



ANNUAL REPORT

2024



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A LETTER FROM

NEIL BORKAN & SEAN TRESVANT

CHAIRMAN & VICE CHAIRMAN

OF THE BOARD OF DIRECTORS

At the Taco Bell Foundation, like our biggest fans, we’re cultural rebels, too. We boldly champion the next generation by fueling their passions, breaking barriers, and redefining what’s possible.

What does that mean? We’re committed to helping people reach life and career goals—whether it’s obtaining a college degree or showing them how to turn their passion into a viable career path. Together with our thousands of donors nationwide, we’re empowering people to become success seekers and live out their dreams. No matter what their definition of success is.

And, since our inception in 1992, we’ve invested \$189 million, and counting, in this transformational work.

As we reflect on 2024, we’re most proud that, together, we:

- **INCREASED** fundraising through new initiatives and creative strategies, resulting in a record breaking \$60 million raised.
- **EXPANDED** our “Beyond the Money” support for scholars by introducing new educational opportunities, microinternships, and more.
- **INVESTED** more in young people—from Live Más Scholarship to Community Grants, we changed lives together.

So what comes next?

EVOLUTION

2025 will be a year of transformation for the Foundation as we explore new ways to make an even more significant impact.

Because the future doesn’t always belong to those who follow the conventional path. It belongs to those who Live Más, think bold, push boundaries, and R.I.N.G. The Bell for change.

With the help of our franchise partners, Taco Bell corporate, and most importantly, Taco Bell fans, the money raised will provide life-changing support to nearly 3 million ambitious youth across the nation. That’s something to be proud of.



Neil Borkan

CHAIRMAN



Sean Tresvant

VICE CHAIRMAN

OUR MISSION

The Taco Bell Foundation breaks down barriers to education for the next generation of leaders and cultural rebels.

OUR VISION

Fuel every young person’s boldest ambition to create good.



OUR NORTH STAR

We connect young people with resources and opportunities to learn and drive change in their communities and beyond.

OUR VALUES

- 1. We empower passionate young adults to build self-confidence
- 2. We fuel their passions by creating and sharing content that inspires
- 3. We approach educational challenges with humility and strong leadership



PROGRAMS & PARTNERSHIPS

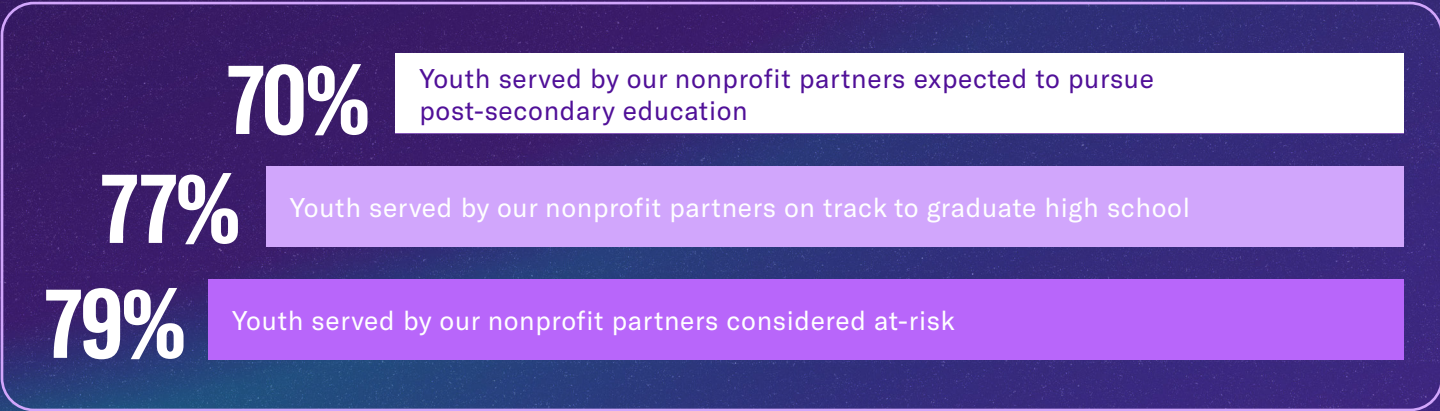
COMMUNITY GRANTS

Community Grants and its support programs seek to create career pathways for young people by investing in organizations that provide services for at-risk and underrepresented youth. These services include mentorship, career exploration and readiness, financial literacy, entrepreneurship, socio-emotional well-being, and more.

Community Grants is funded through Round Up, a fundraising program that allows customers and fans of the brand to donate to the Taco Bell Foundation by “rounding up” their total to the nearest dollar at the front counter, kiosk, at the drive-thru, and on the web and mobile app. It is the Foundation’s largest program by amount awarded each year.

In 2024, the Taco Bell Foundation awarded nearly \$23 million in grants—the most in the Foundation’s history—supporting more than 450 youth-serving nonprofit organizations in local communities through the Community Grants program.

COMMUNITY GRANTS BY THE NUMBERS



COMMUNITY GRANTS

STORIES OF IMPACT

Grant recipients include organizations that are passionate about supporting youth in their communities as they navigate educational and early career decisions. Discover a few of the incredible Community Grants partners paving the way for change.



CULTIVATING FUTURES AT JONES VALLEY TEACHING FARM

At the intersection of food and academic achievement, [Jones Valley Teaching Farm \(JVTF\)](#) has a 20-year history of serving students in the Birmingham community, using food as a foundation so that young people can lead, create, and grow a healthy future for themselves and their community. Through food-based, cross-curricular experiential lessons, students use farming and the culinary arts as a foundation for academic exploration and environmental stewardship.

COMMUNITY GRANTS
STORIES OF IMPACT

EMPOWERING YOUTH AT BOYS & GIRLS CLUBS OF NORTHEAST OHIO

The Taco Bell Foundation extends its support to numerous Boys & Girls Clubs nationwide, including the [Boys & Girls Clubs of Northeast Ohio \(BGCNEO\)](#), which is dedicated to inspiring and enabling youth to reach their full potential. The Clubs provide young people with a safe place to learn after school and in the summer, the most vulnerable season for youth. With nearly 30 Clubs in Northeast Ohio, BGCNEO members participate in programs to support their academic success, healthy lifestyles, social-emotional growth, and career readiness.



COMMUNITY GRANTS
STORIES OF IMPACT

PRODUCING DREAMS WITH
NOTES FOR NOTES (N4N)

[Notes for Notes \(N4N\)](#) offers young people a gateway to contemporary music-making, providing access to musical equipment and instruction completely free of charge. Starting with just one studio in Santa Barbara in 2006, N4N now has 30 studios serving over 8,500 young artists per year. These studios are not just filled with instruments, they're designed to nurture artistic and emotional growth in thousands of young individuals every year, guided by encouraging relationships with mentors.



COMMUNITY GRANTS
STORIES OF IMPACT

FOSTERING FEMALE LEADERS
WITH HOMEWORKS TRENTON

The Taco Bell Foundation’s journey with [HomeWorks Trenton](#) ignited through [Ambition Accelerator](#) and has since flourished, with the organization now proudly recognized as a Community Grants recipient. Founded in 2016, HomeWorks operates a free, after-school residential program for marginalized high school girls that provides academic and leadership enrichment. HomeWorks’ residential environments empower young women to reach their full potential and make transformative impact.



COMMUNITY GRANTS
STORIES OF IMPACT

UCI FUTURE LEADERS VISIT
TACO BELL HEADQUARTERS

In 2024, Taco Bell Foundation partnered with University of California, Irvine on its 6-day [Future Leaders Initiative \(FLI\)](#) program. FLI guides, inspires, and empowers high school and community college students from Southern California’s underserved communities through its courses.

The Taco Bell Foundation welcomed more than 150 FLI students to the Taco Bell headquarters in Irvine for an educational and immersive experience. During their visit, students joined breakout groups focused on higher education, finding your passion and careers at Taco Bell. Plus, they received a behind-the-scenes tour of the building.





COMMUNITY GRANTS LOCAL PARTNERS

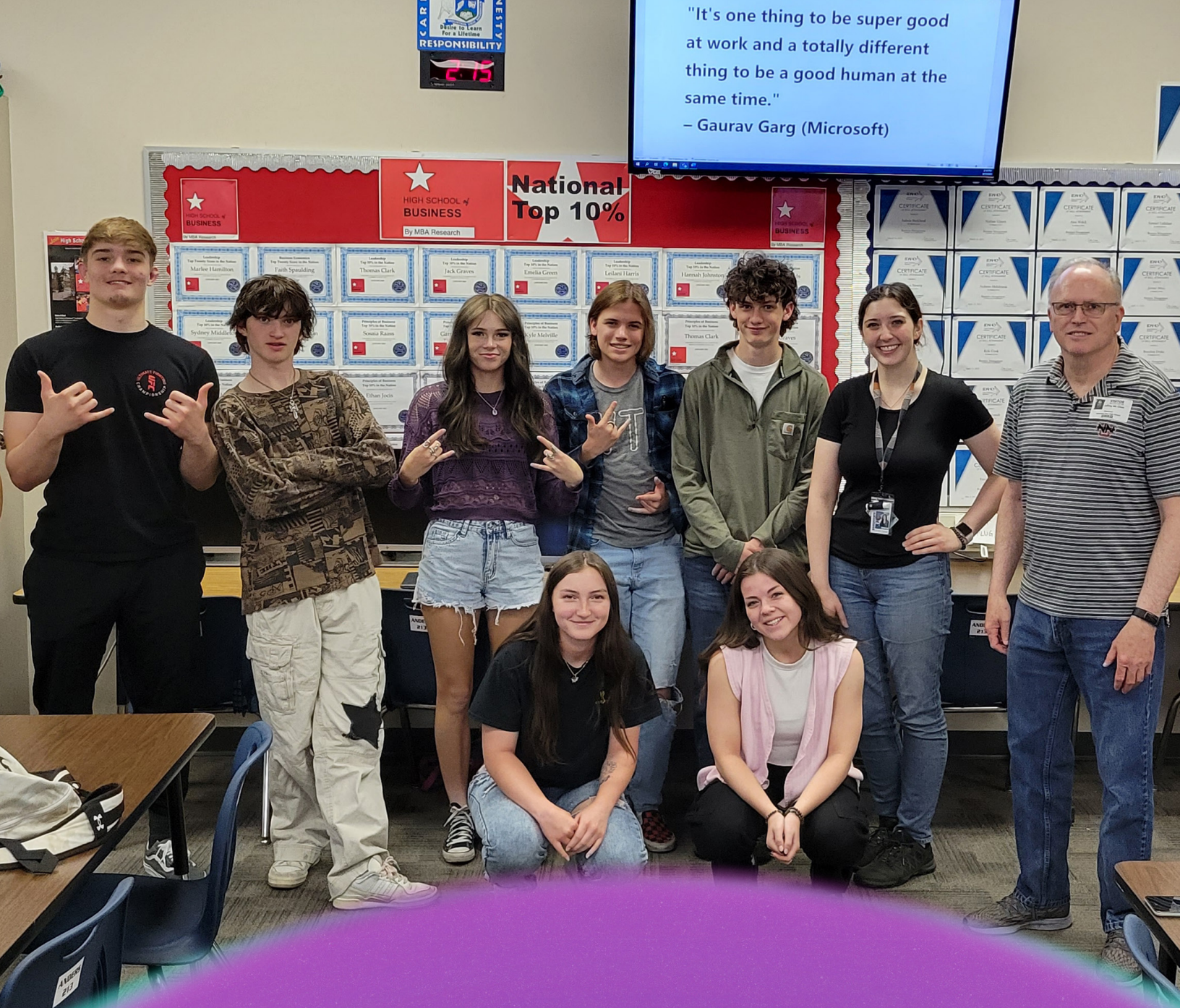
Boys & Girls Clubs of America provides Clubs across the nation with the tools they need to recruit, make an impact and retain teens. Through caring mentors, innovative programs, and an unwavering commitment to safety and inclusion, Clubs do whatever it takes to support kids and teens on their paths to great futures.

Since 1992, the Taco Bell Foundation has granted \$60 million to approximately 300 Clubs across the country. In 2024, Taco Bell Foundation awarded over \$11.8 million to 252 individual Boys & Girls Clubs.

“At the Boys & Girls Clubs of Capistrano Valley, a priority area of focus has been supporting our teens in the next phases of life after high school graduation. Our Life & Workforce Readiness program has been positively impacted by Taco Bell Foundation’s generous support. Their funding has empowered us to equip our young people through workshops and with essential skills, real-world experience, and the confidence needed to thrive in their future careers. Thanks to this partnership, we are helping to shape a more prepared and ambitious generation of future young adults.”

– Boys & Girls Clubs of
Capistrano Valley





COMMUNITY GRANTS NATIONAL PARTNERS

Junior Achievement helps young people discover what's possible in their lives by connecting what they learn in school with life outside the classroom.

In 2024, the Taco Bell Foundation awarded nearly \$900K to 48 Junior Achievement areas in the U.S., impacting nearly 50,000 students in Junior Achievement classrooms.

For the first time ever, Community Grants expanded beyond the U.S. with a \$40,000 grant awarded to Junior Achievement Canada, raised by Taco Bell restaurants in Canada. This funding will impact more than 1,500 students.

“Part of Junior Achievement’s focus is ensuring young people make the connection between what they learn in school to life outside the classroom. For many years now, the Taco Bell Foundation has helped make this possible for countless students in low-to-moderate-income communities through its investment in Junior Achievement’s learning experiences. We greatly appreciate the Taco Bell Foundation’s commitment to bringing life-changing experiences to the young people JA serves.”

— Tim Greinert
USA President, Junior Achievement



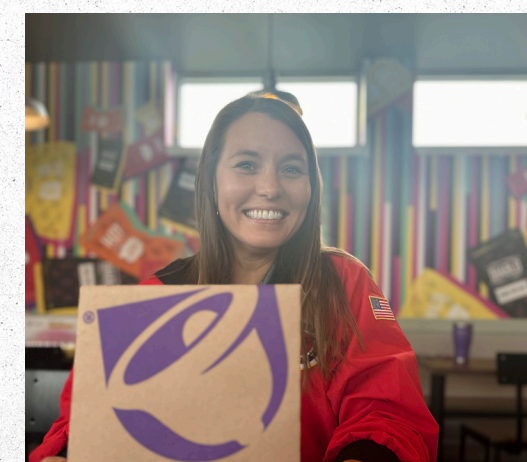
COMMUNITY GRANTS NATIONAL PARTNERS

City Year AmeriCorps members serve a year in systemically under-resourced schools across 29 U.S. cities. They help students engage with their learning, develop their potential, and master skills that prepare them for success in college and careers.

The Taco Bell Foundation has invested more than \$3 million to support students and City Year AmeriCorps members since 2013. In the 2023-24 school year, the Foundation awarded over \$850,000 to City Year sites serving students in 23 cities.

“City Year and the Taco Bell Foundation stand united in a powerful mission to empower young adults and students to unlock their full potential and boldly pursue their dreams. Over the past decade, our transformative partnership has impacted the lives of 120,000 students across 19 cities nationwide, delivering steadfast support and equipping our AmeriCorps members with essential resources to cultivate the next generation of inspiring leaders.”

– Jim Balfanz
CEO, City Year Inc.



COMMUNITY GRANTS NATIONAL PARTNERS

College Advising Corps (CAC) aims to increase the number of low-income, first-generation, and underrepresented students who enter and go on to successfully earn a higher education degree. They work with partner institutions and place recent graduates as full-time college advisers in underserved high schools across the nation.

Since 2018, the Taco Bell Foundation has awarded nearly \$2 million to College Advising Corps, and in the 2023-24 school year, we supported 14 of their sites.

“College Advising Corps is deeply grateful for the Taco Bell Foundation’s continued support. During the 2024-25 academic year, this partnership has enabled CAC to place over 500 full-time postsecondary advisers in high schools across ten states. These dedicated advisers help more than 150,000 senior students define their career goals, navigate the postsecondary application process, and secure critical scholarship funding—paving the way for brighter futures for the students.”

— Ekaterina Struett
CEO, College Advising Corps

College
Advising
Corps



COMMUNITY GRANTS:
ADDITIONAL FUNDING
IMPACT FUND

The Taco Bell Foundation’s Impact Fund is an invitation-only grants program that identifies and supports innovative solutions in higher-ed, fosters collaboration among nonprofits, and helps scale our impact. In January 2024, the Foundation distributed \$250,000 each to two nonprofit organizations for a total of \$500,000, to implement their innovative, education-focused concepts throughout the year.

BRAVEN

Partnering with higher education institutions, Braven offers accredited courses to equip underrepresented students with the skills they need as they enter the workforce. The funds received from Impact Fund are allowing them to expand operations to San Francisco State University and support up to 4,000 students.

NOTES FOR NOTES

Notes for Notes will use their Impact Fund grant to support their Playback Payback program, which provides a paid opportunity for the Note for Notes alumni working in studio to earn valuable hands-on experience. The 6-month program will support 15 youth directly, while also expanding the impact to the participants in the Notes for Notes program.



COMMUNITY GRANTS:
ADDITIONAL FUNDING
EMERGENCY RELIEF GRANTS

Our Community Grants recipients are primarily direct-services organizations that work tirelessly to provide support to young people. Every year, many of these grassroots organizations face disasters and inclement weather that can disrupt their work and leave young people without the resources they need.

To support these organizations in times of need, the Taco Bell Foundation offers Emergency Relief Grants to provide one-time, quick financial assistance to grantees when disaster strikes and affects their operations. In 2024, we activated our Emergency Relief Grants program, awarding \$75,000 to support various events, including Hurricane/Tropical Storm Helene.

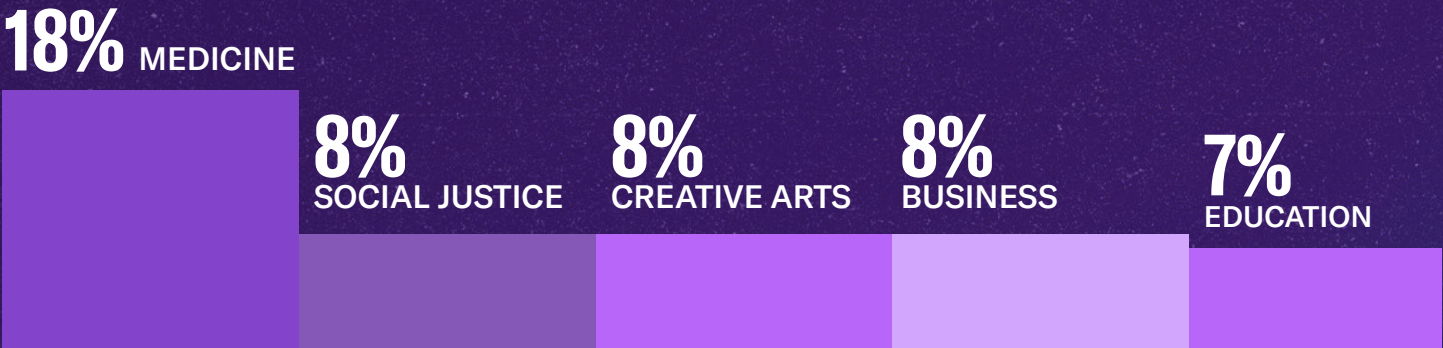
PROGRAMS & PARTNERSHIPS

LIVE MÁS SCHOLARSHIPS

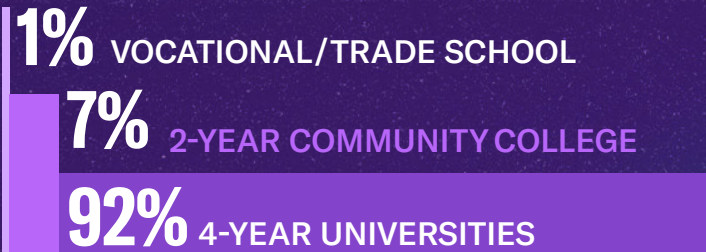
The Taco Bell Foundation’s signature program, the Live Más Scholarship (LMS), aims to equip the nation’s next generation of cultural rebels with the resources they need to succeed. The Live Más Scholarship supports ambitious and passionate youth with the ability to renew up to three times. Unlike most scholarship programs, LMS is awarded based on passion and aspirations to create change in the world. Beyond the money, scholars have access to a community of peers, professional development events, mentoring, and various tools year-round.

In 2024, the Taco Bell Foundation awarded more than \$10 million in Live Más Scholarships, providing over 1,000 passion-driven students with resources to fuel their educational dreams. Of the \$10 million awarded, \$7 million went to Taco Bell fans nationwide and \$3 million to Taco Bell restaurant team members. Scholarship award amounts range from \$5,000 to \$25,000 per recipient. Applications are typically open late fall through early January, with awards every spring.

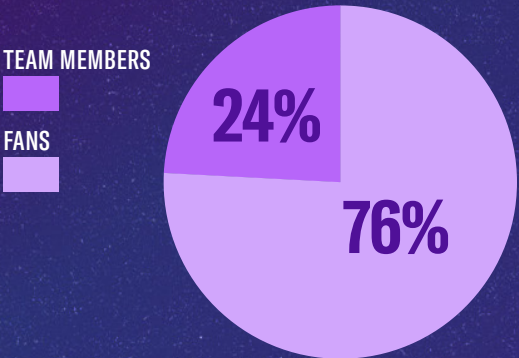
TOP 5 PASSIONS



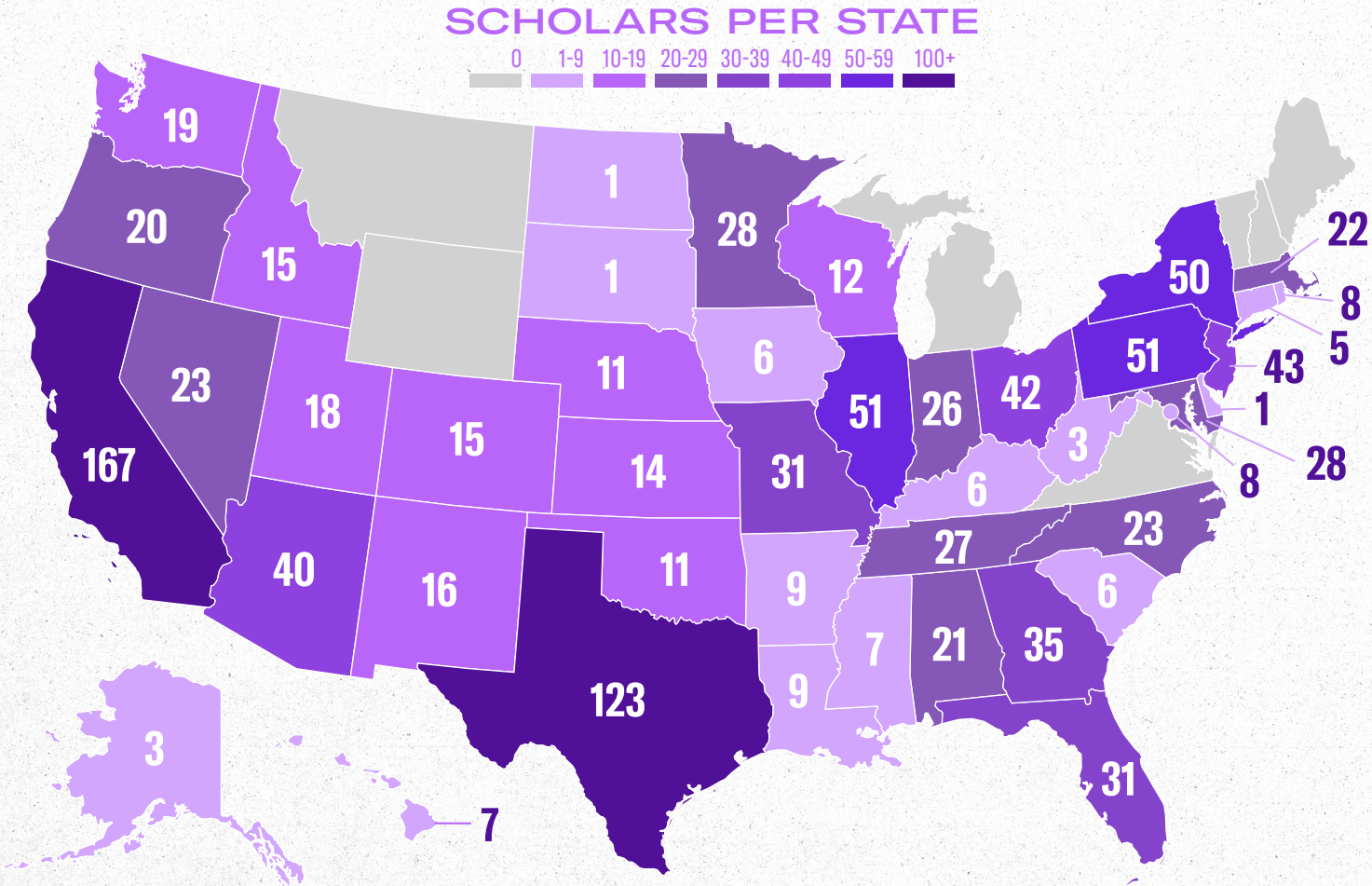
SCHOOL TYPES



LIVE MÁS SCHOLARSHIPS RECIPIENT DISTRIBUTION



2024 LIVE MÁS SCHOLARSHIP BY THE NUMBERS



OUR SCHOLARS

AWARDS

AMOUNTS

TOTAL SCHOLARSHIPS	1151	\$10,995,000
NEW TACO BELL FAN RECIPIENTS	305	\$2,595,000
NEW RESTAURANT TEAM MEMBERS	150	\$1,500,000
RENEWAL TACO BELL FAN RECIPIENTS	566	\$5,600,000
RENEWAL RESTAURANT TEAM MEMBERS	130	\$1,300,000

STORIES OF IMPACT
LIVE MÁS SCHOLARSHIP
BEYOND THE MONEY

The Live Más Scholarship offers so much more than a check—it’s a community, it’s growth, and it’s opportunities that help scholars achieve their dreams. Here are some examples of this impact in 2024.

LIVE MÁS SCHOLARSHIP
SUMMER OF CONNECTION

In the summer of 2024, over 350 Live Más Scholars from all over the country, including 78 Taco Bell restaurant Team Members, assembled in San Diego for the Taco Bell Foundation’s annual Summer of Connection.

At the event, scholars learned essential skills and built connections needed to confidently advance their education, career,s and passions, all while establishing lasting relationships with peers and mentors. Throughout the week, there were 60+ experiences for scholars to participate in across eight career tracks. Experiences included career development activities, wellness sessions, and community-immersion projects with local nonprofit partners.



350
SCHOLARS IN
ATTENDANCE

78
TACO BELL TEAM
MEMBER SCHOLARS

100+
PAID SCHOLAR-
LEADERSHIP
OPPORTUNITIES

60+
CAREER- DRIVEN
EXPERIENCES

100%
OF ATTENDEES WOULD
PARTICIPATE IN FUTURE
CONFERENCES AND
RECOMMEND





LIVE MÁS SCHOLARSHIP
REVOLUTION CARTS

Taco Bell invited 7 Taco Bell Foundation Live Más Scholars to design custom street-food carts for 14 Southern California vendors, through their partnership with Revolution Carts.

2024 marks the second year that Taco Bell and Revolution Carts have partnered to support the selling and eating of street food, by gifting street-legal vending carts. And Taco Bell Foundation’s talented scholars were eager for the chance to participate in Taco Bell’s initiative to help bring the vendors’ vision for their businesses to life through compelling visual designs.

The custom scholar-designed carts were revealed on a Taco Tuesday, at Ave 26 Night Market.



LIVE MÁS SCHOLARSHIP SCHOLAR-MADE COMMERCIALS

The Taco Bell Foundation is dedicated to unlocking new possibilities for Live Más Scholars, following any passion they choose. So, when the Taco Bell Foundation set out to film its new commercial, it only made sense to tap three scholars with an inspiring passion for film, TV, and cinematography to bring it to life. That's where Belle W., Alvaro S., and Ethan C. came in.

In collaboration with the Taco Bell Foundation, Taco Bell Marketing team, and creative experts at Biite, the scholars spent two days coordinating shots at a Taco Bell restaurant in Woodland Hills, Calif. This project was more than just a filming session—it was a hands-on learning experience. The Biite team provided invaluable mentorship, guiding the scholars through the intricacies of production and empowering them to take the lead. Belle, Alvaro, and Ethan not only honed their technical skills, but they were also involved in every aspect of the production, including on-the-spot direction, recording voiceovers, post-production, and even acting in the commercial themselves.

While financial support is a key aspect of the Live Más Scholarship, many scholars discover that the true value lies in the community they join. By providing access to mentors, networking events, annual conferences, inspirational peers, and unique microinternships—like directing and filming a nationally televised commercial—scholars gain a wealth of experiences that go far beyond the check.





Sarah Vagley M.
President and CEO
Mission Up Consulting

“When I was asked to be a mentor with the Taco Bell Foundation’s Live Más Mentoring initiative, I was absolutely delighted. Soon after saying yes, I was matched with a brilliant young woman named Rachel. Rachel and I met over Zoom and, since that initial meeting, we’ve continued our conversation over email, with plans to speak soon again over the phone. Mentorship has been key for me in my career, and I was only too happy to pay it forward to Rachel. Our mentorship discussion requires work from both of us—and our conversation has proven to be inspiring and impressive. I have learned just as much from Rachel as I hope she’s learned from me. This is not a transactional mentorship; I can already tell that it’s a transformative one, and I hope to keep in touch with Rachel for a long time to come. I know she’s going places, and I’d love to be along for the ride... and continue to learn from and grow with her.”



Sissi Z.
Live Más Scholar
UCLA

“I have always been told that connections are invaluable, whether it is for personal or professional development. My mentorship connection to Primo Lasana, the executive director of Reading Partners, through the Live Más Scholarship has definitely proven this to be true. I’m able to meet monthly with him to gain career advice, from detailed resumé feedback to cover letter and interview tips. As someone interested in medicine, he has also connected me with an OB/GYN in New York that I was able to meet and have insightful discussions with. I’m super grateful for all the information I’ve been given through this mentorship program, and I look forward to what more I can learn!”

LIVE MÁS SCHOLARSHIP
**LIVE MÁS
MENTORING PROGRAM**

The Taco Bell Foundation was excited to continue the Live Más Mentoring program in 2024. Career mentors from the Taco Bell Corp. system and Taco Bell Foundation partners were invited to participate as mentors to Live Más Scholars. Additional group mentoring sessions were offered based on popular career paths.



**HIGH DEMAND AREAS
FOR MENTORSHIP**

**CAREER EXPLORATION
NETWORKING
SUCCEEDING IN AN INTERNSHIP**

**TOP AREAS
FOR ENHANCEMENTS**

**STRONGER CAREER
ALIGNMENT WITH MATCHES**

**FLEXIBLE SCHEDULING
TEMPLATES TO GUIDE
MENTORING CONVERSATIONS**

100
SCHOLARS WERE MATCHED WITH
MENTORS THROUGHOUT THE YEAR

100%
WOULD RECOMMEND THE
MENTORSHIP EXPERIENCE

5 OUT OF 5
WAS THE AVERAGE
QUALITY CONNECTION
RATING FOR MATCHES

LIVE MÁS SCHOLARSHIP

LIVE MÁS SCHOLAR CONNECT

Live Más Scholar Connect is the exclusive social community platform where Live Más Scholars can connect with each other, showcase their passions, find opportunities, and enhance their skills.

- Scholars launched specialized community groups, including Taco Tech, Scholars on the Hill, The Bell Creators, and Latinos Unidos.

2000+

INSPIRING
SCHOLAR USERS

76%

YEAR-OVER-YEAR
INCREASED ENGAGEMENT

200K+

COMMUNITY INTERACTIONS
SINCE LAUNCH



LIVE MÁS SCHOLARSHIP

INAUGURAL LIVE MÁS SCHOLARSHIP ALUMNI COUNCIL

In 2024, the Taco Bell Foundation introduced the first Live Más Scholarship Alumni Leadership Council, a group of twelve alumni leaders who took a year-long commitment to drive engagement, amplify stories, elevate narrative,s and foster relationships throughout the Taco Bell Foundation board. Notable achievements by the council include launching an alumni group on Scholar Connect, facilitating new alumni opportunities such as integration into scholar panels and workshops, and implementing office hours to support alumni interested in continuing their education.

LIVE MÁS SCHOLARSHIP

2024 SCHOLAR SPOTLIGHTS



GRACIE S.

Gracie S. has been inspired by athletics since a young age. She quickly grew tired of hearing, “you’re just a girl,” in response to her big ambitions in the sports world, leading her to develop the nonprofit organization, Girls on the Mound. Her goal with the organization is to help young women navigate the male-dominated sports business industry. Gracie received a once-in-a-lifetime surprise from her sports idol Davante Adams when the wide receiver

surprised her with the scholarship at his Las Vegas football camp in April. Gracie aspires to further her education in business management and marketing, while also breaking barriers for women passionate about sports. As a Taco Bell Team Member, Gracie’s scholarship was funded by our Owner’s Giving Circle—a group of generous donors made up of Taco Bell Franchise Owners.



ETHAN C.

Ethan C. is a passionate storyteller who is currently studying Film Production at Chapman University. Growing up in a multicultural household, he developed a keen eye for untold stories in everyday life. From personal family documentaries to a film shedding light on racial injustice, his broad scope of work aims to share narratives other than just his own. He hopes his continued education

in filmmaking will allow him to communicate authentic messaging and share transformative stories to bring hope to and unite people. This year, he was selected as one of the three scholars that lead the ideation and production of the Taco Bell Foundation commercial—a “beyond the money” opportunity.



PROGRAMS & PARTNERSHIPS

AMBITION ACCELERATOR

Ambition Accelerator returned in partnership with Ashoka, the world’s largest network of social entrepreneurs, and was funded by Yum! Brand’s Unlocking Opportunity Initiative. In 2024, the program went international, expanding to India. Ambition Accelerator invites young rising movers and shakers—also known as changemakers—to pitch their community impact ideas for a chance to receive funding.

AMBITION ACCELERATOR BY THE NUMBERS

U.S.

1X WINNER RECEIVED \$25,000

4X FINALISTS RECEIVED \$5,000 EACH

20X SEMI-FINALISTS RECEIVED \$1,000 EACH

NON-SUMMIT RECIPIENTS OF THE SEED PRIZE RECEIVED \$500 EACH

TYPES OF PROJECTS SUBMITTED:
EARLY-STAGE FOR-PROFIT & NON-PROFIT INITIATIVES THAT HAVE A SOCIAL IMPACT.

INDIA

1X WINNER RECEIVED 10 LAKH ~\$13,333

4X FINALISTS RECEIVED ₹200,000 ~\$2,300 EACH

45X SEMI-FINALISTS RECEIVED \$500 EACH

NON-SUMMIT RECIPIENTS OF THE SEED PRIZE RECEIVED \$250 EACH

TOP THEMES:
FOOD SECURITY
WOMEN’S EMPOWERMENT
MENTAL HEALTH
SUSTAINABILITY

AMBITION ACCELERATOR
UNITED STATES

After receiving over 370 applications from young people across the U.S., the Taco Bell Foundation invited the top 50 changemakers for an immersive experience at Taco Bell’s headquarters for the U.S. competition. Summit Semi-Finalists were granted the opportunity to enhance their entrepreneurial skills by participating in workshops focused on storytelling, community building, networking, and more. Each Semi-Finalist received \$1,000 in seed funding for their social ventures, and five finalists were invited to a pitch competition.

The grand prize winner, Victoria Lamar, pitched Securing Degrees, a national scholarship coaching platform that helps students alleviate the financial burden of higher education. The other four finalists were awarded an additional \$5,000 each to further develop their projects.



AMBITION ACCELERATOR
INDIA

For the first time, the Taco Bell Foundation took its Ambition Accelerator Summit international, inviting 25 top changemakers selected from over 192 applications to an inspiring 3-day event. Just like the U.S. activation, this gathering was designed to accelerate the young innovator’s social impact ideas through active workshops, peer networking, and, for some, the chance to win additional funding. The group even took a trip to the local

Taco Bell together, to enjoy Taco Bell India’s signature menu items, like the Tikka Masala Burrito. Daljeet Kaur, the grand prize winner, received an INR 10 Lakhs grant for her innovative social impact initiative, Pragati—aimed at enhancing educational opportunities to combat school dropout rates.

AMBITION ACCELERATOR
BEYOND THE SUMMIT

To ensure our changemakers continued to enhance their skills and to support them as they make an impact on their communities, we hosted several post-summit events. From inspirational guest speakers to virtual networking events, the innovators in both the U.S. and India were invited to continue working with us to elevate their social impact projects.



HOW WE FUNDRAISE



The Taco Bell Foundation’s Round Up program is a vital source of support for young people across the country, providing scholarships, educational opportunities, and community aid. Through this program, fans of the brand can make a difference by rounding up their Taco Bell food order total to the nearest dollar at checkout, whether in-store, online, or via drive-thru. In 2024, the Round Up program raised a record-breaking \$50.4 million, thanks to the generosity of our fans and the efforts of our Franchise and Corporate partners championing the program and its mission.

By giving guests the opportunity to support our mission year-round, the Taco Bell Foundation raised more in 2024 than ever before with an average donation of just 44 cents. This shows the incredible impact of our fans coming together for good. Reaching the record-breaking milestone of \$50.4 million through Round Up in 2024 would not have been possible without the Taco Bell Franchise Owners and their restaurant Team Members.

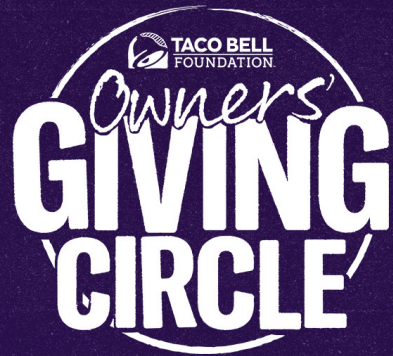
OWNERS WHO HIT \$5,000 ANNUAL PER STORE AVERAGE

ADT TACO	F.W. ENGLEFIELD IV	NORTH TEXAS BELLS
ALVARADO RESTAURANT NATION	FAST FOOD FEEDERS	NORTHWEST RESTAURANTS
AMPEX BRANDS WEST TEXAS	FOUR CORNERS TACOS	O&M TB
B & G FOOD ENTERPRISES	GARY LYON	OCEAN BELL
BALL INDUSTRIES	GREAT LAKES TACO	PJ ENTERPRISES
BELL AMERICAN	HOOSHANG TAFAZOLI	R2 RESTAURANTS
BELL OF MOUNTAIN VIEW	HOSPITALITY RESTAURANT GROUP	SAVANNAH SERVICE & FOOD
BORDER FOODS	J.A. SUTHERLAND	SERJ TACO CALIFORNIA
BRAVO FOODS	J.E.M. RESTAURANT GROUP	SETH SKOGEN
C&M SMITH RESTAURANTS	J.P.M., INC.	SONAR
C&R RESTAURANT GROUP	JJC FOODS	SOURCE FOODS
CLAWSON MANAGEMENT TB	KBP BELLS	SOUTHERN MULTIFOODS
CLC RESTAURANTS	KC BELL	SUMMIT FRANCHISE MANAGEMENT
COLCAL COLORADO	KEITH SHERMAN ENTERPRISES	T&T TACO
CTI RESTAURANTS	KMAC ENTERPRISES	TACALA COMPANIES
D. G. SMITH ENTERPRISES	LUCWORK ENTERPRISES	TACO ALOHA
DAVID SPARKS	LUIHN VANTEDGE PARTNERS	TACO BELL CORPORATE
DAVMIK, LLC	LYNNRICH	TACO BUCKS
DECLERCK ENTERPRISES	MAHAMITRA	TACO MANAGEMENT SOLUTIONS
DELECTABELL MANAGEMENT	MARBLE USA	TACOBOCCI
DELIGHT TB INDIANA	MAS RESTAURANT GROUP	TEAM LYDERS
DENALI FOODS	MATT ARTHUR	U.S. LEADER RESTAURANTS
DESERT DE ORO FOODS	MAYER MANAGEMENT	V2
DIVERSIFIED RESTAURANT GROUP	MMC ENTERPRISES	W & M RESTAURANTS
DJ ENTERPRISES OF PANAMA CITY	MRCO	WEBER COASTAL BELLS
ENGEN ENTERPRISES	MTB MANAGEMENT	WMM
ES-O-EN CORPORATION	NATRON CORPORATION	YUM & CHILL

HOW WE FUNDRAISE

PARTNER SUPPORT

Live Más Scholarships for Taco Bell Team Members are funded by the Owners’ Giving Circle, an exclusive group of Taco Bell Corp. and Taco Bell Franchise Owners who believe in investing in the next generation of leaders. By making a gift of \$350 per restaurant they own, members of the Owners’ Giving Circle raised \$2.51 million this year—setting a new fundraising record for this group. This generous group of like-minded individuals is committed to helping young people get the chance to pursue their passion and achieve their dreams.



THANK YOU TO OUR 2024 OWNERS’ GIVING CIRCLE MEMBERS!

1601 JAMAICA
58A FULTON TACO BELL
A&W TACOS
A. CAVEGN, INC.
ADTTACO
AG BELLS
ALBOR RESTAURANT GROUP
ALVARADO RESTAURANT NATION
AMIN ENTERPRISES
AMPEX BRANDS WEST TEXAS
ANGELINE RESTAURANT
ANRED
ARGONAUT FOOD PARTNERS NUEVO
ATLANTIC RESTAURANTS
B & G FOOD ENTERPRISES
BALL INDUSTRIES
BDE FLORIDA
BEE MAC CORPORATION
BELLAMERICAN
BELL OF MOUNTAIN VIEW
BFS CONCEPTS
BIG RAPIDS TACO BELL
BK FOODS
BORDER FOODS
BRAVO FOODS
BUDDY BELLS
BUFORD TACO
BURGERBUSTERS
C&M SMITH RESTAURANTS

C&R RESTAURANT GROUP
CALVIN WHITE
CANTINA HOSPITALITY
CAROLINA TACO
CENTRAL FLORIDA KFC
CENTRAL IOWA KFC
CHAMPION RESTAURANTS
CLATRA
CLAWSON MANAGEMENT TB
CLC RESTAURANTS
COLCAL COLORADO
COLUMBUS MART
COTTI FOODS CORPORATION
COUNTRYSIDE CORP.
CRAVE CONCEPTS
D. G. SMITH ENTERPRISES
D.E. FOODS
DAVID SPARKS
DAVMIK, LLC
DECLERCK ENTERPRISES
DEE JAY’S QSR
DELECT FOODS
DELECTABELL MANAGEMENT
DELIGHT TB INDIANA
DENALI FOODS
DENIS SCHOENHOFER
DESERT DE ORO FOODS
DEVANG U. BRAHMBHATT
DIVERSIFIED RESTAURANT GROUP

DJ ENTERPRISES OF PANAMA CITY
DOUG KNIPP
DUNAFON ENTERPRISES
EGP LOUISIANA
ENGEN ENTERPRISES
ES-O-EN CORPORATION
EXXIS CORPORATION
EYM CHICKEN OF WISCONSIN
F.W. ENGLEFIELD IV
FAST FOOD FEEDERS
FELKER DAY
FIESTA HOLDINGS
FLEW THE COOP
FOOD CHAIN NATION
FOUR CORNERS TACOS
FREDERICK P. GALLANT
FULENWIDER ENTERPRISES
G.F. ENTERPRISE
GARRISON QSR
GARY LYON
GBM 1037
GENE AND LORES TETERS
GHASSAN SHABAN
GLADDEN ENTERPRISES
GLFS
GOLDEN TACO
GPM INVESTMENTS
GREAT LAKES TACO
GURMIT JHAJ

HAGAN & HAGAN
HAZA FOODS
HEFCAM
HOOSHANG TAFAZOLI
HOSPITALITY RESTAURANT GROUP
IMRAN AND SHABANA AHMED
J & S FOOD SALES
J.E.M. RESTAURANT GROUP
J.P.M., INC.
J.R.S. RESTAURANT CORPORATION
JAI TACO ATLANTA
JAKE RASOR
JALAPENO TACO
JAMES MIKULA
JEFFERIS FOODS
JEFFREY BAKER
JJC FOODS
JOHN SIMS
JOHNNY OUTLAW
JON SIMMONS
J’S FOUR, INC.
JTB DEVELOPMENT
KT MERRILL
KAI CARMEL
KAZI FOODS
KBP BELLS
KC BELL
KEDIS ENTERPRISES
KEITH SHERMAN ENTERPRISES
KMAC ENTERPRISES
KUMAR MANAGEMENT CORPORATION
L.P. BULLER
LORNA MUNDWILLER
LOST MESA
LOUDON SIMS GROUP
LUCWORK ENTERPRISES
LUIHN VANTEDGE PARTNERS
MAA DURGA ENTERPRISE
MAHAMITRA
MALL TREATS
MANUWAR S. HAQUE
MARBLE USA
MARVIN MACKIN
MAS RESTAURANT GROUP
MATT ARTHUR
MAYER MANAGEMENT

MCDONOUGH TACO
MEXICANA
MHF CARBONDALE
MID ATLANTIC TACO
MILLENNIUM TACOS
MMC ENTERPRISES
MOHAMMAD CHOUDHRY
MORONGO TB
MRCO
MTB MANAGEMENT
MULTICONCEPT GROUP
MULTI-FAST FOOD
NACNUD
NANDINI FOOD CORPORATION
NATRON CORPORATION
NORTH STATE INVESTMENTS
NORTH TEXAS BELLS
NORTHWEST RESTAURANTS
O&M TB
OCEAN BELL
ORCHARD FOODS
PJ ENTERPRISES
PACIFIC BELLS
PACIFIC WEST GENERAL STORE
PAK HARLEM MANAGEMENT
PARADISE FOODS
PARIS & POTTER KT OF PLYMOUTH
PLATTSBURGH TACO
PSTB
PYRAMID SERVICE MANAGEMENT
QSR NY
QUIKSERVE CONCEPTS
R2 RESTAURANTS
RAD
RAYAN RE NATIONAL CORPORATION
RBD CALIFORNIA RESTAURANTS LIMITED
RGT FOODS
ROBERT ATWELL
SAVANNAH SERVICE & FOOD
SCOTT KING
SERJ TACO CALIFORNIA
SETH SKOGEN
SHAASHWAT
SHAMROCK TBC
SHRI YORK

SILVER CRICKET TACOS
SMITHVILLE KT
SONAR
SOURCE FOODS
SOUTHERN MULTIFOODS
SOUTHPAW
SRIJAAY
STANLEY YOUNG
SUMMERWOOD CORPORATION
SUMMIT FRANCHISE MANAGEMENT
SUN CULINARY
T & D FOODS
T & K
T&T TACO
TACALA COMPANIES
TACO ALOHA
TACO BELL CORPORATE
TACO BUCKS
TACO COLORADO CORPORATION
TACO JIM
TACO MANAGEMENT SOLUTIONS
TACOBOCCI
TAMBRO
TASTY CHICK’N
TB OF AMERICA
TBC1
TEAM LYDERS
TEXAS TACO
THE PETERS GROUP
TME ENTERPRISES I
TYMATT
U.S. LEADER RESTAURANTS
UNITED WHITE PLAINS
V2
VB PREFERRED QSR
VIJAY PATEL
W & M RESTAURANTS
WALTER W. LYON
WEBER COASTAL BELLS
WEST QUALITY FOOD SERVICE
WESTERN BELL
WIDDER MANAGEMENT
WMM
YUM & CHILL
ZALAK FOOD CORPORATION

HOW WE FUNDRAISE

PARTNER SUPPORT



The Taco Bell Foundation (TBF) Champions program brings together socially conscious suppliers and vendors who are committed to fueling the Foundation’s mission. These valued partners go beyond business by contributing time, funding, and resources to support the Foundation’s work. In 2024, TBF Champions contributed over \$500,000 in monetary and in-kind support, helping to power impactful programs that create lasting change.

WE WOULD LIKE TO THANK OUR 2024 TBF CHAMPIONS WHO MADE AN IMPACT ON THE LIVES OF THOUSANDS OF YOUNG PEOPLE THIS YEAR!

CRAVINGS

\$100,000+



SUPREME TACO PARTY

\$50,000



BURRITO PARTY

\$25,000



TACO PARTY

\$10,000

- ACCUSERV

AK JOHNSON

BUNGE

CARTONCRAFT INC

CITIZENS BANK
- FLAVOR REDDY FOODS

GOLDEN STATE FOODS

GRAPEVYNE MEDIA

KEURIG DR PEPPER

MCLANE COMPANY
- MISSION FOODS

SACRAMENTO KINGS

SENOVVA AV

UNBRIDLED CAPITAL LLC

MAJOR EVENT PARTNER

\$100,000+



- AGI
- BRANDWELL
- CAPITAL INSIGHTS
- CUSTOM SEATING
- DELOITTE

EVENT PARTNERS

\$10,000+

- FBD

FIRST HORIZON BANK

FORTINET

GOLDEN STATE FOODS

KEURIG DR PEPPER
- MCLANE COMPANY

NORTHERN TRUST

RONPAK

SIMMONS PREPARED FOODS

STEWART SUTHERLAND, INC.
- SOLINA

TAYLOR FARMS PRODUCE

USSI GLOBAL

HOW WE FUNDRAISE
PARTNER SUPPORT

Grande Givers is a group of passionate, philanthropic individuals that invest in the future of our youth and fuel their boldest ambitions. With an annual contribution of \$25,000 or more, their generosity greatly impacts the lives of students nationwide.

Thank you to our 2024 Grande Givers member Jim DeBoard! Jim DeBoard and The Brunson Foundation gifted \$10,000 bonus grants to 24 Community Grants partners in Southern California to support the educational dreams of youth in their programs.



HOW WE FUNDRAISE
FUNDRAISING EVENTS



FUNDRAISING EVENTS
FRANMAC CONVENTION

Every year, owners, vendor & supplier partners, and corporate Team Members gather for the Franchise Management Advisory Council (FRANMAC) Convention. This event serves as a meeting of the top minds in Taco Bell to share and discuss plans and strategy and to collaborate on the present and future operations of the brand.

This year's FRANMAC Convention was full of energy, and Taco Bell Foundation was excited to host its annual Foundation booth where exclusive Taco Bell

Foundation swag is offered for a donation. The Foundation was proud to honor Brandwell as the TBF Champion of the Year, recognizing their unwavering commitment, generosity, and standout support of the Taco Bell Foundation's mission. Plus, the Taco Bell Foundation held several events, including the live auction at the annual Celebration dinner and concert. Foundation activations raised \$2.7 million to benefit Taco Bell Team Member scholarships and programming.

FUNDRAISING EVENTS

OWNERS FORUM & TBF GOLF CLASSIC



The Taco Bell Foundation's Annual Golf Classic at the 2024 Owners Forum was full of excitement as Taco Bell executives, franchisees, and vendor and supplier partners gathered to raise money in support of TBF's mission.

Despite some very wet weather, the two-day golf course event featured friendly competitions, updates on the Taco Bell Foundation's work, and lots of giving, resulting in over \$1 million raised. Funds raised support the Live Más Scholarship program, Community Grants, and other initiatives aimed at empowering the next generation of leaders. A special thank you to our event hosts Neil Borkan, Tom Cook, Mark King, Sean Tresvant, and our generous Fiesta Sponsor, PepsiCo.



HOW WE FUNDRAISE TACO BELL RESTAURANT SUPPORT CENTER (RSC) FUNDRAISING

THE BELL GIVES BACK

Launched in honor of the Taco Bell Foundation's 30th anniversary, this Taco Bell Restaurant Support Center (RSC) employee giving campaign raised nearly \$16,000 in 2024. The Bell Gives Back gives Taco Bell RSC employees the opportunity to donate a portion of their paycheck to the Taco Bell Foundation.

TACO BELL FOUNDATION SIP & SHOP

At the end of 2024, the Taco Bell Foundation hosted a Sip & Shop, featuring Taco Bell Foundation swag offered for a donation. An impressive \$5,000 was raised through Sip & Shop sales, with all proceeds going to support the Taco Bell Foundation programming.



ANNUAL CINCO FIESTA HOSTED BY TACO BELL CORPORATE'S FOOD INNOVATION TEAM

We were excited to partner once again with our friends on the Taco Bell Food Innovation Team for their annual Cinco Fiesta. RSC employees were invited to a festive celebration, which included a delicious meal and an opportunity drawing. More than \$3,000 was raised from ticket sales, with all proceeds benefiting the Taco Bell Foundation.



2024 TACO BELL FOUNDATION

BOARD OF DIRECTORS

AND COMMITTEE MEMBERS

EXECUTIVE COMMITTEE

Chairman, Neil Borkan, NJB Operations, Inc.
Vice Chairman, Sean Tresvant, Taco Bell Corp.
Treasurer, James Cascone, Deloitte & Touche LLP
Secretary, Daniel Horgan, CoLabL
Director Emeritus, Mark Peterson, Desert de Oro Foods, Inc.

DEVELOPMENT COMMITTEE

Committee Chair, Rob Alvarado, Alvarado Restaurant Nation
Board Member, Tom Cook, Pacific Bells
Board Member, Tina Reagan, K-MAC
Member, Mollie Sommer, Border Foods

PROGRAMMING & GRANTS COMMITTEE

Committee Chair, Amber Figueroa, Denali Foods
Board Member, Daniel Horgan, CoLabL
Board Member, Imaan Ferdowsi, MRCO
Board Member, Raj Patel, Sonar

FINANCE COMMITTEE

Committee Chair, James Cascone, Deloitte & Touche LLP
Board Member, Neil Manhas, Taco Bell Corp.
Member, Ragan Cain, Tacala Companies

MARKETING COMMITTEE

Committee Chair, Marjorie Perlman, Tacala Companies
Board Member, David Grieve, Diversified Restaurant Group
Member, Harsh Ghai, Ghai Management
Member, Jessica Woodburn, Hospitality Restaurant Group

2024 TACO BELL FOUNDATION

STATEMENT OF ACTIVITIES

DECEMBER 31, 2023
(WITH COMPARATIVE TOTALS AS OF DECEMBER 31, 2022)

REVENUE AND SUPPORT	2023	2022
Round Up fundraiser	\$41,959,569	\$32,463,980
Contributions	7,465,453	6,281,799
In-kind contributions	3,036,738	2,671,269
Other	(113,500)	(230,991)
Net investment (loss) return	1,791,576	(385,189)
Net assets released from restrictions	508,642	491,358
Total Revenue and support	54,648,478	41,292,226
EXPENSES		
Program services	32,744,954	20,294,235
Fundraising	3,292,688	4,109,507
General and administrative	837,254	534,279
Total expenses	\$36,874,896	\$24,938,021
INCREASE IN NET ASSETS WITHOUT DONOR RESTRICTIONS	\$17,773,582	\$16,354,205
CHANGES IN NET ASSETS WITH DONOR RESTRICTIONS		
Net assets released from restrictions	(508,642)	(491,358)
DECREASE IN NET ASSETS WITH DONOR RESTRICTIONS	(508,642)	(491,358)
CHANGE IN NET ASSETS	17,264,940	15,862,847
NET ASSETS, BEGINNING OF YEAR	47,575,348	32,712,501
NET ASSETS, END OF YEAR	\$65,840,288	\$48,575,348

