

Endeavor, Inc.

Legal Form of Ownership and Governance

Endeavor, Inc. is a not-for-profit 501 (c)(3) corporation with the Housing Authority of the City of Milwaukee (“HACM”) as its sole member. It is formed as an instrumentality of HACM. As detailed in the Articles of Incorporation and By-Laws, it will be governed by a board of directors who will be appointed by the Board of Commissioners of HACM.

Rationale for Creation

- Create a “human services” nonprofit organization that can compete for grant funding from public (HUD & other federal agencies) and private donors.
- Through branding separate from HACM, provide increased ability to obtain diversified non-HUD funding through grants and donations (corporate, individual) to replace declining federal funding for such programs.
- Reduce costs of community and supportive service programs through decreased legacy benefit costs over time.
- Strategically position Endeavor to provide future capacity to provide for services to other individuals and households outside of the HACM portfolio, which will be funded from private sources or as the grant agreement may allow

Mission: Endeavor will change lives by working with low-income persons, moderate income persons, veterans, the elderly and persons with disabilities (“Participants”) to help them improve their economic self-sufficiency and independence and enhance and enrich their quality of life.

Primary Purpose: Endeavor is to serve as a nonprofit arm of HACM created for the purpose of promoting self-sufficiency and independence, and enhancing and enriching the quality of life for Participants, with an initial primary focus on Participants in HACM’s public housing and rent assistance programs. Endeavor is organized and operated exclusively for charitable and educational purposes in accordance with Section 501(c)(3) of the Internal Revenue Code. Specifically, Endeavor will:

- Apply for funding from governmental organizations, foundations, corporations and individuals to develop and implement innovative employment training and assistance, education, healthcare, financial education, asset-building and other community and supportive service programs for HACM residents and Participants in order to promote economic self-sufficiency and improve urban neighborhoods and the lives of those who live in them.
- Work with community-based organizations, governmental agencies, and other public/private partners to leverage their talents and resources to develop and implement effective, efficient and innovative services for HACM residents and Participants.

- Increase the capacity of Endeavor to provide future assistance to develop and implement community and supportive service programming for other public housing authorities or organizations that work to assist individuals and families in ways that are aligned with HACM's primary mission.

Company Goals and Objectives

- Use grants, HOPE VI endowment funds and other funding through HACM to continue to provide effective and cost-efficient programs to improve the lives of HACM residents and Participants and to demonstrate measurable outcomes.
- Compete for additional funds from governmental, foundation, corporate and private donor sources through Endeavor's brand to sustain and increase need-based programming when possible.
- Ensure that expenses of Endeavor are fully paid for via the revenues available.

Business Philosophy

Endeavor is dedicated to the proposition that education and employment are pathways out of poverty and that innovative and cost-effective programs, working in partnership with Participants, can help to change their lives and the neighborhoods in which they live. Endeavor values collaboration and partnerships, knowing that it cannot do this alone and needs to work with other community partners, private and public organizations with similar missions and those who have the expertise, talent and resources to assist Endeavor in its mission.

Areas of Operations

Endeavor will initially operate in Milwaukee County and specifically target its programs to HACM's public housing residents and participants in its rent assistance program. As the brand and capacity of Endeavor develop, working alone or with co-partners, Endeavor may also look to assist other organizations that are aligned with HACM's primary mission that may lack capacity in assisting families with programs and services.

Strength and Core Competencies

Endeavor will leverage the staff, network connections and competencies of HACM. Officers and staff of HACM will initially perform the functions of the company under a Cooperation Agreement. HACM's extensive experience in providing community and supportive services over the years in its HOPE VI, CNI, and other programs will provide credence to Endeavor during the initial years of operations.