



We're behind you all the way.



Automotive Aftermarket Charitable Foundation

The AACF was founded in 1959 to assist automotive aftermarket members and their families who, due to catastrophic illness or terrible accident, have exhausted all other available resources in maintaining a reasonable existence.

Second Quarter | 2018 | eNews

JOEL'S STORY



Joel Reed

Joel began working for O'Reilly Auto parts at just 15 years old. He had an almost 20-year career there before he was diagnosed with Stage IV lung cancer at 34 years old. As a young, otherwise healthy non-smoker, his diagnosis was a complete shock.

The lung cancer limited Joel's ability to do everyday activities and he was no longer able to work. With his young age and health, Joel was completely unprepared for the financial implications of his diagnosis. The prospect of managing his regular bills, his medical expenses, and taking care of his 3-year-old son Mason was overwhelming.



Joel Reed & Son

He was referred to the Automotive Aftermarket Charitable Foundation by O'Reilly's HR department as a way to help ease the financial burden he faced without the ability to work. When Joel found out he would be receiving assistance from the Foundation, a huge burden was lifted and he was able to focus on his health and enjoy life. Joel didn't have to waste time worrying about his medical expenses because of the foundations assistance Joel fought his cancer battle with bravery, always worrying about his family before himself.

The AACF's support helped him do that and his family will be forever grateful for the support provided!

Editor's Note:

Joel succumbed to his cancer in April 2018 and his sister, Keely Kropf, had written us to tell his story. He passed away before this article was published.

The family asked in lieu of flowers, donations be made to the AACF in his honor.

AACF was glad to know we were able to help Joel enjoy his last weeks with his son, family members, and friends. O'Reilly Auto Parts has been a longtime supporter of the AACF and we were happy to be there for one of their company family members.

Upcoming Events

June 13 - 14
2018 Women's Leadership Conference
Hyatt Regency | Toronto, Canada

July 20
SEMA Hall of Fame Installation & Gala
Hilton | Los Angeles, CA

Sept. 9 - 12
CAN Connect Conference
Embassy Suites | Frisco, TX

Sept. 29 - 30
Lucas Oil Off-Road Expo
Fairplex | Pomona, CA

How You Can Help

We are the only charity that enables you to help members of our industry that have nowhere else to turn. The work of the Automotive Aftermarket Charitable Foundation (AACF) is done by volunteers and a small staff, so our overhead is minimal. The AACF is a 501(c)(3) non-profit organization. Donations to AACF are tax-deductible to the extent permitted by law.

Mail your donation to:
AACF
PO Box 864520
Orlando, FL 32886-4520

Online: www.AACFi.org/donate-today





Chuck McCourt
President, McCourt Marketing Group

Board Member Spotlight - Chuck McCourt

A little about your career: What is your current position and place of employment, and how long have you been working in the industry?

I am President of McCourt Marketing Group. I have worked in the industry for 48 years.

How did you first get involved with AACF and when; why you got involved with AACF?

When a friend (Jim Ison) told me about the best kept secret in our industry. I knew then I had to be involved.

Why does giving back to AACF mean so much to you?

Giving back to AACF means so much to me because I know and have seen the help it provides to "our own", meaning our industry family in the Automotive Aftermarket.

Anything else you would like to say about the Foundation?

It is and has been a pleasure to work so closely with AACF. I have seen lives changed because of the help of AACF. I truly believe in this Foundation and am grateful to all who make it happen!

AACF Board News

We would like to welcome new board Trustee, Dean Doza. Dean is Vice President - Installer Channels at Valvoline.

Valvoline has been a supporter of the AACF and that support continues to grow with Dean's involvement. Dean is a strong influencer in the automotive aftermarket and has a passion for helping people in our industry. Dean will be a great asset to our board.

Dean is currently serving on the Foundation's Marketing, and Revenue Growth Committees.

Thank you again to all of our Board Trustees, who donate their valuable time to carry out the Foundation's mission to help those in our industry who need it most.



The Automotive Aftermarket Charitable Foundation (AACF) has launched an elite donor partner program called the AACF Champion program. AACF Champions are generous, big-hearted aftermarket brands and individuals that have committed to supporting our aftermarket families in need with a donation of \$25,000 or more.

We simply can't thank them enough. Current AACF Champion partners include Auto Care Association, AASA/MEMA, SEMA, The Group (Pronto/Federated), Standard Motor Products, and Don Smith, SEMA Hall of Fame Member. AACF Champions are recognized with a complete branding and promotional program.

Contact Joel Ayres to learn more about the AACF Champion program by calling 916-628-0271.

Awareness Partner Spotlight - O'Reilly Auto Parts

How did you first hear about the AACF?

I first heard about the AACF over a decade ago from Lynn Parker. We were working with Lynn and he told us about this fantastic organization called the AACF that was dedicated to providing help to members of the Aftermarket. We attended the annual golf tournament during AAPEX/SEMA and have been a supporter/partner ever since.

How have we been able to help your employees and/or offer support?

I want to start by thanking the AACF for consistently reaching out and seeking to find individuals who work in the Aftermarket that need help! Over the years we have had several team members that have been the unfortunate victims of natural disasters, fires, accidents, or serious illness. The AACF has always provided the help/assistance for the effected team member in their time of need. It's comforting and reassuring to know that the AACF is there to support the Aftermarket's team members.

What is your experience with the AACF and why did you chose to get involved with them?

It really started a long time ago, back in 2003-2004. As I mentioned earlier, Lynn Parker introduced us to the AACF and the rest is history. To be involved with an organization that is centered around providing assistance to people from your own industry, when they have nowhere else to turn, is truly a culture fit for our company. I have been lucky enough to hear from recipients that the AACF has had the opportunity to help and have seen what a difference the organization makes in their lives.

With the AACF it's not just about monetary assistance. It's about providing any type of help needed so whatever the situation, the recipient can get back to living everyday life and provide for their family. We have all heard the phrase "It's not a hand out, it's a hand up". Once you fully understand the organization and the impact, getting involved is easy and rewarding.

Would you recommend other Industry companies partner with the AACF and why?

Without a doubt! The AACF provides the care and support that members of the Aftermarket community need when times are the worst. We all have family members and friends that work in the Aftermarket. While we certainly always wish times were prosperous and enjoyable for everyone, the fact is that mother nature and other factors create hard times for Aftermarket team members each day. I can't stress enough how easy it is to be a AACF Partner and how ensuring that people that need help, have quick and simple access to get help is critical. More than ever, we need to continue to support the AACF and establish additional industry partners to help those in need.

Chuck Rogers
Vice President - Professional Sales
O'Reilly Auto Parts



If tragedy strikes, it usually does so without warning. And when it does, the AACF is here to help. If you or someone you know needs help, please contact us through your Human Resources Department or call us at 772-286-5500. All calls are confidential.

Awareness Partner Program

The AACF Awareness Partner Program was developed so conscientious companies can inform their employees about the help offered by The Foundation.

A current or past employee may need the assistance that only the AACF can offer. By supporting its work you are providing a benefit to employees as well as giving back to your industry.

There is no cost to join. Simply share the information about our program with your HR Department and employees.

JOIN OUR PARTNERSHIP

Contact Joel Ayres,
Executive Director
(916) 628-0271
Joel@AACFI.org



About Automotive Aftermarket Charitable Foundation (AACF)

The Automotive Aftermarket Charitable Foundation (AACF) has been helping aftermarket families turn tragedy into triumph since 1959. Like the industry, AACF is driven by passion and devoted to family. It's tough to ask for help, but when someone in the aftermarket family faces profound circumstances, AACF is there to help put the tough times in the rearview mirror. As a nonprofit, AACF accomplishes its mission through the support of generous donors, awareness partners and dedicated volunteers.

To learn more, visit www.AftermarketCharity.org.

To donate, visit <http://bit.ly/AACF-Cares>.

To apply for help, visit <http://bit.ly/AACF-get-help>.

The AACF is a not-for-profit organization.

For more information:
www.AftermarketCharity.org

CONTACT AACF FOR MORE INFORMATION

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