



KFC Foundation Annual Report

2020



Our mission is simple.
**The heart of what
we do is care for
KFC restaurant
employees.**

KFC Foundation's impact by the numbers*

Your continued support enables us to live out our mission and make incredible things happen for your incredible team members.

Awarded more than **\$9.5 million** in REACH Grants to **4,500+** employee-students to help them pursue their dreams



Disbursed more than **\$780,000** in KFC Family Fund assistance to **570+** employees to help them through a crisis

Empowered more than **200** employees to earn their GED through Rise with GEDWorks



Granted life-changing Kentucky Fried Wishes to **10** employees totaling **\$35,000**

MyChange with SaverLife will help employees build a **\$500** short-term emergency fund and a habit of saving money



Disbursed **\$500,000** through Feed the Force: KFC Foundation Grocery Assistance Fund** to **5,000** employees in need

*Numbers as of July 27, 2020

**One-time initiative to support employees during COVID-19 pandemic



Board Chair



The heart of what we do as the KFC Foundation is care for our restaurant employees, and 2020 has been the year to demonstrate just how much we care.

The global pandemic has changed how we operate our restaurants and how our team members live. The KFC Foundation adapted to meet our frontline workers' needs through the quick launch of the Grocery Assistance Fund, which was graciously funded by all of you through your NCAC with a matching donation from the Yum! Foundation. We were able to give 5,000 team members \$100 gift cards to buy groceries during an uncertain and difficult time. What I love most about this fund is that team members were nominated by others, showing the true spirit of the KFC Family.

In the midst of this pandemic, the Foundation has continued to be nimble and innovative with programming. We heard from you and your teams that we needed to change how we delivered personal finance education. This fall, we're piloting MyChange Savers, a six-month savings matching program designed to help team members build a \$500 short-term emergency fund and a habit of saving, and we plan to launch it nationwide in Spring/Summer 2021. Check out page 12 for more on this exciting new opportunity!

Looking forward, the Foundation is working hard to develop a new strategic plan that will help guide our goals, direction and work over the next few years. Here's a sneak peek—**Our vision is to become a \$10MM foundation by 2024.** We want to significantly ramp up the number of restaurant employees we're able to impact by providing even more comprehensive, industry-leading support to them. Diversifying our fundraising avenues can make all this happen and more.

As your Board Chair, I look forward to working with the Foundation Staff, Board, and each of you to bring this vision to life.

Get ready, you are about to find out what we can all accomplish together!

Managing Director



I've just celebrated my first-year work anniversary as your KFC Foundation Managing Director. Fun fact: My work anniversary is an important day in the KFC Family... It's the Colonel's birthday! What a great reminder to live by the values the Colonel taught us—namely, to never pass anyone up.

This first year has been a roller coaster to say the least! I've now spent as many months working from home as I did in the office. Our team has adapted to the "new normal" of working from home and pivoting our work to meet team members where they are and meet their needs in this particular moment.

I'm incredibly proud of what we've achieved in this last year, including launching the Grocery Assistance Fund in the early days of COVID-19 and pivoting our MyChange program to better serve team members and help them build a savings fund. This new program excites me for the lifelong difference we can make in the lives of team members. Learning to save, and then invest, is a critical life skill that we're now able to teach and incentivize.

I want to thank you for everything you do to make our work possible. Without your generosity and participation in the Cole Slaw Donation Program, we wouldn't be here today. I'm excited about the opportunities in front of us and am grateful to have you at our side as we move forward.

Onward and upward!

A handwritten signature in dark ink that reads "Emma Horn". The signature is written in a cursive, flowing style.



Meet Amanda

Last year, Amanda North, KFC team member with George Lambos' franchise, embarked on the journey to earn her high school credential through Rise with GEDWorks with a meaningful mission—to become her best self.

"I believe that in becoming a better me, everything around me will be impacted," Amanda said when first enrolling for Rise with GEDWorks. "I want my children to see that just because something doesn't happen when it should, doesn't mean it cannot happen at all."

This spring, Amanda achieved her goal and earned her GED! We sent a celebration kit—complete with a grad cap, Instagram frame, embroidered backpack, certificate of achievement,

balloons and more—to Renisha, Amanda's RGM, so they could celebrate this amazing accomplishment with all of the bells and whistles it deserves.

"That was the icing on the cake," says Amanda. "I never dreamed it would be like actually graduating high school with all the perks. Nothing was left out! This program is the true definition of caring not just for employees, but loving people and reaching out a helping hand where it seems that others won't."

Now, she has her sights set on her next endeavor. "I intend to continue my education and become a trauma therapist. I am passionate about people and I am persuaded that everyone can be healed!"

We've sent laptops to 42 KFC employee-students, enabling them to continue working toward their GED.

In 2019, we implemented a plan to remove the technology barrier for our Rise with GEDWorks students. If a student is unable to progress with their study plan due to a lack of computer access, we purchase a laptop and, if needed, temporary wifi for the student.

Together, we're empowering team members to create the future they want for themselves and their families.



While money can't eliminate the sorrow, it can eliminate some of the added stress that comes with it.

Employees who received assistance

"Our son is in college and our budget has gotten smaller. When mom died, it was a challenge to pay for the funeral. KFC was there for us. Made me feel valued. Like part of a family more than charity. On the busy days when work is hard, I know & my family knows that we are appreciated.

We are more than very satisfied. We are touched. Thankful and overwhelmed. The Foundation replied quickly. It helped our family during a difficult time. What KFC has done for our family won't ever be forgotten."

- RGM Kyle Pugh (JRN)

"We are so grateful for your help during this time. A thousand thank yous would still not feel like enough. Such a great program you have set up for KFC. The Colonel would be proud."

- RGM Callie Gorder re: the assistance shift supervisor Jason Comet received (Lonnie Noble)

"This means the world to me. God bless all you guys. My family is so grateful. Thanks to you, I'll be able to afford my grandmas last wish."

- Team member Jay Serrano (KBP Foods)

Now, it can hopefully
begeth often accompanies it.
in their time of crisis.

"I cry all the time knowing that everything is completely taken care of now, but they're tears of joy. I can't thank this program and my job enough. Words can never express how I feel and how grateful I am."

- Shift supervisor Erica Young (Dwight Fraser)

RGM Jana's 20-year-old son Luis was shot in the leg while walking home from his landscaping job. The case is still under investigation and it is believed that Luis was not the intended target of the drive-by shooting. Luis had to have surgery on his leg and be off work for three to four months to recover through physical therapy. Jana, a single mother and caregiver to her elderly mother, had to take some unpaid time off during Luis' recovery. Without Luis' salary to help cover the household bills, it was difficult for Jana to keep up financially. The KFC Family Fund was able to assist with Jana's mortgage payments to alleviate some of her financial stress.

"This is so amazing. I can't thank you enough. Harman is an amazing company to work for!!!"

- RGM Jana Wey (Harman Management Corp.)

Together, we're giving a hand up to team members when unexpected hardships and crises knock them down.



REACH

KFC EDUCATIONAL GRANT PROGRAM®



Meet Emiliano

The REACH Educational Grant Program has awarded Emiliano Munoz Ramirez with a total of \$10,000 in college tuition assistance over the last four years to help him pursue his degree in Business Management—all while he worked hard to climb the ranks from KFC team member to his current role as an RGM with J. F. Desmond Family Limited Partnership.

“I am getting a degree in Business Management at Fresno State and I hope it leads me to keep growing in the company at KFC. After I graduate, I really want to become a District Manager in Fresno, or even try to get into KFC corporate.

This company has helped me mature and grow into the person I am today. I owe a lot of my success to KFC and I want to thank the KFC in Fresno and my district managers Mo, Mohammed, and Martin. They have guided me and helped me grow in the company.

I also really want to thank the KFC Foundation. They have helped me through the years with this grant and they are giving me a great opportunity to be the first in my family to be a graduate from a university.”

Of our Spring 2020 REACH Grant winners...

71% are paying for college by themselves, without financial support from their parents

50% are the first in their family to attend college

30% are repeat winners, meaning they've been awarded a REACH Grant in the past

Together, we're helping team members achieve their dreams of earning a college degree.



Team members can double their money with new MyChange Savers program.

Nearly half of American adults don't have \$400 in savings to cover an unexpected expense, which can send their life into a tailspin. We're launching MyChange Savers to help ensure that doesn't happen to your employees.

Presented in partnership with non-profit SaverLife, this new \$1 for \$1 savings matching program is designed to help team members build a \$500 short-term emergency fund and a habit of saving money in just six months.



We are piloting the program now and will open the application up to all employees at participating KFC restaurants in Spring/Summer 2021. We'll share more info as we get closer to the national launch!

The other part of our partnership with SaverLife is equally exciting. MyChange EDU is an online portal available to all employees at participating restaurants where users can earn rewards and win money as they grow their financial know-how.

Team members can sign up for MyChange EDU today through the KFC Foundation mobile app and **kfcfoundation.org**.

Together, we're equipping team members with tools and resources to help them achieve financial security and improve their quality of life.



We made the decision to forgo Kentucky Fried Wishes in 2020 so we could focus our time and resources on meeting the needs of restaurant employees during the pandemic, but rest assured... this life-changing wish-granting initiative will be back in 2021!



Cole slaw changes lives!

The KFC Foundation's charitable programs are made possible through the ongoing support of KFC Franchisees, which comes to the Foundation via a \$1.23 surcharge on each case of cole slaw, and the KFCC Corporation.

We are incredibly grateful for the generous support of our donors who make it possible for the Foundation to operate. Visit kfcfoundation.org/donors for a full list of KFC Franchisees who participate in this year's Cole Slaw Donation Program and our individual donors from 2020.

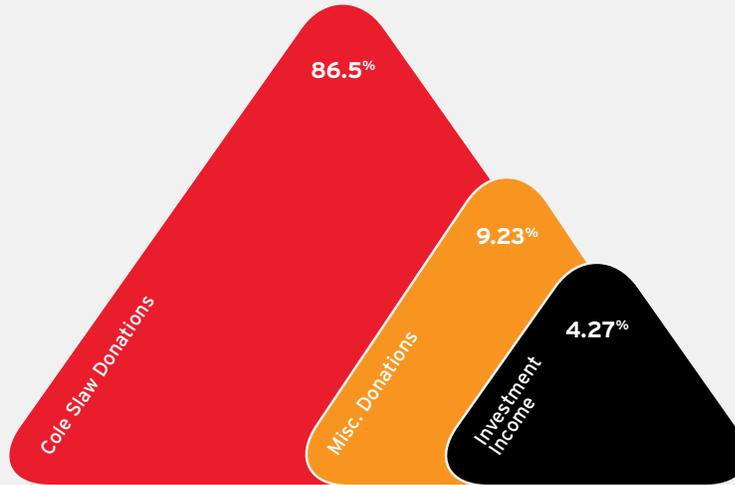
96%

of KFC Foundation expenses go to programs to care for team members

*2019 Form 990 data presented above

FY2019 Financials

Revenue: \$2,078,321

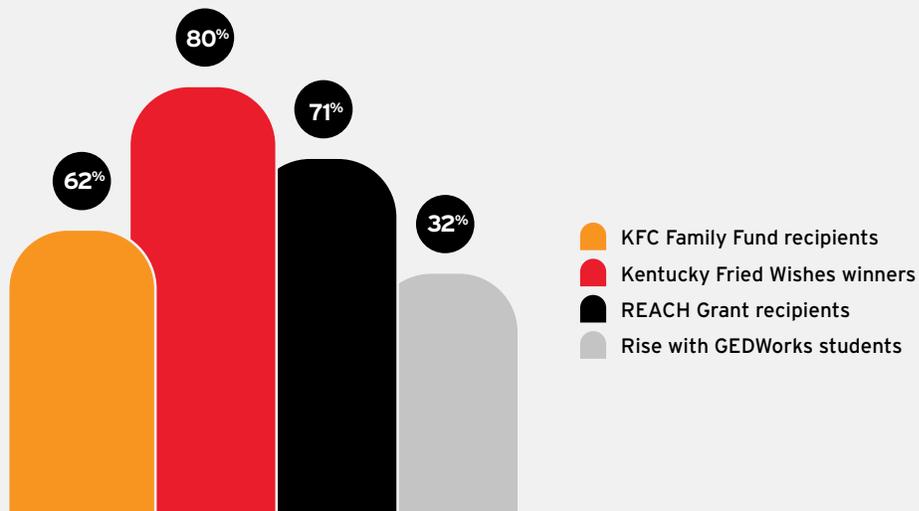


Expenses: \$2,230,274



Our programs inspire employee-brand loyalty.

1-year Employee Retention Rates





Meet the KFC Foundation Board of Directors

Executive Committee

**Justin Stewart**

*Board Chair
Stewart Restaurant Group, COO*

"I am extremely excited about the future of the KFC Foundation. We recently kicked off our Strategic Plan to go from a \$2 million charity to a \$10 million charity. This will enable us to do everything we are doing and so much more!"

**Holly Goode**

*Board Treasurer
NCAC, Marketing Director*

"I've watched the KFC Foundation progress over my past 25 years with KFC and I'm really excited to help shape the future with all our great programs for team members. It's important to continuously listen to the needs of team members and work on meeting those needs with current or new programs."

**John Kurnick**

*Corporate Representative
KFCC, CPO*

"I love being on the KFC Foundation Board to help drive the strategic direction on how we support our restaurant teams. The ability to create programs that can truly impact people's lives is very gratifying and the ability to work closely with Franchise partners is awesome."

Directors



Karen Adams

KFCC, Field HR Director

"Kentucky Fried Wishes is my favorite program because we are able to make our team members' wishes and dreams come true. Who doesn't want to be a part of something like that?!"



Joan Bowling

Dunn & Bowling, Ltd., Owner

"I'm really excited about the MyChange Savers program the Foundation is working on to help team members build up a personal savings account—that's a big idea and could be a game changer for many of our frontline workers."



Melissa Faurest

KFCC, Strategic Planning Director

"My favorite program is the KFC Family Fund. We all have needed a helping hand at times, and getting that help could be the difference in keeping a roof over someone's head or being able to provide a family member with a proper funeral. Knowing we can provide even a small bit of comfort during hard times is what keeps this program nearest to my heart."



Nancy Fox

KBP Foods, CPO

"In my short tenure with the Board I have cherished the privilege of providing feedback and bringing shape to new and existing programs. I'm enriched by being exposed to other franchisees and the KFC Foundation staff. I am extremely honored to be at this table."



Marcus Shelton

Bacon Enterprises, Owner/Operator

"I look forward to the opportunity of increasing revenue through a National Fundraising Campaign. Look at all of the good we accomplish with \$2MM in cole slaw donations and think what we could accomplish with two to five times that amount. All of this for our number one asset and most worthy recipients—KFC employees. Sign me up!"



Eric Trett

KFCC, Operations Director

"I am excited about the future of the Foundation as it continues to grow and offer wonderful support to our employees nationwide. The mindset to help so many of our team members is exciting. The programs continue to get better and better."



Meet the KFC Foundation Staff

**Emma Horn**

Managing Director

emma.horn@yum.com

"In the next three years, the KFC Foundation will have the opportunity to impact thousands more restaurant employees through our programs. We want to significantly ramp up the number of people we're able to help and I'm excited about that possibility!"

**Debbie Rollins**

Program Analyst

debbie.rollins@yum.com

"All of our programs are very near and dear to my heart, but if I had to choose, I would say my favorite program is Rise with GEDWorks. I believe in second chances and that's what this program is—a second chance to be your best self."

**Elizabeth Edrington**

Communication Coordinator

elizabeth.edrington@yum.com

"I love working for the Foundation because our work is so important and impactful. Every day we get to help people better their lives by equipping them with the tools and supports to chase their dreams, make it through times of crisis, learn crucial money management skills and more. Dream job!"

2021 Key Dates

REACH Grant application periods

- Feb. 2 - Mar. 25
- Aug. 3 - Sept. 23

AKFCF Convention & KFC Foundation Silent Auction

- March 2 - 5

Kentucky Fried Wishes nomination period

- April 15 - May 15

MyChange Savers application period

- June 1 - 15

Dates may be subject to change



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