



Building a More  
Philanthropic  
**INDUSTRY**  
**TOGETHER**

**2024**  
**IMPACT REPORT**



## Letter from the Director

Dear EF Cares Community,

As we reflect on the incredible achievements of 2024, I want to personally thank each and every one of you—our donors, sponsors, volunteers, and industry partners. Your commitment to philanthropy has been instrumental in helping EF Cares grow and make a real difference.

When we started EF Cares, our vision was simple: to foster a culture of giving within the equipment finance industry. This year, we've seen that vision turn into reality through record-breaking donations, impactful events, and expanding industry partnerships. Our mission is thriving because of you.

Looking ahead to 2025, we are setting ambitious goals to increase our reach and deepen our impact. With new partnerships, expanded events, and a growing network of dedicated professionals, I am confident that we will continue building a legacy of generosity and positive change.

Thank you for being part of this journey. I invite you to continue supporting our mission as we strive to make 2025 even more impactful.

With gratitude,

Jesse Johnson  
Chairman & Founder  
Equipment Finance Cares



2024  
Achievements

3 Hosted  
Events

375 Event  
Attendees

100+  
Participating  
Organizations

Donations  
Raised

\$56,046

Additional Direct  
Donations Facilitated

\$25,000

# Impact Project Cookies for Kids' Cancer

EF Cares has been a dedicated supporter of Cookies for Kids' Cancer (CFKC), raising thousands of dollars and increasing awareness within the equipment finance industry. CFKC funds research for improved, less toxic treatments for pediatric cancer—the leading cause of disease-related death among children in the U.S. EF Cares events have significantly boosted CFKC's ability to advance critical clinical trials.

## Life-Saving Impact

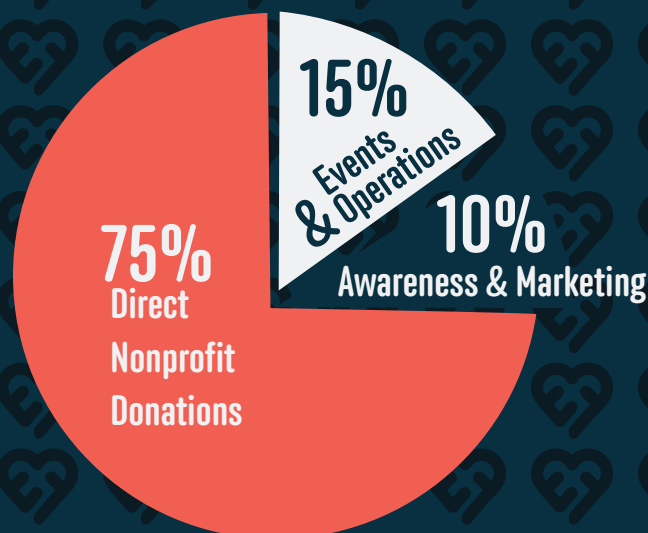
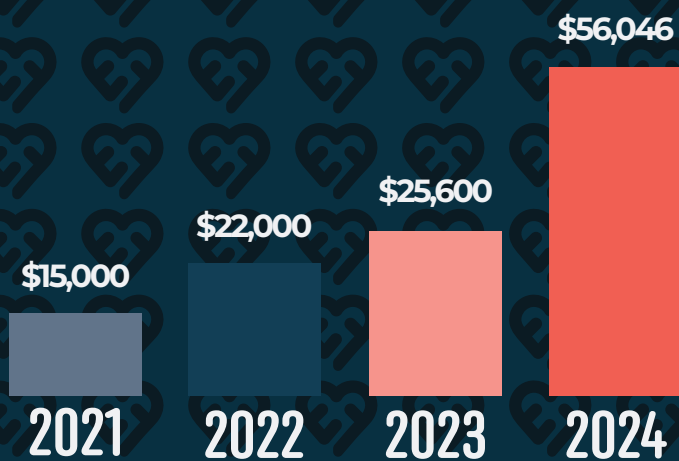
At an industry event, a father shared how his two-year-old daughter was diagnosed with aggressive leukemia. After exhausting all treatment options, she was enrolled in a Phase 2 clinical trial at CHOP, funded by CFKC grants. On Christmas Eve, after months of uncertainty, her family received news—she was cancer-free. This was not luck—it was made possible by donations from EF Cares.

## Ensuring No Child Waits for Treatment

In December 2024, the CFKC Board learned that a brain cancer clinical trial at Memorial Sloan-Kettering had a waiting list of children needing life-saving treatment. The Board immediately reallocated funds to expand the trial, ensuring every child received care. EF Cares donations helped make this happen, reinforcing the power of industry-driven philanthropy.



## Donation Growth



Equipment Finance Cares (EF Cares) creates opportunities for professional and philanthropic connections and impact in the Equipment Finance Industry through peer leadership, awareness, and charitable giving.



# Host Sponsor Impact Story

## Oakmont Capital Services

At OCS, we believe in the power of corporate responsibility and the strength of community-driven philanthropy. Partnering with EF Cares allows us to connect with like-minded industry leaders, create meaningful change, and inspire action through education, networking, and charitable giving.

Our commitment to supporting nonprofits aligns seamlessly with EF Cares' mission, ensuring that our engagement extends beyond financial contributions to meaningful industry impact.

**"EF Cares brings our industry together in a way that fosters both professional growth and community impact. Being a sponsor allows us to engage with industry peers while making a meaningful difference."**

— Joe Leonard, CEO, OCS



## Make an Impact. Lead the Change. Become a Host.

Hosting an EF Cares event is more than just an opportunity to bring industry professionals together—it's a chance to directly help fund research, support families, and drive charitable awareness in the communities that need it most. As a host Sponsor, your organization will be at the forefront of uniting the equipment finance industry with philanthropic efforts, raising vital funds for nonprofit organizations, and creating meaningful engagement opportunities.

### TEXAS

Thursday, April 3rd



### CHARITY GOLF TOURNAMENT

Monday, August 4th

### PENNSYLVANIA

Tuesday, June 17th



### CHICAGO

Thursday, September 25th



# 2024 Supporting Sponsors

## HOST SPONSORS



## DIAMOND SPONSORS



## PLATINUM SPONSORS



## GOLD SPONSORS



## SILVER SPONSORS





# ANNUAL SPONSORSHIP OPTIONS

## Diamond Sponsor: \$7,500

- Four complementary attendees per EF Cares event
- Social media sponsor shout out for every EF Cares event
- Logo on EFC website and promotional material for every EF Cares event
- Foundation Friday- sponsor call out
- EF Cares "Thank You" Sponsor Plaque

## Platinum Sponsor: \$5,000

- Three complementary attendees for sponsored event
- Complementary mentee program participant
- Event sponsor plaque
- Social media sponsor shout out for every event
- Logo on EF Cares website and promotional material for sponsored event

## Gold Sponsor: \$2,500

- Two complementary attendees per EF Cares event
- Social media sponsor shout out for every EF Cares event
- Logo on EF Cares website and promotional material for every EF Cares event

## Silver Sponsor: \$1,000

- One complementary attendee per EF Cares event
- Social media sponsor shout out for every EF Cares event
- Logo on EF Cares website and promotional material for every EF Cares event



## EF Cares Mentorship Program: Investing in the Future

The EF Cares Mentorship Program connects experienced industry professionals with emerging talent, fostering career growth, leadership development, and meaningful professional relationships. The program is designed to strengthen the equipment finance community, while offer guidance, skill-building, and networking opportunities that empower the next generation of industry leaders.

## Why Mentorship Matters

- Bridges the Gap – Provides valuable insight and support for young professionals.
- Encourages Growth – Helps mentees navigate career challenges and opportunities.
- Strengthens the Industry – Builds a community of knowledgeable, engaged leaders.

By investing in mentorship, EF Cares is ensuring a stronger, more connected future for the equipment finance industry.







# EVENT SPONSORSHIP OPTIONS

## Event Host Sponsor

- Up to two attendees at dinner
- Social media sponsor shout out
- Opening remarks at event

## Single Event Sponsor: \$500-\$1,000

- One/two complementary attendee(s) for sponsored EF Cares event
- Social media sponsor shout out for sponsored EF Cares event
- Logo on EF Cares website and promotional material for sponsored events

## Dinner/Networking Event Sponsor: \$500

- Up to two attendees at dinner
- Social media sponsor shout out

## Individual Donor: starting at \$250

- Name call out or presented during EF Cares event
- Equipment Finance Cares Pin





# 2024 BOARD OF DIRECTORS



Jesse Johnson  
Chairman &  
Founder



Lovern Gordon, CLFP  
Secretary



RJ Grimshaw  
Treasurer



Jeff Bilbrey  
Board Member



Donna Yanuzzi  
Board Member

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Blair Dawson



Hollis Bufferd



Stephanie Hall, CLFP



Jaimie Haver, CLFP



Ricky Rios, CLFP



Kristen Dargy





Thank you for being an integral part of EF Cares.  
Together, we can make 2025 our most impactful year yet!



## 2025 EVENTS

**TEXAS**  
Thursday, April 3rd

**PENNSYLVANIA**  
Tuesday, June 17th

**CHARITY GOLF TOURNAMENT**  
Monday, August 4th

**CHICAGO**  
Thursday, September 25th