



foundation

2025 Impact Report

In 2025, the Taco Bell Foundation awarded over \$14 million in Live Más Scholarships to Taco Bell customers and Team Members – it's largest distribution yet. Nearly 1,000 students ages 16 to 26 received scholarships ranging from \$5,000 to \$25,000—helping them chase their passion and educational goals.

Scholarships are made possible through Round Up, and donations from Taco Bell Corporate and Franchisee, and Supplier partners.

SCHOLARSHIPS AWARDS

1,359

TOTAL SCHOLARSHIPS AWARDED OUT OF

TYPES OF SCHOOLS

88%

4-YEAR UNIVERSITIES

15,235

TOTAL APPLICATIONS RECEIVED TALLING

12%

2-YEAR COMMUNITY COLLEGES AND VOCATIONAL SCHOOLS

\$14,190,000

TOTAL AMOUNT AWARDED

1. Medicine
2. Engineering
3. Business/Entrepreneurship
4. Social Justice
5. Creative Arts

TOP PASSIONS

372

TEAM MEMBER SCHOLARSHIPS AWARDED OF

1,540

TEAM MEMBER APPLICATIONS RECEIVED



The Taco Bell Foundation's investment in Live Más Scholars goes beyond financial support. Scholars join a community of more than 3,000 students and alumni, gaining access beyond the money with resources including:

- Live Más Mentoring
- Summer of Connection Conference
- Scholar Connect Online Networking Platform
- Monthly Career Development Workshops

Taco Bell Foundation is a 501(c)(3) public charity that breaks down barriers to educate and inspire the next generation of leaders. For more information, visit www.TacoBellFoundation.org.