



Burger King® Franchisees Give Back to Troops This May

Nearly 1,150 franchise restaurants will participate in annual fundraising campaign in support of VFW Unmet Needs program

Apr 29, 2024

KANSAS CITY, Mo. — The Veterans of Foreign Wars (VFW) is pleased to announce starting May 1, participating Burger King® Franchise restaurants will kick off their annual fundraiser to raise money throughout the month of May in support of the [VFW's Unmet Needs program](#). Now in its 18th year, the campaign encourages Burger King Guests to donate \$1 or more with their purchase to help support grants to active-duty military families facing financial crises due to their military service.

“When you’re serving overseas, the last thing you want to worry about is how a car repair or major bill will be paid for when you are thousands of miles away from your family,” said VFW National Commander Duane Sarmiento. “That’s why our Unmet Needs program is there to help, and the continued generosity of Burger King Franchisees and their dedicated patrons helps to ensure that the VFW can continue to provide the vital assistance our nation’s heroes and families deserve.”

The VFW Unmet Needs program provides grants of up to \$2,500 to active-duty service members, including activated Guard and Reserve members, who have run into unexpected financial difficulties because of deployment or other military-related activity or injury. The grants help with basic life necessities like rent, mortgage and utility payments, vehicle repair, medical expenses and food. Since its inception in 2004, Unmet Needs has awarded more than \$13.1 million in assistance to more than 11,600 service members, veterans and their families.

Since 2007, Burger King Franchisees have raised nearly \$7.5 million in support of the Unmet Needs program. Nearly 1,150 Burger King Franchise restaurants are participating in this year’s campaign. [Find a participating restaurant near you.](#)

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