



# A Team Effort

Mister Transmission drives fundraising campaign for breast cancer research



Members of the Mister Transmission team ready to Run for the Cure.

to reach our goal to make this happen.” The franchisees met and then surpassed their goal, so Moore walked the race with pink hair. “It was a great laugh for everyone,” recalls Dodaro.

A big part of the fundraising efforts centered on Doug Wallace. He was one of the partners who oversaw Mister Transmission’s operations and was passionate about aligning the brand with a charity. Sadly, he passed away very suddenly in 2014 as fundraising efforts were underway. Wallace “truly wanted us to leverage our brand power and size to give back,” says Dodaro. “It was a hard time and shocking for everyone. But it brought everyone in the company together

Mister Transmission has paired up with the Canadian Breast Cancer Foundation to raise funds for breast cancer research – a cause near to the hearts of many Mister Transmission franchisees and employees. “We had a few franchisees whose family members had suffered from breast cancer and so they had experienced it firsthand. When we were looking for a charity to connect with we sent out a survey and everybody voted on the one that they preferred. They chose the Canadian Breast Cancer Foundation and it turned out to be the right charity for us.” says Belinda Dodaro, Marketing and Communications Coordinator for Mister Transmission.

Between May and October of 2014, Mister Transmission pledged to raise \$50,000 for the CIBC Run for the Cure event, in support of the Canadian Breast Cancer Foundation. “It was our first year aligning with a national brand that raises money for a cause. We ended up surpassing our goal and raising just over \$80,000 for the foundation,” notes Dodaro.

To start things off, head office provided franchisees with signage for their shops, materials to hand out, and support with fundraising. “We reached out to members of the community and business partners for support. Franchisees did their part by asking customers to donate or join their team. Some shops held bake sales and car washes to help raise funds,” Dodaro explains. Participating locations had their own team walking or running in the race, as well as a head office team.

A level of excitement was added when Randy Moore, President and CEO, agreed to dye his hair pink if franchisees reached their fundraising goal by August 31, 2014. “The franchisees rallied up and put in extra effort

and we received an abundance of support from the people around us. We wanted to make Doug proud and I strongly believe we did.”

Last year’s run and campaign was such a success that the company has committed to participate again in 2015. Mister Transmission has set the same goal but is already aiming to exceed it. “This is just the beginning, we hope to continue our partnership and grow to become one of their key sponsors,” says Dodaro.

Mister Transmission also works with others causes and organizations throughout the year, including the Automotive Industry Association (AIA) of Canada, the Automotive Business School of Canada at Georgian College, the Fire Fighters Association, and the Ontario Provincial Police Association, as board members and sponsors.

“We’ve been around for over 50 years as a company, and we are in a place where we can really help a cause,” Dodaro says. “We realized that we could be giving back and we made the effort. We want to make a difference.”



Mister Transmission President & CEO Randy Moore (left) presents a cheque to the Canadian Breast Cancer Foundation.