

Sample Foundation Profile:

ENTERPRISE HOLDINGS FOUNDATION

(formerly Enterprise Rent-A-Car Foundation)

600 Corporate Park Dr.

St. Louis, MO 63105-4204

Contact: Jo Ann Taylor Kindle, Pres.

Fax: (314) 512-4754

E-mail: foundation@ehi.com

Type of Grantmaker: Company-sponsored foundation

Executive Biography

Jo Ann Taylor Kindle

President of the Enterprise Holdings Foundation



Jo Ann Taylor Kindle is president of the Enterprise Holdings Foundation, the charitable arm of Enterprise Holdings Inc. Kindle is the driving force behind the Foundation's charitable giving worldwide and oversees the allocation of millions of dollars in charitable contributions to thousands of organizations each year. Funded by contributions from the company's operations, the Foundation provides financial assistance to recognized charities supported by Enterprise Holdings' employees and customers. Since its inception, the Foundation has contributed more than \$230 million to thousands of registered non-profit efforts, focused on community improvement, education and environmental stewardship.

Kindle has had a life-long involvement with Enterprise, which her father, Jack Taylor, founded in 1957 in the lower level of a Cadillac dealership. After graduating from the University of Denver with a B.A. in 1972, she took a job as an assistant buyer in St. Louis at Famous Barr, a division of The May Department Stores Company (now Macy's), where she worked until 1974. Kindle officially joined the Enterprise team and served as Office Manager of a St. Louis location until 1977. At that time, she left the company to raise her two children. In 1994, she returned to Enterprise to run the Foundation.

In addition to her leadership of the company's foundation, Kindle manages the family's philanthropic endeavors including the Crawford Taylor Foundation.

Kindle is very active in the St. Louis community. Currently, she serves as a Trustee for the St. Louis Symphony Orchestra. She is a past Trustee of the St. Louis Zoo, John Burroughs School and the Girl Scouts of Greater St. Louis. She has served as Chairman of several organizations, including the Rossman School Capital Campaign; a major fundraising event for John Burroughs School; and the Summer Opportunity Fair, a program that provides activities for area high school students during the summer months.

Program Area(s):

The grantmaker has identified the following area(s) of interest:

Employee Matching Contribution Program: The foundation matches contributions made by employees of Enterprise Rent-A-Car to the United Way on a one-for-two basis.

Jack Taylor Founding Values Award: Through the Jack Taylor Founding Values Award program, the foundation awards grants to nonprofit organizations chosen by regional Enterprise Rent-A-Car Groups that exemplify excellence in living the values that were set in motion by the company's founder, Jack Taylor.



Fields of Interest:

Disasters, preparedness/services; employment, training; general charitable giving; higher education.
International interests: Canada; United Kingdom. Population groups: Economically disadvantaged; minorities.

Geographic Focus:

California; Missouri; Nebraska; Texas.

Types of Support:

Building/renovation; Capital campaigns; Emergency funds; Equipment; General/operating support; Program development; Research; Scholarship funds.

Mission and Purpose:

The Enterprise Holdings Foundation gives back and strengthens through charitable support the thousands of communities where our employees and our customers work and live.

We endorse and underwrite a variety of initiatives and causes throughout the markets where our company operates in support of four key focus areas:

- We assist many local causes by providing a 50 percent match of our employees' contributions to United Way campaigns throughout these communities.
- We believe it is important to provide financial resources to worthwhile nonprofit initiatives that are actively supported by our employees, their spouses, and loyal customers.
- We strive to provide more sizable special grants to nonprofit groups or causes of significant strategic or social importance to our company and our employees.
- We support relief projects or causes the company deems important as they arise, such as natural disasters that affect our customers and our employees.
- Our giving flows from the belief that we owe our success to the communities we serve, and we must support their good causes in return.

History:

Started in 1982 by our company's founder Jack Taylor, the Enterprise Holdings Foundation was established to allow the company to give back to the communities where our customers and employees live and work. The Foundation has contributed more than \$100 million to thousands of registered non-profit efforts since its inception.

Examples of recent gifts include \$30 million for college scholarships to support minorities and economically challenged students; The Enterprise Rent-A-Car 50 Million Tree Pledge to the National Arbor Day Foundation – a \$50 million pledge by the Foundation to plant 1 million trees a year for the next 50 years to help restore public lands badly in need of reforestation; and more than \$2.5 million to disaster relief worldwide.

United Way & Employee Matching Contribution Program

The Foundation matches all employee contributions on a 50% basis to the United Way in the U.S. and Canada as well as the "Give as You Earn" program in the United Kingdom. In 2008, our company gave more than \$16 million to the United Way, with \$11.2 million from employee giving and \$5.4 million from the Foundation's matching contribution.

The Enterprise Holdings Foundation operates under the leadership its President, Jo Ann Taylor Kindle and a Board of Directors comprised of representatives from the Taylor family and members of the company's senior management.

Foundation Giving Guidelines

Neither the Foundation nor the company (or any of its affiliates) donates vehicles or rentals.

The Enterprise Holdings Foundation was founded to enable employees of our operating subsidiaries and their spouses to give back to their local communities. Because of this mission, the Foundation generally accepts requests for donations only from employees and their spouses. In addition, the Foundation will consider requests from established customers who use our services on a regular basis.

In order to request a donation for an organization, the requestor must be personally and actively involved in the charity.

The Foundation provides grants only to qualified tax-exempt 501(c)(3) organizations in the United States. For requests from the United Kingdom and Canada, organizations must have a registered charity number.

The Foundation considers the support of schools, religious organizations, and sports teams a personal responsibility, and therefore discourages requests for Foundation support of these types of organizations.

In an effort to support as many worthwhile causes as possible, the Foundation will consider only one request per year, per charity.

The average amount for a first-time request is usually up to \$1,500 (USD).

The average grant amount is \$2,500 to \$5,000 (USD).

Our company's operating groups are prohibited from receiving benefits from organizations that receive a contribution from the Foundation. Benefits which Groups may not receive include tickets to events, dinner invitations, and advertising. Recognition for support on signage and in programs should go to the Foundation, not the operating group.

Donor(s):

Enterprise Rent-A-Car Co.; Jack C. Taylor.

Limitations:

Giving on a national basis in areas of company operations, with emphasis on CA, MO, NE, TX, Canada, and the United Kingdom. No support for religious organizations or sports teams. No grants to individuals, or vehicle or rental donations.

Purpose and Activities:

The foundation supports organizations with which employees, family members of employees, and established customers of Enterprise Rent-A-Car are involved and organizations involved with education, disaster relief, minorities, and economically disadvantaged people.

Application Information:

Support is limited to 1 contribution per organization during any given year. Proposals should be brief.

Unsolicited requests are accepted from employees and their spouses, and established customers of Enterprise Rent-A-Car on behalf of nonprofit organizations with which there is an established connection. Unsolicited requests on behalf of schools are not accepted. Annual reports, videos, DVD's, CD' s and other extraneous proposal materials are not encouraged. Application form not required. Applicants should submit the following:

1. Name, address and phone number of organization
2. Copy of IRS Determination Letter
3. Brief history of organization and description of its mission
4. Detailed description of project and amount of funding requested

Initial approach: Mail proposal to foundation for customers/employees

Copies of proposal: 1

Proposal Deadlines:

The Enterprise Holdings Foundation Board meets three times each year to consider requests. Board meetings take place in winter (January or February), spring (April or May), and fall (October).

The Foundation would like to have all requests submitted to the Foundation no later than six weeks prior to each Board meeting for consideration, and deadlines are strictly enforced. Requestors generally are notified in writing within three to four weeks after the Board meeting.

Final notification:

3 to 4 weeks following board meetings

Additional information:

Proposals from customers should include a description of the customer's relationship to Enterprise or an Enterprise employee, a letter of support from an Enterprise employee, and a description of the customer's involvement with the organization.

Officers and Directors:

Jo Ann Taylor Kindle, Pres. and Director
Rick A. Short, V.P. and Treas. and Director
Carolyn Kindle, V.P. and Exec. Dir.
Matthew G. Darrah, V.P. and Director
James Mann
Jack C. Taylor

Financial Data:

Year ended 2017-07-31

Assets: \$246,639,809 (market value)

Gifts received: \$37,833,436

Expenditures: \$18,187,988

Total giving: \$17,929,380

Qualifying distributions: \$17,929,380

Giving activities include: \$17,929,380 for grants

Selected Grants:

The following grants are samples of the grantmaker's giving activity:

\$1,000,000 to National Arbor Day Foundation, Lincoln, NE, payable over 1 year.

\$630,193 to United Way of Greater Saint Louis, Saint Louis, MO. For Campaign, payable over 1 year.

\$520,606 to United Way of Greater Los Angeles, Los Angeles, CA. For Campaign, payable over 1 year.

\$150,000 to Tulsa Community Foundation, Tulsa, OK. For Up With Trees, payable over 1 year.

\$143,103 to United Way of Metropolitan Atlanta, Atlanta, GA. For Campaign, payable over 1 year.

\$138,118 to United Way of Metropolitan Dallas, Dallas, TX. For Campaign, payable over 1 year.

\$114,042 to United Way of the Bay Area, San Francisco, CA. For Campaign, payable over 1 year.

\$51,320 to Sustainable Travel International, Boulder, CO. For Carbon Offset Program, payable over 1 year.

\$47,865 to Sustainable Travel International, Boulder, CO. For Carbon Offset Program, payable over 1 year.

\$29,432 to United Way of Allegheny County, Pittsburgh, PA. For Campaign, payable over 1 year.