BUILDING BRIGHTER FUTURES

2013 ANNUAL REPORT

BURGER KING
McLAMORE FOUNDATION
Dear Friends,

When our namesake BURGER KING Co-founder James “Jim” W. McLamore opened the door to his first restaurant in 1954, never did he imagine his passion for education and service for those in need would carry on nearly 60 years later.

The BURGER KING McLAMORE Foundation’s success this past year was vital to complete the final stage of our global expansion. North America BURGER KING Scholars fundraising efforts helped raise $2.6 million in scholarship funds for deserving students. We also continued to help BK® families around the world faced with hardship and disaster through the BK® Family Fund.

In our partnership with Room to Read in Europe, Middle East and Africa (EMEA) and Asia Pacific (APAC), we established more libraries in South Africa and funded our first library in Cambodia. To close out the year, in Latin America and the Caribbean (LAC), we established a new partnership with TECHO, a non-profit organization seeking to overcome poverty in underprivileged areas in the region. It was truly a year for creating new partnerships and expanding existing ones – all of this, and we’ve only begun to scratch the surface.

To support our mission and Jim’s commitment to advancing education, our goals and plans for 2014 are aggressive and bold – and I want to share them with you.

We look to expand the BURGER KING Scholars program to inch closer to our goal of granting one scholarship per BURGER KING restaurant in North America—that’s more than $7 million in scholarships each year.

In EMEA and APAC, we look to continue our partnership with Room to Read and grow our in-restaurant fundraising efforts, expanding our impact to include schools and libraries throughout South Africa and Cambodia. And in LAC, we will implement our first in-restaurant campaign through our TECHO partnership.

It is without a doubt an exciting time for us as we continue to support and enhance education in our efforts to reach deserving students across the world. Our accomplishments in 2013 paved the way for global growth and expansion in 2014 and beyond. And all of this is possible because of dedicated people like you, our longtime partners, vendors and global BURGER KING® family.

Without your support and generosity the work of the Foundation – and Jim’s vision – would not be possible. Thank you for your unwavering support and commitment to our success. Together, let’s make 2014 a year to remember – a year of attainable dreams – for students and BURGER KING® families in need around the world.

With gratitude,

Andrea Tejada

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NOTE FROM OUR Executive Director

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Strategic Restaurants, Inc.

Jill Lillaney, CEO
MRB Holdings Corp.

James Myers, Vice President Franchising
Burger King Corp.

Robes St. Juste, CEO
St. Juste Management Corp.

Steve Lewis, President
U.S. Restaurants, Inc.

Steve Pattison, CFO
Restaurant Services, Inc.

Steve Wiborg, North American President
Burger King Corp. (Retired October 26, 2013)
A Legacy of Higher Education

One of the best ways to honor someone is by supporting, evolving and investing in a cause they strongly believed in. The BURGER KING McLAMORESM Foundation does just that. BURGER KING® co-founder James “Jim” W. McLamore believed that an education was a necessity that should be afforded to everyone – and the Foundation helps make that a reality, by dedicating its efforts to educating the world’s youth.

Although access to a good education was a luxury for Jim growing up, he went on to be half of the duo that founded the second largest fast food hamburger chain in the world. His vision of building brighter futures for the community and educating the world’s youth is one shared by his namesake Foundation, along with his values of integrity, high standards, entrepreneurialism, good citizenship and, of course, education.

“Having Jim as the backbone to the work the Foundation does each year is instrumental to its success, and therefore to the success of children globally pursuing an education.”

Jill Lillaney, CEO of MRB Holdings Corp.

“Jim’s memory flows through the work the Foundation does. Each event or initiative to help educate the world’s youth is backed by his values and beliefs – the Foundation keeps his legacy alive.”

Steve Lewis,
President, U.S. Restaurants, Inc.
Investing in the World’s Youth

While a good education is imperative to lead a successful life, it is still a luxury for many children around the world. Through several programs and initiatives, the BURGER KING McLAMORE℠ Foundation is focused on the advancement of education.

BURGER KING℠ Scholars Program

In 2013, more than 2,300 deserving students had the chance to further their education with the help of the BURGER KING℠ Scholars program. Since the beginning of the program in 2000, a total of more than 23,000 students and BURGER KING® employees in the U.S., Canada and Puerto Rico have continued their education with BURGER KING℠ Scholars awards gifted to them – that’s more than $22 million in scholarships!

Scholarships grants range from $1,000 to $50,000. The James W. McLamore WHOPPER® Scholarship Award, funded by the McLamore Family Foundation, is another component of the BURGER KING℠ Scholars program and allows the Foundation to grant $50,000 scholarships to three students.

Average tuition for college students in 2012-2013 is on average anywhere from $9,000 to $30,000 for one year of schooling. Can you calculate what that will add up to for a four-year education? The BURGER KING℠ Scholars program seeks to help alleviate a student’s cost of achieving a higher education.

In 2013, we granted more than $2.6 million in scholarships, which equals more than 2,300 students across the U.S., Canada and Puerto Rico.

Selah Burnett
Dallas Christian College

Selah Burnett, strives to serve – whether it’s through signing songs or bible lessons for others, recruiting youth to be involved in community service projects, coaching local sports, or even going to Malawi on a service mission, she serves. She even won the President’s Volunteer Service Award from the White House. She selected Dallas Christian College as her school of choice to earn her degree in Ministry/Missions.

Carson May
Auburn University

Carson May, through extracurricular activities, volunteering, and his experience working at a BURGER KING® restaurant, learned that life is about more than just him. His achievements range from science competitions to JROTC challenges to sports, and his perspective-changing job at a restaurant. “Although my high school experience has been rather diverse, ranging from lacrosse to hiking to volunteering to academic competitions, my demeanor has remained constant – welcoming, helpful and encouraging, just as I was taught my first day on the job.” He’ll put those qualities to good use obtaining his industrial engineering degree at Auburn University.

Clayton Smith
Butler University

Clayton Smith, an actively involved leader in academic competitions and clubs, along with varsity sports and his high school’s musical, accumulated more than 1,000 volunteer hours. Many of those were spent performing magic entertainment in hopes of healing. He chose to attend Butler University in pursuit of becoming a pharmacist. “My active participation in school and community service has led me to the point in my life where I feel more prepared than ever to enter college and pursue my future career of becoming a pharmacist.”
The First-Ever 5k Walk/Run

What else did we do in 2013 to raise scholarship funds? We held the inaugural BURGER KING℠ Fun Run – an event that for the first time ever engaged the broader South Florida community. With the support of more than 1,000 runners and walkers, volunteers, Burger King Corp. global employees, and South Florida families, we were able to raise close to $130,000 for the BURGER KING℠ Scholars program. The fundraiser included a Kiddie Dash, exercise training, exhibit booths and a Family Fun Corner themed with Rio 2 movie characters.

$5,000 Regional Scholarship Winners

**Erica Daniels**
Auburn University at Montgomery
Pre-Medical, 2017

**Rebekah Davis**
University of Washington
Psychology/ Pre-Medical, 2017

**Sarah Fabius**
Queens University
Psychology, 2017

**Alex Flores**
State University of New York at Stony Brook, Mechanical Engineering, 2017

**Ashleigh Moffit**
University of Missouri
Columbia, Music Education, 2017

**Briana Payton**
University of Michigan
Business or Political Science, 2017

**Brittany Reppert**
Doane College
English Education, 2017

**Courtney Sandmann**
Slippery Rock University of Pennsylvania
Early Childhood Education, 2016

**Shalon Scott**
Lenior-Rhyne University
Nursing, 2016

**Danielle Spencer**
King’s College
Biology/Medical, 2018
Room to Read
The Foundation and BK® EMEA (Europe, Middle East, and Africa) partnered with Room to Read in 2012 – a literacy-enhancing partnership that has impacted thousands of children, bringing libraries and local language books to their environments. In 2013, the relationship continued to grow with the establishment of 16 primary school libraries in Limpopo and Mpumalanga in South Africa, along with the publication of one children’s book – Elephant and Egg – in Sepedi, a local language. Because of this effort, tens of thousands of students in vastly underserved regions now have access to reading materials.

This year, the Foundation’s partnership has expanded with BK® APAC (Asia Pacific) into Southeast Asia – with the establishment of our first funded library in Cambodia.
TECHO
This year we established our newest partnership with TECHO, a youth-led non-profit organization present in Latin America and the Caribbean. Our partnership will support TECHO’s efforts of eradicating poverty by funding learning centers in TECHO communities.

Fundación Lazos
We continued our partnership with Fundación Lazos, supporting the organization with its values-based program reaching hundreds of children in secondary schools in Mexico. Fundación Lazos has helped more than 175,000 low-income children in Mexico by promoting values-based education.
While we often associate the word emergency with natural disasters – such as hurricanes, wildfires, sinkholes and tornadoes – the types of emergencies our BURGER KING® family face every day don’t always make headlines.

The BK℠ Family Fund provides financial support in the form of grants to employees of the BURGER KING® system who are victims of disasters or other emergency hardship situations.

Take BK® family member Amber Alexander from Decatur, Ill., for example, she suffered from back pain so bad she could barely perform her daily duties at work. Amber had to have back surgery, which included the spinal fusion of her L5, S1 vertebrae, her last resort to remedy her pain.

She turned to the BK℠ Family Fund for assistance and was able to receive help with many of the expenses she incurred during her hospital visit, surgery and being out of work for at least a month.

The grant from the BK℠ Family Fund helped pay for a portion of her hospital bill and helped her achieve the peace of mind to get healthy and go back to work.

Because no one can plan for unforeseen circumstances, it is thanks to generous employees and their donations to the BK℠ Family Fund that we are able to provide grants to employees in the BK® family when they experience emergency hardships.

The fund has provided more than $1 million in grants to more than 600 families in the BK® system throughout 26 countries.
Another Year Closer to the Greater Goal

To all the franchisees who helped support the BURGER KING℠ Scholars program, thank you and congratulations! This year, we broke our records and saw a 38 percent increase in participation. You have helped us inch closer to our goal of granting one scholarship per restaurant in North America.

The franchise groups below have sponsored one scholarship for every restaurant they operate.

Quality Dining, Inc.  Stebern, Inc.  Creative Food Corp.
U.S. Restaurants, Inc.  Roell/Roell  BMT of Kentucky
Kazi Restaurants of Hawaii  S.P. Food Inc.  Lakeland Management
John Newcomb Enterprises  Scordia Restaurant Group  Supreme Foods
St. Juste Management Corp.  Burger King Corporation  Burgers of Columbia Pike
PDM Company, Inc.  Twoton, Inc.  Lepsco
GDK Development, Inc.  Mangen Group  Veresano
JPL Management, Inc.  Meridian Restaurants

To All Our Supporters, Here’s a Special “Thanks”

Without the continued support of our sponsors, the BURGER KING McLAMORE℠ Foundation would not exist or operate. These generous donations allow us to further education globally and provide hardship assistance to BK® family members – helping us make a positive impact in the communities where we work and live. Thanks to these collective efforts, the Foundation has awarded more than $22 million in scholarships and more than $1 million through the BK℠ Family Fund.

$22+ million in scholarships
Thank You, Donors

$100,000 – $500,000

Burger King Corporation
Carrols Corporation
Dr Pepper Snapple Group
Heinz North America
McLamore Family Foundation
Quality Dining, Inc.
Strategic Restaurants
The Coca-Cola Company

$50,000 – $99,000

Megafood
Sicom
U.S. Restaurants, Inc.

$20,000 – $49,000

Genovese Joblove & Battista
Heartland Food Corporation
Kazi Restaurants of Hawaii
Mangen Group
Restaurant Services, Inc.
Robes St. Juste
TOMS King Services LLC
Twoton, Inc.

$15,000 – $19,999

Bernardo V. Hees
Element Financial
GPS Hospitality, LLC
John Newcomb Enterprises Inc
Luis Heitor de Queiroz Goncalves
Magic Burgers LLC
Meridian Restaurants
PDM Company Inc
Rose Packing Company
St. Juste Management Corp.

$10,000 – $14,999

Accenture
Alexandre Behring
Atlantic Coast Foods, Inc
BMT of Kentucky
Breck Kohler
Burger Brothers Restaurant Group, Inc.

Below $10,000

A&R Foods Inc
A. Javier Valenzuela
Aaron Tang
Adam Parkinson
Adam Rasner
Adriana Pacchiele
Alan Groll
Alan Parker
Albert Gonzalez
Alberto Rodriguez
Alejandro Hermo Agrasar
California Food Management LLC
Carlos Sicupira
Cassels Brock & Blackwell LLP
Continental Grain Company
Creative Foods Corp.
Dale Ma
Ecolab
EYM King of Iowa
EYM King of Michigan, LLC
Fast Food Enterprises
Flowers Foods Bakeries Group, LLC
GDK Development, Inc.
Ghai Management Services, Inc.
Giovanni Brienza
Greenberg Traurig, P.A.
Hart Restaurant Management, Inc.
HB Boys, LC
Jose Cil
JP Morgan Chase
JPL Management Inc.
King Venture, Inc.
Lakeland Management
Lazard Freres & Co. LLC
Maines Paper & Food Service Inc
MRB Holdings Corporation
Rabobank International
Reinhart Foodservice
Saddle Brook Food Corp.
Schwan’s Food Service, Inc.
Steven M. Lewis Family Foundation
Tenthwave Digital, LLC
Wright Ill Foods

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Alexander Moulay
Alexander Murphy
Alexandra Williams
Alexandre Macedo
Alice Jeon
Allen Taylor
Almudena Ponce de Leon
Amanda L. Israel
Amy Falls
An Myung Sun
Ana Banos
Ana C. Diaz
Ana Gonzalez
Andrea D. Joseph
Andrea Tejada
Andreas Bork
Andrew Deitchman
Andrew Fenton
Andrew Harrison
Andrew Silver
Andrew Spokas
Anita Epstein
Anita Oetgen
Ann Kwak
Annette McMullen
Annette Rodriguez
Anthony Scardino
Antonio Moralejo
Aon Ptc
April Jackson
Aran/Aran
Arcadio Duran
Arent Fox LLP
Arlo J. Johnson
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Arrive Chic LLC
Arun Malvea
Atlantic King, LLC
Austin Brinson
Axel Imming
Axel Schwan
Ayse Erdem
Barbara Rodriguez
Barbara Stirrup
Barbra Rocha

Barnett Management Company
Bettina Guerra
Bianca Shen
Bigham/ Branstrom/ Bigham
Bijou/Dweck
Bill Degen
Bimbo Bakeries USA
Bobby Knight
Borja Hernandez de Alba
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Brooks Restaurants Inc.
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Bruno Lino
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Camille Warren
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Charles Hartman
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Cheryl Hankerson
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Christian Langer
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Christian Reichel
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Christopher Kennedy
Christopher Padoan
Christopher Schniepp
Christopher Woodburn
Christy's Restaurant
Circle N Investment Corporation
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Closing Agent Services, LLC
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Colin Brooks
Consumer Food Services, LLC
Corey White
Dakota King, Inc.
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Daniel Schwartz
Danielle Richardson
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David Mikita
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Delton Restaurants, Inc.
Denis Sokol
Diane Clayton
Diane Harloe
Diego Beamonte Heckney
Dirk Ehgoetz
Discover
Django Fung
Dolphin Fast Food Inc
Dominate Food Services
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Dorly Valenzuela
Douglas Littlejohn

Douglas Whyte
Dustin Tremellen
Ed Northrop
EDEM Escuela de Empresarios
EDN Inc.
Edward Garcell
Edward Willi
Eleanor Hufnagel
Eliam Medina
Elias Diaz-Sese
Elite Health
Elizabeth Gherardi
Elizabeth Greenberg
Elizabeth Rodriguez
Ella Odell
Emily Bennett
Emmanuel Roman
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Eric Oppenheim
Erik Lorenz
Ernesto Smith
Esther Gonzalez
Esther Riera
Eugenio Paya Ruiz
Eva Strauss
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Fabian Faessler
Fabiana Anauate
FBD Partnership
Fernando Nunez-Rebolo
Filimon Benefits Group Inc.
Flavia Faugeres
Flavio Montini
Florida International University
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FOR, LLC
FPS Inc.
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Francisco Marchan
Franke Foodservice Systems, Inc.
Frederick Travis
Friderike Weiss
G. Wymond Management Corp.

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Gary Giuffe
Gary Nauman
Gathagan/Gathagan
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GBMW, LLC
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Georgetowne Group
Georgia Barnett Bus Exp
Gerald Fitzpatrick
Ghilmerme Ruchel
Giancarlo Arduini
Gil Joy Group
Gill Management Inc
Gladys Rodriguez
Glen Helton
Gold Standard Baking
Goldman Sachs & Co.
Gregory Backes
Gretel Kenniff
Guilherme Vena
Guy Billard
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Jacqueline Friesner

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James Trusdale
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Jennifer Lopez-Gottardi
Jensen Lyndsey
Jeremie Rosselli
Jeremy Demagall
Jerrell Moore
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Jerry Gamez
Jill Granat
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Jolee Vanleuen
Jorge Bernal
Jorge Zaidan
Quick Meals Iberica
Rajeev Varman
Ralph Gali
Ramalco Corporation
Raquel Vega
Raul Esparza
Raul Piedra
Ray Meeks
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Reddy Enterprises LP
Redking Foods, LLC
Republic Foods Inc.
Restaurant Associates of Cincinnati Inc
Restaurant Technologies Inc
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Ricardo Mayo
Ricardo Reboredo
Rich Binder
Richard Blake
Robert Burleigh
Robert Fetterolf
Robert Herrera Lucio
Robert Roark
Roberta Ehlers
Roberto M. Thompson Motta
Robin Schafer
Rochelle Dorsey
Rocio Dominguez
Rock Orange
Rodrigo Hernandez
Rodrigo Musiello
Roger Cusa
Rohan Gopaldas
Roland Brueckmann
Romeo Pe Benito
Ronald Carballo
Ronald Devine
Ronald Hailend
Ronda Robertelli
Rosa Garcia
Rosario Galvez-Barreiro
Ross Marconi
Roxann Huebl
Rusti Brugioni
Ryan Harvey
Ryan Weltmaker
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S&M Restaurant No. 2, Inc.
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Sago Hospitality
Salim Janmohamed
Sam Meyers
Sami Siddiqui
Samuel Atkins
Samy Guerrero
Sanjay Patel
Santiago Escobar
Sarthemia D. Smith
Savitha Ramadas
Scordia Restaurant Group
Scott Belveal
Sean Hu
Sean McCarthy
Seattle’s Best Coffee
Sebastian Martinez Sanchez
SEP, LLC
Sertex of Longview
Service Management Group
Shanna Harrington
Sharalea Andrade
Sharon Wong
Shaun White
Sheila Dudley
Shirley Codesido
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Sprint Nextel
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Stanley J. Filimon
Steberm Inc
Stephen Bradley
Stephen Bradley
Stephen Yeung
Steve Dankert
Steve Pattison
Steven Lewis
Steven Sherman
Steven Wiborg
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Stratford Dining, LLC
Sum Ming Ho
Summia Chaudhry
Sunny & Harsh Ghai
Supreme Foods
Susan Englar
Susan Godfrey
Susan Weeren
Suzel Broe
Suzette Burger
Taji N Zadell
Tanya Gill
Tara Stephenson
Ted Willi
Terry Phelps
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Thomas Shaughnessy
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Timothy Aurand
Timothy Brinkley
Timothy Furr
TL Mathes
Todd Brown
Todd Schuster
Tom Varga
Top Consulting
Tracy Gehlan
Triple N Restaurants Inc.
Tyler Downing
Unique Foods Group
Unum
Vaibhav Punj
Valassis Sales & Marketing Services Inc.
Vanessa Gonzalez
Varesano/Varesano/Keenan/Rizzo
Verdeja & De Armas, LLP
Vic Toh
Vicente Tome
Victor Garcia
Victor Iacovone
Victoria Payne-Drueke
Vijay Guyah
Virginia Rotondi Bo
VMKM Management, LLC
Wade Powell
Waldor F. Restaurant Group
Western Maryland Fast Food, LP.
Wilbert Irizarry
William Frange
William Keller
William Reno
Wynn Starr Flavors, Inc.
Yann Renouvel
Yao Zhang
Yisel Cabrera
Yosef Hojchman
Your Way Restaurants, Inc.
Zavalza
Zheying Mao
Zing Leisure Ltd
How the Money Comes In

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Where the Money Goes

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Make a Contribution

1. Donate online using a credit card by visiting our website, clicking on “Donate Now” or by visiting our Facebook page.

2. Mail a check payable to Burger King McLamore Foundation, Inc. with your donation.

3. Make an in-kind donation, such as an auction item, gift certificate or other new item.

4. Support us by visiting participating BURGER KING® restaurants in North America and giving through donation canisters and the Spring and Fall Fundraiser in-restaurant promotions.

5. Contribute through payroll deduction if you are a BURGER KING® employee based in the U.S. or Canada.

6. Help make a positive impact in the communities in which we live and work by becoming a corporate partner.

7. Leave a legacy by arranging a charitable plan that includes bequests, life insurance policies, retirement plans and trust and annuities.

8. American Express® card holders can redeem American Express® Membership Rewards points as a donation to the BURGER KING McLAMORE℠ Foundation. For every 1,000 points you redeem, the Foundation will receive $10.

9. Join our alumni group and receive updates about fellow BURGER KING℠ Scholars, learn about networking opportunities, and pay it forward to deserving students.

10. Sign up for AmazonSmile and make your Amazon.com purchases through that platform. It’s free and the Foundation gets a portion of the proceeds from eligible products purchased.

Stay Social and Connected
We’re connected here at the BURGER KING McLAMORE℠ Foundation, so we encourage you to be, too! We are active on our social media channels – Facebook, Twitter, Instagram and YouTube – and post exclusive content. Connect with us.

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