



This May, Burger King® Franchisees Give Back to Veterans

Nearly 1,000 franchise restaurants will participate in annual fundraising campaign in support of VFW National Veterans Service

Apr 29, 2025

KANSAS CITY, Mo. — The Veterans of Foreign Wars (VFW) is pleased to announce starting May 1, participating Burger King® franchise restaurants will kick off their annual fundraiser to raise money throughout the month of May in support of the VFW's National Veterans Service (NVS), helping to ensure the VFW can continue to provide service members, veterans and their families with free accredited assistance navigating VA claims processes.

This year marks 19 consecutive years that Burger King franchisees have conducted an annual fundraiser to benefit VFW programs by encouraging guests to donate \$1 or more with their purchase.

“NVS stands as a vital lifeline for our veterans, offering free, expert and accredited assistance in navigating the complexities of VA claims,” said Hal Roesch, VFW Foundation executive director and past VFW national commander, 2020-2021. “This isn’t just about paperwork, it’s about ensuring veterans and their families receive the benefits they’ve earned and the care they deserve. Supporting this program is a direct investment in the well-being of those who sacrificed for our nation. They stood up for us, now it’s our turn.”

NVS helps recoup more than \$14.6 billion in VA benefits and compensation annually on behalf of the veterans and eligible family members we represent. The program has more than 2,100 VFW Accredited Service Officers across America and abroad, including more than 20 Pre-Discharge offices on military bases to assist service members within 180 days of discharge. In 2024 alone, the VFW assisted more than 146,000 veterans in submitting new VA claims.

Since 2007, Burger King Franchisees have more than \$7.8 million in support of the VFW's

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Veteran and Military Support programs. Nearly 1,000 Burger King franchise restaurants are participating in this year's campaign. [Find a participating restaurant near you.](#)