



# TADA

Texas Automobile Dealers Association

## Texas Franchised Motor Vehicle Dealerships Impact More Than the Economy

By Elise Hough, CEO of Easter Seals Greater Houston

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Franchised motor vehicle dealers are invested in Texas communities. Even more, they are invested in people – children, single mothers and fathers, veterans, students, the unemployed, the elderly and our homeless. Their impact stretches far beyond dollars and cents. Dealers and their employees donate thousands of hours of volunteer time creating a community of giving that continues generation to generation.

Charitable organizations like Easter Seals are able to serve our constituencies because of the tremendous support from the private sector, and most notable among them, franchised dealers. We count on franchised dealers to donate thousands of volunteer hours and millions of dollars each year to local charities across the state. I, along with many other leaders in the nonprofit community, worry that threatening the franchised dealer system could have a negative impact on their ability to give back and our good work.

The financial impact by franchised dealers to Texas non-profits is staggering. Collectively, Texas franchised dealerships invest nearly \$50 million into local Texas communities each year, with the average dealer contribution being \$40,100.

While financial support is a critical need among charities, donating time is invaluable. Franchised dealers understand the importance of engaging in their community. They make volunteerism a priority and encourage their employees to be active citizens in their communities. Dealership employees are active members in their communities, serving on city councils, school and non-profit boards, coaching little league teams and volunteering at local churches. Franchised dealers take pride in their communities and work every day to make a difference. Franchised dealers are community leaders and set a high standard of involvement for other businesses.

The average franchised dealership will volunteer over 100 hours each year, with dealerships across the state averaging over 135,000 hours. More than 70% of dealership employee are involved in their local school, churches and little league organizations. The numbers are incredible, but they only tell part of the story.

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The real stories lie with the people whose lives are impacted by dealers' generosity - the parents who are able to obtain the resources and job training in order to provide a better life for their children, the children who are given the proper tools to succeed in school, and the families that are able to put nutritious food on the dinner table. These are our neighbors, co-workers, and students. These are our fellow Texans. These are the people for which we advocate. I believe it is in our best interest as a state to oppose legislation that threatens an industry that has such a positive impact to people in need and their local communities.

I stand up not only for franchised dealers, but also for the millions of lives impacted by franchised dealers' work and generosity.

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