

PHILANTHROPY & COMMUNITY RELATIONS



JCTFVA FY24 TOP FOCUS AREAS

- **Understand the Community Need.** Listen to your employees and community leaders to find the most pressing needs to address.
- **Relationship Development.** Gain access and build rapport with influential community leaders, and other partners who can provide valuable insights on where to best partner.
- **Community Engagement.** Demonstrate our value by engaging in relevant social and cultural issues.
- **Partnership.** Support initiatives of key community partners that result in long-term goodwill in the communities we serve.
- **Collaboration.** Facilitate collaboration between the field and Enterprise Holdings corporate entities (Philanthropy, Office of Diversity, and the Foundation) to leverage key community relationships.

FY24 COMPANY GOALS

1. Philanthropy

- Engage employees and partners in Enterprise's philanthropic efforts across all lines of business.
- Choose causes and projects that will have an impact on the community.
- *Stronger Together* Employee Giving participation should reflect an active campaign that focuses on building employee awareness and engagement.

2. Community Relations

- Execute local Group efforts to evaluate partnership opportunities with top five charity/cause of choice; work to leverage those partnerships to advance employee giving/employee volunteering, and community development.
- Increase employee participation and engagement in our strategic relationship-building efforts by:
 - Identifying three employee charities/organizations strategic to community development, employee interest, and company brand building.
 - Increasing participation in charitable organization support by 5 percent vs prior year efforts.