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Money & Finances

Titusville Area United Way and Salvage Direct partner in newly formed venture

After several months of building Charity Direct, Salvage Direct's new charitable vehicle donation division, Dan Hoversten, CEO, Salvage Direct, and Kenda Van, manager, Charity Direct visited the Titusville Area United Way to present the organization with a check for the proceeds from the first Charity Direct vehicle sale in PA.

Terri Ann Wig, chief professional officer of the Titusville Area United Way, stated, "We are thrilled to partner with Charity Direct on the charitable vehicle donation program and are very grateful that they chose our organization to be the beneficiary of the first auctioned vehicle in PA. We are proud to begin our new relationship with Charity Direct by working as a facilitator for processing donated vehicles proceeds from United Ways around the country and from other non-profit organizations. At the United Way, we are accustomed to handling designations of charitable gifts throughout the United Way system.

"This is clearly a win-win situation for all involved," Wig said. "We're working with one of our community partners, Salvage Direct, to market and facilitate the program. Charity Direct is making the program easy for our member agencies to take advantage of, while continuing to bring charitable dollars into our community to serve the residents of the region. We couldn't be more pleased."



Kenda Van, manager of Charity Direct, a division of Salvage Direct, and Dan Hoversten, CEO of Salvage Direct, present Terri Ann Wig, CPO of the Titusville Area United Way, with the proceeds of charitable vehicle sales through the new Charity Direct program.

Non-profit organizations sometimes shy away from accepting donated vehicles due to the large amount of paperwork and costs associated with processing and the liquidating those vehicles. The Charity Direct program, however, eliminates this burden, while giving donors the opportunity to donate a vehicle as a charitable gift and also receive a charitable tax deduction for the sale of the vehicle.

Salvage Direct leverages its expertise in the vehicle salvage and auctions over 3,000 vehicles monthly through a state-of-the-art electronic auction that reaches our 3,000 registered buyers throughout the world. The company has an extremely efficient operation that includes pickup, recovery, storage, titling services and an online marketplace for salvaged and donated vehicles. Benefits to donors and non-

profits benefits include a no hassle proposition for the organization and more net returns for the organization via low fees and access to a large pool of prospective buyers that bid up prices. Anyone interested in learning more about the Charity Direct program or interested in donating a vehicle, may contact the Titusville Area United Way at 827-1322 or Kenda Van, Charity Direct at 827-5724.

Neely appointed chief financial

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