

2025 TALKING POINTS FOR OWNERS

Here are some talking points to keep in mind:

1. At Taco Bell, young people are our heart and soul – they are our customers, our employees, and our future leaders. No cause is more important to our brand than supporting the passions and dreams of our youth.
2. The Taco Bell Foundation was founded in 1992 with a focus on investing in the students through education programs and partnerships to help them realize their career goals and educational aspirations.
3. The mission of the Taco Bell Foundation is to empower the next generation to Live Más, by breaking down barriers, encouraging passions and feeding curiosity for the unconventional.
4. We share in Taco Bell Foundation’s belief that all young people deserve the chance to follow their dreams and turn their life’s passion into their life’s work, regardless of the obstacles they may face in life. Our nearly 500 Community Grants partners around the nation help us in achieving this, especially at a time when supporting access to education is critical.
5. Partnering with [*INSERT LOCAL YOUTH-SERVING ORGANIZATION NAME*] has brought real change to [*INSERT COUNTY/CITY*]’s youth. [*Insert the custom programs / offerings that have made a difference in that community*]
6. [*Optional if presenting check*] Today, I am proud to announce a [*\$AMOUNT*] grant to [*ORGANIZATION NAME*]. This grant will be used to [*INSERT HOW THE GRANT WILL BE USED*].
7. We’re excited about the journey that [*ORG NAME*] and the Taco Bell Foundation are embarking upon to help [*LOCAL MARKET NAME*] youth unlock opportunities they might never have dreamed possible.