THE EXCELLENCE IN FRANCHISING CAMPAIGN

An IFA Foundation Campaign for the Future of Franchising
OUR MISSION

When franchise industry leaders established the IFA Educational Foundation in 1983, their vision was to create an organization that would become an active partner with the International Franchise Association in shaping the future of franchising.

As we mark the 35th anniversary of the Foundation, that mission has never been more critical to the success of the IFA, and especially to all franchise stakeholders. Franchising creates small business ownership and 7.8 million jobs in over 745,000 businesses in the U.S.

The Foundation’s role is clear and essential. Today, the IFA Foundation:

- Provides innovative training and EDUCATION programs, professional development, and certification through the Institute of Certified Franchise Executives (ICFE) for all members of the franchising community. It also equips the next generation of practitioners with franchise business skills and best practices.
- Performs comprehensive RESEARCH that yields vital information about policy developments and franchise trends that practitioners must know and fully understand to be successful.
- Enhances awareness through student and executive scholarships and illuminates the IMPACT franchising plays in our free enterprise system.

The Foundation provides current stakeholders with best business practices and serves as a critical access point to new employees and prospective franchisees. Through the Foundation, our legislative and judicial systems have become more informed about how their decisions impact small business and franchising.

Finally, the Foundation works with the IFA to enhance the perception of franchising as a responsible business practice—a practice which gives everyone an opportunity to participate in the mainstream of business.

SHAPING THE FUTURE:

To enhance the critical work and depth of the IFA Foundation, the Board of Trustees has authorized the launch of The Excellence in Franchising Campaign.

Please review the details of this vital campaign and decide where you’d like to direct your support based on which initiatives interest you most and stimulate your passion for growing the franchising industry.
THE EXCELLENCE IN FRANCHISING CAMPAIGN

OUR GOAL

Raise $10 Million to support vital IFA Foundation programs that drive the future of the franchising model.

TRAINING AND EDUCATION PROGRAMS

Grow the Certified Franchise Executive (CFE)™ professional career development program and expand online courses, learning tools, and capabilities, as well as develop up-to-date educational infrastructure and new educational content to meet the needs of franchise practitioners.

INDUSTRY RESEARCH

Fund industry research and development to support IFA’s advocacy efforts that protect and promote franchising and the franchise business model.

FOUNDATION PROGRAMS GROWTH FUND

Establish a Growth Fund for program development to support the franchise business model and continue to expand current outreach programs: Franchising Gives Back, NextGen in Franchising, VetFran, Diversity Institute, and Scholarships.

LEGACY FUND

Expand the number of donors at all levels of giving, and establish a Legacy Fund to significantly increase the Foundation’s permanent endowment by providing donors with options to take part in legacy and planned giving programs.

CAMPAIGN LEADERSHIP

SID FELTENSTEIN
Sagittarius Consultants

DOC COHEN, CFE
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Edible Arrangements
Naranga

MIKE ISAKSON, CFE
Insight to Execution

GORDON LOGAN
Sport Clips, Inc.

DAVID MCKINNON, CFE
Dwyer Group

“Thousands of servicemen and women are exiting from the armed services and transitioning to civilian careers. Many will need to gain experience in the commercial world to prepare them for future success. VetFran has been an outstandingly successful program for our veterans, providing jobs and opportunities for thousands of veterans and their spouses in recent years. Franchising and veterans make a great combination and are a winning proposition.”

Gordon Logan, Founder and CEO of Sport Clips, Inc.
II. INDUSTRY RESEARCH ($2.0 MILLION)

The Foundation’s research supports IFA’s ongoing advocacy efforts to educate policymakers and the media. Our research demonstrates the power of the franchise business model by showing how franchising creates more sustainable new businesses and more jobs at a faster pace than the economy. In addition to published reports and being used in testimony on Capitol Hill and in state capitals, the research allows franchise business leaders to play offense on policy and issues such as healthcare, tax reform, minimum wage proposals, and joint employer that have a direct impact on their bottom line (franchiseeconomy.com).

Campagne support for our critical RESEARCH will provide the resources for:

• Research reports including: Franchise Business Economic Outlook, Franchise Business Index, Franchise Business Leader Survey, and Economic Impact of Franchised Businesses

• Development of partnerships with foundations, universities, and government agencies to collaborate in joint research efforts that promote franchising
III. FOUNDATION PROGRAMS GROWTH FUND ($4.0 MILLION)

The Growth Fund builds on the work of current Foundation programs: Franchising Gives Back, NextGen in Franchising, VetFran, Diversity Institute, and Scholarships. These initiatives encourage students, young entrepreneurs, minorities, veterans and other potential franchise business owners to learn about and fully understand franchising opportunities, the franchising system, and how to scale franchise businesses for success.

We are seeking the next generation of franchise ambassadors. Engaging and educating franchising practitioners in this emerging workforce represents a large talent pool of potential future franchise owners, employees for franchise businesses, and entrepreneurs with innovative franchise concepts.

NextGen Students in Franchising promotes franchise education, provides scholarships and internships, and provides a web platform where young people can learn more about franchising, franchise opportunities, and careers in the franchising industry.

For over 25 years, the IFA and the franchise community have been champions of recruiting veteran franchisees and hiring veteran employees through VetFran, with over 640 companies committing to financial incentives for veterans.

With rapidly changing demographics, DiversityFran offers educational programs and technical assistance to women, minorities and others seeking franchise opportunities and careers in franchising.

Franchising Gives Back promotes and recognizes the thousands of franchise companies, businesses, and their foundations that give back to their communities by sponsoring charitable activities ranging from Little League teams and homeless shelters to supporting medical research to find cures for disease.

Campaign support for the NextGen initiative will provide the resources for:

- Supporting the NextGen Global Competition that selects the best emerging franchise concepts and provides mentoring from business leaders who are the best in the world at scaling concepts
- Establishing partnerships with colleges, universities, and DECA to create a network of curriculum for teaching franchising methods with educational course providers and online learning
- Developing an internship program and providing scholarships to build a recruitment pipeline for future franchisees, franchise managers, employees and supplier member companies and students interested in learning the franchise business

Campaign support for the VetFran initiative will provide the resources for:

- Becoming the leading voice for veterans’ entrepreneurship and franchising by developing a national footprint in all 50 states – reaching veterans in their communities and educating them about the opportunities of franchising
- Building key national partnerships with the public (Small Business Administration, Veterans Business Outreach Centers, etc.) and the private sector (Military Officers Association of America, Service Academy Career Conference, Student Veterans of America etc.), to champion the message of franchising in the veterans’ community

Campaign support for the Diversity Institute will provide the resources for:

- Expanding outreach to diverse audiences through national partnerships with other national organizations and corporations like Black Enterprise, the National Black MBA Association, Hispanic, Asian, Black Congressional Caucuses, Latino Franchise Symposium, the National Urban League, NAACP, and the DECA Institute for International Excellence
- Developing a grassroots network that champions empowerment opportunities available through franchising within these communities

Campaign support for Franchising Gives Back will provide the resources to:

- Create a communications toolkit and public relations campaign guide for IFA members to help them become known as employers of choice in their local communities and across the country
- Curate a collection of best practices and insights on philanthropy and community engagement in franchising
HOW YOU CAN MAKE A DIFFERENCE

IV. LEGACY FUND ($1.5 MILLION)

Creating the Legacy Fund is a key goal of the campaign to significantly increase the foundation’s permanent endowment, which will secure its future by providing investment returns to sustain operations.

The goal is to grow the endowment by providing options to donors interested in making legacy gifts or participating in a planned giving program.

Examples include bequests, personal property gifts, a percent of estate, or gifts applied in life insurance policy, charitable trusts and charitable gift annuities. These gifts have valuable tax benefits, but also offer flexible giving choices, and interested individuals should work with their tax advisors to decide what plan matches their goals.

DONOR RECOGNITION

Donor Recognition corresponds with the level of the donor gift, and includes items like press releases, website recognition, event signage, and invitations to Foundation events.

There are a range of available naming rights and sponsorships for contributions of $500K and $1M+ gifts. In addition, there may be opportunities for other naming rights that result from discussions regarding specific Foundation projects and events.

Note: The IFA Foundation, is a 501(c)(3) tax exempt organization. The Foundation is supported by the generosity of IFA members and others, and all contributions are tax deductible to the extent allowed by law.

I am a CFE because...

“At Location3, our mission is to be the leading franchise digital marketing agency in the world. And in order to do that, I need to know everything there is to know about franchising, and the CFE is a great step in that direction. I graduated as a member of the Class of 2018. Now that I’m officially a Certified Franchise Executive, I plan on increasing my commitment to the franchising world as well as promoting the industry as a whole. It’s a commitment to myself to stay informed on changes in the industry, generate ideas for growth, and advocate for the franchising world. I’m excited to play a part in the success of franchising worldwide.”

Alex Porter, CFE, Location3
“WE ARE ALL PART OF BUILDING AN INNOVATIVE AND SUCCESSFUL FUTURE IN FRANCHISING!”

“We live in the most exciting time for franchising. Entrepreneurs and small business owners around the world are choosing the franchise model as the way to start and grow their business concepts. In the U.S., franchise businesses are growing at a faster pace than the economy, creating jobs for millions of Americans.”

Sid Feltenstein, Sagittarius Consultants

WE NEED YOU. TODAY. WILL YOU HELP?

To make your pledge and learn more about The Excellence In Franchising Campaign please contact:

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