

# AMERICA'S AUTOMOTIVE *Trust*

## FAQ

### **1. What is AAT and what is its mission?**

- AAT is a 501c3 charitable organization with mission to be at the center of a movement to secure America's automotive heritage. The pillars of that mission – America's Car Museum, RPM Foundation, Club Auto and Concours Club – are to ensure that future generations have the same opportunity as we to experience the enjoyment of the car and the camaraderie of the collector car community. The member entities of the Trust pursue unique aspects of this mission and collaborate with each other, to ensure a coordinated approach to our heritage efforts. The Trust serves as an umbrella entity providing for collaborative strategic planning, promotional efforts, fundraising and endowment management for its members.

### **2. Why was AAT created?**

- Since the original campaign to establish America's Car Museum, it has always been the Board's goal to have a broader purpose than that of traditional auto museums with largely self-focus and regional impact. Our purpose has been to genuinely serve the collector and enthusiast communities by securing America's automotive heritage and promoting the use of collectible cars today and in the future. As the Museum has 'matured' the Board determined that to fulfill our bold vision required a new structure with member entities bringing to bear real focus and expertise on unique areas of the broad mission. A traditional museum structure was too limiting and the new structure will facilitate collaboration with other like-minded museums and organizations which would like to partner with us. The structure should provide for reduced 'competitiveness' that frequently exists between museums and foster our working together – always a goal of America's Car Museum.

### **3. What is the structure of AAT? Is it a nonprofit?**

- America's Automotive Trust is a 501c3 charitable, educational organization operated by a self-perpetuating, independent Board of Trustees. Gifts and grants to AAT are tax-deductible.

### **4. Where is AAT headquartered?**

- AAT's corporate offices are currently located in America's Car Museum in Tacoma, WA where the Museum's main office is also located. A satellite office is also maintained in Chicago and we are exploring a number of other locations across the country which we will develop as we expand our programs and partnerships.

### **5. What other organizations are involved with AAT?**

- Currently America's Automotive Trust, which is primarily a fiduciary, strategic planning, promotional and fundraising organization to benefit its member entities, is also composed of America's Car Museum, the RPM Foundation, Club Auto and the Concours Club.

## **6. Can other organizations join? How?**

- Yes. We have always believed that Museums and other heritage serving entities should compete less and collaborate more as the community which cares about securing America's automotive heritage is a very small percentage of the population. We welcome conversation with organizations which share our passion for automotive heritage, our dedication to education, and our commitment to ensure a future for collectible vehicles in the future. We will certainly collaborate on specific projects with museums, concours, and other entities whether or not they formally affiliate with us. And, we're interested in exploring real affiliation with entities willing to collaborate in serious fashion on a long-term basis. Those interested in discussing collaboration should contact the Trust's President and CEO, David L. Madeira.

## **7. How will all the organizations work together?**

- The affiliated organizations of AAT will have inter-connected boards to provide for both independence and close collaboration. In addition, senior leadership of member entities (directors or presidents) will also serve as vice presidents of AAT to participate in strategic planning together. Each year this leadership shall convene to create coordinated, yet distinct, annual plans and longer term strategic plans. Development and marketing leadership of the Trust will participate in this planning and will be charged to promote and raise funds for the member entities.

## **8. How do organizations benefit from being part of AAT?**

- There are a great number of benefits from membership in AAT. As most automotive heritage organizations and museums struggle with limited staff and financial resources and compete for support among a relatively small pool of donors, collaboration provides immediate cost-savings in personnel and program for its members. Coordinated marketing messages and funding appeals where donor interests are of primary importance will result in more effective fundraising for all. Trustee management of an endowment for the benefit of its members will inspire confidence in donors that donated funds will not be reallocated by an executive during a financial emergency or for other reasons. Enhanced confidence on the part of donors will result in greater financial support.

## **9. Are modern-day cars part of AAT's vision?**

- Absolutely. It is more likely than not that vintage vehicles will only survive and be enjoyed in the future as a vibrant enthusiast community exists today. America's Automotive Trust seeks to promote enthusiasm for cars of the past and for the automobiles, motorcycles and trucks of today. America's Car Museum's educational programs are exploring alternative propulsion for the future. Club Auto and the Concours Club encourage driving activities and automotive events nationwide and internationally. Our strong partnership with the North American International Auto Show is designed to promote both understanding and enjoyment of our automotive heritage as well as enthusiasm for the car culture of today and the future.

## **10. How will AAT be funded?**

- AAT, like America's Car Museum, the RPM Foundation, Club Auto and the Concours Club are charitable organizations with educational mission. As such they are tax-exempt entities funded through private gifts, grants and sponsorships which are tax-deductible. Programs of AAT and its entities also generate revenue to support operations.



# AMERICA'S CAR MUSEUM®

## FAQ

### **1. Has ACM's Mission Statement and goals changed since becoming a part of America's Automotive Trust (AAT)?**

- ACM remains an international destination for families and auto enthusiasts to celebrate America's love affair with the automobile and learn how it shaped our society.
- ACM preserves America's automotive treasures and the Museum's wide-ranging exhibits and programs celebrate our shared experiences with the automobile.

### **2. Who runs ACM?**

- Paul E. Miller is president and COO. As a not-for-profit, charitable organization, ACM is governed by a board of directors

### **3. Why is ACM part of AAT?**

- It's an opportunity for the Museum to be part of a dedicated organization with the purpose of expanding awareness and preserving automotive history. ACM is committed to making a real contribution – not only to automotive history and heritage – but to the collector car community, auto enthusiasts and the general public that museums serve. The Trust gives us the ability to pursue those commitments on a grander scale and in partnership with like-minded museums.

### **4. How will ACM benefit from AAT?**

- AAT will expand the awareness of ACM to a broader national and international base, which will bring in additional attention and fundraising. The Trust will further communications between ACM and automotive museums across the country and facilitate the sharing of exhibitry and collections, helping them become less static and more dynamic.

### **5. How will AAT and its other entities benefit from ACM?**

- ACM is AAT's repository for automotive treasures and a gathering place for enthusiasts, featuring educational programs, rotating exhibits and events for all ages.

### **6. Can other auto museums join AAT?**

- Yes, there's definitely an opportunity for other museums to join the Trust and be a part of its success. Participating institutions can benefit from the Trust's expertise in education, fundraising, management, marketing, events and more.

### **7. Will ACM align itself with other auto museums?**

- The Trust will further communications between ACM and automotive museums across the country and facilitate the sharing of exhibitry and collections.

## **8. Will there be more exhibits and events at ACM?**

- Currently, exhibits in the Showcase Gallery at ACM change every six months, the ramp exhibits change every 18 to 24 months and cars are constantly changing in exhibits (and in the ACM Collection galleries). This keeps the displays fresh and exciting, particularly for members and repeat visitors. ACM has four annual Signature Events, as well as educational programs throughout the year and exciting spring and summer events like Cruise-Ins, a Drive-In Movie Series and more.

## **9. Will ACM's educational focus change?**

- No, ACM's mission stays the same: a 501c3 charitable organization with educational mission

## **10. Will ACM's Board of Directors change by joining AAT?**

- The size, scope and character of the Museum's Board will slowly evolve but remain largely the same as the AAT board expands.

# Concours CLUB

## FAQ

### **1. What is the Concours Club and what is its mission?**

- The Concours Club is an international group of individuals and corporations who share our vision to secure America's automotive heritage through their philanthropy. Concours Club members also serve as 'counsel' to the Board of America's Automotive Trust and 'ambassadors' for America's Car Museum and the RPM Foundation helping us promote our vision and extend our base of support. There are several events planned for this Club members throughout the year including international travel, driving trips and other exclusive activities throughout the year.

### **2. What are the major activities of and benefits from membership in the Concours Club?**

- The Concours Club offers exclusive automotive-related programs across the country and overseas, including an annual summit to assist America's Automotive Trust in its planning and development while enjoying the camaraderie of fellow members in an exclusive setting and event. The Annual Gathering of the Concours Club, in conjunction with the Trust's annual Wheels and Heels gala provides a time to admit new members and recognize exemplary philanthropy. Throughout the year Concours Club members are invited to 'Epicurean Evenings', regional automotive tours and overseas travel opportunities. Concours Club membership also includes membership in America's Car Museum and involvement in its broad range of programs and activities.

### **3. Where is it headquartered?**

- The Concours Club is currently headquartered in America's Automotive Trust offices at America's Car Museum in Tacoma, Washington. The Weyerhaeuser Concours Club – also located there – provides an exclusive 'clubhouse' for Club events and use by members.

### **4. Who operates the Concours Club?**

- The Concours Club's programs and activities are planned by the Vice President for Development of America's Automotive Trust and the Concours Club Manager, who work directly with the CEO to promote the club and create unique experiences for its members.

### **5. Why is the Concours Club part of AAT?**

- The role of Concours Club is to assist America's Automotive Trust in the development and promotion of its vision – to secure America's automotive heritage – and to engage others in support of the vision. The Concours Club plays a strategic role in developing an endowment which will ensure that the Trust, America's Car Museum and the RPM Foundation are able to fulfill their missions and have significant impact for the future of the automotive enthusiast culture.

## **6. How will AAT and its other entities benefit from the Concours Club?**

- The Concours Club exists to further the mission of AAT, ACM, the RPM Foundation and any future entities which may affiliate with the Trust. Members provide counsel to the board, encourage others to join and contribute financially and, in doing so, extend the support base of the institutions which are part of the Trust.

## **7. Does the Concours Club have a certain fundraising goal?**

- No. America's Automotive Trust and its entities have annual fundraising and revenue goals. The Concours Club's members are volunteers and donors who help us achieve our goals but are not directly responsible for them.

## **8. Will the funds raised by the Concours Club fund AAT or go to other AAT members?**

- The funds raised by the Concours Club can be designated by the donor, or given as unrestricted support, which lets the AAT Board decide where to best utilize these funds. AAT is focused on marketing and development on behalf of its member entities. Therefore, most monies raised through Concours Club giving will be restricted and directed to the program needs of the Museum and the RPM Foundation.

## **9. Who manages funds and determines where funds are distributed?**

- Funds are donor restricted or, if unrestricted, are directed by the Board of AAT, which in its fiduciary capacity, will decide where to best utilize these funds. A major purpose of the AAT Board is in fact, to manage endowments on behalf of its member entities. This provides assurance to donors that their donated funds will be managed by professionals and distributed as directed alleviating their concern that an individual executive of a member entity might direct funds unwisely in times of financial exigency.

## **10. Are there different tiers of Concours Club membership?**

- Yes. Membership levels and recognition within the Concours Club are based upon one's cumulative commitments of gifts and pledges, including cash, securities, real estate, trusts, annuities and other estate commitments. Membership is also conferred for qualifying gifts in-kind such as automobiles, wooden boats, real estate, insurance policies and trusts. Membership levels and recognition are conferred for giving as follows:

- o Member: \$100,000-\$499,999
- o Director: \$500,000-999,999
- o Chair: \$1,000,000 and above



## FAQ

### **1. What is the RPM Foundation?**

• The RPM Foundation is a services-providing, resource sharing, grant-giving organization that accelerates the growth of the next generation of automotive Restoration and Preservation craftsmen through formal training and mentorship. Founded through the vision of Hagerty in 2005, the RPM Foundation is the educational arm of America's Automotive Trust. Together, these organizations work to secure and preserve America's automotive heritage.

### **2. What does RPM stand for?**

• Restoration, Preservation, Mentorship.

### **3. What happened to the Hagerty Educational Program (HEP) at ACM?**

• Its status was elevated from that of a program of the Museum to a distinct, corporate entity in its own right and rebranded as the RPM Foundation and to more clearly convey its mission. The RPM Foundation is a collaborative partner with America's Car Museum as a member of America's Automotive Trust.

### **4. Why the name change?**

• "RPM" is a familiar automotive term, evoking thoughts of energy and momentum, the exact traits embodied by the Foundation in our work to develop the next generation of automotive craftsmen and to transfer the knowledge necessary to restore and preserve collectible vehicles.

• Our new tagline, "Restoration. Preservation. Mentorship." accurately describes the focus of our efforts, allowing us to be more efficient in our communications.

### **5. What are the differences between RPM and HEP?**

• It is the same organization but with its distinct identity within the Trust it will receive greater promotion, visibility and resources to conduct its important mission.

### **6. Who runs RPM?**

• Diane Fitzgerald is the National Director

• As a charitable, not-for-profit organization, RPM is governed by an independent Board of Directors with representation on the Board of America's Automotive Trust to enhance strategic planning and collaboration. RPM's National Director also serves as a Vice President of America's Automotive Trust.

### **7. Where is RPM located?**

• Tacoma, WA and Chicago, IL

## **8. What is RPM's Mission Statement?**

- The RPM Foundation is dedicated to ensuring that critical skills necessary to preserve and restore collector vehicles are not lost, by providing scholarships and educational grants to students and organizations committed to hands-on training of future craftsmen.
- RPM works closely with educational institutions advising them on the curricula necessary for training of professional craftsmen, as well as helping them identify the proficiencies needed for success in the field.
- RPM facilitates student scholarships, internships and full-time apprenticeships with Master Craftsmen to ensure students receive the necessary classroom knowledge and hands-on training to enter the profession successfully.

## **9. What are RPM's goals?**

- Preserve and promote America's automotive treasures.
- Cultivate a new generation of craftsmen skilled in the art of automotive and marine restoration and preservation.
- Promote the importance of the skilled trades and the many career opportunities within the industry.
- Create opportunities for young people who have an interest in vehicles to learn from professional educators, Master Craftsmen and industry leaders.
- Develop partnerships with a wide-spectrum of the collector hobby and industry, including shows, concours, clubs and businesses to promote the education of necessary skills to secure America's automotive heritage and culture.

## **10. Why did RPM become a member of AAT?**

- America's Automotive Trust is creating an organized and collaborative effort to secure America's automotive heritage. Research indicates that the collector car industry is experiencing tremendous growth right now, and awareness of our nation's automotive heritage is no longer a hobby, it is also an important industry. As a member of AAT, RPM gains the ability to promote skills training for to a larger group of students, help shape educational curricula in restoration and preservation, and develop young professionals for a rapidly aging industry.

## **11. How will RPM benefit from being a part of AAT?**

- America's Automotive Trust will help promote the vision of the RPM Foundation; secure funding for its education programs, and coordinate its efforts with America's Car Museum and other heritage-focused organizations to increase both efficiency and effectiveness. AAT's leadership in coordinated planning, promotion and fundraising will enable RPM to focus on and increase its efforts to serve the collector car community as it helps transfer the knowledge and develop young, skilled craftsmen for the future. As more organizations become involved with the Trust, RPM will benefit further by being able to directly connect these young adults with jobs.

## **12. How will AAT and the other members benefit from RPM?**

- RPM will help AAT and its founding members by promoting America's automotive heritage through RPM's educational outreach, summit meetings, industry engagement and aggressive community-building and industry-centralizing plans. There are auto hot spot regions in the U.S. that are rich in students, schools, teachers, shops, clubs and collectors. RPM will bring them together to discuss the need for educational restoration programs and creating curriculum that meets the needs of the community.

## **13. How does RPM help automotive & marine restoration students?**

- The RPM Foundation supports educational institutions providing training for young people in automotive restoration and preservation. It grants scholarships, internships and full-time apprenticeships, providing a pathway to careers for young people in vintage vehicle and wooden boat preservation and restoration. RPM has also begun a number of collaborations with concours and high schools to generate interest among young people for careers important to the collector community.

#### **14. How much has RMP donated to students?**

- Initially established as the Collectors Foundation and transitioning in 2014 to the Hagerty Education Program at America's Car Museum, the RPM Foundation has impacted more than 25,000 people and has awarded more than \$2.75 million in funding for student scholarships, internships and apprenticeships as well in support of educational institutions providing training for full-time careers in the applied arts for restoration and preservation.



## FAQ

### **1. What is Club Auto?**

- Club Auto is an organization committed to create a social network of enthusiasts providing them opportunities to enjoy the use of collectible vehicles—vintage and modern—among the camaraderie of others. Club Auto creates trips, tours and auto-centric events across the nation promoting our belief that collector vehicles should be driven and enjoyed by the public and that in doing so AAT’s vision to secure automotive heritage will be furthered.
- Club Auto provides its members—who support AAT and its entities—other tangible benefits as well including: ACM membership with club gear and apparel, private car storage opportunities, access to affiliate clubs across the nation and members only events throughout the year including rallies, driving tours, private collection tours and social gatherings.

### **2. What is Club Auto’s Mission Statement and goals?**

- Club Auto provides enthusiasts and collectors the opportunity to drive their cars and enjoy the camaraderie of others and become philanthropic partners by supporting the mission of AAT. In doing so it promotes our message and helps provide public awareness.

### **3. Where is it headquartered?**

- LeMay-America’s Car Museum, Tacoma, WA
- A growing number of affiliate clubs nationwide.

### **4. Who runs Club Auto?**

- Matt Taylor is the director of Club Auto, with oversight by the vice president for Development of America’s Automotive Trust.

### **5. Why is Club Auto a part of AAT?**

- One pillar of AAT’s mission is to ensure that collectible vehicles are driven and enjoyed and that enthusiasts have a social network to provide opportunities to do so in the company of others. Thus, Club Auto serves as the car enthusiasts’ arm of The Trust’s mission; providing opportunities for members to drive their cars while promoting AAT’s vision that an important part of securing automotive heritage is ensuring that collectible vehicles continue to be driven.

### **6. How will Club Auto’s members benefit from AAT?**

- Club Auto members will now be part of a larger movement as vital philanthropic partners playing a key role in helping to secure America’s automotive heritage.

### **7. How will AAT and its other entities benefit from Club Auto?**

- Club Auto will create a social network of enthusiasts and collectors introducing them to the important missions of the Trust and its entities and other entities which join the Trust in the future.

## **8. Is Club Auto still aligned with ACM?**

- Yes, as it is one of the entities within AAT. Formerly a club of ACM only, Club Auto membership and programs are now open to those who support the Trust and its affiliated entities.

## **9. How will Club Auto broaden its audience?**

- We've created Club Auto affiliates (partner locations where Club Auto members can gather for regional driving and social events) and will be adding more affiliates across the country in the coming year.
- We're also partnering with Hagerty to more broadly promote Club Auto through strategic car events to a diverse array of locales and enthusiasts.

## **10. Will the AAT alignment translate to more consumer-related Club Auto driving activities and events?**

- Yes and more regional and national offerings in collaboration with Hagerty.