

Member Spotlight: Rita Case



The first question Rita Case, president and CEO of Rick Case Automotive Group, asks is “What do you need?” She and her late husband Rick established Rick Case Cares to fulfill the answer to that question by giving back to local communities. Since 2013, the couple has been involved with Soles4Souls. They began by providing coats and shoes to children at Boys & Girls Clubs in Broward County, Florida and in Idaho. In Spring of 2022, Rick Case Automotive Group became the founding sponsor and chief fundraiser for 4EveryKid Broward. Rita has already raised nearly \$500,000 for the program with many five-year commitments to secure program funding for years.

There are an estimated 5,000 children in Broward County who do not have regular, adequate or stable housing. That’s why Rita is committed to raising funds to ensure all kids experiencing homelessness have new branded athletic shoes. Thousands of pairs of shoes have already been placed on the feet of underserved students in partnership with the Broward County Public Schools Homeless Education Assistance Resource Team (HEART). “It’s been proven that properly fitting athletic shoes improve confidence, self-esteem, a feeling of belonging and participation in sports,” Rita says.

Through Rick Case Cares, Rick Case Automotive Group, with 14 dealerships in South Florida and Atlanta, has supported the Boys & Girls Clubs of Broward County, American Heart Association, American Cancer Society, Habitat for Humanity, United Way, Humane Society of Broward County, Feeding South Florida, Broward Center for the Performing Arts, area hospitals and many more worthy causes.

“Providing financial and leadership support to improve communities is in our DNA at Rick Case Automotive,” Rita said. “We truly care. It’s our mission to make a positive impact in our communities, particularly the under-represented.”

Rita was recognized with the 2022 Horatio Alger Award, which salutes perseverance, integrity and commitment to excellence, serves on the board for Nova Southeastern University and is on the Miami Branch Board of Directors for the Federal Reserve Bank of Atlanta.