

2021 ANNUAL REPORT



A Note from 2021 Leadership



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CHAIR



KELLI NIENABER
EXECUTIVE DIRECTOR

In 2021, through the efforts of the Board of Trustees and staff, the Foundation embraced its core missions of forward-looking research and academic outreach. With the financial support of our industry audience, the Foundation met its sustainability goals, despite the ongoing COVID-19 pandemic.

The Foundation delivered some incredible, complimentary research in 2021. Our volunteer Research Committee members created the "Cyber Risk and Security in the Equipment Leasing Industry" report, one of our most popular resources for organizations of all sizes. The Industry Future Council produced a comprehensive report on six trends that will shape our industry in the next three to five years. We continued the Vertical Market Outlook series with an exploration of logistics. These substantive reports, and others, are complemented by The Foundation Podcast, featuring interviews with industry experts in a digestible format. The Foundation also continued its cadence of monthly Momentum Monitors and Monthly Confidence Indexes, quarterly U.S. Economic Outlooks and Industry Snapshots, and the triannual Journal of Equipment Lease Financing.

Our driven volunteers continued the vital work of inspiring the next generation of leaders, with nine guest lectures delivered at colleges and universities across the country. We awarded three scholarships of \$5,000 each to exceptional undergraduate students interested in pursuing careers in equipment finance. Through these outreach channels, the Foundation is ensuring our industry is ready for the next generation.

We were thrilled to connect with so many of you again in person at the 2021 ELFA Annual Convention. The Foundation booth was full of life, and we were gratified to see so many business meetings being conducted in the Donor Lounge.

The Foundation is funded entirely through donations from many generous corporations and individuals. Although the pandemic continued through 2021, our fourth annual Day of Giving broke the previous year's record with 146 gifts totaling \$67,570. We are grateful for every donation – no matter the size – and we are equally grateful for our many volunteers. It is through the influence of our volunteers that we provide value to our industry. Thank you for ensuring a sustainable Foundation, now and into the future.

Sincerely,

Scott A Thacker Kelli Nienaber

2021 Notable Achievements

41

New publications including economic reports, new studies, Industry Future Council Report and the Logistics Vertical Market Outlook

9

Guest lectures delivered to colleges and universities in spite of the ongoing COVID-19 pandemic

\$67,570

raised in 24 hours and 146 gifts given as part of the Foundation Day of Giving

318

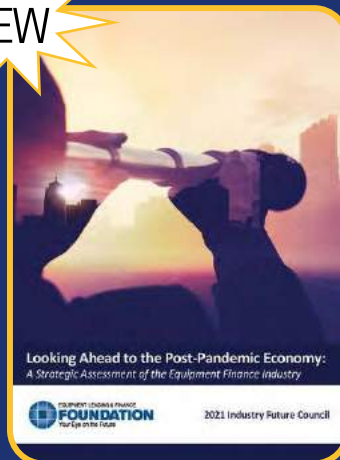
Total donors to the Foundation in 2021, increasing the total donations given by 4.5% vs. 2020

2021 Reports & Studies

NEW



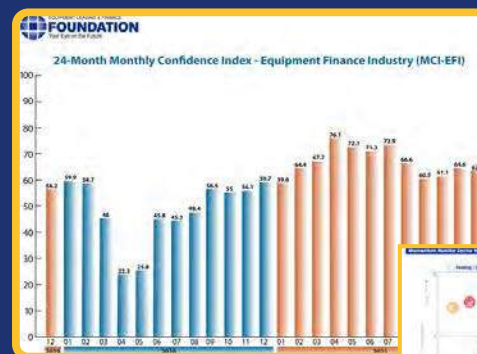
NEW



NEW



4 new
podcast
episodes
in 2021



Access the FREE Online Library at leasefoundation.org/industry-resources

2021 Academic Outreach



Host Colleges & Universities Included:

Colorado State University*
Miami University
Morgan State University*
Penn State University
Portland State University
Rochester Institute of Technology*
SUNY Geneseo*
University of Colorado Boulder*
University of New Hampshire*

**virtual*

The Guest Lecture Program helps industry leaders increase awareness of equipment leasing and finance and attract new talent to the industry. 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 leasefoundation.org/academic-programs/guest-lecture-program.

2021 Academic Scholarship Recipients

Launched in 2020, the Foundation Scholarship program is intended for students interested in the equipment finance industry. In 2021, three scholarships of \$5,000 each were awarded to full-time students focusing on business, economics, finance, or a related discipline.

The Foundation's Scholarship program is a natural extension of our long-standing Academic Outreach efforts. It is intended to raise awareness for industry career paths, attract diverse new talent, and support the next generation of equipment finance professionals.



Madison McCully

Penn State



Dawson Jones

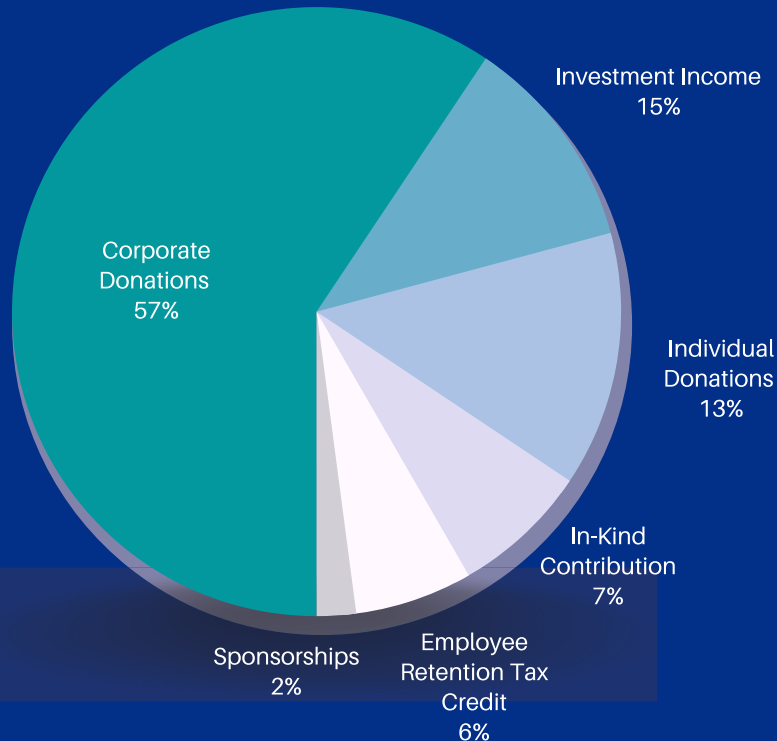
University of Maryland, College Park

Jagtavir Singh

University of Maryland, College Park

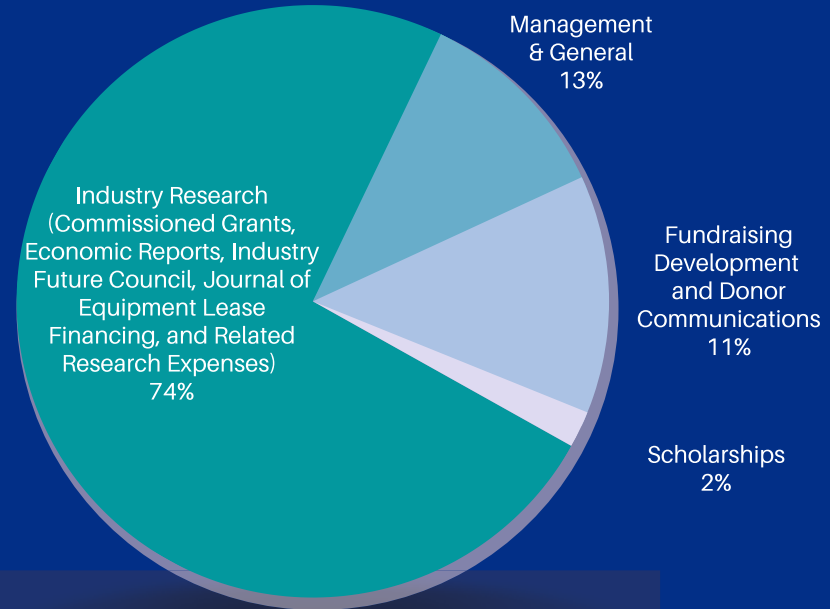
Financial Performance

Revenue



Corporate Donations	\$551,726
Individual Donations	\$117,885
In-Kind Contribution	\$ 45,477
Employee Retention Tax Credit	\$ 55,664
Sponsorships	\$ 20,000
Investment Income	<u>\$145,135</u>
	\$935,887

Expenses



Industry Research (Commissioned Grants, Economic Reports, Industry Future Council, Journal of Equipment Lease Financing, and Related Research Expenses)	\$656,146
Fundraising Development and Donor Communications	\$100,671
Management & General	\$112,593
Scholarships	<u>\$ 15,000</u>
	\$884,410

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Why Give?

Benefits for Valued Donors

- Early access to industry-leading research and resources
- Recognition among peers in the industry
- Relationship-building with industry thought leaders
- Opportunities to author and contribute to industry-related studies and articles
- FREE digital library to access all Foundation resources

How We Spend Donor Dollars:

- Produce a FREE online library of industry-specific reports and studies available for anyone to download
- Create pathways for career opportunities through Guest Lectures, Internship Resources, and the Scholarship Program

Your support is vital to the industry. Make a lasting impact and your 100% tax-deductible donation today at leasefoundation.org/giving/online.



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.



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