

# Keep on giving

Need ideas? Cloister Wash & Lube has plenty of ways you can give back to your community.

Cloister Wash & Lube, with four locations based in Ephrata, PA, is well known in the carwash industry for the innovations that have led to its success. But the carwash chain that made “people mover” conveyors famous and has its own company-designed motorcycle wash is also well-known for its inventive commitment to community and charity.

Cloister’s community contributions are clever, creative and numerous — just like its carwash innovations. The company makes a point to establish a relationship with each of the four communities that its locations are based in — and in each community it tries to give back in several ways. These programs have served as inspiration to other carwash operators, like Mark Curtis, CEO of Splash Car Wash, who is also included in this Industry Leaders profile.

## Charitable causes

The hallmark of Cloister’s support to the community is the company’s highly successful fundraising program. Started in 1994, Cloister has been able to help almost 3,000 organizations raise money. To date, non-profit organizations have benefited from approximately \$4,600,000 in fundraising carwash sales, 50 percent of which (or an excess of \$2,300,000) has gone to charities.

Cloister also rewards charities that do

well by upping the ante after a successful fundraiser. If a charity group sells \$50,000 in carwashes, they receive 100 percent of the sales money during the next fundraiser.

Cloister’s support of community groups also extends to carwash coupon donations. Since 2003, the chain has given nearly \$45,000 worth of coupons to organizations that request them within the community. This year, the company also donated 500 baseball tickets to the Make-A-Wish foundation. The charities that receive the coupons are able to use them in whatever way most helps them raise money and awareness, from raffles to give-a-ways.

## Giving back to those who serve

Cloister is extremely focused on the organizations that serve the four communities in which it has locations and has launched a community relations campaign in order to help these causes.

In 2007, Cloister donated a beautifully conditioned and outfitted Emergency Services Vehicle to the Ephrata Police Department. It is now used for SWAT (Special Weapons and Tactics) and emergency services deployment. Also in 2007, Cloister distributed free carwash coupons to the surrounding township firefighters that serve its communities.

One of the company’s biggest efforts is

Grace for Vets, a program started to honor our country’s veterans on Veterans Day. To mark this important day, the chain gives away free carwashes to veterans and active service personnel — no questions asked. Cloister proudly thanks these men and women for their service to our country and washes their car for free.

Cloister’s has extended the Grace for Vets program to other carwash operators across the country and enjoyed a successful national launch last year.

## A tie to the community

Cloister also supports its community with the following efforts:

- Each year, the chain gives thousands of coupons to teachers in its community school districts and also to local hospital staff;
- Cloister employees participate in the American Cancer Society’s Relay For Life with a full team to raise money and awareness for cancer research;
- The company runs a successful Children’s Miracle Network “Change Bandit” campaign every February. Cloister collects change at all of its locations, donates free carwashes for online auctions and volunteers to answer the phones as a team for the local Children’s Miracle Network radio-thon;
- This year, Cloister is the Corporate Chair for a regional Juvenile Diabetes Research Foundation Walk to Cure Diabetes.

All of these efforts solidify the company’s commitment to the community and promote loyalty from their customers. “Doing the right thing and being a good community citizen makes sure that we give back to the community that supports us,” explains Diann Roffe, director of business development for Cloister. “We have always said, ‘Feel good ... drive a Cloister clean car!’ By practicing community goodwill, we make sure that people always think highly of us and feel good about being our customers.”

