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Enterprise Holdings Foundation Donates \$20,000 to Affinity Mentoring

GRAND RAPIDS, Mich- September 1, 2021 – The Enterprise Holdings Foundation has donated \$20,000 to Affinity Mentoring through their Road Forward Initiative. The Foundation is the philanthropic arm of Enterprise Holdings, which, through its integrated network of independent regional subsidiaries and franchises, operates the Enterprise Rent-A-Car, National Car Rental, and Alamo Rent A Car brands.

The ROAD Forward program is designed to advance social and racial equity, “At Enterprise, we truly believe in strengthening our communities one neighborhood at a time. With that being said, we are thrilled to partner with Affinity Mentoring in West Michigan. Affinity Mentoring’s mission and values align with our commitment to creating a brighter future in the communities that we live and work in. We are excited to have the opportunity to work with Affinity Mentoring to make a real difference in the Greater West Michigan Area,” says Michael Proulx, Regional Human Resource Manager of Enterprise Holdings.

This donation will support Affinity’s Mentoring expansion in Godfrey-Lee Public Schools (GLPS). At the request of GLPS administration and school staff, Affinity Mentoring will open mentoring sites this fall at Godfrey-Lee Elementary and Lee Middle School campus.

“Supporting Affinity Mentoring allows Lee Middle School to provide a research based program that will create relationships and enhance the outcomes for a student population that is Hispanic, low income and 90% of students receive free or reduced lunches,” explains Jim Jensen, Lee Middle School Principal.

Affinity works towards the mutual liberation of all community members and believes that youth are already leaders and community members, but need equitable access and platforms to use their voice. Affinity’s mentoring model provides individual, one hour per week mentoring with trained, safe, supportive adults to support the growth of leadership and social-emotional skills, as well as math and literacy skills.

“We are committed to building and maintaining a sustainable, high quality mentoring program that positively impacts our community based on what the community has told us they need. Statistically, the students and families in our community have taken the brunt of the effects of the pandemic, in addition to systemic racism and unequal effects of poverty and discrimination. Therefore, we are focusing our equity measures both internally and externally so that we can focus support and resources on students with the highest barriers to overcome, while being diligent in doing our own work to dismantle systemic and organizational racism,” says Cassandra Kiger, Executive Director of Affinity Mentoring.

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About Affinity Mentoring

Affinity Mentoring is a 501c3 nonprofit organization whose mission is to facilitate equitable growth in academics, social emotional skills, and self-esteem through mutually beneficial mentoring relationships. We believe in cultivating a brave space that amplifies the voices of young agents of change in a diverse and inclusive community. Our vision is to be a leading nonprofit for fostering belonging alongside young people, families, and community. We partner with organizations, schools, corporations, and individuals to provide high quality, culturally responsive mentoring to school-age children. For more information, visit <https://affinitymentoring.org/>.