



HAVE IT YOUR WAY®
FOUNDATION

**2011 Fall Fundraiser - "One Restaurant = One Scholarship"
Questions & Answers**

How does the Fall Fundraiser work?

- The Fall Fundraiser is the HAVE IT YOUR WAY® Foundation's annual in-restaurant promotion to raise funds for the BURGER KING® Scholars Program.
- For every \$1 donation, guests receive one coupon booklet containing 8 coupons (4 BK® Value Menu-sized fry, 3 soft serve cones and 1 small Coca-Cola soft drink or ICEE).
- Participating restaurants pre-order the coupon booklets and provide payment at the time of purchase. Payment can be post-dated to November 7, 2011.
- 100% of the proceeds go to the HAVE IT YOUR WAY® Foundation for the BURGER KING® Scholars Program.

What is our goal?

- Our goal is to award one scholarship for each BURGER KING® restaurant nationwide.

What is the BURGER KING® Scholars Program?

- The BURGER KING® Scholars Program is the cornerstone of the HAVE IT YOUR WAY® Foundation (the "Foundation"). In 2000 the program was created in memory of BURGER KING® co-founder James W. McLamore to help high school students and BURGER KING® employees further their education.
- The BURGER KING® Scholars Program has the following six types of scholarship awards available:
 - \$1,000 awards for high school seniors pursuing post-secondary education, including two or four year universities/colleges and vocational/technical schools;
 - \$1,000 awards for employees and children of employees of the BURGER KING® system to assist with post-secondary education, including two or four year universities/colleges and vocational/technical schools for undergraduate and graduate studies;
 - Employees of the BURGER KING® system can use awards for enrichment courses, such as computer literacy, English proficiency and accounting classes;
 - \$5,000 Regional awards open to high school seniors and employees and children of employees of the BURGER KING® system, which are funded by the HAVE IT YOUR WAY® Foundation to assist with post-secondary education, including two or four year universities/colleges and vocational/technical schools (employees and children of employees of the BURGER KING® system can use the Regional awards for undergraduate and graduate studies);
 - \$25,000 "King" award open to high school seniors and employees and children of employees of the BURGER KING® system, which is funded by the HAVE IT YOUR WAY® Foundation to assist with post-secondary education, including two or four year universities/colleges and vocational/technical schools (employees and children of employees of the BURGER KING® system can use the King award for undergraduate and graduate studies); and
 - \$50,000 James W. McLamore WHOPPER® Scholarship awards open to high school seniors and employees and children of employees of the BURGER KING® system to use at a four-year accredited, college or university. Additionally the awards are also open to students who have graduated from high school within the last three years. The James W. McLamore WHOPPER® Scholarship awards are made possible thanks to the generosity of the McLamore Family Foundation.

How can you designate the award(s) you fund?

- For each \$1,000 donated to the Foundation for use in the BURGER KING® Scholars Program, the donor may designate the award to the zip code, county or state from which a student will be chosen to receive a \$1,000 scholarship. Students do not have to be employed at a BURGER KING® restaurant to be eligible for this type of scholarship. Funds donated may also be designated to your franchise group from which an eligible employee or child of an employee applicant will be chosen to receive each \$1,000 scholarship funded. A maximum of 75% of your awards can be designated to your franchise group.

What are the in-restaurant promotion dates?

- In-restaurant coupon sales run from October 1 through October 31, 2011, with redemption from October 1 through December 31, 2011.

How do I place an order?

- To place an order, submit a hard copy of the order form along with a signed Participation Agreement via fax to 305-378-7017 or mail to HAVE IT YOUR WAY® Foundation, Attn: Ivette Diaz, 5505 Blue Lagoon Drive, Miami, Florida 33126. **ORDERS WILL NOT BE PROCESSED WITHOUT A SIGNED PARTICIPATION AGREEMENT.**
- Orders for company-owned restaurants will be placed by BKC management. For more information, please contact your Area Director.

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What payment options are available?

- Payments can be made by credit card (AMEX, Mastercard, VISA, and Discover) or by check. Please make all checks payable to the Have It Your Way Foundation, Inc. and mail to HAVE IT YOUR WAY® Foundation, Attn: Ivette Diaz, 5505 Blue Lagoon Drive, Miami, Florida 33126. Payments may be post-dated to November 7, 2011.

How many coupons should we order?

- Order your quantities based on the promotion length, seasonality, your restaurant sales volume, competitive activity in your market and national/local marketing calendar activity.
- **In order to fund each \$1,000 scholarship to the zip code, county or state of your choice or your own franchise group in Spring 2012, you must purchase at least 1,000 coupon booklets or fund the difference between \$1,000 and the number of coupon books purchased.**
- Booklets will be sold in sets of 100 and the minimum order is 200 coupon booklets mailed to a single address.
- **With every 1,000 coupon booklets you purchase, you will receive 100 bonus coupon booklets.**

How do I program a key to track coupon sales on my POS?

- To program a key on your POS, please contact your POS vendor.

Why do I need to execute a Fundraising Promotion Participation Agreement?

- The Foundation is required by law to establish and exercise control over fundraising activities conducted by third parties on its behalf. This is accomplished through the Agreement. It also gives restaurants authorization to use the name of the Foundation and BURGER KING® Scholars Program in connection with this fundraising activity.

What is the order deadline?

- All orders and Participation Agreements must be received by no later than August 15, 2011.

Can I re-order coupon booklets after the August 15 deadline?

- Yes, reorders are available until supplies last. Overnight charges may apply. No POP will be provided for reorders.

Does this promotion include an incentive program?

- Yes, for every \$1,000 in coupon booklets that you buy, you will receive:
 - One entry into a drawing for a flat screen TV
 - 100 bonus coupon booklets
- All employees from participating franchisees will be eligible to apply for the \$50,000 James W. McLamore WHOPPER® Scholarship awards, \$25,000 “King” award and \$5,000 Regional awards.

When will I receive my POP materials and coupon booklets?

- Coupon books will be shipped directly to restaurants or to the operator’s office (depending on the shipping option selected by the operator) by September 29, 2011.
- POP kits will arrive to each participating restaurant by September 12, 2011 in the September National Merchandising Kit.

Who absorbs the food and paper cost of the products given away for redemption?

- The restaurant absorbs the costs associated with the BK® Value Menu-sized fry, soft serve cone and small Coca-Cola branded drink product coupons, if redeemed.
- The cost of the coupon booklets, shipping, POP and the national incentive program are covered by the Foundation.

Are my coupon purchases tax deductible?

- Please consult with your tax advisor on the deductibility of the coupon booklet purchases.

Should I charge sales tax on my sales of coupon books to guests?

- We recommend that you consult with your tax advisor for sales tax applicability.

How can I track my scholarships?

- You will receive a communication from the HAVE IT YOUR WAY® Foundation notifying you how to access online statements and reports showing how much you have raised.

What is my deadline for raising funds for the 2012 award cycle?

- All funds for the 2012 award cycle must be received by December 31, 2011.

What if I don’t raise \$1,000 for the 2012 award cycle?

- You can make a donation to the Foundation designated to the BURGER KING® Scholars Program to complete the \$1,000.
- If you choose not to make up the difference, the funds in your group’s “account” will rollover to the Foundation’s general scholarship account. Funds will no longer rollover to the next program year.

How can I learn more about the BURGER KING® Scholars Program and HAVE IT YOUR WAY® Foundation?

- You can visit www.haveityourwayfoundation.org to learn more about the Foundation and BURGER KING® Scholars program.