

Dedicated to making a *significant* difference
for people and communities in times of need



ASSOCIA  CARESSM

Associa Cares is a non-profit 501(c)3
organization created to assist families and
communities in crisis as a result of natural
and man-made disasters.

Associa Cares' sole mission is to make a significant difference in communities across North America by providing essential goods and services to individuals in need.

■ Helping communities, helping people



Associa Cares is a non-profit charity that supports families and communities in times of crisis. Associa Cares is comprised

of a volunteer staff who serve on national and local committees.

Associa Cares operates off of the tax deductible donations of Associa employees

and concerned citizens who live in communities all across America. Designed to help both Associa and non-Associa managed communities, Associa Cares volunteers aid in the raising of financial resources and administer those resources to people in need as a result of natural and man-made disasters. This brochure attempts to outline the structure, needs, and goals of Associa Cares.

■ Operating Structure



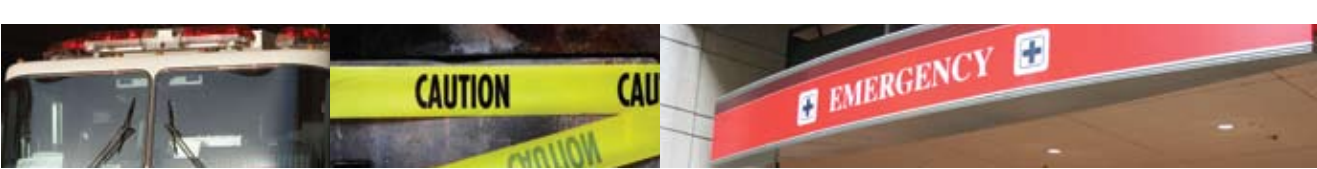
Associa Cares relies on a network of Associa and non-Associa volunteers. The Associa Cares operational structure helps

ensure that the overwhelming majority of each dollar donated goes directly to those in need; therefore, the Associa Cares operational budget includes only a minimal amount of administrative expenses.

There are three levels of participation in Associa Cares' operations: the Company Committee, the National Committee, and the Board of Directors. The Company Committee is comprised of volunteers from each Associa Member Company. The

National Committee approves and/or recommends for approval requests for disaster relief funds. The Board of Directors creates guiding policies and procedures, reviews financial operations, and approves budgets.

All positions are non-compensated and staffed by volunteers who serve under strict legal and ethical standards, at all times upholding good business judgment and demonstrating a passion for helping those in need. Additionally, all volunteers help raise community awareness of Associa Cares through public relations and education campaigns in order to foster stronger fundraising for the support of those in need.



■ Fundraising



Charitable donations are the financial driver of Associa Cares and its work. As a non-profit 501(c)3 organization, donations to Associa Cares are tax deductible. Associa Cares organizes events across the country to generate funds to assist those in need as a result of natural and man-made disasters. National Committee members create and coordinate national fundraising events; Company Committee members implement those national events and promote local local fundraising activities as well.

Donations can be made online, anytime at www.associacares.com or by mailing a check to Associa Cares.

■ Responding to Those in Need



The Associa Cares disaster response program is designed to provide timely and prompt response to those in need. Company committees seek out response opportunities for Associa Cares and request assistance from the National Committee. The National Committee then responds in a timely manner proportionate to the nature of the need with the distribution of Associa Cares resources.

For each qualifying Associa Cares request, the Company Committee provides the National Committee with the following:

- Description of the situation
- Narrative on the individuals affected
- Detailed request of resources needed
- Explanation on how money or resources will be distributed and used

■ Testimonial

Associa Cares has already helped many families and communities, making a difference in times of need. Responding with help from fires, flooding, and other disasters, Associa Cares is making an impact. The following letter excerpt is from a victim of the California wild fires from 2007:

“Let me take this opportunity to thank Associa Cares for their efforts in helping my family and me. Your generosity ... will go a long way in helping us recover from our loss during last year’s wild fires. I was amazed at how many people you work with and only know on a professional basis, yet rallied [to our cause] in our time of need. ...My family is deeply grateful for all you have done.”

■ Financial Transparency

Associa Cares maintains its financial records according to IRS regulations pertinent to 501(c)3 non-profit organizations. Associa Cares makes available its year-end financial reports on the publicly accessible portion of its website, www.associacares.com.

■ Note from Associa's Chairman and CEO John Carona



"We established Associa Cares to help those in need when they most need it. Individuals and communities across the United States find themselves in crisis as a result of natural or man-made disasters, and we hope to help them recover as quickly as possible.

"The incredible people of Associa nationwide help Associa Cares make a difference to these victims' lives. At Associa, we measure success on how we can positively affect people, neighborhoods, and communities during their most challenging times. We hope we can count on your support in helping Associa Cares make a difference and help others."



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