

MARCH CORPORATE PARTNER SPOTLIGHT Apple Autos



THE LINK'S MARCH SPOTLIGHT:



Tell us a little about your organization/business and how you got connected to The Link?

We've always said that it's about more than just cars at Apple Autos, and community involvement is one of the primary pillars we built our brand on. In 2003, Jana's Fund was founded, in memory of Jana Gulbrandson, who passed away in 1996 at age 14. Jana was known for her compassion towards others and always rooted for the underdog. The mission of the fund is to honor Jana's memory by providing grants to organizations that support childhood health, wellness and education. Today, Apple Autos has donated over \$350,000 to organizations that support kids.

In 2019, we were thinking about adding a new charity to add to our annual holiday Give Back to Kids Event when I was approached by Megan Voronyak from the Link. She often drove by our dealership on her commute to The Link's Apple Valley drop-in center, and decided to see if we'd be interested in sponsoring an upcoming event. When we heard about the Link's heartbeat and mission to help local youth and young families overcome the impacts of poverty and social injustice, we couldn't say yes fast enough!

What has been the collaboration with The Link and was there a favorite part/story?

In the last 2 years, we have partnered with the Link for two consecutive Give Back to Kids Holiday Events, and sponsored The Link's annual fundraising events. We look forward to being involved in many more...hopefully in person again soon! Back in 2019, I was able to tour the drop-in center in Apple Valley and see first hand the type of support The Link provides to at risk youth, it was a very eye-opening experience and I am proud to support an organization that is doing such important work right in our backyard.

What would be your dream project be with The Link in the future?

A dream project we'd have with the Link might include a large fundraising event at our dealership, or the opportunity to have larger employee volunteer events in the future. We would also love to find ways that Apple Autos could be a resource for youth to gain hands on experience in the automotive industry, or gain access to professional mentors.