

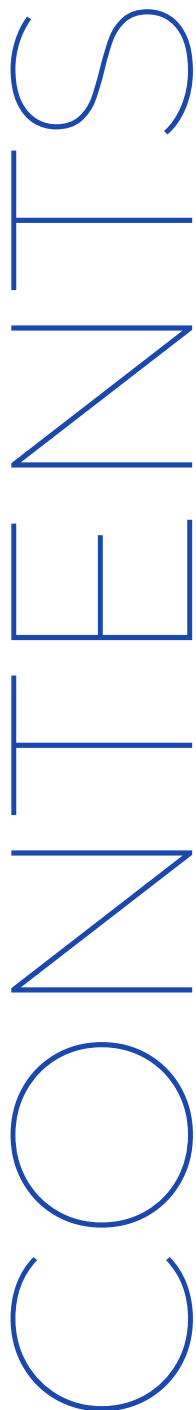
ANNUAL REPORT



2024

WWW.ITNAMERICA.ORG

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LETTER FROM THE BOARD CHAIR & THE CEO

2024 has been another amazing year of growth for ITNAmerica and our national network of transportation providers. Our network now includes 8 ITN Affiliates, 18 ITNCountry communities, and 67 Trusted Transportation Providers. With continued support from Regeneron Pharmaceuticals, our network has delivered 132,000 free or discounted eye health care rides. We are grateful for in-kind support from Esri and Salesforce.

Three foundations have supported our technology development this year: the Consumer Technology Association Foundation funded a help system for the ITNRides software. The NextFifty Foundation funded the entire website destination for the America's Volunteer Driver Center public information campaign. And the CareQuest Institute funded a data analysis of all 1.6 million rides in our new Salesforce research database to identify the connection between transportation and the social determinants of health. US Senators Susan Collins and Angus King again supported a \$1 million grant to continue to plan America's Volunteer Driver Center.

These efforts alone would have made 2024 a full and rewarding year, but ITNAmerica staff also launched the inaugural meeting of the Leadership Roundtable for America's Volunteer Driver Center. The Roundtable brings together leaders from business and industry, government at all levels, and philanthropies with a mission to improve the lives of older adults. With help from the Federal Transit Administration and technical support from the Centers for Disease Control and Prevention, ITNAmerica has received favorable reviews for the national public information campaign to change the way Americans think about and support transportation for older adults and people with mobility challenges. The year ahead includes plans to launch a campaign to recruit 150,000 volunteer drivers for more than 1,000 nonprofit transportation providers. ITNAmerica is rebuilding the organization's website, which will bring all programs together under a unified identity.

ITNAmerica added three critically important staff positions—a Research Director, a Marketing Manager and a Community Outreach Manager. We welcomed David Young to the national Board and thank Dave Melton for serving as our chair for five years.

With warmest thanks to the 93 transportation services in our national network, to our dedicated Board, Council and staff, and especially to the donors, foundations and industry partners without whose help we could not do this work.

We wish you good health and good fortune in the year ahead,



Ann Dellinger
Board Chair

Katherine Freund
President & CEO



TECHNOLOGY

The Information Technology (IT) department leaned into a renewed focus on optimizing the usability of the flagship software platform, ITNRides, implementing numerous initiatives including a successful pre-screening tool for activating riders and drivers. Another exciting usability initiative which leverages Artificial Intelligence (AI), is the development of an AI-powered chatbot to help ITNRides users. The chatbot will be deployed in early 2025. The team is also developing an AI-based web crawler to gather data for the Rides in Sight database (a free online search engine for transportation options). The web crawler will greatly improve efficiency, cutting many months off the data-update cycle for the national transportation database.

Working with the Technology Mindz development team in India, the IT department, designed and built the technology infrastructure for America's Volunteer Driver Center (AVDC). This compelling project includes new websites for AVDC and ITNAmerica, as well as new Salesforce community portals for AVDC volunteer drivers and transportation providers. The website and portals will be the destination for the national public information campaign to recruit volunteer drivers for community transportation providers across the country.

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“I always know I have a ride when I need it.” - ITN Rider

2023 Customer Satisfaction Survey

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TECHNOLOGY

The IT team also supported the national volunteer recruitment campaign by implementing Salesforce Marketing Account Engagement (aka Pardot). This powerful marketing tool is now supporting ITNAmerica’s outreach efforts for AVDC, as well as ITNCountry and the Rides in Sight application provider interface (API). The AVDC work was supported by grants from the NextFifty Foundation and the Consumer Technology Association Foundation.

In another grant-funded project, from the CareQuest Institute, the team migrated all of the legacy ITNRides data from thirty-two databases to the single multi-tenant database in Salesforce. This important work lays the foundation for many future research projects, including planning the longitudinal study of older adult mobility for which this grant was awarded.

Finally, ITNAmerica was awarded a new grant from the NextFifty Foundation to build three new modules in ITNRides over the next two years. These modules will support Group Rides to move groups of people from a shared location, Ancillary services, such as errands or assistance with domestic needs and the Community and Business portal to support community outreach efforts and self-service management of community programs such as Ride Services and Healthy Miles.

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“I knew I would be safe. I was relieved to have a driver when I couldn’t drive.” - ITN Rider

2023 Customer Satisfaction Survey

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EDUCATION

Each new community that joins the ITNAmerica network receives comprehensive training. Weekly training meetings are devoted to ITN programs, ITNRides software, and operating a transportation service. In 2024, ITNAmerica welcomed seven new communities, as well as advising four communities planning new transportation programs.

New transportation providers learned about programs to increase sustainability and build collaboration in their communities. The most popular program in which the new communities participated this year was Ride Services, which allows third-party payors and community organizations to pay for rides provided to their members. The flexibility in implementing the program, easy-to-use materials, and automations available in the software allowed sites to successfully implement Rides Services with healthcare partners, assisted living centers, and with private and public funding sources.

Looking ahead to next year, ITNAmerica will continue to improve the online support and resource site, Community in the Cloud. Based on user feedback, plans include streamlining the site to make materials easier to find.

AMERICA'S VOLUNTEER DRIVER CENTER



This year, ITNAmerica made strong progress planning, advancing, and preparing for the America's Volunteer Driver Center public information campaign. America's Volunteer Driver Center aims to revolutionize how Americans think about and support transportation for older adults, and aims to become as vital to volunteer driver recruitment as the Red Cross is to blood donation.

By year-end, ITNAmerica will complete the volunteer driver website, which will introduce volunteer drivers to nonprofit transportation providers across the country. Its development involved extensive stakeholder engagement, with dozens of individual and group interviews conducted across multiple rounds. The resulting user-friendly system places the needs of volunteer drivers and nonprofit providers at its core. ITNAmerica implemented text messaging technology to enhance communication with these user groups.

In November 2024, ITNAmerica convened the inaugural quarterly Leadership Roundtable meeting, bringing together leaders from all three sectors of the economy—business, nonprofit and philanthropy, and government at all levels. The Leadership Roundtable offers strategic guidance and support for the campaign, ensuring its effectiveness, sustainability and alignment with broader goals.

In planning the public information campaign, ITNAmerica conducted ten case studies—five on national volunteer recruitment efforts and five on public information campaigns—to gain insight into sustainability, cost, effectiveness, and strategy for AVDC. Following this research, AVDC finalized a sustainability plan that identifies potential supporters and diversified revenue sources for long-term success.

Looking ahead to 2025, ITNAmerica will collaborate with a marketing firm to develop and test messaging for the campaign, which aims to recruit 150,000 volunteers to support over 1,000 nonprofit transportation providers.

America's Volunteer Driver Center receives broad support. US Senators Susan Collins and Angus King directed \$2 million of public support to fund a comprehensive plan for this national effort, including an environmental scan and plans for marketing, technology, and sustainability. America's Volunteer Driver Center received private support for technology development from the NextFifty Foundation and the Consumer Technology Association Foundation, and it also receives technical support from the Centers for Disease Control and Prevention and administrative support from the Federal Transit Administration.



TRANSPORTATION SERVICES

The ITNAmerica Transportation Services network includes ITN Affiliates, ITN*Country* communities and the Trusted Transportation Partners (TTPs).

ITN Affiliates

The ITNAmerica affiliate network has once again highlighted the value of ITN services within their respective communities. The fiscal year ending June 2024 saw half of affiliates experiencing year-over-year growth. Three affiliates marked significant milestones during the year. ITN*Gateway* and ITN*Bluegrass* surpassed an impressive 125,000 rides each, while ITN*MontereyCounty* reached the 100,000-ride milestone. To commemorate this achievement, ITN*MontereyCounty* hosted a special celebration at the Laguna Seca racetrack in October, underscoring the impact of their efforts in providing transportation solutions.

ITN*Portland*
Maine
375,876 rides

ITN*Bluegrass*
Lexington, KY
125,417 rides

ITN*Gateway*
Missouri
130,580 rides

ITN*Monterey*
California
98,547 rides

ITN*LehighValley*
Pennsylvania
59,943 rides

ITN*CentralCT*
West Hartford
28,868 rides

ITN*Memphis*
Tennessee
17,096 rides

ITN*CentralOK*
Oklahoma City
11,842 rides

TRANSPORTATION SERVICES

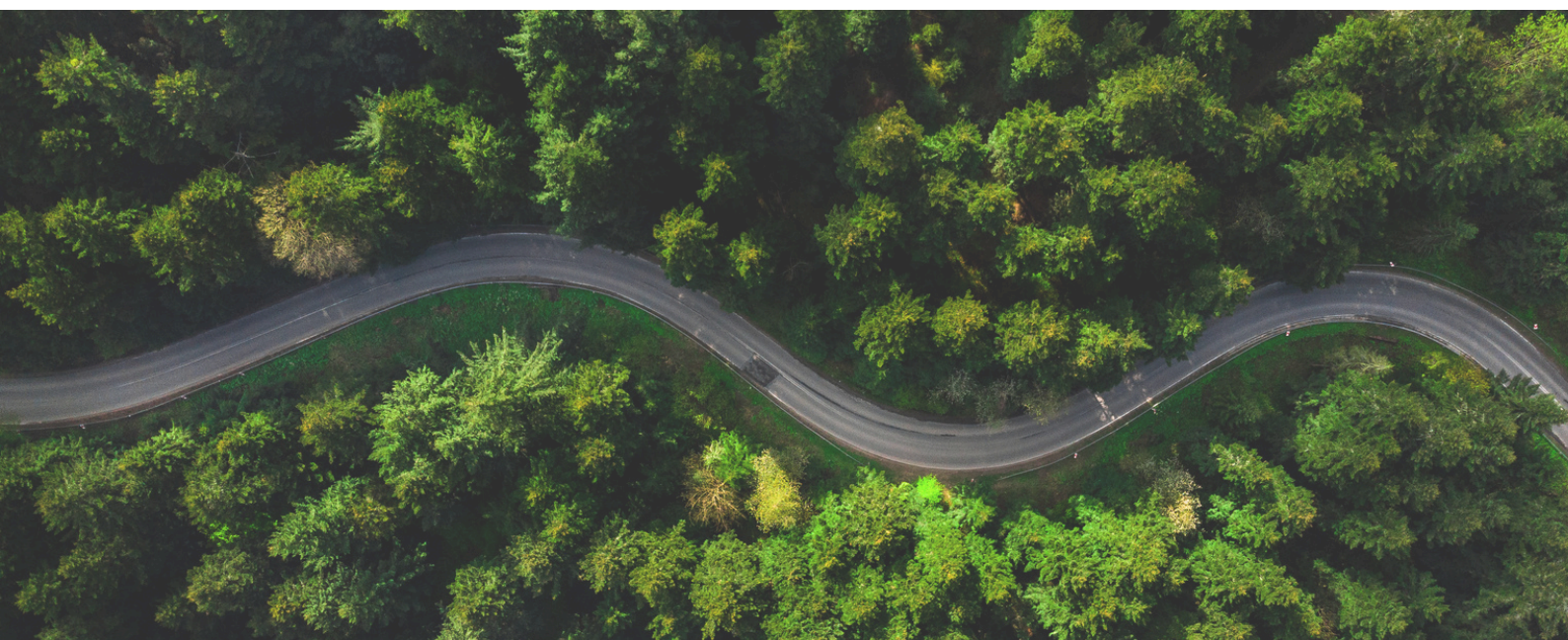


ITN*Country* network transportation providers are nonprofits and municipalities that provide community-based transportation programs with volunteer drivers. These community-based transportation services have access to all ITN programs, technology, and support while maintaining their individual identity and local parameters.

The ITN*Country* network continued to grow this year. In 2024 we welcomed the following new sites to ITN*Country*:

- Age Friendly Windham - Windham, ME
- Chrisma Chariots - Silver Spring, MD
- Lions Disability Transport Service - Cheyenne, WY
- 50 Forward Mohawk Valley - Utica, NY
- Interfaith Caregivers - New Haven, CT
- Interfaith Caregivers - Haddonfield, NJ
- Eastside Neighbors Volunteer Program - Tucson, AZ
- Southern Tier Healthcare Systems - Olean, NY

ITN*Country* communities have provided more than 40,000 rides to older adults and people with mobility challenges in some of the most challenging rural locations in the country. With this success, the future looks brighter for steadily improving mobility in these communities and the growing national network.



TRANSPORTATION SERVICES



Free & Discounted Eye Care Rides

ITNAmerica's national network of nonprofit transportation providers, which includes 8 ITN Affiliates, 18 ITNCountry communities, and 67 Trusted Transportation Providers (TTPs), provided 18,544 free or subsidized rides to medical eye care appointments in 2024, lifting a tremendous burden for those who might otherwise struggle to receive critical treatments.

18,544

Free or subsidized rides.

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“I don't have to worry about getting to my appointment. Thank you from the bottom of my heart.” - ITN Rider

2023 Customer Satisfaction Survey

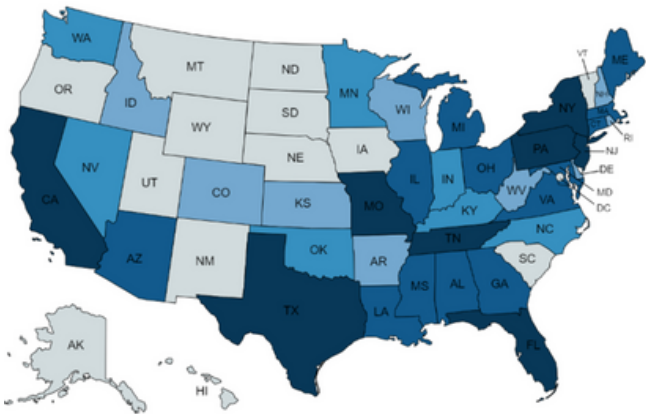
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Rides in Sight

Rides in Sight (RIS) is ITNAmerica's searchable online database for information on all transportation services for older adults and people with special mobility needs in the US. It is available to the public at www.ridesinsight.org. There is also a toll-free hotline available to help people who prefer telephone support (855-60-RIDES).

Assisted callers from 48 States:

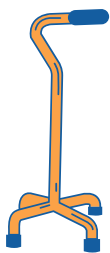
- California
 - Texas
 - Tennessee
 - New York
 - Florida
- Top 5 States for Call Volume



87% of callers received at least one transportation referral



66% of callers received two or more transportation referrals



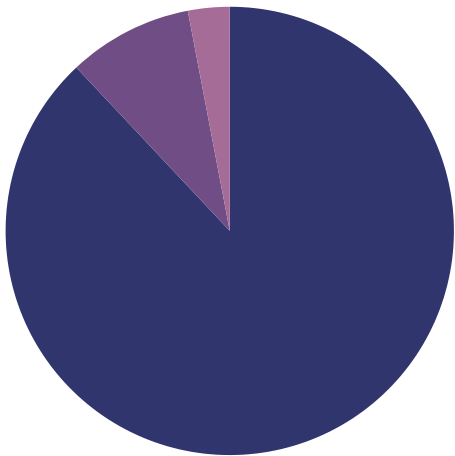
34% of callers use a mobility device

16% of callers reported a visual impairment



Categories of Callers

Calling for Friend or Family
9%



Calling for self
88%

The average age of a Rides In Sight caller was 72.
The oldest caller was 99.



ANNUAL MEETINGS & EVENTS

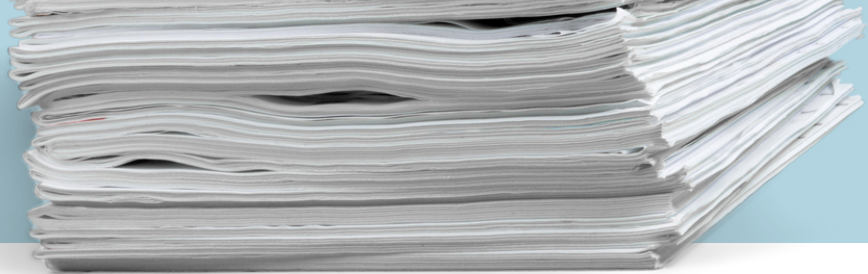


ITNAmerica's 17th Annual Meeting

The 17th Annual Meeting brought together participants from across the nation for an enriching and collaborative in-person event in Portland, Maine in November 2024. This gathering served as a vital forum for ITNAmerica's members, staff and board to connect, exchange ideas, and strengthen their collective efforts to provide sustainable, community-based transportation solutions. Highlights included inspiring keynote presentations on autonomous vehicles for under-served populations and creative thinking for breakthrough communication, informative workshops, and networking opportunities that reinforced ITNAmerica's commitment to lifelong mobility. The meeting exemplified the power of collaboration, energizing attendees to continue building a robust national network of nonprofit transportation providers.

Annual Philanthropic Collaborative

The 4th Annual ITNAmerica Philanthropic Collaborative convened 146 registrants from across sectors, including philanthropy, business, healthcare, and government, to address unmet transportation needs for older adults. This virtual event focused on the transformative potential of America's Volunteer Driver Center and the importance of public information campaigns to change the way Americans think about and support mobility for older adults. Keynote speakers Mark Rosekind, former Administrator of National Highway Traffic Safety and Marvin Waldman, former Creative Director for Young & Rubicam, and community stakeholders with compelling stories underscored the importance of these efforts. The Collaborative continues to inspire cross-sector partnerships that advance ITNAmerica's mission to build healthier, stronger, and more connected communities through innovative transportation solutions.



The Research Department is ITNAmerica’s quiet, reliable, underlying strength. A social enterprise committed to continuous improvement, ITNAmerica has built a 178-field research database within the ITNRides software that has now supported more than 1.6 million rides for older adults and people with mobility challenges. All ITNAmerica programs, software applications and enhancements derive from the research performed to understand the needs of ITNAmerica’s stakeholders—riders, volunteers, transportation providers, and community organizations that rely upon the transportation services in the national network.

Every person who rides with ITN affiliates and ITNCountry communities, and every volunteer driver who helps to provide their rides, signs an informed consent acknowledging the data from their rides will become part of the nonprofit database so social research can learn how to better serve riders, volunteers and other program participants. Always maintaining strict confidentiality, ITNAmerica has now built the largest, most detailed database of its kind. The goal is to enable social scientists to study mobility for this large and growing population which, by 2030, will comprise 20% of the national population. The Centers for Disease Control and Prevention uses ITNAmerica’s rides database for research.

In addition to annual customer and volunteer satisfaction surveys, whose most recent results appear below, ITNAmerica’s Research Department conducts social research with support from charitable foundations interested in transportation and mobility for populations in need.

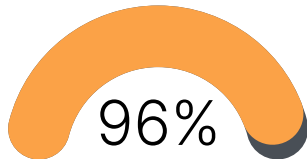
In 2024, the CareQuest Institute awarded a grant to ITNAmerica to study the connection between transportation and the social determinants of health, with an emphasis on oral health. The one-year grant supports the migration of all ITNRides databases to the multi-tenant Salesforce database. The next step in the project is to analyze the data to learn which variables are associated with access to healthcare, especially oral healthcare. Finally, the CareQuest Institute grant supports planning a longitudinal research project to study riders over time.

A survey provides information about participants at a certain point in time, but a longitudinal study allows researchers to follow individual behavior for years and provides insights into motivations, decisions and actions not possible to observe at a single point in time. Longitudinal studies are often prohibitively expensive, but for the research-oriented system ITNAmerica has worked 30 years to develop, the opportunity for cost-effective longitudinal research is our DNA.

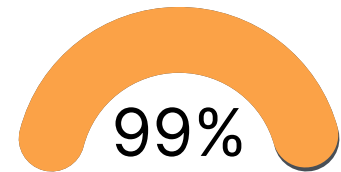
CUSTOMER SATISFACTION SURVEY

Results from the 2023 survey of ITN riders

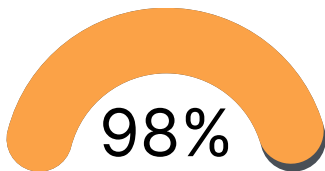
96% of riders rated their experience with the service as "excellent" or "very good."



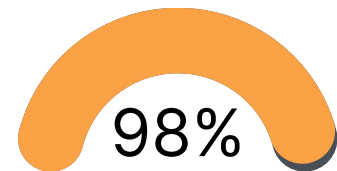
More than 99% of customers said that using ITN has made life easier.



98% of riders always felt safe riding with ITN.



More than 98% of riders said they were always or often dropped off on time.



Respondents:

- 83% female
- 45% over the age of 85
- 36% household income of less than \$25k
- 47% currently have a drivers license
- 24% currently drive
- 33% own a vehicle

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“ITN has helped me so much. It has given a big break for my family and friends, and I make my own appointments. It makes me feel more independent.” – ITN Rider

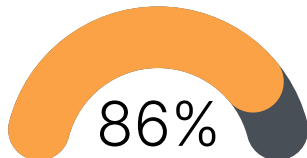
2023 Customer Satisfaction Survey

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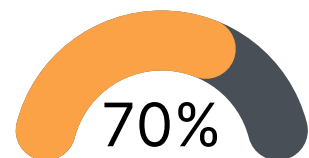
VOLUNTEER SATISFACTION SURVEY

Results from the 2023 survey of ITN volunteers

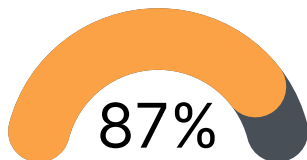
86% of drivers rated their experience with the service as "excellent" or "very good."



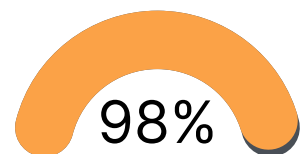
70% of respondents indicated that volunteering impacted their quality of life either moderately, quite a bit, or extremely.



87% volunteered to help older people, showing commitment to ITN's mission.



98% were satisfied with their ride scheduling process. 100% felt well-supported by dispatchers, with a return to pre-pandemic satisfaction levels.



Drivers:

- Gender: 57% Female, 43% Male
- Age: 53% are aged 65-74, 21% are aged 75 or older
- Income: 58% have a household income of \$100,000 or more
- Education: 74% hold a Bachelor's degree or higher
- Employment: 75% are retired, while 10% are employed full-time
- Years of Service: 68% have volunteered for two or more years
- Frequency: 78% volunteer at least once a week

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“It’s not about me. It’s about helping people who need help. The satisfaction from giving back and seeing the smiles on their faces makes it all worthwhile.” – ITN Volunteer

2023 Volunteer Satisfaction Survey

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FINANCIAL REVIEW

Fiscal Year 7/1/2023 to 6/30/2024

CURRENT ASSETS

Cash & Equivalents	\$591,640
Fixed Assets	\$788,591
Total Assets	\$1,380,231

LIABILITIES AND NET ASSETS

Liabilities	\$695,904
Net Assets - Unrestricted	\$659,327
Net Assets - Restricted	\$25,000
Total Liabilities & Net Assets	\$1,380,231

REVENUE AND SUPPORT

Contributions and Grants	\$1,564,030
Affiliate and ITN <i>Country</i> Fees	\$120,475
Total Revenue & Support	\$1,684,505

EXPENSES

Program Services & Development	\$1,298,736
Management & General	\$32,374
Technology Maintenance & Development	\$352,544
Total Expenses	\$1,683,654

Annual Change in Net Assets **\$851**



Special Thanks

ITNAmerica extends heartfelt thanks to the donors, Board of Directors, Council of Advisors, staff, supporters, the Leadership Roundtable, and the Advisory Council for America's Volunteer Driver Center.

ITNAmerica's supporters include:

U.S. Senator Susan Collins
U.S. Senator Angus King
CareQuest Institute
Centers for Disease Control and Prevention
Consumer Technology Association Foundation
CVS Health
Esri
Federal Transit Administration
Google
Harry and Jeanette Weinberg Foundation
Maine Community Foundation
NextFifty Foundation
Regeneron Pharmaceuticals
Salesforce
Salesloft
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