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Auto Physical Damage

The Collision Repair Industry Gains from Giving Back

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5 MIN READ

You don't need big budgets and a large marketing staff to make a difference. Simple acts of kindness result in workplaces that are "better for business, better for the people who work there and better for the world."[1] Here are just three of the many benefits your organization will glean from giving back.

- Boost employee morale: Charitable work is associated with higher employee retention and makes staffers 13 times more likely to look forward to coming to work.[1]
- Build a strong reputation: When businesses help others, the community reciprocates and offers support.[2]
- Gain positive exposure: Consumers value good corporate citizenship. Studies have revealed that the majority of consumers would switch to a brand supporting a good cause.[2]

Check out these real-world examples for inspiration, then pick a cause you believe in and start giving.

Three Creative Ways to Make a Difference

1. Raise Safety Awareness While Helping the Hungry

Deer-related collisions can be frustrating, costly and hazardous.[3] According to State Farms' annual deer-vehicle collusion study, there were an estimated 1.33 million motorist collisions with deer and other large animals between July 1, 2017, and June 30, 2018, in the U.S. The chance of hitting a deer, or another large animal, doubles in the fall with the most claims in November.[4] These two body shops have made it their mission to bring awareness to the seasonal rise in deer collisions while also fighting hunger.

- For the past three years, Northwest Autobody and Towing of Idaho has “donated $50 for every wild animal collision repair done throughout the month of November to the Bonner Community Food Bank.” So far, 75 cars have been repaired, totaling $3,750 to help the hungry, reports Autobody News.
- Zara's Collision Center of Springfield Illinois recently presented a check to a local ministry for nearly $12,880 “based on a commitment to donate 5 percent of each of its deer-hit vehicles up to $250 from October 1 through December 31.” Body Shop Business recognized Zara for starting a program to remedy some of the frustration involved with these types of collisions.

2. Restore Cars for Recycled Rides

Automobile donation programs are common, especially around the holidays. AutocheX Premier Achiever Nanuet Collision Centers in New York demonstrates their commitment to their community by repairing and gifting recycled rides to disabled veterans.[5] These vehicles provide much-needed transportation without the burden of a car payment to community members struggling to make ends meet.

Donations such as these are made possible by the National Auto Body Council (NABC). This year marks the 10th anniversary of the NABC Recycled Rides program which teams members up with collision industry colleagues to refurbish and donate vehicles to individuals and service organizations in need. “This collaboration of businesses representing all facets of the collision industry—insurers, collision repairers, paint suppliers, parts vendors and others—has resulted in more than 2000 vehicles valued at $36 million donated in local communities across the country.”[6]

> What better way to give back than to donate your time, money or expertise to the next generation of collision repair technicians?

3. Focus on the Future

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- Frank Todaro went to a vocational school to learn more about his father's collision repair business. Twenty years later he became president and CEO of Collision Masters in Buffalo, NY. Todaro sees a need for students who want to work in trades as well as a shortage of young people with the necessary skills. With those needs in mind, when Collision Masters recently upgraded a piece of equipment, they donated the old one to an auto body class rather than send it to the scrap yard. Spectrum News reports that the machine used to straighten the frame of the car is worth about $10,000, but learning the tools of the trade with hands-on experience is much more valuable to the students.[7]
- The Collision Repair Education Foundation is a not-for-profit organization dedicated to supporting collision repair educational programs, schools and students to create qualified, entry-level employees and connect them with an array of career opportunities. At Mitchell, we've been dedicated to making a difference in the industries we work in for the past 70 years. We know that the more engaged collision repair businesses are with schools, the better-prepared students will be to enter the industry after graduation. That's why we take pride in donating uniforms which help students with a professional appearance and foster an appreciation for the role the collision repair industry plays in their success.
- In partnership with the ASE Education Foundation, we have also donated Mitchell Cloud Estimating to over 20 schools in the first half of 2019. Now more than ever collision school instructors need the industry's support. Budgets are shrinking, and collision instructors are being asked to provide the best technical education to their students. This in-kind donation valued at roughly $300,000, provides schools with up-to-date industry software when most would not have been able to purchase this product. Debbie Day, EVP and General Manager—APD at Mitchell, said, “Repairer education has never been more important to the industry. Vehicles are more complex to repair than ever, and we at Mitchell believe technology will be critically important in addressing the changing landscape.”

Share Your Story

Does your organization give to charity? How do you demonstrate to your customers that you're in business for more than making a profit? We'd love to hear from you. Share your philanthropic ideas and photos with us on

Twitter by tagging @MitchellRepair and using the hashtag #collisionrepairgivesback.

[1] Frauenheim, Ed. "Why Companies that Give Back Also Receive." Fortune.com, 9 Feb. 2018. Web.

[2] Costa, Jose. "3 Reasons Why Your Company Should Be Giving Back." Huffpost.com, 11 Dec. 2016. Web.

[3] Body Shop Business. "Study: Rain, Snow Increase Risk of Fatal Car Crashes." BodyShopBusiness.com, 23 May 2019. Web.

[4] State Farm. "Deer Crashes Down." StateFarm.com, 1 Oct 2018. Web.

[5] Body Shop Business. "Nanuet Collision Centers to Donate Recycled Rides to Disabled Veterans." BodyShopBusiness.com, 21 April 2019. Web.

[6] National Auto Body Council. "NABC Recycled Rides." NationalAutoBodyCouncil.org, 21 May 2019. Web.

[7] Young, Andy. "Buffalo Auto Body Shop Donates Tools of the Trade." SpectrumLocalNews.com, 29 Nov. 2018. Web.

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