

now multiplied from coast to coast, there are so many heartwarming stories between franchisees and their chosen causes that the corporate office hired a videographer to go across the country and film pieces in all five of the brand's regions. They've been published to its "JBFSale" YouTube channel that includes tales from Pennsylvania, Texas, Washington and Colorado, plus its home turf in Oklahoma.

With community aid now a building block for its corporate culture, Wilburn gives copies of "The Go-Giver" to current and new franchisees, a book all about the connection between corporate success and giving back. Over the years, the franchisor has learned the charitable efforts also provide franchisees with perfect opportunities to network and market their upcoming sales in the



▲ Unsold donations find new lives at Just Between Friends.

local media.

"It's not just about the dollars that go into their pocket, it's about the change in their community that they can evoke when they put their heads

together and have a plan," Wilburn said, adding she now tracks the local impacts so giving stays top of mind across the system. "If you don't talk about it, if you don't measure it, no one pays attention to it."

Because the donations are in-kind products valued 50 to 90 percent off their retail value, tracking is a careful science that added up to \$22 million worth of donated items to nonprofit partners just over the last four years—and a high of \$7.6 million in 2018. She noted another soft benefit of the donations is reducing the amount of previously used items heading to landfills.

"We have shoppers, we have sellers, we have charity partners; I don't feel like you could have one without the other," Wilburn said. "It feels full circle and sustainable."

SILVER WINNER

Wayback Burgers—Boys & Girls Clubs of America

Wayback Burgers started a partnership with Boys & Girls Clubs of America last summer with a relatively modest goal: donating \$100,000 to the group dedicated to helping young people reach their full potential. It ultimately raised \$140,000 by donating a portion of every burger or sandwich sold, plus two dedicated fundraising days.

The brand also sponsored a milkshake recipe and naming contest with the clubs. Customers voted, with the winning shake—Caramel Cinnamon Toast Crunch—selected as an LTO during the summer of 2019. The winning club received a \$5,000 prize.

—Tom Kaiser

RECIPE FOR SUCCESS

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 <p>August 2018 \$155.7 million • 48 properties 15-year initial lease term</p> <p>Large Scale Corporate Sale-Leaseback</p>	 <p>Announced 2017 \$67.2 million • 41 properties 8-year average lease term</p> <p>Mall Outparcel Portfolio</p>	 <p>Nov. 2016 - Jan. 2017 \$21.4 million • 14 properties 11-year average lease term <small>*OP unit deal</small></p> <p>Tax-Efficient UPEIT Portfolio</p>	 <p>May 2017 \$35.1 million • 16 properties 20-year lease term</p> <p>Financed Tenant's Acquisition of Operations</p>	 <p>Multiple 2016-2018 \$41.9 million • 20 properties 20-year lease term</p> <p>Repeat Franchisee Sale-Leasebacks</p>
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