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To: **Idealease Principals & Idealease General Managers**

Subject: **Idealease CARES – Idealease of Baltimore, Baltimore, Maryland**

*One way we demonstrate our Core Value of **Stability** is by regularly giving back to the communities where we do business. **Idealease CARES** helps to shine a light on the collective community service, charitable causes and the contributions of Idealease locations across North America. **Idealease CARES** sets us apart from our competitors because we are integral parts of the communities where we live and work. Whether an Idealease location is large or small, community service and charitable causes are part of our long tradition of Stability in the communities where we do business. Let's shine our light on some great work done recently by the fine folks at Idealease of Baltimore and the Beltway Companies in Maryland.*

***From Scholarships to 5K's to Volunteerism, Idealease of Baltimore and Beltway Companies Are Building a Cultural of Caring***

Ask Jack Saum, Location Principal of Idealease of Baltimore and Dealer Principal of Beltway Companies, about why he believes in giving back to the communities where they do business and he will say: "We cannot have a strong business climate without a vibrant social climate—they go hand in hand."

Five years ago, Jack and his wife, Jeanne, founded the Beltway Companies Endowed Scholarship Fund to give young people from Baltimore City with the ability, but not the means, to attend St. Mary's College in Baltimore. The Endowment selects scholarship winners through a process created with St. Mary's College. The scholarship winner receives up to \$5,000 in financial assistance and two one-year internships at one of the company's locations. An annual golf outing generates ongoing funding—to date more than \$150,000—for the Endowment Fund and helps the company bring employees, customers, suppliers, and community members together to support a great program. Three past scholarship winners have become company employees.

"Our scholarship is somewhat philanthropic, but it is also very much tied into helping our business grow," said Saum. "What amazes me is how this initiative and these interns have impacted our company culture. Employees have reached out to help these young men and women learn the business, and our interns have wholeheartedly embraced the opportunity to contribute to our efforts to deliver a great customer experience in every transaction. This response led to the definition of our Beltway Companies core values of Integrity, Engaging, Mentoring, Innovation, Collaboration, Common Sense, Positive Attitude, Continuous Education, and Community Involvement.

Throughout the year, Beltway Companies and Idealease of Baltimore employees support many other charitable and social organizations including:

- FARE Food Allergy Walk to support research to find a cure for food allergies
- Glen Burner 5K Run/Walk to raise awareness of human trafficking and raises funds to help organizations that assist victims
- Arbutus Volunteer Fire Department
- Help for Oncology Problems & Emotional Support (H.O.P.E.) which fulfills Holiday gift wish lists of children from families suffering from cancer
- Christmas Cards for the Troops
- The Loading Dock, a non-profit building materials reuse facility in East Baltimore that provides affordable materials to build and renovate homes.
- Fishes & Loaves, a year-round food pantry that gives away more than 200,000 lbs. of food a year.
- Breast Cancer Awareness fundraising programs such as “Pin on Pink Casual Day”

The power of Idealease CARES is evident at Idealease of Baltimore and Beltway Companies and Idealease applauds their many efforts to give back and live our core value of **Stability**. Go to this link [Idealease CARES video](#) to learn more about the Beltway Endowed Scholarship Fund and how it has been a positive force at Idealease of Baltimore and Beltway Companies.

*Throughout the year, we will recognize Idealease locations and their employees for their community service and support of charitable causes by publicizing that involvement in social, electronic and print media. In addition, Idealease might send a video production crew to film community support events that we expect to have large impact and wide public appeal. These videos will be used at our 2016 Annual Meeting to highlight our collective efforts.*

Sincerely,

A handwritten signature in black ink that reads "Lance Bertram". The signature is written in a cursive, flowing style.

Lance Bertram  
Sr. VP; Sales, Marketing & Distribution