

***Johnny Baxter  
Carriage House Foundation***

**Your opportunity to help...**

If you support the mission, purpose, priorities or programs of the Johnny Baxter Carriage House Foundation, you can assist in its work through a tax deductible contribution. Planned giving through estate planning or charitable remainder trusts can be arranged. The Foundation also solicits grants from other public or private foundations.

A BOOK OF MEMORY is on display at the offices of the Foundation, which accepts contributions in the name of deceased friends or loved ones.

***Johnny Baxter  
Carriage House Foundation***

**Its mission...**

"To increase consumer confidence in new car and truck sales and service through the development of educational and image enhancement programs for franchised automobile and truck dealers."

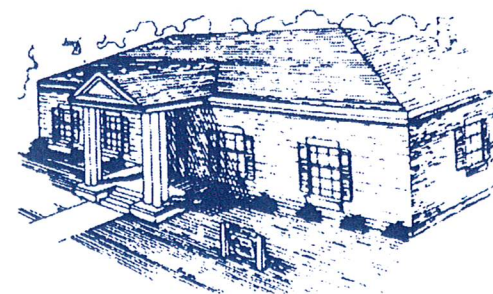
For more information on programs and giving opportunities contact:

**Johnny Baxter  
Carriage House  
Foundation**

701 South 13th Street  
Lincoln, Nebraska 68508  
(402) 475-1079

***Johnny Baxter  
Carriage House Foundation***

**The Charitable and  
Educational arm of  
Nebraska's franchised  
automobile and truck  
dealers.**



## ***Johnny Baxter Carriage House Foundation***

### **Its origins and purpose...**

In 1984, the men and women who comprised the franchised automobile and truck dealers of Nebraska resolved to create an organization whose dedicated purpose includes the use of charitable and education activities to enhance their industry.

Through the efforts of the Nebraska New Car & Truck Dealers Association, the Johnny Baxter Carriage House Foundation exists as a 501(c)(3) exempt private foundation capable of receiving tax deductible contributions to provide the funding and create the programs necessary to accomplish the dealers' purpose.



Mr. John Baxter was a founder and the major contributor of the foundation.

*The Board of Directors has thus far identified three priorities to be addressed through funded programs.*

## ***Johnny Baxter Carriage House Foundation***

### **Its priorities...**

- Help to increase the number of trained and qualified service technicians in Nebraska
- Help to improve the dealers' public image.
- Help the dealers' maintain high business standards through continuing education in all phases of dealership operations.

### **and its programs...**

## **SCHOLARSHIPS**

To address the priority for more trained service technicians, a program of annual scholarships for students in automotive related studies at the State's six Technical Community Colleges has been established.

### **Planned programs include:**

An ongoing statewide public relations campaign accentuating the positive contributions dealers make to their communities  
and  
an ongoing series of educational seminars for dealers with industry recognized leaders speaking on critical business, management, financial and legal topics.