

MAKING EVERYONE'S DAY **A LITTLE BETTER** IN 2025



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COMMUNITY INPUTS

What Whataburger® Contributes



HOW

MONETARY
Donations &
Sponsorships

IN-KIND
Burger Boxes &
School Supplies

VOLUNTEER EVENTS

STRATEGIC PARTNERSHIPS

WHY

- Local philanthropic investments
- Telling the Feeding Student Success story aka what matters to Whataburger
- Earned Media
- Opportunities for Community Building Amongst Employees
- Disaster Response: manmade and natural disasters

WHAT

EDUCATION
K-12 & Post-Secondary

FOOD INSECURITY







WHO

- Educators
- High School Coaches
- Students (K-12, College)
- Parents
- Veterans and Active Duty Military
- First Responders
- Community Members
- Underserved Communities
- Family Members/Employees
- Educational and Military Nonprofit Organizations
- Disaster Relief Organizations

WHERE

SYSTEMWIDE
Across our Footprint

LOCAL COMMUNITIES

COLLEGE CAMPUSES
Resource Rooms

SCHOOLS
School Districts & School Education Foundations

FOOD BANKS

NEW MARKETS

COMMUNITY *Outputs*

CARE

Invested over **$3 MILLION** into the communities we serve

Over **3 MILLION** individuals directly impacted through charitable partnerships

WHATABURGER SERVES

SERVICE

Home Office VOLUNTEER PROGRAM

- **162** Home Office Volunteers
- **1,020** hours of service = a donated value of over **$34k** to our communities

CUPS THAT CARE CAMPAIGN

Customers helped us raise over $1.7 million

PRIDE

















Between busy schedules and everyday responsibilities, Whataburger Family Members continue to find meaningful ways to give back. From packing supplies for students to volunteering alongside their teammates, they're making a difference in the communities we call home.

Every act of service, big or small, reflects our shared commitment to showing up for our neighbors and building stronger communities. Because at Whataburger, giving back isn't just something we do. It's part of who we are.



















NOURISHING COMMUNITIES

Ensuring access to food, stability, and essential resources for families, students, and neighbors

FOOD ACCESS & HUNGER *Relief*

houston foodbank

Houston Food Bank distributed 2.1 million meals
made possible through Whataburger contributions.



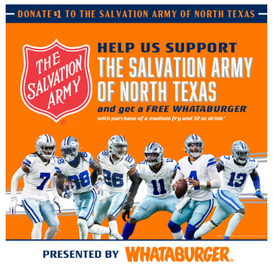
The 2025 Houston Texans/Food Bank Market-Wide Fundraiser raised over $131,000 which provided over 393k meals. Over the life of this fundraising effort (11 years), Whataburger has helped provide over $1.4 million to the Houston Food Bank.

Funds also helped contribute to Houston Food Bank Educational Services programming which delivered 1.6 million meals, including 390,000 meals for children through Backpack Buddy, School Market, and Kids Café programs.

San Antonio FOOD BANK
SERVING SOUTHWEST TEXAS

San Antonio Food Bank Hunger Action Month fundraiser raised over $186,000
which provided over 1.3 million meals.

THE SALVATION ARMY OF NORTH TEXAS



Dallas Cowboys/Salvation Army fundraiser raised over $200,000
bringing the fundraiser total contributions to over $1 million since 2020.

"Whataburger is a unique full-spectrum donor of food, philanthropy, volunteerism, and voice. In a crisis they run to support you and in times of plenty they are the first to give big. Kids and students facing hunger could not have a stronger corporate champion than Whataburger."
ERIC S. COOPER President & CEO, San Antonio Food Bank







Provided meals to over 1,500 active-duty military members and their families
at the Texas Cavalier's Military Fiesta

Provided meals for over 800+ children and their caretakers
at the Texas Cavalier's Children's Fiesta event





The JCS Project is a nonprofit that helps students thrive at Historically Black Colleges and Universities by providing move-in support, essential resources, mentorship, and programs that promote student success and retention.

Over 2,500 Whataburger x JCS Project co-branded snack boxes
were passed out at HBCU campuses systemwide. Campus engagement included student orientations, involvement fairs, HBCU events, and highly viewed student promotions reaching 53,000+ views.

ENDEAVORS®

1,950 shelf-stable meal kits assembled and distributed
across Texas and Florida to families in need through partnership with Endeavors

232 supportive housing clients received holiday gifts
through the Blessing Tree



"We are so grateful for Whataburger and the Blessing Tree. I don't know how I would provide gifts for my 3 kids at Christmas if it weren't for Endeavors and Whataburger. It can be hard having to depend on assistance from others while I try to get back on my feet. I am just so thankful that kindness exists and there are people who care and want to help."
RESIDENT AT THE FAIRWEATHER FAMILY LODGE







THE BIRTHDAY PARTY PROJECT

For National Whataburger Day, Whataburger teamed up with The Birthday Party Project to spread a little extra JOY to children experiencing homelessness. Families from five DFW-area agencies came together for a celebration filled with laughter, gifts, and plenty of Orange spirit. Among the more than 500 guests were 54 birthday kids, each surprised with presents, while every child left with Whataburger-branded goodies.

To keep the celebration going, Whataburger also donated $75K to support The Birthday Party Project's mission.

WHATABURGER® RESOURCE ROOMS

Through our Feeding Student Success initiative, we partner with colleges and universities to create Resource Rooms that provide students with access to food, personal care items, school supplies, and other essential resources. By helping address basic-needs insecurity, we are investing in student success and empowering the next generation to stay focused on achieving their educational goals.











UTSA students repeatedly emphasized how kindness, dignity, and a welcoming smile made accessing food feel safe and empowering, especially for non-traditional and disabled students.



"Knowing that food from the Food Bank is available allows me to focus on my major and my future."

LUIS ARIAS UTSA student, sharing how access to the Whataburger Resource Room reduced stress and supported his academic success

UTSA ROADRUNNERS

- **4,819** unique visitors across 28,931 visits
- Provided opportunities for over **1,200+ volunteers**
- **388** campus resource events promoted internally

PHOENIX COLLEGE

- **615** unique visitors across 4,129 visits
- **85%+ satisfaction** with students reporting needs met very or extremely well

MCC METROPOLITAN COMMUNITY COLLEGE

- **1,856** pantry visits
- **341** individuals served
- **260** households supported, including 42 households with children

"The Penn Valley Wolfpack Resource Room powered by Whataburger is the center of our community, providing not just food, but school supplies and hygiene products. It is the primary resource and information hub for our school which serves Kansas City's urban core. It is a place students gather, find support, and feed their spirits as well as their bellies."

TIFFANY LEARNED
MCC-Penn Valley

GRAMBLING STATE UNIVERSITY

Over 800+
students served

ALAMO COLLEGES DISTRICT
San Antonio College

681 visitors across 2,282 visits

ALABAMA STATE UNIVERSITY 1867

Over 315+
students served



DREAM

THE WHATABURGER®

FEEDING STUDENT SUCCESS SCHOLARSHIP

Over **$3 MILLION** awarded in scholarships since 2020

Over **600** scholarships awarded since 2020

EDUCATION



GRATITUDE INITIATIVE

MONTH OF THE MILITARY CHILD SYSTEMWIDE FUNDRAISER

raised **$150,000** in April and Gratitude Initiative was able to enroll 312 students into GI's College Success Academy in 2025









Communities In Schools®

In February 2025, Whataburger partnered with Communities In Schools (CIS) during the Student Support Institute (SSI) to celebrate the frontline leaders who show up for students every day- meeting them where they are and helping them succeed.

Hosted at Whataburger on the Las Vegas Strip, the experience brought together more than 100 attendees, including CIS Site Coordinators, alumni, board members, funders and national staff. The gathering created space not only for connection, but for reflection on the power of being present in students' lives.

At the heart of the event was a storytelling booth centered on "Why Being Present Matters," where attendees shared personal experiences and the impact of their work. The program also featured remarks from CIS and Whataburger leaders, exclusive Whataburger swag for all participants, and a shared meal that brought the community together.

Beyond celebration, the event created tangible opportunity. On-site interviews were conducted with CIS alumni for roles at Whataburger, reinforcing a shared commitment to supporting students beyond the classroom and into their future careers.

By combining storytelling, service and opportunity, this activation strengthened Whataburger's partnership with CIS, elevated brand visibility and underscored a deeper purpose: supporting those who support students—every step of the way.

COMMUNITIES IN SCHOOLS (CIS) X WHATABURGER READY, SET, LEARN! BACK-TO-SCHOOL TOUR

- **4** cities **& 4** schools
- **1,000** students served
- **1,000** backpacks distributed

"At the Houston kickoff of the Ready, Set, Learn! Back-to-School Tour, one mother became emotional as she watched her son receive a free haircut before selecting his new backpack and school supplies. She shared that the moment represented more than just preparation for school—it was a fresh start. Surrounded by CIS staff, Whataburger volunteers, and community partners, her son stood taller and smiled with confidence, excited to begin the school year feeling ready and supported."

TAKITA BATTLE

TRINITY UNIVERSITY

TRINITY PRIZE 2025 TRINITY PRIZE FOR EXCELLENCE IN TEACHING

honored 16 educators from across Bexar County. Sponsorship provides Whataburger for a Year, as well as monetary donations for teachers to use to supply their classrooms.









WHATABURGER THEATER AT THE SAN ANTONIO ZOO

The San Antonio Zoo is taking wildlife education to the next level with the new Whataburger Theater—a place where learning comes to life through up-close animal encounters and conservation storytelling.

To celebrate the debut of the new resource, Whataburger and the San Antonio Zoo welcomed little learners from the Will Smith Zoo School for a special look at the Animal Ambassador Team in action. From curious critters to incredible wildlife facts, the theater will be used to facilitate children's educational programs and inspire the next generation of animal lovers.

With more than 1 million visitors each year, including over 80,000 students on field trips, the Whataburger Theater is set to be a hub for hands-on learning, bringing kids and families closer to the wonder of nature. This partnership reflects Whataburger's commitment to giving back to the communities it serves, ensuring that education and conservation efforts continue to thrive.

CELEBRATING
CULTURE & CREATIVITY

Expanding access to arts, culture, and creative expression



MAGIK THEATRE

Whataburger sponsored
A Charlie Brown Christmas
which reached over
19k students & families
during it's holiday run

SAN PEDRO PLAYHOUSE

Whataburger sponsored the musical production of Disney's Frozen. Eighteen schools, **totaling 335 students & educators** from the San Antonio area were able to attend a production.

SAN ANTONIO BOTANICAL GARDEN

Living Mural, Celebrating Monarchs

With a gift of $25,000, Whataburger sponsored a stunning large-scale Living Mural, composed of plants including pumpkins and more than 15,000 marigolds to create an image of monarch butterflies. This installation celebrated San Antonio's status as a Monarch Champion City and honored the city's Latinx heritage through ties to Día de los Muertos. With symbols of rebirth and afterlife, it was designed to inspire joy, reflection, and healing.

2,500 K-12 students engaged
including 1,500 from Title I schools

125,000 native seeds collected
exceeding goals fivefold

STANDING STRONG IN TIMES OF CRISIS

Responding swiftly and compassionately during emergencies and disasters



CUPS THAT CARE: SUPPORTING OUR NEIGHBORS IN KERR COUNTY

When devastating floods struck Kerr County on July 4, 2025, Whataburger Family Members and guests stepped up in a big way. Through the Cups that Care campaign, more than $1.7 MILLION was raised to support long-term relief and recovery efforts.

The funds raised went directly to organizations providing long-term support – including the Children's Bereavement Center, the Community Foundation of the Texas Hill Country, the Gary Sinise Foundation, and Team Rubicon – ensuring that families, first responders, and entire communities have the resources they need to rebuild.

"Together, we've proven something powerful: that Central Texas is not defined by the storms that we face, it's defined by the way that we show up for each other, together."
DEBBIE STROUD, WHATABURGER CEO

CUPS THAT CARE
RELIEF FOR TEXAS FLOODS

Whataburger cares about our communities. That's why we are donating **100% OF PROCEEDS** from the sale of our limited edition 32 oz cups to the Texas flood relief efforts through July 31st at participating locations.





Funds were distributed to local organizations across our footprint including:

- Team Rubicon
- Gary Sinise Foundation
- Community Foundation of the Texas Hill Country
- Children's Bereavement Center
- San Antonio Food Bank
- San Angelo Area Foundation
- San Antonio Botanical Garden
- Central Texas Food Bank
- Band Together Texas
- Hill Country Community Foundation
- Center Point ISD
- Kerrville Public School Foundation
- West Kerr Public School Foundation

During the Kerrville floods, Whataburger supported Emergency meal distribution for displaced individuals and first responders.

CARE

FLOOD SURVIVORS SHARED HEARTFELT GRATITUDE:
"They came in as strangers to help, and left as friends."

SAN ANTONIO BOTANICAL GARDEN

TREES Initiative (Texas Recovery for Ecological and Environmental Stability)

Whataburger partnered with the San Antonio Botanical Gardens to support the TREES Initiative to plant 50,000+ trees to help make the healing of nature along the Guadalupe River possible following the devastating flood in the summer of 2025.

SERVING HEROES WITH THE GARY SINISE FOUNDATION

Whataburger continued Fire Department funding in partnership with the Gary Sinise Foundation

GARY SINISE FOUNDATION

$201,788 deployed in 2025
to support 446 individuals

Additional $350,000 committed in 2025
to support 1,545 individuals, with remaining funds distributing in 2026









Clarksville Fire Rescue
Clarksville, Tennessee

Through a nearly $33,000 grant, the Clarksville Fire Department's dive team received new critical dive equipment and personal protective equipment (PPE) for swiftwater and dive rescue operations, ensuring more team members can safely respond during emergencies.

"Swiftwater and dive rescue operations are some of the most dangerous things we do," said Assistant Chief Brandon McCurdy. "The right equipment protects our people and allows them to perform at the level the community expects."

McQueeney Fire Department
McQueeney, Texas

McQueeney's Fire Department received swift water rescue equipment including helmets, lights, vests and stretchers as part of their grant request.

Grandview Fire Department
Grandview, Missouri

Grandview Fire Department receives $20,000 grant to purchase new turnout gear for its firefighters. The funding, provided through the Gary Sinise Foundation, in partnership with Whataburger, paid for four complete sets of turnout gear that included helmets, gloves, hoods, coats, pants, and boots.



LOOKING AHEAD

VISION STATEMENT FOR 2026

As we continue our work in 2026, we remain committed to serving the communities that have supported us for 75 years. Through strategic investments in education, hunger relief, military and first responder support, and local community partnerships, we will continue creating opportunities that help people thrive.

As Whataburger continues to grow, so will our commitment to growing alongside our communities - investing in people, strengthening local partnerships, and creating opportunities that leave a lasting impact.

WHATABURGER®

READ MORE AT

stories.whataburger.com/whataburger-community-connections

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