

The Story Behind the Our Name

Throughout my career, I have worked with numerous not-for-profit organizations. This involvement dates back some 43 years, as a reporter, congressional press secretary, businessman and a leader in the healthcare industry. During this journey, I have witnessed several consistent themes as they relate to **charities and donors**:

- Despite their noble missions, too many charities are living hand-to-mouth
- Leaders inside these charities need to be encouraged to think bigger, not to fear adopting for-profit tactics and mindsets, and daring to jump off the hand-to-mouth trap to impact more lives
- Donors, at all levels of involvement, have the opportunity and power to change the way philanthropy works in this country
- Creating philanthropic plans needs to take on the same energy and detail that goes into selecting financial investment products, and wealth advisors have the opportunity and relationship to make that improvement happen

My dream has been creating a consulting firm that can help philanthropy on both sides and address those issues. A firm dedicated to assisting donors and the charities they fund. A consulting firm with one overarching passion: to accelerate philanthropic impact. And that's exactly what we're building. **Forward. Driven. Smart.**

The name **mach73** comes from a combination of a) wanting to help *accelerate* philanthropy, and b) my love for classic American muscle cars. In numerology, the number **73** has been used to mean *expansion and growth*, while the word "**mach**" often is used when describing *speed and acceleration*. When put together, **mach73** is our way of saying, accelerating the growth and expansion of philanthropy.

There's also another personal element to the name. Growing up outside of Detroit, mach and 73 have an added meaning to me.

The **1973 Ford Mustang Mach 1** is one of my favorite models from the 70's era of wide-bodied Mustangs – sleek, iconic and powered for high performance. Fast forward some 50 years and Ford has brought back new, contemporary versions of the "Mustang Mach" series – a high-powered gas version Mustang Mach 1 and the fully-electric Mustang Mach e. Both models represent how a beloved muscle car, and its historic nameplate, can be transformed into something new using modern technology and engineering advancements.

My belief is the same can be done in **philanthropy**.

We can transform the way charities perform their mission-based work to meet today's demanding environment and challenges. Not-for-profits **can** be built for higher performance. Likewise, we can help donors employ new ideas and approaches to fund charities in ways that **will** drive bigger and more powerful impact. It requires building for acceleration and we're using the word "mach," and the number 73, to invoke that notion.

Gary M. Cates

President and Founder