

ANNUAL REPORT

2019

CELEBRATING



EQUIPMENT LEASING & FINANCE

FOUNDATION

Your Eye on the Future

A Note from 2019 Leadership



This past year, the Equipment Leasing & Finance Foundation celebrated 30 years of being *Your Eye on the Future*. In addition to the Foundation's 30th Anniversary, we observed several accomplishments, all of which were a direct result of your support.

39 data-driven studies were published in 2019 by the Foundation, including the second annual Equipment Leasing & Finance Industry Horizon Report. Topical reports were commissioned on digital disruption, the healthcare sector, robotics, and more. Hundreds of studies and Journal of Equipment Lease Financing articles are available online—all free to access. Foundation resources help you navigate critical issues, positioning you and your business for success.

Your contribution also supported us in creating opportunities for industry professionals to thrive. We continue to create pathways for professional development through our Guest Lecture Program. Last year, our Guest Lecture Program incentivized equipment finance professionals to give back by lecturing 30 times at over 20 universities and colleges. These invaluable opportunities are often the initial introduction a student has to our industry, which can lead to a long and illustrious career.

The Foundation is funded entirely through donations from many generous corporations and individuals. These donations provide the necessary funding to develop key resources and trend analyses, maintain our grant program, and support the research products published by the Foundation. This past year, our second annual Day of Giving achieved record support by attracting 100 new individual donors and raising over \$33,000, surpassing goal. Thank you for your commitment to making a lasting impact!

It has been a momentous year for the Foundation as we expanded our Academic Outreach opportunities and research publications to help propel the equipment finance industry forward.

Thank you for your continued support and investment in the Equipment Leasing & Finance Foundation. Our success is *your* success.

Sincerely,

Jeffrey D. Elliott



Kelli Nienaber





Established in 1989,
the Equipment Leasing
& Finance Foundation is
a 501c3 non-profit
organization dedicated
to inspiring thoughtful
innovation and
contributing to the
betterment of the
equipment leasing
and finance industry.

MISSION

WWW.LEASEFOUNDATION.ORG

2019: A Year of Growth

39

Thirty nine new publications including topical reports on digital disruption, the agricultural and healthcare sectors, robotics, and more.

As a non-profit, 501c3 organization, the Equipment Leasing & Finance Foundation is **100% supported by corporate and individual contributions**. The Foundation had another solid year of fundraising in 2019, surpassing \$771,000.

1000

Over **100 new individual donors** in 2019 alone, contributing to the highest fundraising total in Foundation history.

Kelli Nienaber
Executive Director

Stephanie Fisher
Director of Programs

Anneliese DeDiemar
Director of Marketing and Communications



2019
Foundation Staff

2019: A Year in Numbers

Revenue

Corporate Donations
\$624,343

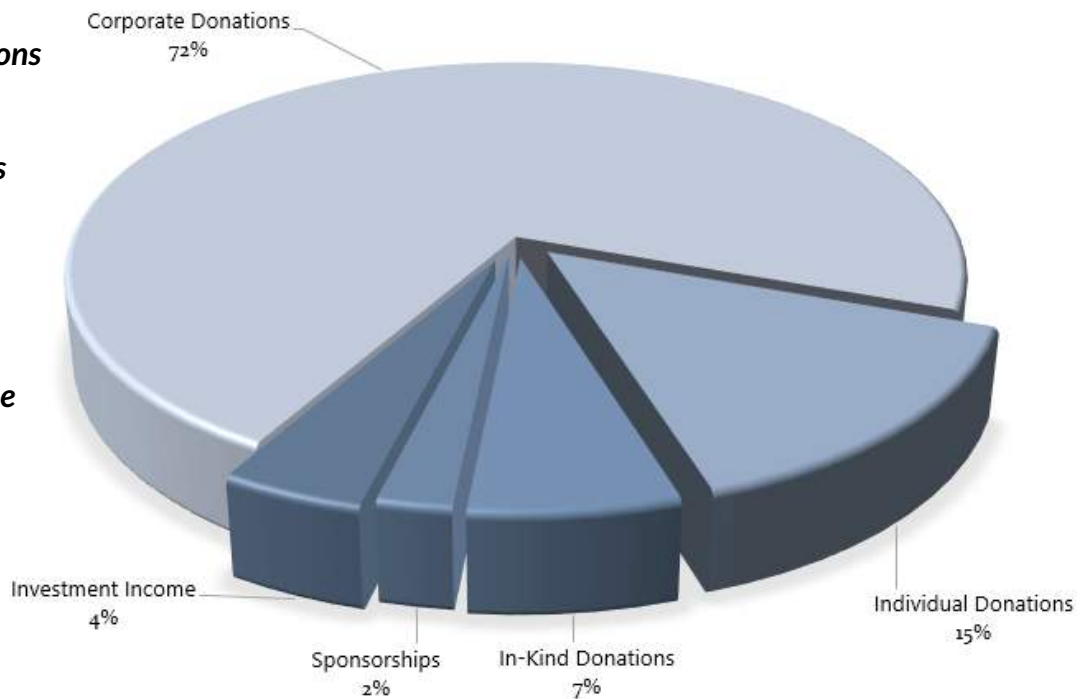
Individual Donations
\$127,116

In-Kind Donations
\$55,763

Sponsorships
\$20,000

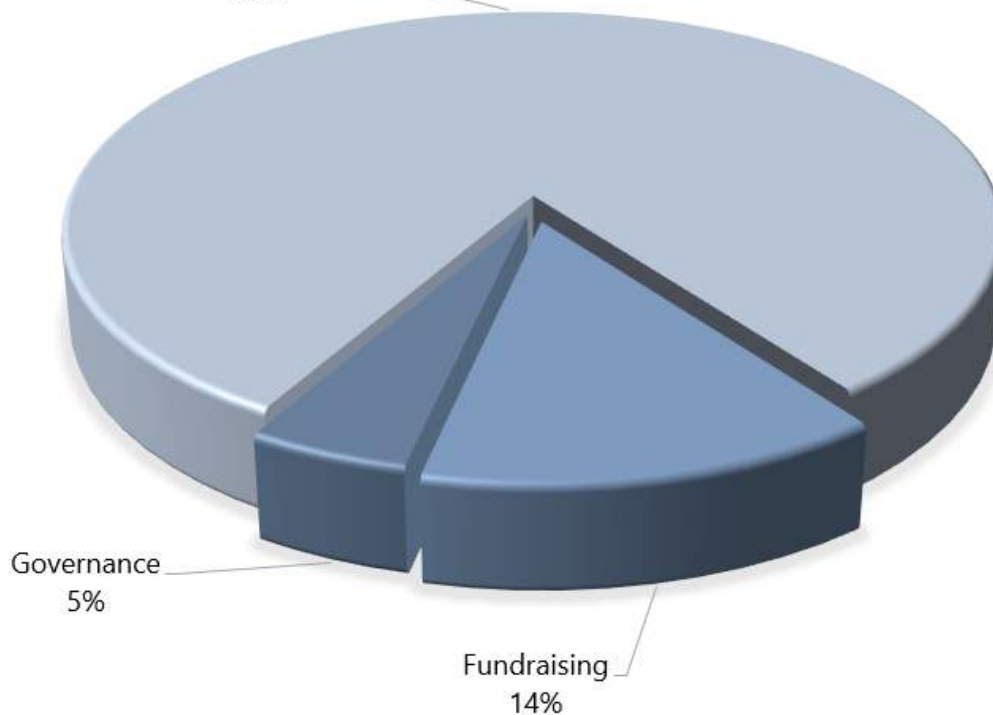
Investment Income
\$38,097

\$865,319



Research (Commissioned Grants, Horizon Report, Economic Outlook, Industry Future Council, Journal of Equipment Lease Financing, and Related Research Expenses)

81%



Expenses

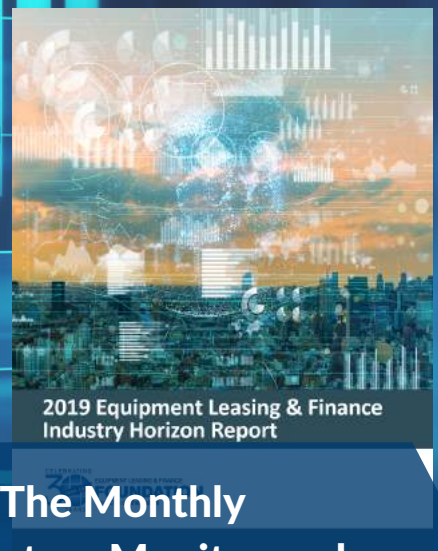
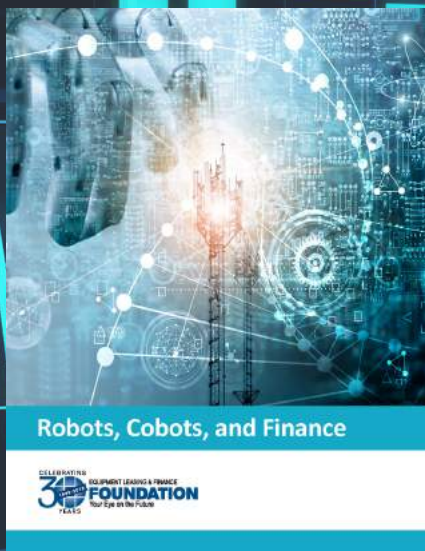
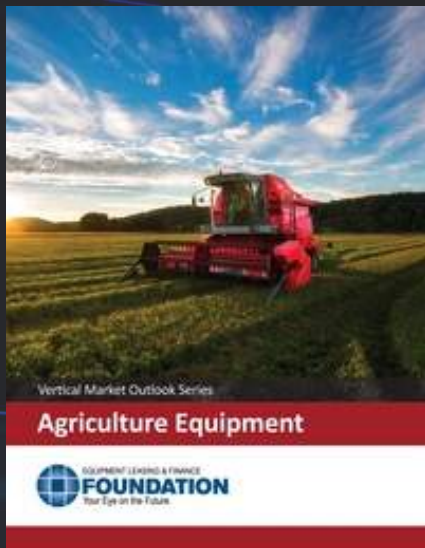
Research
\$779,259

Fundraising
\$131,359

Governance
\$46,009

\$956,627

2019 Data-Driven Reports & Studies



QUARTERLY UPDATES!

PLUS: The Monthly Momentum Monitor and Monthly Confidence Index!

Articles in the Journal of Equipment Lease Financing are intended to offer responsible, timely, in-depth analysis of market segments, finance sourcing, marketing and sales opportunities, liability management, tax laws regulatory issues, and current research in the field. Controversy is not shunned. If you have something important to say and would like to be published in the industry's most valuable educational journal, call 202.238.3400.

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JOURNAL

OF EQUIPMENT LEASE FINANCING

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Commercial Lenders Brace for Consumer-Style Disclosures in California and Beyond
By Clinton R. Rockwell, Kathryn L. Ryan, Moorari K. Shah and Frida Alim
One year ago, California became the first state to require consumer-style disclosures similar to those required for consumer loans under federal laws. The requirements of Senate Bill 1235, signed in August 2018, change likely to affect other states as well. This article, the first of two, explains the implications for the equipment leasing and finance industry.

Privacy Puzzle — Grappling with the Patchwork of New State-Specific Data Privacy Laws
By Andrew Baer and Matthew Klahra
Lessors conducting business in California must pay attention to the evolving and sometimes conflicting amendments to the California Consumer Protection Act. The act affects both business-to-business and business-to-consumer transactions. Several other states also are enacting laws that sign compliance challenges for national and international businesses.

Blockchain: Transforming Public Data for Improved Financial Success
By Rajia Sengupta
Blockchain has the potential to help states establish and demonstrate transparency, speed up processing times, and cut operational costs related to commercial lending. That augurs well for states vying to attract new businesses. Advances such as "smart UCCs" will benefit lenders. Where they can conduct due diligence easily, they will be more apt to do business.

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Equipment Leasing & Finance Industry Snapshot



QUARTERLY UPDATES!

CELEBRATING 30 YEARS EQUIPMENT LEASING & FINANCE FOUNDATION Your Eye on the Future

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2019 Academic Outreach

GUEST LECTURE PROGRAM

HOST COLLEGES & UNIVERSITIES
HAVE INCLUDED:

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Wharton School of Business,
San Francisco
Miami University
University of Washington, Tacoma
Roberts Wesleyan College
Georgia State University
University of Rochester
Ana G. Méndez University -
Carolina Campus



The Foundation also shares resources for *beyond* the classroom including best practices for executive shadow programs and experiential learning.

30

Guest Lectures

20

Universities

Through the Foundation's Guest Lecture Program, industry leaders *pay-it-forward* by sharing their own experiences to increase awareness of equipment leasing and finance to attract the *next* generation workforce. The Foundation provides a ready-made, fully-customizable presentation developed to introduce students to the industry. The frequently updated slide deck comprised of new industry data is accessible by visiting www.leasefoundation.org.

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People's Capital and Leasing Corp.
RVI Group
Sertant Capital, LLC
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- Guest Lecture Program and online Internship Center
- Free digital library to access insightful, in-depth industry resources

YOUR SUPPORT IS VITAL TO THE INDUSTRY

The Foundation is funded entirely through generous donations from corporations and individuals. These donations provide the necessary funding to develop key resources and trend analyses, maintain our grant program, and support the research products published by the Foundation. We value our donors and recognize contributors in print, online, and at a distinguished awards presentation.

Make a lasting impact and donate today at www.leasefoundation.org.

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INSIGHTFUL, IN-DEPTH INDUSTRY RESOURCES

The Equipment Leasing & Finance Foundation propels the equipment finance sector—and its *people*—forward with its industry-specific knowledge, intelligence, and programs. Through free studies, internships, and Guest Lecture opportunities, we help people navigate the changes coming up and make better business and personal career decisions. Below are some of our most popular resources:

Equipment Leasing & Finance Industry Horizon Report

This report emphasizes forward-looking economic and industry insights related to the U.S. economy—including near- and medium-term economic risks. The Foundation commissioned Keybridge Research to conduct this comprehensive research on the size and expected growth of the U.S. equipment finance market.

Equipment Leasing & Finance U.S. Economic Outlook

Updated quarterly, this report highlights key trends in equipment investment and places them in the context of the broader U.S. economic climate.

Foundation-Keybridge Equipment & Software Investment Momentum Monitor

A monthly report of indices for 12 equipment and software verticals designed to identify turning points in their respective investment cycles with a three to six-month lead time.

Monthly Confidence Index (MCI) for the Equipment Finance Industry

Designed to collect leadership data, the MCI reports a qualitative assessment of both the prevailing business conditions and expectations for the future as reported by key executives from the \$900 billion equipment finance sector.

Journal of Equipment Lease Financing

The only scholarly periodical dedicated to equipment leasing and finance, the Journal is published quarterly and spotlights research, case studies, trends, and practical information through in-depth articles.

**Access the FREE online library at
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