

# 2021 ANNUAL REPORT

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*Helping people get back on their feet*

ASSOCIA  CARES<sup>®</sup>

## A Message from the CEO

At Associa, we believe in acting on our values. That's why I'm proud that in the 15 years since its founding, Associa Cares has grown to be the leading non-profit in the community association industry. As a leader in the industry, supporting communities is part of what we do, and our values drive us to not only serve our clients, but also to support communities and residents in need.

While no one wants to be impacted by a crisis, having resources readily available is an invaluable source of comfort. We proudly provide direct financial assistance to communities and families whether they live in Associa-managed communities or not.

When natural and man-made disasters lead to homes being damaged or destroyed and lives being disrupted, Associa Cares is there to help families and communities recover as quickly as possible. Our ability to help is the result of your generous donations. Thank you for making this organization a success.



**John Carona**

Chairman & Chief Executive Officer  
Associa

# A Message from Our President

Dear Friends of Associa Cares:

The past few years have been challenging. The ongoing COVID-19 pandemic, economic disruption, inflation, droughts, wildfires, and other disasters seem to fill the headlines daily. This environment continues to create demand for the services of organizations like Associa Cares. A bright spot in such tough times is those who stepped up to help—including our employees, business partners, and friends.

Despite these hard times, Associa Cares continued its mission by distributing \$163,377 in humanitarian aid to 187 families devastated by loss and displacement and 48 organizations that serve those most impacted by disasters. Because of the support we received in 2021, we surpassed \$4.3 million in distributions to more than 3,300 families since 2007.

Over the years, donations and referrals to Associa Cares' disaster aid program from caring businesses and people like you have given thousands of victims of natural and man-made disasters a sense of community and support when they need it most. We're humbled and grateful to you for being a part of our community of caring and for providing a helping hand wherever and whenever it's needed.

The impact of Associa Cares simply wouldn't be possible without your help. Thank you!

With gratitude,



**Andrew Fortin**

President  
Associa Cares



**Andrew Fortin, Associa Cares President, at a hurricane supplies drive.**

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## Our Mission

**To assist families and communities in crisis  
as a result of natural and man-made disasters.**

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## About Associa Cares

Associa Cares administers funds to assist families and communities in crisis as a result of natural and man-made disasters. Relief assistance is primarily administered directly to individuals and families. In special circumstances, funds are distributed to other nonprofit organizations to support ground-level disaster recovery and rescue efforts. Associa Cares recognizes that at the core of a qualifying disaster is the direct impact on the well-being and health of the people affected. Because of this, Associa Cares provides relief to a variety of disasters.

For more information, please visit [www.associacares.org](http://www.associacares.org), or Associa Cares' Facebook page at [www.facebook.com/associacares](https://www.facebook.com/associacares).

*“Whenever I see or hear the name ‘Associa Cares,’ I immediately experience a positive feeling and remember how generous and supportive Associa Cares was for us all.”*

**- Aid Recipient, Home Fire, British Columbia**

# Qualification Sheet

## Request for Assistance: What & Who Qualifies?

### Approved Natural Disasters:

Earthquake	Hailstorm	Avalanche
Volcanic Eruption	Blizzard	Windstorm
Tsunami	Heat Wave	Wildfire
Drought	Cyclone	Epidemic
Flood	Typhoon	Lightning
Tornado	Hurricane	Ice Storm

### Approved Man-Made Disasters:

Bioterrorism	Flooding	Environmental Disaster
Radiation Emergency	Engineering Disaster	Structural Failure
Terrorism	Chemical Spill	Armed War/Conflict
Explosion	Transportation Disaster	Riot
Fire	Massacre	

### Non-Approved:

- Medical issues not related to one of the above approved disasters
- Sponsorship in run, swim, and bike events, unless the donation is going to families affected by an approved disaster
- Financial issues not related to one of the above approved disasters
- Requests to build a ramp or similar structure for a disabled or elderly person, unless the structure was destroyed by an approved disaster
- Damage to a vehicle from a storm (the damage must have occurred to the home)

## 2021 Relief Map

*187 Households Supported*

*"Things will never be the same, but thanks to many who have come forward to help, we are slowly rising. You are so thoughtful to think of us in our time of need. Thank you for your generous support."*

- Aid Recipient, Tornado, Tennessee



# 2021 Relief Map

## *187 Households Supported Locations*

Calera	AL	Dallas	TX
Ohatchee	AL	Forney	TX
Pitt Meadows	BC	Fort Worth	TX
Lake Elsinore	CA	Fresno	TX
Napa	CA	Grand Prairie	TX
Millsboro	DE	Houston	TX
Alpharetta	GA	Humble	TX
Homeland	GA	Huntsville	TX
Nampa	ID	Industry	TX
Elgin	IL	Katy	TX
Oak Park	IL	League City	TX
Wauconda	IL	Lewisville	TX
Indianapolis	IN	McKinney	TX
Boxboro	MA	Missouri City	TX
Apex	NC	Orange	TX
Shamong	NJ	Palacios	TX
Sicklerville	NJ	Pasadena	TX
Spencer	OK	Plano	TX
Portland	OR	Richmond	TX
Salem	OR	Richwood	TX
Philadelphia	PA	Spring	TX
Arlington	TX	Sugarland	TX
Beaumont	TX	Taft	TX
Cedar Hill	TX	Texas City	TX
College Station	TX	Thrall	TX
Converse	TX	Waco	TX

# 2021 Relief Map

*48 Organizations Supported*

*"A heartfelt 'thank you' for your generosity during this challenging time. Your gift in response to the urgent needs of vulnerable youth during this pandemic means so much. These times are unprecedented, and many of the youth in our care are exceptionally vulnerable to this virus. Your commitment allows us to respond rapidly to changing situations and focus on providing vital support to youth, safely."*

**- Organization Grant Recipient for Continued COVID-19 Response, Texas**



# 2021 Relief Map

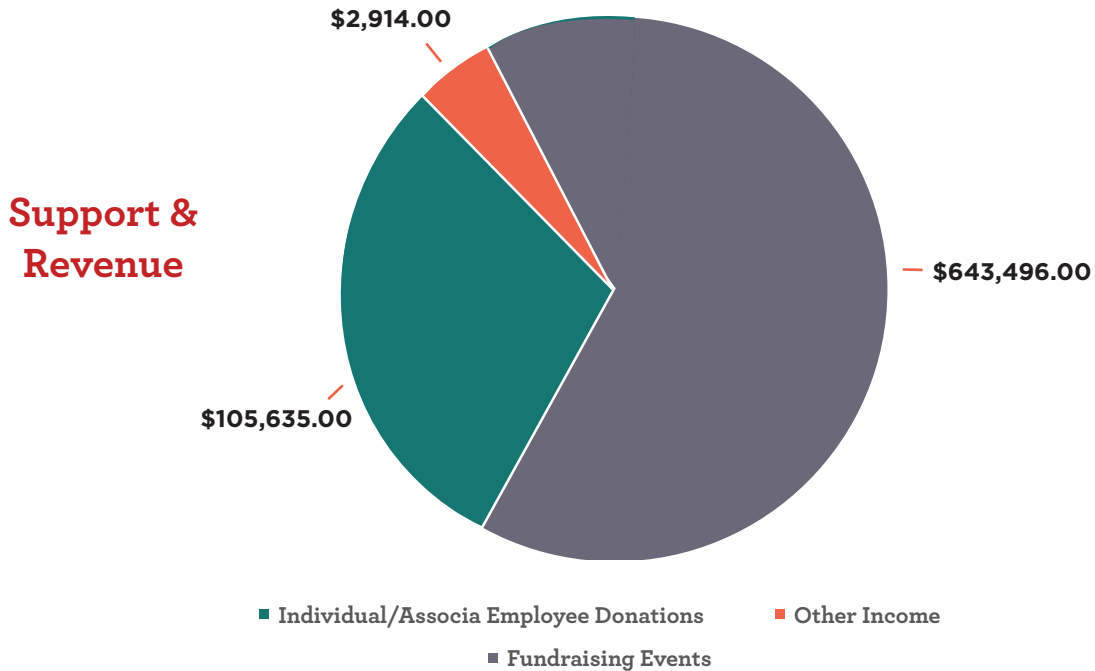
## *48 Organizations Supported & Locations*

2 Blondes All Breed Rescue [Lakewood, CO](#)  
Abbotsford Community Foundation [BC \(CANADA\)](#)  
Adelante c/o Partners in Educations Foundation  
for Santa Fe Public Schools [Santa Fe, NM](#)  
Albuquerque Christian Children's Home  
[Albuquerque, NM](#)  
American Red Cross [Boone, IA](#)  
Anchorage Children's Home [Panama City, FL](#)  
Boys and Girls Club of the Twin Cities  
[Saint Paul, MN](#)  
Canadian Red Cross [Saint John, NB](#)  
Child Crisis Center of El Paso [El Paso, TX](#)  
Community Refugee & Immigration Services  
[Columbus, OH](#)  
Crisis Nursery [St. Louis, MO](#)  
Dell Children's Foundation [Austin, TX](#)  
Downtwon Emergency Services Center [Seattle, WA](#)  
Every Child Oregon [Portland, OR](#)  
Feed More - Meals on Wheels [Richmond, VA](#)  
Feeding South Florida, Cynthia Barstad - Donor  
Relations [Pembroke Park, FL](#)  
FIND Food Bank [Indio, CA](#)  
First Christian Church Edmond - Breakfast on  
the Boulevard [Edmond, OK](#)  
Friends of Indianapolis Dogs Outside  
[Indianapolis, IN](#)  
Genesis Women's Shelter & Support, Attn: Alissa  
Lindsey [Dallas, TX](#)  
Gleaners Community Food Bank [Detroit, MI](#)  
God's Gift [Conway, SC](#)

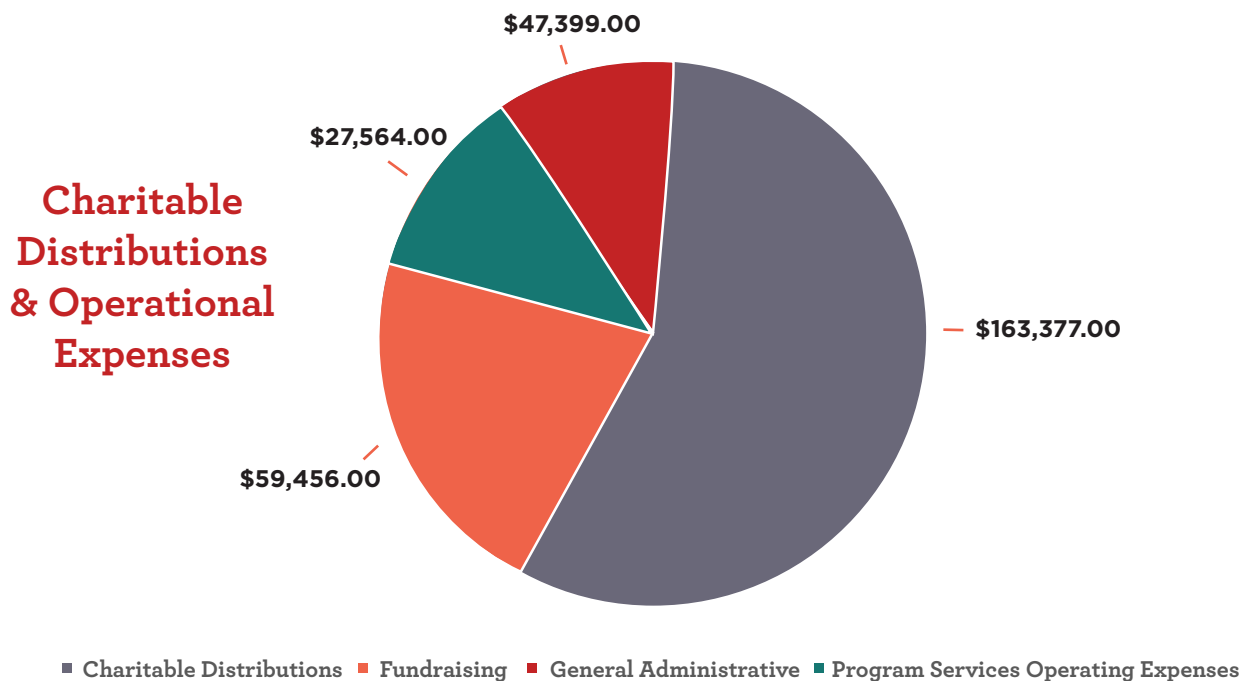
KID, Inc. [Fort Lauderdale, FL](#)  
Maryland Food Bank [Baltimore, MD](#)  
Mid-Ohio Food Bank [Grove City, OH](#)  
Monarch Schools [San Diego, CA](#)  
My Very Own Bed [Minneapolis, MN](#)  
Neighbour to Neighbour Centre Hamilton  
[ON \(CANADA\)](#)  
North Texas Food Bank [Plano, TX](#)  
OneOC [Santa Ana, CA](#)  
Oxford Community Memorial and Victims Fund  
[Troy, MI](#)  
Plummer Youth Promise [Salem, MA](#)  
Red Cross - Surrey Office [Surrey, BC \(CANADA\)](#)  
Robinson Ranch [Phoenix, AZ](#)  
Sahuarita Food Bank [Sahuarita, AZ](#)  
San Antonio Food Bank [San Antonio, TX](#)  
Spoken Word Outreach Ministries  
[Poughkeepsie, NY](#)  
St. John the Baptist Catholic Church [Ypsilanti, MI](#)  
St. Marys Food Bank [Mississauga  
ON \(CANADA\)](#)  
Step 2 Reno [Reno, NV](#)  
Stockton Food Bank [Stockton, CA](#)  
Temecula Community Christmas Dinner  
[Temecular, CA](#)  
Texas Suicide Prevention Collaborative [Austin, TX](#)  
The Children's Grief Center [Albuquerque, NM](#)  
The Christmas Box Salt [Lake City, UT](#)  
The Friends of Wake County GAL [Cary, NC](#)  
The Mustard Seed [Calgary, AB \(CANADA\)](#)  
Toys for Tots San Diego [San Diego, CA](#)

# 2021 Financial Snapshot

Revenue\* - Total: \$752,045



Operating Expenses\* - Total : \$297,796



\* Based upon the independent, financial audit of Associa Cares' 2021 fiscal year.

# Statement of Activities

## Associa Cares Inc. - 2021 Financials

	Without Donor Restrictions	With Donor Restrictions	Total
<b>SUPPORT AND REVENUE</b>			
Donations	\$105,635.00	-	\$105,635.00
Fundraising Event Revenue	\$643,496.00	-	\$643,496.00
Other Income	\$2,914.00	-	\$2,914.00
Net Assets Released from Restriction	-	-	-
<b>Total Gross Receipts</b>	<b>\$752,045.00</b>	<b>-</b>	<b>\$752,045.00</b>
<b>EXPENSES</b>			
Disaster Aid (Charitable Distributions)	\$163,377.00	-	\$163,377.00
Program Services Operating Expenses	\$27,564.00	-	\$27,564.00
General Administrative	\$47,399.00	-	\$47,399.00
Fundraising	\$59,456.00	-	\$59,456.00
<b>Total Expenses</b>	<b>\$297,796.00</b>	<b>-</b>	<b>\$297,796.00</b>
Change in Net Assets	\$281,228.00		\$281,228.00
Net Assets, beginning of year	\$1,933,337.00	-	\$1,933,337.00
<b>Net Assets, end of year</b>	<b>\$2,214,565.00</b>	<b>-</b>	<b>\$2,214,565.00</b>

*“Since the COVID-19 pandemic began, food-insecure Marylanders have faced countless challenges. And while increased vaccination rates and re-openings across the state provide hope during these uncertain times, we must remember that hunger has been an issue long before the pandemic and is not going anywhere, anytime soon. Your support will help uphold the food bank’s status as Maryland’s food assistance safety net—a reliable resource that, because of generous donors like you, will assist hungry children, older adults, and families through all circumstances.”*

**- Organization Grant Recipient for Continued COVID-19 Response, Maryland**

# 2021 Legacy Spotlight

*Associa Cares receives most of its funding from events held by Associa branches across North America. From vendor speed-dating events to mini golf tournaments, Associa family members contribute time, money, and resources to make these fundraisers successful. Some branches hold annual landmark events that Associa Cares counts on to help people in need. We're proud to shine a spotlight on the Associa Community Management Corporation, Associa Select Community Services, and Legum & Norman teams. We thank them for their unwavering support of Associa Cares and ongoing work in their communities.*

## Branches Collaborate for Annual Vendor Fair

Associa Community Management Corporation (CMC), Associa Select Community Services (SCS), and Legum & Norman held their 14<sup>th</sup> annual Associa Cares Vendor Fair in 2021. Raising over \$200,000, the team shared that the event has come a long way since its inception in 2007.

For the first vendor fair event, the branches set a modest fundraising goal of \$50,000. That inaugural event raised \$63,500, and while the team can't recall the exact number of attendees, it certainly didn't match the 500+ attendees they get today.

The teams all admit planning and hosting fundraising events can be daunting. In 2020, when they couldn't hold their in-person annual Vendor Fair due to the COVID-19 pandemic, they discovered a solution and planned an awesome virtual event that raised \$126,000 for Associa Cares!

Event committee member Jaime Valentine shared, "Planning a vendor fair as large as ours is stressful and time-consuming, but watching the event come together and knowing how many families will receive support because of the funds we raised is incredibly rewarding. Similarly, presenting a check to a local family impacted by disaster—with no strings attached—is a truly heartwarming experience. Associa Cares gives us the opportunity to lend a helping hand to those in need simply because it's the right and caring thing to do."



CMC, SCS, & L&N 2021 Vendor Fair

# 2021 Legacy Spotlight

## Legum & Norman Makes a Meaningful Donation

Every time the L&N team can see how they're supporting those in need, it becomes a memory that will last a lifetime. One especially meaningful donation was given to a family who didn't live in an Associa-managed community. A team member saw the family's story on the news and sprang into action. The news station arranged for the family to come to the branch office for their check presentation and featured Associa Cares and the story on the evening news. Marc McCoy, L&N president, says, "I'll never forget when the elevator door opened. The mom and dad emerged from the elevator, followed by TWELVE children—ranging in age from six months to 16 years old. It was amazing to help them."



## Associa Community Management Corporation & Associa Select Community Services Give the Ultimate Christmas Gift

In December of 2021, a CMC & SCS staff member received an email from her child's school, alerting parents that one of the teachers had been the victim of a house fire. The teacher, her husband, and their three children (including one with special needs) were all displaced. The CMC & SCS teams assisted with the Associa Cares application process and personally presented a check to the teacher right before Christmas. The family was incredibly grateful for the support.

## A Commitment to Associa Cares

When we asked each team what motivates them to partner with Associa Cares, they quickly cited the pride they feel in giving back to the communities where they live and work. Associa Cares fundraisers allow them to help those in need while networking with valuable partners. Fundraising for Associa Cares is a much-appreciated respite from a challenging industry. The day-to-day tasks of a property management professional can be hard and don't always feel impactful, but supporting Associa Cares always feels meaningful.

Thank you to the CMC, SCS, and L&N teams that support Associa Cares, especially these shining stars who lead the charge in planning the annual events that give hope to thousands of families:

- Debbie Smith (CMC) – 15 years
- Jaime Valentine (CMC) – 13 years
- Gabriel Hammond (L&N) – 9 years
- Carol Bhatti (L&N) – 8 years
- Bryant Phillips (CMC) – 7 years
- Kim Williams (L&N) – 7 years
- Wanda Powell (L&N) – 6 years
- Linda Blum (L&N) – 5+ years
- Lorenzo Walker (L&N) – 5+ years
- Roksana Weaver (L&N) – 5+ years
- Chris Kiefer (L&N) – 5+ years
- Elizabeth Carlisle – 1 year
- Molly Mangan – 1 year
- Tammy Groth – 1 year



# **2021 Associa Cares Fundraising Events**

**A BIG THANK YOU TO THE TEAMS BEHIND THE SCENES!**

**Associa Minnesota & Cities Management Virtual Vendor Fair – March 3, 2021**

**Wilson Blanchard Virtual Vendor Fair – March 2, 2021**

**Associa Northern California Virtual Vendor Fair – March 19, 2021**

**The Dartmouth Group 1st Annual Virtual Vendor Fair – June 2, 2021**

**IPM & Tons of Rentals Online Auction – June 11, 2021 – June 16, 2021**

**1st Annual Battle of the Branches Virtual Race – June 14, 2021 – July 14, 2021**

**Associa British Columbia 1st Annual Virtual Vendor Fair – June 24, 2021**

**HRW Annual Associa Cares Golf Tournament – June 25, 2021**

**SoCal Annual Associa Cares Golf Tournament – August 6, 2021**

**Virtual Summit Online Auction – August 23, 2021 – August 25, 2021**

**Legum & Norman Annual Associa Cares Golf Tournament – September 20, 2021**

**Maple Ridge Community Management Annual Associa Cares Golf Tournament – September 23, 2021**

**CASI Associa Cares Silent Auction – September 28, 2021**

**Homeside Properties Annual Mini Golf – September 29, 2021**

**LandArc Topgolf Associa Cares Event – September 29, 2021**

**Wilson Blanchard Virtual Event Series – October 5, 6, & 7, 2021**

**Community Management Corp. NJ & Associa Mid-Atlantic**

**Battle of the Minds Virtual Trivia – October 14, 2021**

**Community Management Corporation, Select Community Services,  
& Legum & Norman Annual Vendor Fair – October 20, 2021**

**Texas Live! Virtual Music Concert with PMG NTX, PMG Houston,  
Associa Hill Country, Somerset, and HCMS – October 21, 2021**

**Legum & Norman Resorts Annual Golf Tournament – October 29, 2021**

**Associa Gulf Coast & Sandcastle 1st Annual Tee-Up Fore Cares Mini Golf Event – November 4, 2021**

**Desert Resorts Management Annual Charity Golf Tournament – December 6, 2021**

# A Look Back at 2021 Events

We teamed up with Associa employees, Associa branches, and vendors to host events in both the virtual and in-person setting to ensure enough resources were raised to provide aid to families and organizations in need.



Texas Live Event  
Country Music  
Artist, Jack Ingram



SOCAL Golf Tournament



Tee Up Fore Cares Mini Golf Event  
Associa Gulf Coast & Sandcastle



*A non-profit 501(c)3 organization.*

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