



ARA Foundation

**The Heart of Rental**

2018

# Our mission:

Develop and implement programs that create educational opportunities, build relationships and aid the industry.

Your contributions allow us to put that mission into action — offering programs that create real, positive impacts for those in the equipment and event rental community.



## Technical Training Grants:

- In 2018, we initiated this program to help business owners provide training for their staff and promote careers in the industry.
- In this short time, we have awarded 18 grants — for a total of more than \$10,000 to rental businesses.
- The impact is significant: expanded skill sets for employees that build careers and create more competitive rental businesses.

## Scholarships:

- Offering scholarships to assist students in paying for an education that helps prepare them for successful careers in the industry is what this program is all about.
- The result is that more than 600 students have received more than \$870,000 in scholarships to date.
- Fifty-four scholarships worth \$100,000 will be awarded for the 2019-2020 school year.





## Disaster Relief Programs:

- Natural disasters can bankrupt a rental business and result in owners and employees losing their livelihoods. That is why we have actively provided assistance before and after a disaster strikes.
- Disaster Relief Grants have helped both rental businesses and their employees get back on their feet after a disaster.
- The *Disaster Preparedness and Recovery Guide* also has offered rental operators valuable checklists to know what to do before a disaster occurs.
- To date, the ARA Foundation has awarded more than \$330,000 in aid to rental businesses and their employees. These grants have allowed those in the rental community to do what they do best: serve their communities.



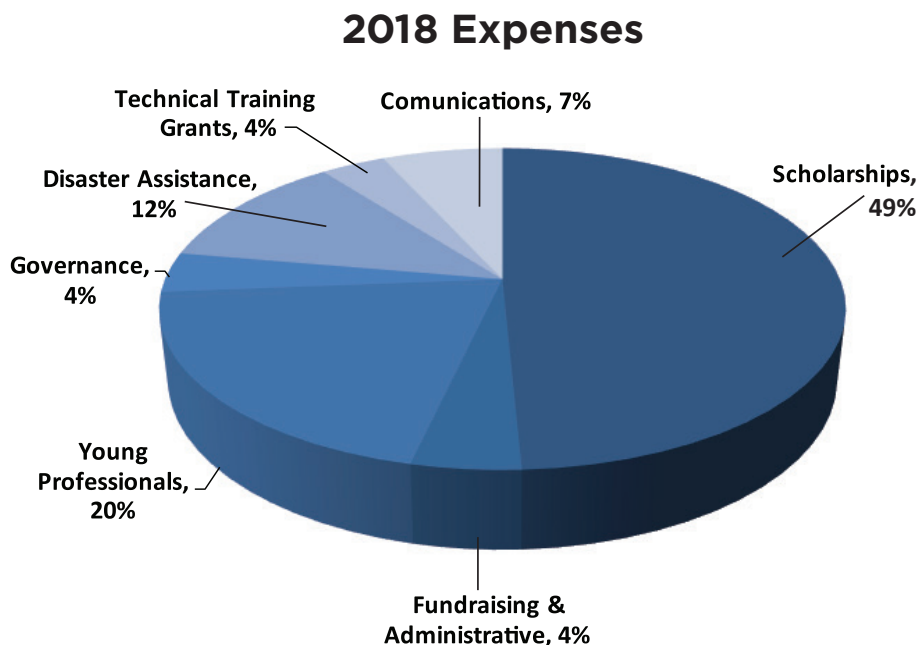
## Young Professionals Development:

- The development of young rental professionals is key for the industry to thrive for years to come. That is why we, along with the American Rental Association, offer education and networking opportunities through conferences, receptions and other professional development opportunities.
- In 2018, the demand was so great that we offered two conferences, one in Santa Fe, N.M., and another in Clearwater Beach, Fla. This brought 85 young professionals together to learn about lean management, to network and build their professional community.
- We have engaged more than 1,000 young rental professionals to join the Young Professionals Network and take advantage of all this valuable program offers.



# 2018 Program Support

The graph below highlights how your donations are put to use.



## Help support the ARA Foundation

The ARA Foundation is providing valuable and much-needed services to those in the equipment and event rental industry. It can carry out its mission and vision only with your generous contributions.

There are so many easy ways to donate:

- Make an online contribution via [ARAFoundation.com](http://ARAFoundation.com).
- Include a contribution with your membership invoice.
- Add a donation when you register for The ARA Show™.
- Contribute during the Charity Auction at the show.

Rental helping rental is what the ARA Foundation is all about.

Thank you for donating and keeping the heart of the industry strong for generations to come.

For more information, contact:

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