



20
23

EQUIPMENT FINANCE CARES 2023 IMPACT REPORT

IMPACT

REPORT

 WWW.EQUIPMENTFINANCECARES.COM

2023 BY THE NUMBERS

5 cities visited

300 industry attendees

27 non-profits showcased

\$25K donated to showcased non-profits



MISSION

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.

Dear Esteemed Donors,

I hope this message finds you well and thriving as we enter the new year. As we step into 2024, I wanted to take a moment to express my deepest gratitude for your unwavering support and commitment to Equipment Finance Cares (EF Cares).

In 2023, with your invaluable contributions, EF Cares achieved remarkable milestones and made a lasting impact on the equipment finance community. The successful launch of our platform set the stage for a series of impactful regional events and industry initiatives, each made possible by the dedication of the EF Cares board of directors, advisory council, industry partners, and, of course, generous donors like yourself.

We hit some amazing milestones in 2023. EF Cares officially started the individual charity fund where equipment finance professionals and organizations can submit an online application requesting the support of EF Cares to showcase/sponsor their charity. We hosted our first annual charity golf tournament that hosted over 100 equipment finance professionals that raised over \$15,000 to the charity fund. EF Cares has now donated over \$50,000 to 40 plus different 501c3 organizations that are affiliated with our equipment finance industry. Besides increased awareness, the foundations that EF Cares showcased throughout the year have received over \$100,000 in additional donations from our equipment finance community.



Jesse Johnson
Chairman & Founder
Equipment Finance Cares

Allow me to share a glimpse of the significant regional events we hosted in 2023:

- EF Cares in April, hosted by Wintrust Asset Finance, brought together 60 individuals from 38 different organizations, showcasing 7 foundations.
- EF Cares in June, hosted by Quality Equipment Finance, gathered 50 individuals from 28 different organizations, for a packing event that brought much needed supplies to House of Ruth Maryland.
- EF Cares in September, hosted by Syndifi, attracted 50 individuals from 33 different organizations, with 7 foundations showcased.
- EF Cares in November, hosted by Ascentium Capital, saw the participation of 40 individuals from 25 different organizations, with 6 foundations showcased.

In total, just under 300 equipment finance professionals from over 150 different organizations attended 2023 events, leading to a substantial donation of over \$25k to the showcased foundations. This was a \$10k increase from last year! Your support played a crucial role in making this possible, and the ripple effect of these gatherings continues to resonate within our community.

As we embark on another year of philanthropy and positive change, please know that your generosity has been instrumental in EF Cares success. The impact we've made together is a testament to the collective commitment to creating a stronger, more philanthropic industry.

Thank you for being an integral part of Equipment Finance Cares. Wishing you a prosperous and fulfilling year ahead.

IMPACT PROJECT

In June Equipment Finance Cares orchestrated a heartwarming packing event where 30 dedicated individuals came together to make a meaningful impact on the lives of others. This event was dedicated to supporting House of Ruth, MD, a notable 501(c)(3) in MD that is dedicated to providing comprehensive services for survivors of domestic violence.

During the event, the volunteers passionately packed essential items, including sheets, towels, toiletries, and pillows, with the intention of creating comfort and support for those in need. The atmosphere was filled with compassion as each person contributed their time and effort to make a difference in the lives of others.

In addition to the hands-on efforts, Equipment Finance Cares demonstrated their commitment by generously donating \$1,000 towards House of Ruth's discretionary fund. This financial contribution is a testament to the organization's dedication to creating positive change and providing resources that empower survivors to rebuild their lives.



2023 NON-PROFITS & FOUNDATIONS



2021/2022 CHARITIES



2023 BOARD OF DIRECTORS



Jesse J Johnson
President



Lovern Gordon, CLFP
Secretary



RJ Grimshaw
Treasurer

2023 COUNCIL



Blair Dawson



Stephanie Hall, CLFP



Jaimie Haver, CLFP



Reid Raykovich, CLFP



Ricky Rios, CLFP



Nancy Robles, CLFP

2023 SPONSORS

2023 HOST SPONSORS



DIAMOND SPONSORS



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



ANNUAL SPONSORSHIPS

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 Event Sponsor: \$5,000

- Three complementary attendees for sponsored event
- 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

EVENT SPONSORSHIPS

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

The equipment finance industry's generosity and dedication to Equipment Finance Cares, has been instrumental in allowing us to impact the lives of individuals served by our spotlighted non-profit organizations. Your support has enabled these organizations to broaden their outreach and enhance their effectiveness.

We thank you for your continued support in our efforts to create opportunities for professional and philanthropic connections in our industry.

2024 DATES

FEBRUARY 20: BLUE STREET CAPITAL, HUNTINGTON BEACH, CA

MAY 14: OAKMONT CAPITAL, PHILADELPHIA, PA

AUGUST 5: SPARKHILL COUNTRY CLUB, SPARKHILL, NY

SEPTEMBER 25: CHANNEL, MINNEAPOLIS, MN