

# Enterprise Holdings Foundation

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The Enterprise Holdings Foundation is the philanthropic arm of Enterprise Holdings Inc., which, through its integrated global network of independent regional subsidiaries and franchises, operates the Enterprise Rent-A-Car, National Car Rental and Alamo Rent A Car brands.

Started in 1982 by the company's founder Jack Taylor, the Foundation was established to allow the company to give back to the communities where its customers and employees live and work.

The Foundation's approach to global charitable giving focuses on four key areas:

- Providing financial resources to worthwhile nonprofit initiatives that are actively supported and championed by employees, their spouses and loyal customers.
- Providing more sizable grants to nonprofit groups or causes that have significant strategic or social importance to the company and its employees.
- Supporting relief projects or causes the company deems important, such as natural disasters that affect customers and employees.
- Assisting many local causes by providing a 50 percent match of employees' contributions to the United Way in the U.S. and Canada as well as the "Give as You Earn" program in the U.K.

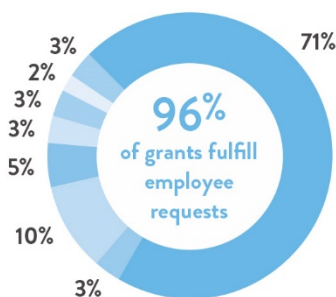
## GLOBAL INITIATIVES

Major ongoing philanthropic initiatives – totaling more than \$180 million in commitments – include:

- **Enterprise "50 Million Tree Pledge"** (\$50 million/50 years) – Planting 1 million trees a year to help restore public lands badly in need of reforestation.
- **Enterprise "Fill Your Tank" Program** (\$60 million/six years) – Addressing food insecurity around the globe.
- **American Red Cross Annual Disaster Giving Program** (\$3 million/three years) – Supporting preparedness and disaster relief efforts.
- **Fisher House** (\$6 million/six years) – Supporting scholarship and housing programs for families of veterans.
- **Enterprise Rent-A-Car Institute for Renewable Fuels** (\$35 million) – Developing and applying technologies to enhance the potential of oilseed crops, algae and bioenergy grasses as sources of sustainable bioenergy.
- **"Routes & Roots: Enterprise Healthy Rivers Project"** (\$30 million/five years) – Helping support The Nature Conservancy's long-term water resource management initiatives

**\$36.5 million**  
given in FY2017 by the  
Enterprise Holdings Foundation\*

*\*This total represents all countries' currencies converted into USD*



- 71% HEALTH AND HUMAN SERVICES
- 3% PUBLIC / SOCIAL BENEFITS
- 10% EDUCATION
- 5% ENVIRONMENTAL / WILDLIFE
- 3% DISASTER RELIEF
- 3% MILITARY
- 2% ARTS
- 3% OTHER

*\*The significant increase this FY is the addition of the Fill Your Tank feeding program which tracks in Health & Human Services.*

# Enterprise Holdings Foundation

## EXECUTIVES

Jo Ann Taylor Kindle  
PRESIDENT

Carolyn Kindle Betz  
SENIOR VICE PRESIDENT AND  
EXECUTIVE DIRECTOR

## FAST FACTS

- Established in 1982
- More than \$302.5 million donated to date
- \$36.5 million donated in fiscal year 2017
- Provides grants to qualified tax-exempt 501(c)(3) public charities in the U.S., registered charities in Canada, registered and exempt charities in the U.K., and charities on the DZI list in Germany.

## UNITED WAY

Enterprise Holdings is a longtime supporter of United Way. In 1969, the company held its first employee supported United Way campaign, and since that time, employees have continued to show their support.

To date, contributions to local United Way chapters from employees, combined with the Foundation's 50 percent employee match, total more than \$303 million.

Thanks to the generosity of Enterprise, National and Alamo employees, each year the Foundation holds one of the largest United Way corporate campaigns in North America.

## JACK TAYLOR FOUNDING VALUES AWARD

In 2013, as part of Enterprise Holdings' strategy for long-term growth, the company launched the Jack Taylor Founding Values Award to honor regional Enterprise Holdings subsidiaries for their commitment to integrating the company's core values into their daily operations. The annual award recognizes those who remain committed to six business priorities, which make up what is known as the Cultural Compass.

On behalf of each regional team that wins the Founding Values Award, the Enterprise Holdings Foundation provides \$20,000 in grants to benefit area nonprofits.

For more information, visit [enterpriseholdings.com/csr](http://enterpriseholdings.com/csr).

## FOUNDING VALUES

Jack Taylor didn't talk about founding values when he started up his business back in 1957 — he and his team just lived them. They set an example through a personal commitment to the company and its customers.

Those values have served as the company's foundation for growth and success for more than six decades. And today, this simple, yet powerful set of beliefs is more critical than ever to the company's continued success:

- Our brands are the most valuable things we own.
- Personal honesty and integrity are the foundation of our success.
- Customer service is our way of life.
- Our company is a fun and friendly place, where teamwork rules.
- We work hard ... and we reward hard work.
- Great things happen when we listen ... to our customers and to each other.
- We strengthen our communities, one neighborhood at a time.
- Our doors are open®.

