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COMMUNITY
IMPACT
REPORT



*A Message from
Love's Chief Culture Officer*

As we reflect on Love's impact in 2024, I am reminded of the enduring legacy of my parents, whose values continue to shape our company's commitment to giving back. They taught us that philanthropy is not just a responsibility but a privilege – a way to uplift the communities that have supported us.

From the start, my Dad prioritized relationships, fostering a sense of belonging among employees and customers. My Mom shared his passion for giving, dedicating herself to supporting nonprofits and driving meaningful change. Together, they established the foundation for Love's philosophy of caring for others.

With their recent passings, it feels fitting to honor their belief that success is measured not just by business achievements but by the positive impact we make. Let's reflect on how Love's continued to support organizations in 2024, a tradition that began with my parents decades ago.

– Jenny Love Meyer





2024 GIVING-AT-A-GLANCE

\$9.5 million

Raised and 115 Children's Miracle Network Hospitals supported

1,511

Corporate volunteer hours

928

Corporate volunteers

800

Grants awarded nationwide

\$2.4 million

Raised from corporate employees, Love's match and Love's donation for United Way of Central Oklahoma

\$85,000

New store donations in 2024

\$440,000

Donated to local communities where existing stores are located

A LEGACY OF GIVING BACK

The story of Love's Late Co-Founders Tom and Judy Love is one of vision, determination, innovation, grit and caring for those around them. These qualities were evident to anyone who met them, even briefly, and it's their enduring legacy of compassion that has shaped the company they founded. Today, their family continues to lead the way, ensuring that this legacy of care remains at the heart of the business.



Tom and Judy Love, Love's co-founders.



Tom visited team members whenever he could.

HUMBLE BEGINNINGS

In 1964, the couple leased an abandoned filling station in Watonga, Oklahoma. This modest venture marked the beginning of Love's Travel Stops, now a nationally known brand with over 650 locations across 42 states. Tom's innovative approach to "highway hospitality" transformed the business from a simple fueling station into a destination for travelers. Meanwhile, Judy's help with the business's finances ensured the company's stability during its formative years. Together, they built a successful business and laid a foundation for giving back to the team members and communities that supported their growth in Oklahoma City and across the country.

Today, Love's is not only known for its extensive network, but also for its significant philanthropic efforts thanks to Tom and Judy.

Their commitment to caring for others began with taking care of their team members. No one understands this more than Jenny Love Meyer, Love's chief culture officer and Tom and Judy's daughter, who continues to nurture this legacy of compassion.

"My Mom and Dad believed in the importance of taking care of team members, knowing that if employees felt supported, they would, in turn, take care of customers and the communities we serve," said Love Meyer. "In the early days, my Dad would visit every location to ensure things were running smoothly. But as the company grew, he couldn't always be there. That's when he realized it was even more crucial to prioritize employee well-being because they in turn would take care of customers and help with the success of his business."

A PHILOSOPHY OF GIVING BACK

Tom and Judy's commitment to caring for employees fostered a culture of support and respect at Love's that laid the foundation for broader community involvement. Their dedication to making sure everyone around them succeeded helped shape their approach to philanthropy for 60 years. Judy once remarked that charitable endeavors were as much about building relationships with those around her and in the community as they were about addressing a need.

One of Love's earliest formal efforts of giving back was donating to local nonprofit organizations whenever a new store opened. This helped create a meaningful connection between the company and the communities it served. These contributions were often presented during a ribbon-cutting ceremony, symbolizing Love's commitment to improving

the lives of those in the surrounding areas. This initiative continues today with store leaders choosing a local organization to donate \$5,000 to; giving an additional \$5,000 to the local Children's Miracle Network Hospital; and presenting the check at a ribbon cutting. Additionally, districts have annual donation budgets to support causes in towns where stores are located.

Love's celebrated its 60th anniversary in 2024 by donating \$6,000 to schools or school districts in each of the 63 cities the company operates convenience stores, where Love's got its start. The initiative spanned five states and totaled \$378,000. Local leaders and store team members in Oklahoma, Kansas, Utah, Colorado, and Arizona, selected the local school/district recipients.

Another initiative in the beginning was Making a Difference from the Heart, a campaign at the company's corporate office in Oklahoma City which allowed employees to select a local nonprofit to support. This program eventually evolved into Love's annual Share the Love event, where each year corporate employees dedicate Valentine's Day week to volunteering in the community.

Love's also empowers team members across the country to choose organizations in their district to receive a \$10,000 donation for the event. Share the Love has become a cornerstone of Love's culture, fostering a spirit of giving back and community engagement that resonates with employees and communities nationwide.



The Love Family celebrates the opening of a new location with a ribbon cutting ceremony.



Oklahoma City employees celebrate Love's annual Share the Love event by volunteering with the Homeless Alliance.

In 2024, employees spent Valentine's Day week volunteering with Infant Crisis Services, OKC Beautiful, Positive Tomorrows and the Houston Food Bank.

Additionally, \$110,000 was given to organizations across the country on behalf of Love's stores.

Over time, these individual initiatives paved the way for sustained philanthropic efforts that have become integral to Love's identity thanks to Tom and Judy.

Apart from the company's giving initiatives in the early days, Judy started taking a more active role in philanthropy efforts in the couple's hometown - Oklahoma City - where the company's headquarters are still located. She began supporting causes that resonated with her or were recommended by friends. Her involvement ranged from serving on nonprofit boards to co-chairing campaigns to financial contributions.

"When my granny got behind a project there was no stopping her," said Thomas Love, Love's manager of engagement and outreach and Tom and Judy's grandson. "She was a woman of action and if she believed in something, she wouldn't stop until the goal was achieved. Whatever was needed from an organization she was supporting, she would make sure they got it by doing it herself or asking her friends to get on board."



Love's celebrated its 60th anniversary by donating \$6,000 to schools where its 63 convenience stores are located.

LOCAL IMPACT

Oklahoma City has always been central to Tom and Judy's philanthropic efforts. As residents of the city for decades, and where they raised their children and built their business, they contributed significantly to local organizations over the years, personally and through Love's.

Not many know of their generosity better than Margaret Creighton, president and CEO of Positive Tomorrows, a school in Oklahoma City that supports children experiencing homelessness. Creighton helped open the school in 2013 and worked closely with Judy as she chaired the capital campaign that raised \$10.5 million for new facilities for the school. The campaign and new school allowed Positive Tomorrows to grow from serving 35 kids to 650 families each year.

"When the school first opened, we only had the capacity to support 35 kids with three classrooms," said Creighton.

"When Judy decided to make Positive Tomorrows a cause she wanted to support, it changed the course of our school and helped it grow beyond measure. Judy and Love's support over the years not only benefits our kids directly, it also shows other local businesses that this is how you show support. It brings awareness to what we do and helps break down stereotypes."

Love's has continued to work with Positive Tomorrows by sponsoring and hosting events for children and families who attend the school. Throughout the year, corporate team members help make kids' days brighter by throwing classroom parties and handing out back-to-school supplies.



Judy and Margaret Creighton (front right) at the groundbreaking ceremony of the new Positive Tomorrows facilities in 2013.



Each of the UWCO's 68 partner agencies received \$6,000 to celebrate the company's 60th anniversary.

Love's also has a long-standing partnership with the United Way of Central Oklahoma (UWCO), thanks to the generosity of Tom and Judy.

Since 1999, the company has contributed significantly to the organization, raising over \$14 million through employee and corporate donations. Judy played a pivotal role in these efforts over the years. In 2020, she co-chaired UWCO's capital campaign alongside fellow Oklahoman Mike Turpen, successfully raising over \$20 million for health and human services in the area.

In 2024, Love's continued its commitment by raising over \$634,000 through its annual employee campaign. Additionally, the company celebrated its 60th anniversary by donating \$6,000 to each of UWCO's 68 partner agencies for a total of \$408,000 and capped the year by matching employee donations. In all, Love's and its employees supported the UWCO in 2024 with \$2.4 million. This enduring partnership reflects Love's dedication to supporting vital community initiatives and underscores Tom and Judy's legacy of giving back in Oklahoma City and beyond.

In 2024, additional support went to countless local nonprofits across the country through a total of 800 grants. Support ranged from public education to youth and family programs.



The completion of the new Positive Tomorrows facility allowed the school to go from serving 35 kids to 650 families a year – marked by a ribbon cutting ceremony with Judy front and center.

A CULTURE OF HELPING THROUGH VOLUNTEERING

Tom and Judy both believed that giving of their time was as important as writing a check. This was especially true of Judy who was known throughout the state as a fierce fundraiser and someone you wanted behind your cause.

“My granny always said, ‘if you ain’t givin, you ain’t livin,’ and she really believed that was true of her time as well as financial contributions,” said Francie Koop, Love’s director of governance and strategy and Tom and Judy’s granddaughter. “She was passionate about helping others and one of the things that made her so great was her ability to passionately communicate to others the importance of helping whatever cause she was working on and getting everyone around her on board.”

Tom and Judy’s efforts helped establish a culture of volunteerism at Love’s, laying the groundwork for initiatives and benefits that enable employees to connect with their communities in impactful ways. Employees are encouraged to participate in Love’s sponsored volunteer events throughout the year, supported by Volunteer Time Off. Additionally, the company offers volunteer grants to support employees who volunteer in their personal time. Board service is also encouraged with grants available to cover membership dues.

“It’s easy to look online or look around town and see how my grandparents supported others,” said David Love, another grandchild who works full time in the business as a trader with Musket Corp., a Love’s company.

“But what people don’t always realize is that they also paved the way for team members to give back by implementing things like volunteer opportunities and grants to help with community involvement.”

In 2024, 928 Love’s corporate employees in Oklahoma City and Houston spent 1,511 hours volunteering in the community.



Love’s volunteers support organizations in the communities where they live and work.

2024 ADDITIONAL NATIONAL SUPPORT

\$270,000

to Operation Homefront through
pin pad donations and Love's gift

\$100,000

to St. Christopher Truckers Fund

\$50,000

to Truckers Against Trafficking



Store team members sell balloons to raise money for Love's annual Children's Miracle Network Hospitals campaign.

NATIONAL REACH WITH A LOCAL TOUCH

With its national presence, Tom and Judy worked to ensure that while the company operates on a large scale, it maintains meaningful connections to the communities its employees and customers live in and work.

One of Love's most impactful programs is its Children's Miracle Network Hospitals partnership that began in 1999. Through this initiative, team members across the country raise funds for their local CMN Hospital by hosting store fundraisers and asking customers to donate.

"When we started this partnership, my Dad was proud because it allowed store team members to get involved," said Love Meyer. "He really cared about employees and any opportunity to make work more meaningful to them, he was behind."

Since 1999, Love's and its customers have collectively donated more than \$60 million to support sick and injured kids at CMN Hospitals across the nation. In 2024, \$9.5 million was raised, providing support to 115 member hospitals. This ongoing support underscores Love's commitment to making a positive impact on the lives of children and their families.

"Love's team members go above and beyond to support their community by raising funds for these kids," said Julie Breckenkamp, vice president of corporate partnerships for CMN Hospitals. "Our hospitals support 38 million visits every year and the level of care we're able to provide wouldn't be possible without the support of organizations like Love's."

CONTINUING THE LEGACY: SECOND & THIRD GENERATIONS

Tom and Judy's legacy continues to thrive through the active involvement of their children and grandchildren, many of whom work at Love's or play a key role in determining which organizations the company supports. Their family remains committed to upholding the values of generosity and community engagement that Tom and Judy instilled. While the second and third generations are confident their level of community support will continue, they acknowledge that matching the passion, charm and personal touch Tom and Judy brought to their philanthropy may be a challenge. Nonetheless, the family is determined to honor their legacy by ensuring Love's remains a force for good in communities across the nation.

"How do you replace granny? You don't. You can't," said Thomas Love.

"No one can replace the drive and passion she had for helping others. It didn't matter what the cause was, if it needed a champion, she would stop at nothing to support with time, money and by getting her friends to pitch in. You were either on the giving train with her, or you better watch out."

The second generation, including Jenny, Laura, and co-CEO sons Frank and Greg have continued and expanded giving efforts, and the third generation have engaged in family philanthropy through helping choose which organizations to give back to and volunteering in the community.

"Ever since we were young teenagers, grandad would have us come up with lists of organizations we wanted to support and how we would go about it," said Koop.



Francie Koop and Claire Cameron – the 3rd generation of the Love Family – join Jenny Love Meyer on a Culture Tour.



Left: Thomas Love – Tom and Judy's grandson – celebrates a team member's Heart of Love's award on a Culture Tour.
Top Right: Jenny Love Meyer and Laura Love are joined by Jenny's husband John at Love's Field.
Bottom Right: David Love – Tom and Judy's grandson – connects with employees at a Town Hall event.



“Those days, we presented on white poster boards in an arts and crafts type of way.

These days, our methods of presenting are a little more professional but the values our grandparents instilled in us from a young age left a lasting impact.”

The seamless transition across generations has ensured the Loves' commitment to giving back remains impactful and continuous. Tom and Judy's legacy is not just about financial contributions or volunteer hours; it's about instilling values that transcend generations and job titles – values of hard work, compassion and community stewardship. Their story serves as an enduring reminder that businesses can be powerful agents for positive change when driven by purpose.

“When people think about my parents, I hope they remember that they were serious about what they did in their life – my dad with the business and my mom with philanthropic efforts – but I also hope people know how fun and kind and selfless they were,” said Laura Love, Tom and Judy's daughter. “They were great parents and great grandparents and the most unselfish people you could meet. That's what I hope people remember when they think about Tom and Judy Love.”



Jenny Love Meyer, Greg Love, Frank Love, Francie Koop and Thomas Love continue the legacy of celebrating team member successes at the 2025 LEAD Conference.



*A Legacy
to Remember*

