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# Mission Overview

We created Cartober to spread the word about the incredible financial impact vehicle donations can make for nonprofits. This unique form of giving raises millions of dollars annually for nonprofits and public media stations.

Modeled after Giving Tuesday, Cartober is a season of giving celebrated throughout October. Every car can drive change, and donating is free and easy.



## A Story from Cartober

Public media station KQED was one of the featured partners for Cartober 2022. Here's what a donor during the month of October had to say about the process:

"Hi, my name is Arun, and we are excited to donate a car to KQED. We have thoroughly enjoyed the local programming that we catch over the air. The donor representative I spoke to over the phone was wonderful. She helped us with all the details and it was a breeze. It makes us feel good about donating to KQED. Thank you so much for all you do for the community."

# Graphic Examples

**Spark change!**

Your used car can drive change. Donate the car you no longer drive. Save space, receive a tax break\*

\*Consult your tax advisor



**Cartober**

**Spread the Word!**

Cartober is here! Pledge your car!



**Cartober**

**Put the good in goodbye**

Donate your car. We'll pick it up for free. You get a tax break!\*

\*Consult your tax advisor



**Cartober**

**Every car can drive change.**

Support our mission with your car donation!



**Cartober**

**Every car can drive change.**

Support our mission with your car donation!



**Cartober**

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**Cartober**



**12,123**  
LANDING PAGES VISITED



**432+**  
SOCIAL POSTS FROM PARTNERS



**\$20,000+**  
IN DONATIONS AND REVENUE



# Who We Serve

## Featured Partners



# Thank You Monkey Creative

Thank you to our Cartober design partner, The Monkey Creative! TMC is a digital consulting company focused on actualizing positive change through partnerships with purpose-driven companies. To learn more about TMC, visit [TheMonkeyCreative.com](http://TheMonkeyCreative.com).



# Plans for Cartober 2023!

Follow us and stay tuned for more.

