



BURGER KINGSM Foundation

Annual Report 2022

Letter from the Executive Director

I find myself thankful for my first year serving as the Executive Director of the Burger King Foundation. Whether it has been collaborating with board members, staff, franchisees or supporters, I was very fortunate to be in the company of such amazing leaders.

As we look forward, 2023 will be an important year to further develop the work and growth of the Foundation. In 2022, we launched the beginnings of a strategic plan that will come to fruition in 2023. This strategic plan will help guide our work to lead us down a path to help more community members, empower more employees and become a best-in-class foundation. With a strong strategic plan in place, we have lofty goals for 2023.

We hope to:

Deepen Relationships:

In my first year as the Executive Director, my goal was to build relationships. Now, going into my second year, I want to focus on deepening those relationships. I am working toward meeting with EVERY franchisee. I want to hear how the Foundation can best support you and your community while, in turn, sharing how you can help the Foundation make an impact. From franchisees to vendors to community members, we know that none of this work would be possible without you, so we want to take the time to care for those relationships.

Have 100% Franchisee Participation:

We hope to see 100% participation from franchisees with our in-restaurant fundraising initiatives. This year, we are providing opportunities during each quarter to fundraise for the Foundation and interact with employees and guests on a more frequent basis.

Elevate the Experience for our Signature Events:

Every year, the Foundation is proud to present our signature events that include McLamore Golf, our Convention Golf Outing and Convention Gala. This year, we are introducing Royal Bash, a new event concept that will not only engage the BK community but will welcome the Miami community to learn more about the Foundation and its impact. With each of these events, we will continue to create a fun environment for guests while ensuring we continue to elevate the experience, tying the events back to the work and mission of the Foundation.

Introduce Innovative Programming:

With our new strategic plan, the Burger King Foundation is doubling down on education and employee empowerment. We want to ensure that we are providing various options for empowerment solutions for diverse employees and families. More details to come on what this will look like down the road in 2023.

We are so excited for 2023 and beyond!



Katie M. Repici

A handwritten signature in black ink, appearing to read 'K Repici', written over a light blue horizontal line.

Mission

The Burger King Foundation is a U.S.-based public nonprofit that believes through education you can explore your full potential and live life Your Way. Inspired by the Burger King brand's co-founder, Jim McLamore, it's our mission to create brighter futures by empowering individuals and feeding potential through education and emergency relief. As a global Foundation, the Burger King Foundation partners with select nonprofits focusing on scholarships, literacy and creating sustainable learning environments.

Our Work

Our story started back with the Burger King® brand co-founder, James “Jim” W. McLamore, and his belief in the importance of a higher education for all. With the inspiration and intention to honor Jim, the Burger King Scholars program was created in 2000. The intention of the program was to advance the education of deserving students in North America and serve as a tribute to Jim, and it has been doing so for the last 18 years with the help of the McLamore Family, Burger King® guests, franchisees, system vendors and supporters who believe in the mission of the program and the Foundation.

To provide a helping hand in times of need, Burger King Company LLC established the BK™ Emergency Fund for its employees in 2004. As both the Burger King Scholars program and the BK™ Emergency Fund served to build brighter futures, the programs came together under the creation of what is now known as

the Burger King Foundation—a 501(c)(3) non-profit organization—in 2005. In 2011, the McLamore Family Foundation added a new category to the Burger King Scholars program to help make a greater impact. The James W. McLamore WHOPPER® Scholarship Award was created, allowing the Foundation to grant three \$50,000 awards to deserving students each year.

Our first global partnership came to fruition when we joined efforts with Room to Read in 2012. The partnership has brought literary environments to children across Africa and Southeast Asia, impacting the lives of nearly 150,000 students to date, with more to come in the future. Following this, the Foundation focused its impact on Latin America and the Caribbean region by bringing literacy and skills training to residents in disadvantaged areas. In 2016, we built our first training center in the Dominican Republic.





Helping employees

Through the Burger King™ Emergency Fund, we've granted over \$2.6 million to BK® employees across the globe during times of extreme need—we've helped members of our BK® Family through COVID-19, natural disasters, medical emergencies and more.



Scholarships

Through the Burger King Scholars program, we've awarded nearly \$55 million to over 45,000 deserving students across North America. Our goal is to grant one scholarship for every BK® restaurant in North America—that's more than \$7 million each year!



Global initiatives

We've impacted the lives of nearly 180,000 children to date through our partnership with Room to Read. These students from South Africa, Zambia, Tanzania, Cambodia and India now have access to more than 200 libraries, schools and literacy programs as well as three children's books published by Burger King® in collaboration with Room to Read.

Support

We are able to support our programs through our fundraising efforts in restaurants, at events/sponsorships and with employee and franchisee support.

Annual Fundraiser

Each year, the Foundation holds signature in-restaurant fundraising campaigns. In 2022, the Foundation launched a coupon campaign with all funds raised supporting the Burger King Scholars Program. Guests had the opportunity to donate \$1 and in return receive a coupon for a free small fry or a soft serve cone on their next visit.

Round-Up

The Round-Up campaign allows guests to round up their check to the nearest dollar with the additional funds benefiting the Burger King Foundation. In 2022, round up was launched nationally in both the U.S. and Canada.

Donation Boxes

Through the donation box program, franchisees place coin canisters on their front counters or at their Drive-Thru Windows and provide guests the opportunity to donate change to benefit the Burger King Foundation. Donation boxes allow for guests to donate year-round when visiting a restaurant.



Over \$3 million
was raised in-restaurant
this year. This was done
through many different
campaigns across the U.S.
and Canada.

In-restaurant 2022 – (Rounded)

Canisters	\$360,000
Round-Up	\$1,100,000
Fall Fundraiser	\$1,800,000

Global Day of Giving



In 2022, Restaurant Brands International Inc., the parent company of Burger King Company LLC, launched its first ever Global Day of Giving. The goal of this initiative was to bring together all of their brands in the spirit of giving support to RBI's Charities and Foundation partnerships.

As a part of this year's Global Day of Giving, the Burger King Foundation launched the BK Scholars Challenge. The Foundation challenged Burger King® and RBI employees to sign up their departments as teams to fundraise.

Raised
\$18,660

Engaged
199 donors

The team that raised the most would receive the honor of presenting a scholarship named after their department.

The 2022 Winner of the BK Scholars Challenge was the Burger King North American Field Team. The team raised a total of \$6,670, which was 35.7% of the total amount raised!

We love opportunities to engage our employees, and they love to support the Foundation!

**BK North American
Field team raised
35.7% of the total
amount raised.**



Events

This year, we secured a record amount of support from our vendors, employees and franchisees through our events. We kicked off the year with our annual Miami event that took place at the Eden Roc Hotel on Miami Beach. This event saw our Foundation friends and supporters mix and mingle under the stars on a beautiful Friday evening while raising thousands of dollars for our cause. We then headed to New Jersey for our McLamore Golf Invitational. Many franchisees prioritize this event, which is held in honor of Jim McLamore and his vision for our brand. From there, our team hosted a wine event in Aspen, Colorado. To close out the year, we joined franchisees, team members and vendors from around the globe at the BK Convention in Las Vegas and held our Annual Golf Outing and wrapped it up with our Annual Evening Event Don Felder from the Eagles.



We raised approximately **\$2 million** through events this year thanks to our supporters!



Room to Read: **\$100,000**

Room to Read is a leading nonprofit for children's literacy and girls' education across Asia and Africa whose mission is to create a world free from illiteracy and gender inequality. Room to Read helps students develop literacy skills and a habit of reading, and it supports girls as they build skills for success in school and negotiate key life decisions. For more than 15 years, alongside Room to Read, the Burger King Foundation has been able to impact 153 schools and over 120,000 students worldwide.

With our investment in 2022, the Burger King Foundation was able to benefit 1,067 children across India, South Africa and Sri Lanka in their pursuit of a quality education amidst the challenges posed by the COVID-19 pandemic.

Big Brothers Big Sisters Miami: **\$15,000**

For 60 years, Big Brothers Big Sisters (BBBS) Miami has been the premier nonprofit youth mentoring organization. BBBS Miami's mission is to create and support one-to-one mentoring relationships that ignite the power and promise of youth. The Burger King Foundation's philanthropic commitment to BBBS Miami spans over 13 years with more than \$281,000 in support during that time.

With our investment this year, a portion of the donation will be used to provide much needed scholarships to high school-aged individuals who have shown great aptitude and need. In addition, we were able to support BBBS Miami's Holiday Party, which impacted over 200 Littles and their families.

National Restaurant Association Educational Foundation: **\$150,000**

The National Restaurant Association Educational Foundation's (NRAEF) mission of service to the public is dedicated to enhancing the industry's training and education, career development and community engagement efforts. NRAEF, and the programming they provide, work to attract, empower and advance today's and tomorrow's restaurant and foodservice workforce. Since 2017, the Burger King Foundation has impacted nearly 4,000 lives through scholarships and grants.



Non-Profit Giving



Financials 2022

In-restaurant	\$3,255,000
Special Events	\$1,987,000
International Fundraising	\$451,000
Outright	\$338,000
Annual Giving	\$186,000
Burger King Scholars Outright	\$135,000
Legacy	\$57,000

Contributions **\$6,409,000**
(Rounded to the nearest 000s)



Where it went

			
\$4,310,000	\$265,000	\$327,000	\$450,000
to scholarships	to other educational programs	to family fund	to international grants

Thank You to Our Board!



Tom Curtis	Co-Chair and President, Burger King Foundation, Burger King North America, President
Daniel B. Fitzpatrick	Co-Chair, Burger King Foundation & CEO, Quality Dining
Matthew Banton	Vice President, Innovation, Category Management & Sustainability, Burger King
Katerina Glyptis	Vice President, Franchise Operations, Burger King
Eric Goldhersh	Vice President, Operations, Burger King
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Rachel Levins	Partner, The Phoenix Organization
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Rafael Odorizzi	President, Burger King , APAC
Luke Pisors	CEO, Ambrosia QSR
Renato Rossi	President, Burger King, LAC
Thiago Santelmo	President, Burger King, EMEA
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Andrea Tejada	Director of Communications, Restaurant Service Inc.
Isabel Turull	CEO, Burger King Dominican Republic
Raj Varman	CEO, Burger King India

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Our Sponsors are the best!



Our Franchisees Rule!

Without the support of our dedicated franchisee partners, we would not be able to do the work that we do. We want to thank each of you for your continued commitment to the Foundation.

**For more information and important charitable disclosures, please visit
<https://www.burgerkingfoundation.org/footnote/legal-info>.**

