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

Subject: **Idealease CARES – Idealease of Orlando: Helping to Heal the Invisible Wounds of War**

*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 involvement, 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. Let's shine our light on some great work by Idealease Orlando.*

Idealease of Orlando CARES: Helping to Heal the Invisible Wounds of War

What started as an effort to adopt a military family at Christmas has grown into an ongoing partnership to bring mental and emotional healing to U.S. Armed Forces veterans in central Florida.

Several years ago, as part of their community outreach during the holidays, John Maudlin (Dealer Principal) and Michael Maudlin (VP and GM), Maudlin International and Idealease of Orlando, in Orlando, Florida, searched for a veteran's family to adopt for Christmas.

"We contacted many groups and we were referred to major organizations, but we couldn't find a family to adopt," John recalls. Then John met a Defense Department consultant who introduced him to Patrick Connors, a retired Army Colonel who was involved with the **Camaraderie Foundation (CAM)**, a non-profit group that provides funding and referrals for counseling, emotional, and spiritual support for military service members, veterans and their families.

"CAM's corporate headquarters is only 1.5 miles from us in Orlando," says John. "When we learned about CAM, we invited them to give us an overview and everyone really liked the organization. As a company, we decided to embrace this group to help honor the contributions, and sacrifices, of our military men, women, and their families."



Camaraderie Foundation

John learned from the Colonel that Armed Services members who incur physical injuries have access to great health care, but many struggle to address the invisible emotional and spiritual wounds of war. "I was stunned to learn that about 20 veterans a day commit suicide across our country," says John.

“In central Florida, where we have a very large military population, CAM provides critical assistance and has helped to save lives by being a lifeline for individuals who are contemplating suicide as the only way to deal with their problems.”

Maudlin International and Idealease of Orlando has made the Camaraderie Foundation their primary and year-round community involvement initiative. Employees contribute through payroll deduction and the company adds funding to reach a combined \$1,200 monthly contribution which funds 12 private counseling sessions for an individual. In addition, the company meets monthly with the senior management of CAM, and Maudlin employees volunteer and give financial contributions to other CAM fundraisers. “We reach out to suppliers and customers to support CAM golf outings and other events. We expect to have about 200 employees participating in CAM in 2017,” says Michael.

The story behind CAM is one of caring and outreach. CAM was founded by Marnie and Michael Waldrop, a couple that faced tough times when Michael was deployed to Afghanistan in Operation Enduring Freedom. After his deployment, Marnie and Michael sought counseling to help with the reintegration of their marriage. Michael had watched six of his fellow soldiers face divorce, and he knew that many other soldiers could benefit from professional and spiritual counseling. Unfortunately, the perceived stigma attached to psychological issues made it difficult for them to reach out for help. Many Service Members struggle psychologically with the effects of war and battlefield experiences that include Post Traumatic Stress Disorder (PTSD), Traumatic Brain Injury (TBI), depression and many others. The Camaraderie Foundation believes that private counseling and spiritual community support can alleviate these issues and encourage Service Members to seek help, without feeling judged or isolated by doing so.

Michael Maudlin is a member of the Camaraderie Foundation Board. He serves along with distinguished business, law enforcement, and community leaders, and former military members including Generals and an Admiral. “There is a lot of power on this Board,” says Michael. “I have been so impressed by their commitment and wisdom in leading CAM as it continues to grow.”

CAM is looking to expand to the Tampa area, so John and Michael reached out recently to Tom Garvey, GM of Tampa Idealease, to ask for his assistance in helping CAM establish a footing in that community.

Michael is proud of Maudlin International/Idealease of Orlando commitment to CAM. “My father is a Vietnam vet who served in the army in the late 1960’s,” says Mike. “We have a special place in our hearts for supporting military service members, and we are proud to count 27 veterans among our employees.”

In addition to CAM, Maudlin International/Idealease of Orlando also supports other groups including the Orlando Rescue Mission that helps families and individuals rebuild their lives through education, housing, food and counseling; Shriner’s Children’s Hospital; Orlando

Children's Church which is a ministry that serves hundreds of families and has fourteen school buses that pick up over 400 children to attend Saturday church every week. "Supporting our local community is what **Idealease CARES** is all about," Michael says.

Watch this video to hear the message of hope and healing from Camaraderie Foundation [Camaraderie Foundation](http://camaraderiefoundation.org/). To learn more about CAM please visit <http://camaraderiefoundation.org/>

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 Annual Meetings to highlight our collective efforts.

Sincerely,
Lance Bertram
Sr. VP; Sales, Marketing & Distribution