



Burger King and the VFW Unmet Needs Fundraising Campaign

Established in 2004, the VFW Unmet Needs program (www.unmetneeds.com) has provided over \$10.5 million in emergency assistance grants to nearly 9,000 qualified veterans and military families. **In 2007 Burger King franchisees became the primary supporters of the Unmet Needs program;** to date they have raised more than \$5.3 million to provide veterans and military families with assistance for rent, mortgages, utilities, vehicle repair, food and other basic needs. Eligible applicants can receive grants of up to \$1,500 toward qualifying expenses, paid directly to the creditor.

Participating Burger King franchisees conduct fundraising campaigns in July or November of each year. **100% of the proceeds support veterans and military families.**

Customer response is consistently positive, and Burger King employees truly appreciate being part of a promotion that supports our nation's troops and veterans.

The process is smooth and simple. VFW ships BKC-approved promotional materials direct to participating restaurants **free-of-charge**. Burger King Unmet Needs materials include:

- One 4" x 6" Small Drive Thru Window Decal
- One 5" x 7" Large Window Decal
- One 11" x 14" Counter Card
- 4.25" x 5.5" Display "Flags" (1,000 per restaurant)

During the July and November promotions, the VFW mobilizes 1.6 million VFW and Auxiliary members to visit participating BK restaurants. We utilize all VFW and Auxiliary communication channels, social media and national press in the days leading up to and throughout the fundraising campaign. These efforts serve to attract appreciative customers to BK restaurants and develop long-lasting relationships with our friends at Burger King.

The VFW is truly grateful to Burger King franchisees for their support for our nation's veterans and military families. For additional information about participating in the Unmet Needs fundraising campaign, please contact:

Ben Vargas, VFW Foundation
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Established in 1899, the VFW is America's oldest and largest combat veterans' organization, with a longstanding record of service and stewardship. NO ONE DOES MORE FOR VETERANS.

"It is an honor to help with this program and great to hear we have helped many in Iowa as well as across the nation! Be assured you have our continuing support and I will pass your appreciation to our BK family and customers."

*Jim Snell
Blount Restaurant Management
Grimes, IA*

VFW FOUNDATION