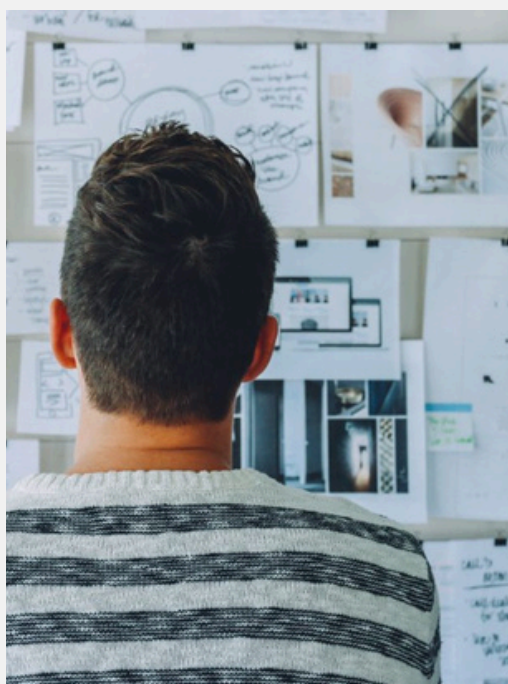
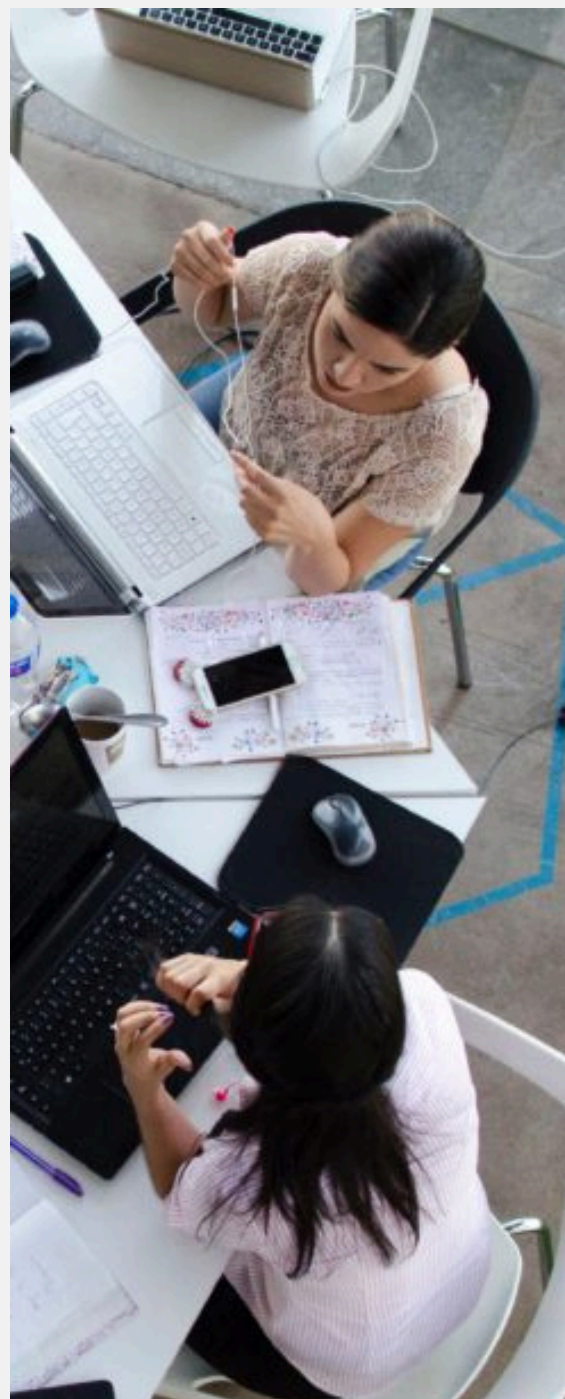


THE LEASING  
FOUNDATION

# 2024 END OF YEAR REVIEW



## Leasing Foundation 2024: A year of progress, purpose and partnership

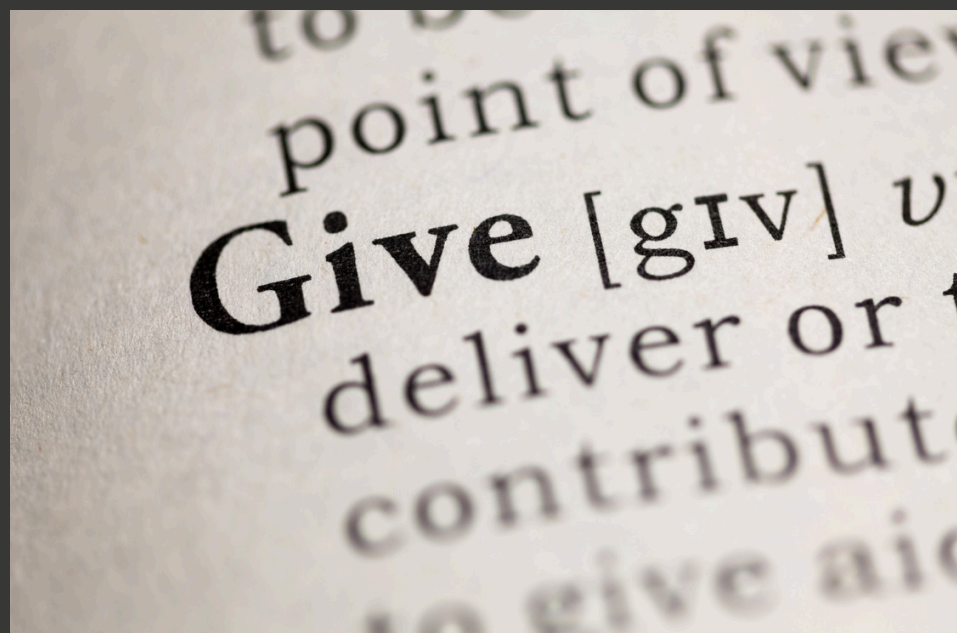
As we near the end of 2024 we look back on another busy year for the Leasing Foundation. With Ylva Oertengren as our new chair we've seen innovation, collaboration and a determination to make a difference in the asset finance industry. From developing talent to promoting equity and inclusion, every channel has played a vital part in engaging the industry. This year-end review looks back at what we've done, what we've achieved and what's still to come in 2025.

### EDI

2024 has been a big year for the Leasing Foundation's EDI stream, with more events and initiatives than ever before. Key highlights include:

- Mental health - the Time to Talk event in Birmingham featured an inspiring panel discussion and breakout sessions. With support from Shoosmiths and Shire Leasing, we tackled lived mental health challenges and had some meaningful conversations. The year ended with the hugely successful Connect Roulette, an online networking initiative to mark both World Mental Health and Inclusion Day, engaging over 400 participants.
- LGBTQ+ - the LGBTQ+ group held a Pride celebration with live music, a keynote from Oscar Hoyle and a panel discussion led by Jamie Thomas. In 2025 we plan to apply to march in the London Pride parade, giving wider industry representation.
- Disability awareness - EDI efforts also focused on improving opportunities for disabled people in the industry. We held a recruitment session at Alfa's office and a webinar with Crohn's and Colitis UK, alongside an event in Southampton led by Liberty Leasing's chosen charity, No Limits.
- Inclusion - in addition to Connect Roulette, we celebrated International Women's Day 2024, with a spotlight series on trailblazing women from the asset finance industry. Every working day in March, we shared a profile on an inspirational individual on social media. This was very well received and we plan to make it a recurring feature in the calendar.

With plans already underway for 2025, the EDI stream is set to build on this year's successes.



### Giving

This year, we proudly partnered with youth mental health charity, Beyond, as our chosen charity. We hosted two flagship events to raise funds - our senior industry drinks event at Hispania in May and our summer party at the Royal Exchange in September - and also gathered contributions at several channel events.

Thanks to the incredible generosity and support of our community, we raised £27,610 to help fund life-changing mental health support for young people.

Part of this funding contributed to the success of Beyond's first-ever match-funded campaign with The Big Give, where the charity exceeded its goal by doubling its original target. The money raised will be used to maximise the delivery of critical 1:1 therapeutic support to children through the Schools Programme which prioritises young people in mental distress who have no existing support. We're incredibly proud to play a part in supporting Beyond's vital work and the organisation wants to thank everyone who contributed to making this possible. Together, we have made a huge impact.

Whilst we will shortly announce our new charity partner for 2025, we are already busy planning for fundraising activities for the next 12 months. Our two main events are taking place in early February (tickets are already on sale) and in June (details coming soon).

## Innovation

The Innovation stream has two new board directors – Cat Powell and Sam Dring – and has delivered two events in 2024, looking at how to adopt new technologies and create a culture of innovation:

- **Make it real – AI and you:** Held at KPMG Manchester, this event brought together a dynamic group to explore AI's practical applications in asset finance. The discussions, speakers and a tour of KPMG's Innovation Hub made it a very worthwhile session.
- **Innovation academy:** held at Metro Bank, this event looked at building and sustaining a culture of innovation. The chief digital officer at Microsoft shared practical strategies to clear innovation backlogs and drive change across the organisation.

Both events were a chance to share ideas, connect with stakeholders and spark fresh thinking for the future.



## NextGen

2024 has been a successful year for NextGeneration stream with progress across all our core initiatives. This year we have achieved:

- 1 networking event in the North with good attendance
- 1 x networking event in London featuring guest speaker, Laura Crane
- 2 workshops at AFC conferences, both well attended
- A table at the AFC Summer Awards
- **Industry Insights:** The programme welcomed its biggest cohort to date, providing young professionals the chance to connect with leaders, explore new ideas and build lasting relationships
- **The 30 Under 30 Index:** Now in its fourth year, the Index celebrated another group of rising stars, showcasing their brilliance and commitment to transforming the industry.

We ended the year on a high with the appointment of two new board members – Alex McWilliams and Lauren McQuilken – to lead the Next Generation stream of the Foundation, after six years of work as ambassadors. Additionally, feedback gathered during a session at the AFC Workshop will shape our plans for the new year as we continue to refine and enhance our initiatives.



## Sustainability

This year the Sustainability stream has made great progress in raising awareness and delivering knowledge to help our industry take action on environmental issues. The aim of this stream is to provide businesses with the tools and strategies to embrace sustainability while preparing for a greener future.

Three webinars took place in 2024:

- **Sustainability and implementing transformational change:** delivered by Sally Uren OBE, CEO of The Future Forum
- **Circularity and the regulatory framework:** Carmen Ene, CEO BNP Paribas was our keynote speaker with Edward Sims, director RA Sustainability, Deloitte
- **Opportunities for rooftop solar and green assets:** presented by Clare Bottle, CEO, UKWA

Sustainability remains a key focus for the industry and we aim to add further perspectives in 2025.



## Looking ahead to next year:

2024 was a year of partnership, growth and impact. We've done a lot but there's more to do in 2025. The Leasing Foundation remains dedicated to empowering the next generation, fostering inclusivity, driving innovation and championing sustainability.

Thank you to everyone who has supported our journey and we look forward to seeing you all next year!