

Burger King Campaign to Assist VFW Unmet Needs Program Nets \$500,000

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KANSAS CITY, Mo. — For the third consecutive year, dedicated supporters have stepped forward to honor America's men and women in uniform, raising almost \$500,000 for the **VFW Unmet Needs** program.

Launched by Burger King Franchisee Mike DeRosa in 2007, the "buy a burger; donate a buck" campaign netted a respectable \$110,000 in donations for the military and family grant support program. Since then, participating independent Burger King Franchisees have doubled contributions each year to the VFW Foundation. In 2008, the second year of the program, they raised \$250,000 during its "buy a burger; donate a buck" effort. When you add in the almost \$500,000 raised this year, the total for three years is over \$850,000!

"Their gifts to the Unmet Needs program, has assisted hundreds of military families who are confronted with emergent financial needs. Their continued generosity enables the VFW to continue to assist our nation's military families when they need it most. This is an incredible demonstration of love and support for members of our armed forces. We are so appreciative of everyone who helped in this great endeavor," stated Thomas J. Tradewell Sr., VFW Commander-in-Chief.

Participating states included:

Alaska, Alabama, Arizona, Arkansas, California, Florida, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, Minnesota, Missouri, Nebraska, New Jersey, North Dakota, Ohio, South Dakota, and Wisconsin.

*The **VFW Unmet Needs** program provides emergency financial assistance to U.S. military service members experiencing financial hardships, often brought on by deployment. Funds from donations are available to the five branches of service (Army, Navy, Air Force, Marines and Coast Guard), as well as members of the Reserves and National Guard. Funds awarded by the program are offered in the form of grants--not loans--so recipients don't need to repay them.*

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