



**AUTOTRADER.COM MADE A COMMITMENT.**

## Community Relations report led to an increase in employee volunteerism.

**CHALLENGE** » AutoTrader.com, the #1 auto marketplace in the country, needed a publication that celebrated its dedication to community service in 2007 and inspired continued volunteerism in 2008.

**SOLUTION** » Soloflight developed a 28-page book around the theme – “It All Adds Up.” Our goal: tell how the cumulative volunteering efforts of employees positively impacted individuals and communities in 2007. The unconventionally designed book was die cut, bound and served as two books in one. The upper book had the look and feel of an annual report, while the lower book stressed the importance of volunteering, reinforced the beliefs of current volunteers, and urged non-volunteers to get involved. The lower book, once separated from the upper book, also served as a tool for employees to record and track volunteer opportunities throughout the year.

**RESULTS** » The AutoTrader.com Community Relations report was well received by employees and community organizations. By showing the benefit to the community, and how fun it is to work together, the report sparked conversation and inspired greater involvement.

**COMMUNITY PARTNERS**

**Dr. Lyle Henson's Research Institute**

For nearly a decade, our partnership with Dr. Lyle Henson's Research Institute has been a great example of how two organizations can work together to make a difference in the lives of children and their families. Dr. Lyle Henson's Research Institute is a leading research organization in the field of pediatric research. We have worked closely with the Institute on a variety of projects, including research on the impact of early childhood education on long-term outcomes. We are currently working on a project to support the Institute's research on the impact of early childhood education on long-term outcomes. We are currently working on a project to support the Institute's research on the impact of early childhood education on long-term outcomes.

**LEARNERS & LEARNING SOCIETY**

Our partnership with the California Learning Society began with a request from one of our employees. He was already involved with the organization and its mission, so he asked if AEC could be interested in getting involved. Once we learned more about the organization, we realized it offered a way for many of our employees to make a difference in the lives of children and their families. These children are poor and often live in unsafe conditions. We are currently working on a project to support the organization's research on the impact of early childhood education on long-term outcomes. We are currently working on a project to support the organization's research on the impact of early childhood education on long-term outcomes.

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