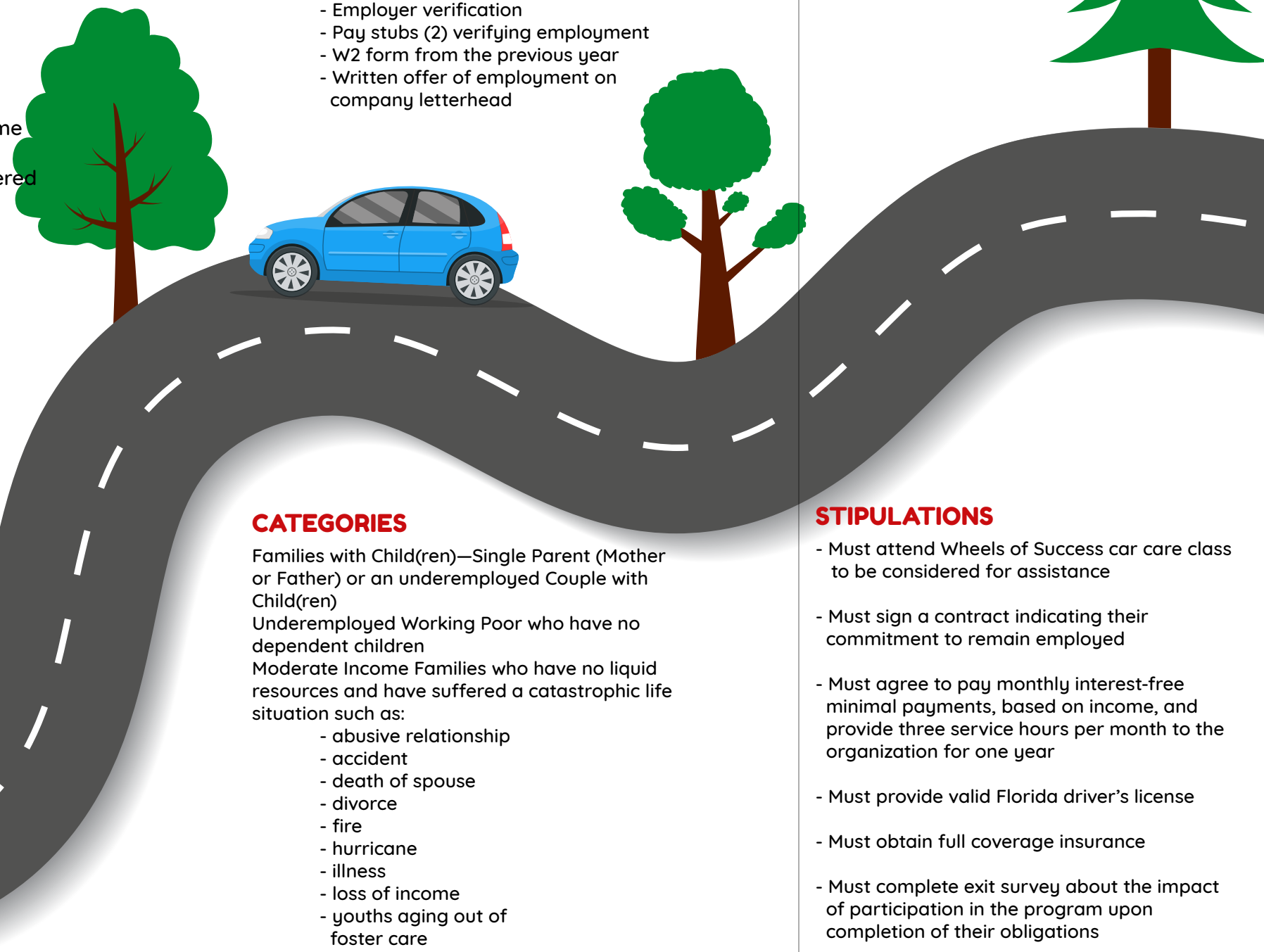
- Families with Child(ren)—Single Parent (Mother or Father) or an underemployed Couple with Child(ren)
- Underemployed Working Poor who have no dependent children
- Moderate Income Families who have no liquid resources and have suffered a catastrophic life situation such as:
  - abusive relationship
  - accident
  - death of spouse
  - divorce
  - fire
  - hurricane
  - illness
  - loss of income
  - youths aging out of foster care

### REFERRALS:

- Must be referred by one of the following sources:
  - Employers
  - Social Service Agencies
  - Religious Institutions
  - Board Members

### STIPULATIONS

- Must attend Wheels of Success car care class to be considered for assistance
- Must sign a contract indicating their commitment to remain employed
- Must agree to pay monthly interest-free minimal payments, based on income, and provide three service hours per month to the organization for one year
- Must provide valid Florida driver's license
- Must obtain full coverage insurance
- Must complete exit survey about the impact of participation in the program upon completion of their obligations





# Our Programs & Services



## VEHICLES FOR VETERANS

Helps veterans re-enter the workforce after serving our country. Our Vehicles for Veterans program, started with funding through State Farm in 2009 with continuing annual support, makes it easier for veterans to keep the jobs they have, get the medical care they need and keep them from sliding into homelessness.



## WHEELS TO THE FUTURE

Our Wheels to the Future program, started by Joe Clark and the Eckerd Family Foundation, specifically targets young people aging out of foster care and unaccompanied youth who lack support from family members as they start adult life on their own. We provide that all-important "first car" because safe, reliable transportation is an essential component in continuing their education and supporting themselves.



## ROAD TO INDEPENDENCE

Helps domestic violence victims escape their abuse with reliable transportation. Victims of domestic violence include men, women and children of all ages. Without a car, these women and men feel trapped because they often have to depend on their abuser to transport their children to school and medical appointments.



## CARS FOR CAREGIVERS

Direct Care Workers ("DCW") struggle to get to and from work. It is difficult to deliver good care to their patients when one is worried about how they will pick-up their children from school, whether they will be laid off if their car breaks down one more time, or when one has to walk through Florida heat and rain to get to work.



# Year in Review



Before we moved in - and After! What a difference a new home for Wheels of Success makes with our cars on the premises and partner repair shops nearby. Here we are installing our new sign!



Giving Tuesday was a success with enough donations coming in to fund the repairs on a vehicle!



Merla is not only a veteran - she's also taking care of her grandchildren.



News Media interviewing Founder Susan Jacobs about the 12 Cars event about to take place.



Scenes from The Battery Wine Pairing Dinner/Fundraiser



In the midst of a pandemic and a move - we managed to still present cars to deserving recipients through our various programs.



Another milestone reached when Veteran Kyle received the title to his car! Congratulations!



12 Cars of Christmas - with all recipients getting their "new to them" cars at the same time - the first major event at our new location.



Always great to get new Program Partners - SOLAR/TEK came onboard just before the holidays.



Another major highlight was reaching our \$100K matching funds from the Wanda and James M Moran Jr. Foundation at the Wine Dinner Event at the Battery - It was an exciting night!



# Our Work

## BUILD-A-CAR

Wheels of Success' BUILD-A-CAR program allows individuals or teams to "adopt" a car to get it road ready. The average cost to repair and recondition a donated car is \$3000.

- \$35 provides an oil change & air filter
- \$100 buys a tire with balancing
- \$200 replaces brakes
- \$400 replaces a water pump
- \$500 replaces 4 tires with balancing & alignment
- \$1500 buys a transmission
- \$2000 replaces an engine



## CAR CARE CLASSES

Wheels of Success' Car Care Class teaches all aspects of owning and maintaining a car, including how to obtain the right insurance.

Topics also include the mechanics of an engine, how cylinder compression makes the engine go, what causes a head gasket to fail and what happens when it does. It includes other car care lessons such as not driving on flat tires as it can damage the rims, regular rotation of tires, and carrying a bottle of water in the car in case of overheating and much more. Many of our Car Class graduates have reported that the lessons they learned saved a vehicle or prevented expensive vehicle repairs. At the end of the class, each student takes a Car Care Class quiz to reinforce the lessons learned. Then students receive a brief summary of types of insurance coverage available to drivers, as full coverage insurance is required.



# Community Partners 2021-22

## PROGRAM PARTNERS

- AAA Auto Club Group
- AMSCOT
- Baer Family Foundation
- Center for Faith & Freedom, Inc
- Children's Board of Hillsborough County
- Community Foundation of Tampa Bay
- Florida Blue Foundation
- Gold & Diamond Source
- GTE Financial
- Heartland Payment Systems
- Jill & John Chalsty
- Junior League of Tampa
- Lazy Days Employee Foundation
- McBreen & Nowak, P.A.
- Rays Foundation
- Santander Consumer USA
- SOLAR/TEK
- South Island Design
- Tampa Bay Lightning Foundation
- Taylor Sanger & Friends
- TechUp Group
- Tomlin St Cyr Real Estate Services
- VMWare
- WaWa
- Wanda and James M Moran Jr. Foundation

## AUTOMOTIVE PARTNERS

- AAA Auto Club Group
- Advance Auto Parts
- Car Fax
- CK Auto
- Copart
- Elder Ford
- LKQ
- Manheim Auto Auction
- Sam the Hub Cap Man

## PROGRAMS

- Build a Live (Catastrophic Life Situations)
- Cars for Caregivers
- Road to Independence (Domestic Violence)
- Vehicles for Veterans
- Wheels To the Future (Foster Care)

## REFERRING AGENCIES

- 100 Women Who Care - Tampa
- 200 Muslim Women Who Care
- Alpha House
- Bay Area Legal Services
- CASA
- Centre for Women
- Created Dawning Family Services
- Daystar Life Center
- Eckerd Connects
- Goodwill Industries
- The Haven
- Hands Across the Bay
- Hillsborough County Schools Social Workers
- Homeless Veterans Reintegration Program
- Hope for Her
- Metropolitan Ministries
- Metropolitan Ministries Pasco
- Gracepoint
- Ready for Life
- Salvation Army
- St. Vincent de Paul Society
- Starting Right, Now
- Success 4 Kids & Families
- Sunrise of Pasco County
- The Spring of Tampa Bay
- Veterans Administration
- Vocational Rehabilitation
- Women's Resource Center





# Success Stories



Grant S. is no stranger to overcoming challenges. His story stands out, even among the hundreds of lives that a car from Wheels of Success has impacted. His dedication to his goals, his gratitude toward those who assist him and his perpetually positive attitude are inspirational. Grant doesn't simply get by with his

diagnosis of being high functioning on the autism spectrum, he's thriving!

Grant was referred to Wheels by Ready for Life, an organization providing support to young adults transitioning out of the foster care system. He was finishing up high school and wanted to continue his education and study computer networking and IT in college. Unfortunately, his lack of transportation made it impossible for him to attend his school of choice. Public transportation meant a nearly 2-hour trip, each way, for classes.

This "Build-A-Car," funded by Tomlin St Cyr Real Estate Services, was able to provide a "new to Grant" Honda Civic and put him on the road to success. The car has allowed him to get to school in record time (under 30 minutes!) while also allowing him the freedom and mobility to get to the doctor, the grocery store, and other appointments. Grant has already achieved a number of IT certifications and he'll soon be finishing up his last two classes for his degree.

Grant's been the model Wheels of Success client. His dedication to volunteering is second to none. He's filed, packed, cleaned, organized and moved boxes on behalf of Wheels. His energy and enthusiasm are contagious, and he's always calling to see what else he can help with.

Grant's also proof that Wheels is making a difference with our required Care Care Class. In addition to regular preventative maintenance like oil changes and tire safety, the class teaches the importance of paying attention to the dashboard warning lights. Grant was able to identify a leaking radiator hose before any overheating or radiator damage could happen. If you ask him, he'll readily say, "That Car Care Class saved my car- No doubt about it." Don't be surprised if you see Grant in his red Civic for many years to come.



We'd like to share an unsolicited testimonial on World Gratitude Day that was sent to us from one of our previous clients. This is why we do what we do - and WE are grateful to all of our funders and supporters who allow us to continue our mission....

*"Growing up in the foster care system I always understood that life would be a bit rougher for me than most. Simple activities such as going to college, getting a job, building my credit or getting my own home would be an uphill battle that I was prepared to tackle. The first biggest obstacle in my way at the time was my lack of a vehicle.*

*With big dreams for my future yet not having access to a vehicle life's challenges tended to be harder, and my lack of knowledge and options on cars also had me weary. Knowing that a reliable running car would be pricey yet what I needed for better opportunities such a big purchase seemed quite intimidating. With very limited options at the time I am so grateful for Wheels of Success and being able to participate as a candidate.*

*Not only was I provided a great affordable vehicle but also an educational course to help me keep my car in the best shape and access to trustworthy mechanical services, boosting my confidence as a car owner. Wheels of Success was one of the best opportunities that helped push me not only into getting a better career but also in building my credit.*

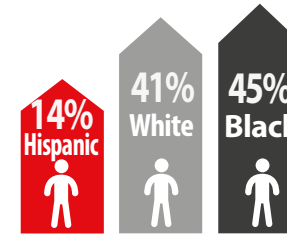
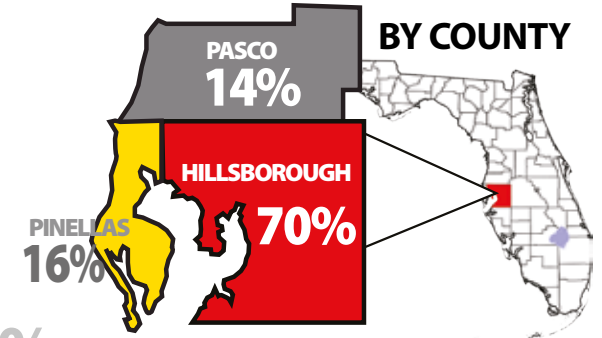
*Five years later as I prepare to buy my first home I want to scream a joyful THANK YOU to the whole teams at Wheels of Success for being one of Tampa's most impactful programs and making real time change in our lives. From the amazing people working as volunteers, to the counseling and mechanical staff, investors and partners (special thanks to AAA and GTE Financial) thank you all!"*

*Guerline*

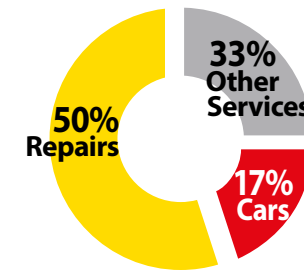
# COVID Resilience 2021-22



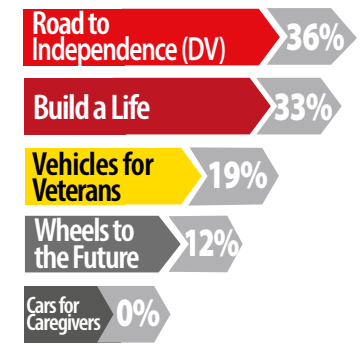
## CLIENT DEMOGRAPHICS



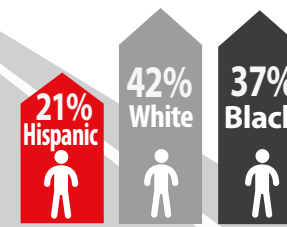
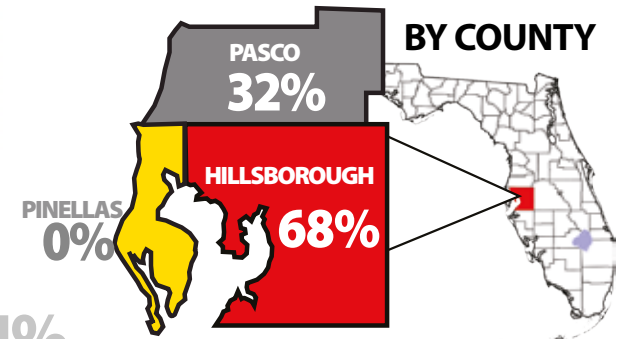
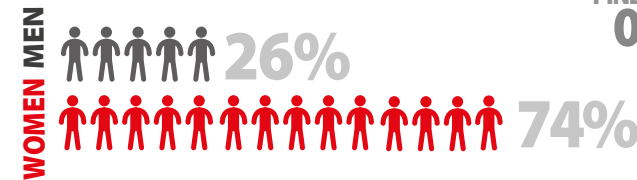
## BY ETHNICITY



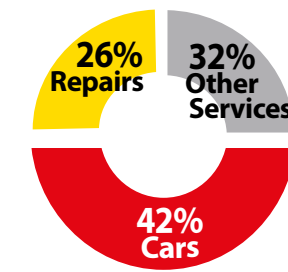
## TYPES OF SERVICES



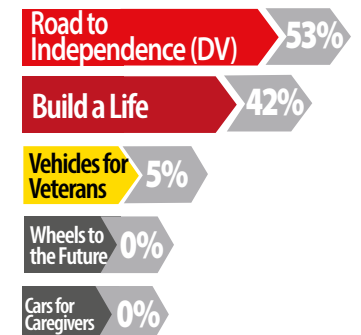
## AUTOMOTIVE BUYING CENTER CLIENT DEMOGRAPHICS



## BY ETHNICITY



## TYPES OF SERVICES



## BY PROGRAM

# Financials 2021-22

Wheels of Success Inc.  
2021-2021 Year End Actuals  
July 2021 - June 2022

	Budget
<b>Income</b>	
Total 40100 Contributions	\$ 43,727.00
Total 40200 Special Fundraising and Events	\$ 104,845.00
Total 40300 Grants and Awards	\$ 306,526.00
Total 41100 Vehicle Salvage	\$ 26,462.00
Total 42100 Wheels of Success Program Inc.	\$ 176,698.00
Total 40950 In-kind (Non Vehicle)	\$ 14,841.00
Total 43100 ABC Program Income	\$ 108,165.00
<b>Total Income</b>	<b>\$ 781,264.00</b>
<b>Cost of Goods Sold</b>	
51100 Vehicle Salvage COGS	12,450.00
Total 52000 Wheels of Success COGS	\$ 120,575.00
Total 53000 ABC COGS	\$ 77,158.00
<b>Total Cost of Goods Sold</b>	<b>\$ 210,184.00</b>
<b>Gross Profit</b>	<b>\$ 571,080.00</b>
<b>Expenses</b>	
<b>60100 Operations</b>	
Total 60200 Payroll Expenses	\$ 123,458.00
Total 60300 Fees for Services	\$ 13,494.00
Total 60500 Office Expenses	\$ 96,050.00
60590 Dues and Subscriptions	296.00
60595 Meals and Entertainment	142.00
60601 Bank Fees	999.00
60602 Credit Card Processing Fees	2,205.00
60650 Insurance	4,656.00
60800 Licenses and Permits	422.00
61000 Mileage and Tolls	472.00
Total 65000 Advertising and Promotion	\$ 35,858.00
<b>Total Expenses</b>	<b>\$ 278,052.00</b>
<b>Net Operations</b>	<b>\$ 293,028.00</b>

# Board of Directors 2021-22

## BOARD OFFICERS

**Chair**  
Eric Nowak, Esq.  
McBreen & Nowak

**Secretary/Treasurer**  
John Punzak  
VMware

**James Esner**  
GTE Financial

**Danna Haydar, Esq.**  
August Night, LLC dba  
The C House Restaurant & Lounge

**Dr. Virnitia J. Hendricks**  
Santander Consumer USA

**Susan Jacobs**  
Founder & CEO:

## ADVISORY BOARD

**Diane Jamai**  
City of Tampa

**Heather Steinfeld**  
Nuance

**Joanne Weiland**  
Link to Expert



L-R: Board Members, James Esner, GTE Financial, Eric Nowak, McBreen & Nowak, PA, John Punzak, VMWare



Board Member Danna Haydar, Esq. and owner of The Battery welcomes everyone to the Event



Presenting sponsor Santander Consumer USA: Ray Hendricks, Board Member Dr. Virnitia Hendricks, with Melissa and Mark Hale



# Community Sponsors 2021-22



Baer Family Foundation

CENTER FOR FAITH & FREEDOM



Heartland

JILL & JOHN CHALSTY



Lazydays EMPLOYEE FOUNDATION



TAYLOR SANGER & FRIENDS



The Wawa Foundation

WANDA AND JAMES M MORAN JR. FOUNDATION

## AUTOMOTIVE PARTNERS



Working Wheels Keep Families Working

This Annual Report was designed and partially donated by

