

BURGER KING® Customers Urged to Support Vets

Give \$1 or more to make campaign a ‘whopping’ success

Apr 16, 2025

VFW and BURGER KING® will launch their joint 19th annual fundraiser on May 1.

Nearly 900 franchise restaurants will participate in the campaign, inviting guests to donate \$1 or more with their purchased meals to help provide free claims assistance through VFW’s National Veterans Service (NVS) for military and veteran families, ensuring they receive the benefits they have earned.

Located in the nation’s capital, NVS has served veterans, military members and their families for more than 124 years. NVS was built on the principle of helping these groups acquire their earned VA benefits at no cost.

Last year, VFW’s National Veterans Service helped more than 590,500 veterans receive \$14.62 billion of VA disability benefits, including back pay. VFW’s network of VA-accredited service officers has been helping veterans receive their earned pay.

VFW’s NVS Director Michael Figlioli said that VFW is committed to a lifetime of advocacy for all veterans.

“Our representatives are representing a client from the moment they file a disability claim through a review of the VA’s decision,” Figlioli said. “VFW also files any appeals necessary for the veteran or family member to receive the maximum benefit allowed.”

Figlioli said the work of VFW service officers goes beyond VA disability claims. Service officers must also be knowledgeable on topics such as the GI Bill, VA health care, home loans, and other VA benefits and services.

“It does not matter if you are a member of the VFW or not – we are here to help,” Figlioli said. “VFW will never charge a fee for assisting a veteran, their spouse or family member in

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filing a claim.”

Since 2007, BURGER KING® Franchisees have raised more than \$7.8 million in support of the Unmet Needs program. Nearly 900 BURGER KING® franchise restaurants are participating in this year’s campaign. [Find a participating restaurant near you.](#)

This article is featured in the 2025 April issue of Checkpoint. If you're a VFW member and don't currently receive the VFW Checkpoint, please contact VFW magazine at magazine@vfw.org.