

2016 NAAA Chapter Auto Auction of the Year
Excellence in Community Service Award nomination cover letter

Nominee: ADESA Winnipeg

Name: Barbara Houliston

Position: Accounting Manager

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Chapter name: Eastern

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Nominator:

Name: Christine Mitchell

Position: Marketing & Advertising Manager

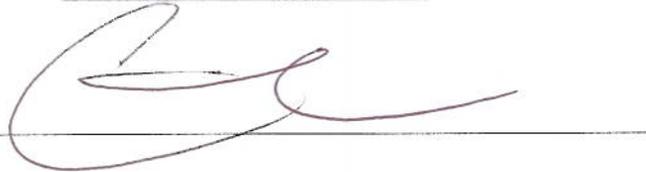
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Chapter name: Eastern

Email address: Christine.Mitchell@adesa.com

Signature

A handwritten signature in dark ink, appearing to be 'Christine Mitchell', written over a horizontal line. The signature is fluid and cursive, with a large initial 'C'.

ADESA Winnipeg—Eastern 4 Nomination Summary

Last year was a busy one for our auction's philanthropic efforts. Supported by our general manager, the auction has long been community-oriented. In fact, the location has actively supported several local charities since it opened almost 30 years ago.

Throughout the year, staff members at our auction donate their time and auctioneering experience to more than 50 charitable events. These events have raised more than \$3 million in the past year for nearly a dozen worthy causes, including Ducks Unlimited, the Dream Factory, JDRF, the ALS Society, the Crohn's & Colitis Foundation and the United Way, as well as local charitable organizations.

Variety - the Children's Charity is another charity that our auction solidly supports. The \$260,000 our auction raised in 2011 was the largest amount of money ever raised at a single-day event for Variety International worldwide. Our auction was recognized at the Variety World conference for its outstanding efforts.

Our auction created and leads the "Bids for Kids" program for Variety. This program enables people to donate their vehicles to charity and then our auction sells the vehicles and provides the funds to Variety. The program has now been established nationwide, and Variety is taking the program global because it has been so successful.

Our auction was also a partner in creating and building an adventure park in our city, raising more than \$200,000 in donations for the park.

From January through June 2016, our auction has supported 31 charity events for causes such as a health science center, a clinic, Ronald McDonald houses, the local symphony, cancer care, the local ballet, Special Olympics, the Make a Wish foundation, freshwater fisheries, a veterans' organization and a children's hospital. The list will probably double by year's end, and we are already booking events for 2017.