

CONVENIENCE CARES: STRONGER TOGETHER

With a reinvigorated mission and brand, the NACS Foundation will now stand as the catalyst to amplify the reach, resonance and impact of our convenience and fuel retail members' tremendous charitable efforts.

FOR MORE THAN 27 YEARS, the NACS Foundation has served as a charitable beacon for NACS, providing scholarships to convenience store employees nationwide. And during this time, the Foundation has awarded more than \$500,000 in scholarship dollars to dozens of employees in our retail member companies. While these numbers are impressive—and much work has been done—the impact of the NACS Foundation can be enhanced even more.

At the 2017 NACS Show, we announced that great things for the NACS Foundation were soon to be underway. Today, we are proud to say that great strides have been made.

NACS, with a steering committee of retailers and suppliers, is reimagining the Foundation—to not only breathe new life into it, but also to extend the impact it will have in communities around the country.

“We’re sitting on something pretty powerful. Something that could serve as a catalyst for propelling our industry, its employees and the communities we serve forward,” said

Stephanie Sikorski, NACS vice president of marketing. “Retailers want to make a difference. And with more than 154,000 stores across the U.S., that’s exactly what we’re going to do. We’re already doing great things individually, but imagine the possibilities and the challenges we could overcome if we came together as an entire industry around a cause. We’re an industry with heart and we beat stronger together. Now, through the Foundation, our industry has the opportunity to deepen and elevate its reach and resources to help the people and places it serves overcome the greatest threats to their futures—hunger, education, health and the environment.”

Our new mission: To unify and build upon NACS members’ charitable initiatives—amplifying the convenience and fuel retail industry’s power to positively influence the lives of individuals and families of all ages, in neighborhoods of all sizes, all across America and beyond.

As Rahim Budhwani, CEO of Encore Franchises and former NACS Chairman, stated, “We don’t just stand for convenience stores, we

stand for *community* stores ... and what is a community today? Is it my neighborhood or my city? Community is a bigger word these days. I used to consider community as very small because I was looking through a different lens. Today, our community is good for business and the soul."

With a central focus on hunger, education, health and the environment, the NACS Foundation is ready to retell the convenience industry's \$1 billion a year giving-back story. Last year alone, convenience stores gave \$1 billion to charities developing a wide range of programs to support our communities. From the Wawa Foundation to Sheetz-supported charities such as Sheetz for the Kidz and Special Olympics, our industry's impact is heard. A 2016 retail member survey revealed that nearly two in three companies (64%) support five or more charities in their communities and 83% of member companies have been involved in charitable giving for more than 10 years. But we must work together. Convenience, as we know, is more than convenience—it's about the community. We are the fabric of the communities/neighborhoods where we live.

"There's so many needs out there ... but we have to start somewhere—and we can make a difference. KwikTrip's mission statement includes 'to make a difference in someone's life.' I think the Foundation can make a real difference," said Steve Loehr, vice president of operations at KwikTrip.

Since its inception, the NACS Foundation has served a very specific, leadership-centric

NACS FOUNDATION STEERING COMMITTEE

Rahim Budhwani (Encore Franchises)
Lisa Dell'Alba (Square One Markets)
Frank Gleeson (Aramark Northern Europe)
Larry Jackson (Good to Go Markets)
Julie Jackowski (Casey's)
Steve Loehr (KwikTrip)
Chuck McDaniel (Kwik Trip)
Don Rhoads (The Convenience Group LLC)
Jared Scheeler (The Hub Convenience Stores)
Joe Sheetz (Sheetz)

NACS FOUNDATION VALUES



• **Collaboration:** Working together, to transform big ideas into big solutions



• **Connection:** Making deeper connections with the people and places we serve, to truly build the best net of support



• **Action:** Moving smart, fast and strategically to make real, measurable, direct and positive change



• **Heart:** Leading with our hearts first—we bravely, authentically and empathetically take action for the good of the people we serve

"IT'S A SHARING INDUSTRY. WE MAY BE UNIQUELY POSITIONED TO HAVE AN OPPORTUNITY TO BE ABLE TO ASSOCIATE AN ENTIRE INDUSTRY WITH A CAUSE."

—JOE SHEETZ, SHEETZ CEO AND 2017-2018 NACS CHAIRMAN

purpose, funding scholarships and internships for c-store employee educational/professional development. But given the growing tide of CSR-related activities among our members and growth of our community-centered programs and strategic initiative partnerships, the Foundation has the opportunity to transform into an entity that aligns, supports and bolsters the impact and image of the entire industry.

Through the Foundation, NACS members' efforts are united, channeling their reach, resonance and resources to create real, positive change. Industrywide programs will focus efforts to effectively end hunger, improve education, improve health and protect the environment—because Convenience Cares.

Learn how to get involved by visiting www.convenience.org/nacsfoundation.