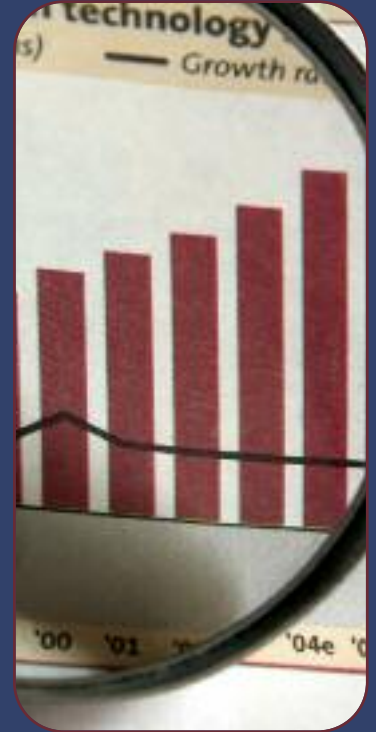


# 2008-2011 CAMPAIGN PROSPECTUS



## Building a path to the industry's future...

It has been said, "If you fail to take charge of your future ... it will take charge of you." One of the most significant initiatives the equipment finance industry has undertaken has been the establishment, in 1989, of the Equipment Leasing & Finance Foundation [The Foundation]. A tax exempt, non-profit research organization providing the industry with timely and important research data and information critical to the continued and future health and stability of our industry.

## The Foundation-Your partner addressing the challenges of the Industry!

The Equipment Leasing & Finance Foundation, continually strives to be your partner in providing you quality, independent, future-focused research and tools to help you determine strategic direction for your company. In order for the Foundation to continue as that resource, it must carefully validate its mission, program initiatives, and funding. Its mission is:

- *To provide the vision for the equipment finance industry through development of future-focused research and market intelligence;*
- *Identify, study and report on emerging issues that affect equipment financing; and,*
- *Develop the body of knowledge of equipment finance for use by the equipment finance business, academic, investor, and public policy communities.*

Developed in 1989, the Foundation is a non-profit organization, with an 18 member Board of Trustees comprised of industry leaders and finance academics. The Foundation's constituents include:

Independent lease financing companies  
 Captive finance companies  
 Commercial and investor banks  
 Diversified financial services companies  
 Brokers and packagers  
 Investment bankers  
 Service providers  
 Rating and industry analysts  
 Academics  
 Researchers and media sources  
 Allied not for profit associations

## Today's achievements for tomorrow's success...

Your Foundation continues to make focused contributions to advance our industry by:

- Publishing the ***Journal of Equipment Lease Financing***, the Foundation's signature publication with an industry circulation of 10,000 electronic copies, published three times a year.
- Publishing the ***Annual State of the Industry Report***, an in-depth analysis of the industry's health and future trends.
- Publishing the ***Industry Future Council Report***, an annual environmental scan of the industry and what lies ahead..
- ***Academic Relationships***, working closely with university academics to address industry topics and research. Programs include:  
 Funding for research grants; authorship honorariums; access to statistical databases; and development of case studies and teaching modules.
- Providing ***competitive analysis and market research*** for specific industry issues and their impact. Previous studies include:
  - ★ 2008-2011 Transportation Outlook Series -  
 Corporate and Commercial Aircraft  
 Trucks and Trailers  
 Railcars and Locomotives  
 Marine Equipment
  - ★ International Series: How to do Business in:  
 Hispanic Latin America  
 Brazil  
 India  
 Mexico  
 China
  - ★ Credit Scoring Models: How to Effectively Rate Your Credit Risk
  - ★ Bundled Solutions: Equipment Financing Without the Equipment?
  - ★ Rebuilding Healthcare Infrastructure - What's In It for Us?
  - ★ Propensity to Finance Study
  - ★ U.S. Equipment Finance Market Study, 2007-2008
  - ★ Financing Alternative Energy Equipment

- \*Captive vs. Non Captive Default Remedies: How they Differ
- \*Enhancing Corporate Capabilities Through Outsourcing
- \*Forecasting Quality: An Executive's Guide to Company Evaluation
- \*Leasing Decisions for Small Businesses
- \*Leasing of Intellectual Property
- \*Paperless Transactions: The Competitive Edge

and many more!

(for a complete list of Foundation studies visit the Online Library at [www.LeaseFoundation.org](http://www.LeaseFoundation.org))



## Investment Opportunities

Through the far-sighted generosity of the Foundation donors, we are able to provide hundreds of thousands of dollars of research and data annually. Individual and corporate donors receive Foundation publications free of charge. Donations to the Foundation are tax-deductible and demonstrate your leadership by investing in your professional future.

The Foundation's Board of Trustees is pleased to offer several distinctive giving levels to our investors. Each level will be acknowledged publicly and in print in addition to a plaque in accordance with the investors giving level and wishes.

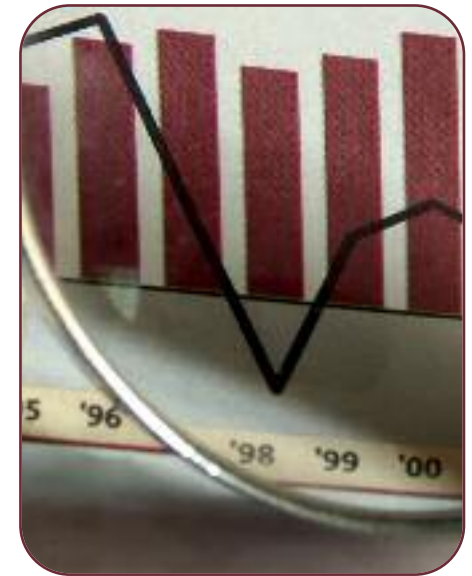
### Annual Campaign Giving Levels

#### Corporate Levels

- \$50,000+ Ambassador
- \$20,000+ Fellow
- \$10,000+ Benefactor
- \$5,000+ Sustainer
- \$2,500+ Supporter

#### Individual Levels

- \$20,000+ Ambassador
- \$10,000+ Fellow
- \$ 5,000+ Benefactor
- \$ 1,500+ Sponsor
- \$ 500+ Friend of the Foundation



## Corporate Donor Recognition & Benefits

### Ambassador

Corporate donations of \$50,000+ will receive:

- Named Research products
- Priority recognition on Foundation website with links
- Invitation to present research grant recipient with award at ELFA Annual Convention
- Invitation to present research grant studies at conferences

In addition, Ambassadors will receive benefits listed with all giving levels that follow.

### Fellow

Corporate donations of \$20,000+ will receive:

- Special Name tag recognition at ELFA meetings
- Signage recognition at conference
- Priority recognition on Foundation website

In addition, Fellows will receive benefits listed with all giving levels that follow.

### Benefactor

Corporate donations of \$10,000+ will receive:

- Name tag recognition at ELFA meetings
- Signage recognition at conference

In addition, Benefactors will receive benefits listed with all giving levels that follow.

### Sustainer

Corporate donations of \$5,000+ will receive:

- Recognition during ELFA's Annual Convention
- Recognition sign at your company exhibit booth at ELFA events.

In addition, Sustainers will receive benefits listed with all giving levels that follow.

### Supporter

Corporate donations of \$2,500+ will receive:

- Recognition in the Journal of Equipment Lease Financing
- Recognition in an issue of ELT magazine
- Recognition on Foundation website
- Corporate donor of \$2,500 or more will receive free, early release copies of each Foundation study published in the specific donor year.

### Additional Donor Benefits

- Corporate donors of \$2,500 or more receive five reports, released early to them, per year. This is a significant discount! This year the reports will cost \$200 each for non-donors.
- Donations are tax-deductible for both corporations and individuals.
- Non-donors must wait until research is made public, which can be weeks to months and they also must seek out the information.

It would cost a company approximately \$250,000 to produce the Foundation's various reports, provided as a benefit to donors.

### Individual Donor Recognition

- Individual donations of \$500+ receive free, early release copies of all studies.
- Individual donations of \$1,500+ receive recognition during the ELFA Annual Convention.
- Individual donations are tax deductible.

For more information on Individual Donation Levels and Recognition, visit: [www.LeaseFoundation.org/Donate](http://www.LeaseFoundation.org/Donate)

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Title: \_\_\_\_\_

Company \_\_\_\_\_

Address: \_\_\_\_\_

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Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Recognize Donation As: \_\_\_\_\_

*(Please print the individual name or corporate name as you would like it recognized in print)*

### Check all that apply:

- I agree to pledge this same level contribution for three consecutive years.  
(start date \_\_\_\_\_.)
- I am a first time \_\_\_Corporate / \_\_\_Individual Donor
- Please designate the contribution to the Jeffrey J. Wong Memorial Fund.  
For more information on the Fund visit [www.leasefoundation.org](http://www.leasefoundation.org).

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Equipment Leasing & Finance Foundation  
Fed ID # 54-1527848  
1825 K Street, NW, Suite 900  
Washington, DC 20006  
Phone: 202-238-3400/Fax: 202-238-3401  
Website: [www.Leasefoundation.org](http://www.Leasefoundation.org)

I am pleased to make the following donation to the Equipment Leasing & Finance Foundation *(check appropriate box)*:

- Corporate Donation     Individual Donation

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