

2024 COMMUNITY IMPACT REPORT



The Love's Family of Companies



60
YEARS OF IMPACT

A Message from Love's Chief Culture Officer

2024 is a special year for Love's as we celebrate our 60th anniversary. While a lot has changed in six decades, the heart of Love's has not. Especially when it comes to supporting the communities where our stores and offices are located. It is this caring and desire to give back that remains the foundation of our philanthropic giving at Love's.

This year's impact report takes a closer look at our main pillars of giving and the impact — youth and education, health and human services, inclusion and diversity, and local communities. In addition to the continued support of these pillars of giving, in recognition of our 60th anniversary, we increased our giving in some special and unique ways.

First, for our corporate employees, we announced four hours of Volunteer Time Off as a formal benefit. We are also striving to raise the fundraising bar for Children's Miracle Network (CMN) hospitals. In 1999, Love's raised a little more than \$20,000. Everyone in the organization, from top to bottom, thought we could do better. Fast forward to today and we are still looking to push the envelope and aim to reach the \$60 million dollar mark of historic giving to CMN by the end of the year. We also made a \$60,000 donation to DonorsChoose, a non-profit that is leading the way to support public school teacher requests for classroom resources and experiences. And we have some additional surprises planned for the second half of 2024.

Whether it was providing the best customer service or making a difference in the life of a child, my Dad knew when team members were working together, they would do great things. The pages of this report reflect our commitment to community. But our award-winning culture is because of our incredible team members who are great people who care.

As the industry leader, we'll continue to create a company and culture that people want to be a part of now, and for the next six decades.

— Jenny Love Meyer



2023 GIVING-AT-A-GLANCE



PHOTO BY BRYON BRANDON

1%
OF NET PROFITS
DONATED ANNUALLY

34%
YOUTH &
EDUCATION

25%
HEALTH &
HUMAN SERVICES

16%
CIVIC &
COMMUNITY

25%
OTHER

\$8.2 million
Raised for Children's Miracle
Network Hospitals

1,400
Corporate volunteer hours

605
Corporate volunteers

\$1.3 million
Raised from corporate employees,
Love's match and Love's donation for
United Way of Central Oklahoma

\$54,000
New store donations in 2023

\$150,000
Contributed to Operation Homefront

\$50,000
Contributed to Truckers
Against Trafficking

483
Share the Love volunteers

\$100,000
Contributed to St. Christopher
Truckers Development and
Relief Fund

OTHER KEY DONATIONS

Teach For America
RIVERSPORT Foundation
i2E Love's Entrepreneur's Cup



Difference Makers for Our Local Communities

Love's helps strengthen the communities where our team members live and work through many annual programs that focus on responding to local needs. Through local giving and volunteering of time, there is special emphasis on education, environment, food banks, holidays, and more.

Giving Back & Building Camaraderie

Love's track record of generosity is well-known in its home state of Oklahoma. If you drive around Oklahoma City, you'll see the brand on buildings, in parks, at museums, sports teams, and much more.

But something many don't see is how generously employees give of their time through volunteering and fundraising and the role that plays in culture, employee engagement and teamwork.

"Volunteering as a group is always great for team building and creating camaraderie within the organization," explained Courtney Franklin, community relations manager at Love's. "Volunteering opens your eyes to the needs and struggles of others. It also humanizes social issues and helps to create empathy to build bridges between community members. When I meet new employees, I am often told that Love's reputation in the community was a major factor in their decision to work for us."

For employees at its Oklahoma City headquarters and Houston offices, Valentine's Day means a little more, as it's the company's annual Share the Love event. For 11 years in a row employees are encouraged to sign up to go volunteer at a local non-profit for the day, which include the local food bank, animal shelter, infant center and more. Employees do not have to use personal time off. The company knows the need in the communities and the impact hundreds of employees can make.



In 2024, Share the Love organizers expanded the opportunities throughout the week to better accommodate employee schedules. This year, the event drew 420 volunteers who graciously put in 858 hours to help those in need.

According to 10-year Love's employee Aaron Sparks, who started volunteering with senior

citizens as a little boy with his grandmother, giving back to the community is like 'putting good karma back in the world.'

"I feel like all these volunteer opportunities have only enhanced my job by seeing how the public enjoys having Love's employees show up to volunteer and make a difference," he said. "I feel privileged

to work for a corporation that gives back to ANY community it touches. To me volunteering is more than helping, it's an opportunity to help make a difference."

For employees who work in stores, restaurants and truck care their giving of time and donations look a little different, but still extremely impactful.



Each of the 88 districts in the field are allocated \$5,000 per year to donate to non-profits in the areas and employees' input is included. Similarly, each new store donates \$5,000 to the local community during a ribbon cutting ceremony. By the end of 2024, approximately \$550,000 is expected to have been donated.

One of the largest volunteering and fundraising events for store employees is the annual five-week balloon campaign for Children's Miracle Network (CMN) Hospitals. In 1999, a little more than \$20,000 was raised, and in 2023 the campaign raised \$3.1 million. Also in 2023, team members played an important role in year-round giving via the pin pad, which combined with the balloon campaign, air pump revenue, Drive for a Child TopGolf Houston event, and a sponsorship at Children's Hospital Week. In total, Love's was able to donate \$8.2 million to CMN in 2023 with every penny supporting local kids' hospitals.

Love's Division Director Creig Roberts is one of the company's biggest CMN ambassadors and looks forward to CMN every year because it's personal for him. His family needed a CMN Hospital when his oldest was born and credits the CMN Hospital for saving his wife's life.

"Those of us that catch the bug look forward to CMN every year. When September rolls around there is an energy in the locations.



When you can be impactful in your community, when you can raise money for an organization that has helped you or someone you love, it makes the day more exciting. The events, the fun, the energy in the locations is fun to be a part of. It makes me proud to work for a company that is so dedicated to community and giving. They helped me find my path in philanthropy."

These efforts cross state borders into Texas as well where Musket and Trillium Energy Solutions

employees in the company's Houston office spend volunteer time at non-profits. Their main pillars of giving are environmental and sustainability, youth and education, and health and human services.

They've embraced the Share the Love event as well by giving time to MESA - OUTREACH and Houston's Habitat for Humanity. For Earth Day, the teams rolled up their sleeves and partnered with Houston Wilderness volunteering in a bioswale in the Greater Houston community where they

planted 800 total plants and donated \$2,500 to the Super Trees for Sustainability Initiative that incorporates the 25-mile Houston Ship Channel (HSC) TREES Program. And their annual CMN Drive for a Child TopGolf fundraiser is in its 13th year and raised more than \$400,000 in 2023.

Volunteering has unlocked great value for Love's in its first 60 years and that is expected to continue and strengthen in the next decade.



Difference Makers for Youth & Education

Impacting future generations of Oklahomans and youth nationwide through education is a passion of Love's. The company's core values of innovative thinking, a strong work ethic and perseverance to pursue all opportunities are attributes near to our hearts. We hope these guide younger generations to push the boundaries of what they think is possible.

Highlights of Youth and Education Non-Profits Love's Supported in 2023:

Children's Miracle Network (CMN) Hospitals
i2E Love's Entrepreneur's Cup
Oklahoma City Public Schools Foundation
Moore Public Schools Foundation
Crooked Oak Public Schools
Yukon Public Schools Foundation
Guthrie Education Foundation
Millwood School District Enrichment Foundation
Hero's in Waiting



Different Uniform, Same Mission

Late Founder Tom Love was a proud Marine Corps veteran. Whether on the battlefield or business, he knew the importance of caring for people and empowering them to accomplish difficult missions.

Operation Homefront Regional Senior Manager Robin Carter could not agree more. It's a different uniform, but at every event when she sees a small army of Love's Travel Stops employees in their yellow volunteer shirts, she knows they are ready to make an impact.

"When I joined Operation Homefront eight years ago, we had a couple of offices in Oklahoma and a small partnership with Love's specific to supporting wounded warriors in Oklahoma," Carter explained. "It was difficult for us to spend Love's donations because sometimes the wounded warriors are very proud and don't want to ask for help. But Love's communications over the years really started to tell the story of a company that truly cares. That's where we've seen growth in participation in the program because it does not come across as I'm needy or I'm homeless or I can't manage my money. Families started signing up because they knew the events were going to be a celebration and a thank you for their service."

In 2023, Love's built on its 10 years of support of Operation Homefront. The annual Back-to-School Brigade campaign collects and distributes school supplies to eligible dependents of service members to help them start the new school year on the right foot. It's a proven crucial resource for military families who may face financial hardship or other challenges as they navigate the back-to-school season.



Love's expanded that impact and sponsored another event in Lawton, Oklahoma in addition to the Oklahoma City metro. As a result, an additional 100 backpacks were distributed for a total of 560 backpacks in 2023.

During November the partnership put a new spin on giving around Veterans Day. Love's accepted customer donations via the pin pad at locations nationwide for seven days. Customers generously gave \$97,000 to help these families.

Then in December, the annual meal kit giveaway was bigger than ever. The two-day event includes Love's employees boxing 150 traditional holiday

meals the first day, then the next morning the kits are handed out to military families who lined up at Love's corporate office excited and ready for some holiday joy. This year's kit included a special holiday surprise as well. Each of the 150 families received a \$50 Love's gift card as an additional show of appreciation for all they have done for our country.

"It was wonderful that the Love's team was able to pull the gift cards together because it was such a high inflation year for the families and it's always the toughest in December," Carter said. "It was the shining light they needed to remember that this is about being appreciated."

Sammy Mitchell, who serves in the Air Force and received a meal kit, told KFOR news in Oklahoma City, "It's always nice to see people out here supporting the military. We can't do it without their support. Having people who support the military makes it that much easier to serve. I mean this is going to go to feeding the family for Christmas."

Nationwide, the Love's team is made up of a lot of veterans so there is no doubt this partnership will continue to grow and be more impactful into the future.



Difference Makers for Impacting Health & Human Services

Health and human services are essential to citizens and the communities they serve. Food access, housing, social connection and more play a vital role in better health outcomes.



Highlights of Health & Human Services Non-Profits Love's Supported in 2023:

- Homeless Alliance
- Regional Food Bank Oklahoma
- Mental Health Association of Oklahoma

Just Part of the Culture

160 years of operating experience is no small feat. Combined, that's how long Love's Travel Stops and United Way of Central Oklahoma (UWCO) have been operating. While the partnership between the two organizations is not quite that long, UWCO has been ingrained in Love's culture for decades. According to UWCO Director Ashleigh Sorrell Rose, this has been evident from the outside looking in for as long as she can remember.

"I wish more companies would take a chapter out of the Love's book and encourage more of their employees to not just donate, but to get involved with us, and support their involvement. Love's engrains us in the culture at their company and it's not just the Fall giving campaign. We are present year-round in what they do and it's led by the company's top leadership. Employees feel called upon to keep that going and to keep our agencies present in the minds of their peers year-round."

In honor of UWCO's Centennial milestone and celebration, Love's participated in a variety of ways. During the annual fall campaign, nearly half of corporate employees generously reached into their pockets, participated in an auction, raffle or chili cook off to raise \$1.3 million (including company match).

Love's President Shane Wharton served as the UWCO 2023-2024 board chair and was part of Oklahoma City Mayor David Holt proclaiming



2023 as the Year of United Way. The company also wrapped one of its Gemini fuel tanker trucks with 100th anniversary branding to show the pride of their relationship as it travels through the region. And as always, employees volunteered at many UWCO partner agencies during the February Share the Love event.

While the financial component of the partnership is significant, UWCO is ingrained in Love's culture because of a focus on multi-generational giving. And not only Love family members, but leaders for the company.

"It started with Tom and Judy, and we are so thankful that they chose us all those years ago," Sorrell Rose said. "Not only did they choose to support us financially, but they also encouraged employees to do so in a fun way and to learn and ask questions about how their dollars are invested. That's where you see the switch. That's where you see it become more than just a campaign. That's where you see it become philanthropic, and that's what we see at Love's."

Following in the footsteps of Tom and Judy to help leave a very lasting impact is near and

dear to much of the family but especially second-generation Chief Culture Officer Jenny Love Meyer and third-generation Director of Marketing and Brand Strategy Francie Koop. Alongside her Mom, Love Meyer helped start the Women's Leadership Society with a few other female philanthropic leaders in the community. She continued to stay engaged through steering committees and cabinets and is the next campaign co-chair. Koop is part of the emerging Leaders Steering Committee and co-chaired Love's 2023 campaign along with Tim Doty, vice president of corporate development and growth initiatives.



"Each year, I'm inspired by Love's and its team members' meaningful support for United Way, an organization that touches countless lives and strengthens communities," Koop said. "This year is particularly exciting as United Way marks a Century of Compassion and Love's celebrates its 60th anniversary, showcasing shared community impact across generations."

While not family members, Wharton and Doty are two wonderful examples (among countless more within Love's) of leaders who have continued to grow their community involvement within UWCO.

Wharton started as a community investment volunteer for many years, then a volunteer, a committee co-chair, sat on the Community Investment Committee and then became a board member. His wife Lori is also active with the organization as she co-chaired a campaign with him, as well as being the co-chair of Women's Leadership Society.

Doty has gone through a similar growth journey. He was a donor, became an emerging leader and sat on the Emerging Leaders Steering Committee, became the chair of Emerging Leaders, has been on the campaign cabinet for a number of years, and now sits on UWCO's strategic growth committee. He is looking at UWCO's next 100 years and how they are going to evolve as an organization.

"They understand the most pressing needs of our community better than most, and the fact that Love's employees are so committed to giving back to this amazing organization inspires us year-in and year-out," Doty expressed. "Our employees give their time and personal income in droves to make sure our neighbors have the chance to improve their lives."

Love's is proud of its legacy with UWCO and looks forward to supporting the 68 partner agencies to make real, measurable differences in the lives of Oklahomans for another 160 years.



Difference Makers for Inclusion & Diversity

Within Love's culture, Inclusion & Diversity plays an important role in how we care for one another. We value different backgrounds, perspectives and contributions from all team members and customers. And that extends to the communities where we live and work.



Highlights of Inclusion & Diversity Non-Profits Love's Supported in 2023:

- Center of Family Love
- Autism Oklahoma
- WINGS
- Urban League of Greater Oklahoma City, Inc.

Empowering Communities

"Love's has been a tremendous partner with the Urban League over the years." This sentiment from Dr. Valerie Thompson, president and CEO of Urban League of Greater Oklahoma City, highlights Love's commitment to positively impacting the lives of those in black and brown communities.

For many years, Love's has advocated for inclusion, equality and community development through an ongoing partnership with the Urban League of Greater Oklahoma City (ULOKC), a United Way Partner Agency. Love's specifically supports their Community Convening & Social Justice (CCSJ) Department, with a focus on criminal justice reform and working to make things fair. At the heart of Love's company values lies a dedication to empowering communities and working to address these social and economic inequalities.

"It's because of Love's generous support that our department exists and we're able to do this work," Jabar Shumate, vice president of community at ULOKC, says. "I'm very grateful that Love's is a company that gets resources into the hands of folks who are really touching the community."

Courtney Franklin, Love's manager of community relations, has watched this relationship grow. "We've partnered with the Urban League here in Oklahoma City for well over a decade now,"

she says. "A lot of the reasoning behind that partnership is due to Jenny [Love Meyer]. Love's has donated nearly a million dollars to them because of the incredibly good work they do helping people – teaching them new work and career skills, assisting with homebuyer education and affordable housing, small business resources so people can start their own businesses – you name it! The Urban League is all about putting those with real needs in touch with the resources required to make a better life for themselves."

Many non-violent offenders who have paid their debts benefit greatly from the Urban League's criminal justice reform program. Lawyers may tell clients their convictions will eventually "fall off" their record, but that is not the case. Expungement is a lengthy process that comes at a great cost – with some lawyers charging nearly \$1,000 per hour. That is where the Urban League steps in with its program called HERE: Highlighting Expungement and Rehabilitative Excellence. Through the HERE program, eligible clients receive invaluable legal and financial assistance, ensuring a smoother expungement process. Since 2021, ULOKC has saved 1,900 clients over \$1.1 million in legal and court filing fees.

One of those clients, Eboni, is thankful for the work ULOKC does. "It's very expensive," Eboni says.

"I've looked into the expungement process on my own and although the initial filing is only \$150, they really advise you to have an attorney because there's so much paperwork and minute details that need to be taken care of properly, so you don't get yourself into more trouble trying to advocate for yourself."

"That part was a barrier for me, which I know is a barrier for a lot of people," Eboni continues. "After receiving my charges and even completing all the requirements such as probation and community service, I would go into interviews, I would make it past the screening process for certain jobs, I would make a great impression on the hiring managers and recruiters and then a week or so later, I'd get that letter of adverse action."

Eboni's criminal record has been sealed, allowing her to secure employment and aspire to a promotion. She says, "I just had to sit still until I was able to have that cleared. Now that that's happened, I can look forward to having a higher position, increasing my revenue and just continuing to go forward with my life." Shortly afterward, Eboni continues with, "Being able to be a part of different community endeavors and show how I can make an impact on those around me, that's priceless."



The HERE initiative not only aids individuals like Eboni by sealing records, which significantly enhances employment opportunities, but also offers crucial workforce development and entrepreneurial training. By improving job prospects and facilitating access to quality housing, it aims to break the cycle of recidivism.

The Community Convening & Social Justice department at ULOKC also operates another program, this one tied specifically to inclusive economic development. This program provides opportunities for income generation and focuses on essential training. Love's contributions to the Urban League have allowed it to partner with Metro Technology Centers in the development of curricula focused on retail industry fundamentals,

customer service and sales certifications, business of retail operations and profit certification, as well as warehouse, inventory and logistics training. Additionally, Love's support allowed ULOKC to partner with the Greater Oklahoma City Chamber to work on developing data systems which identify gaps in diversity and economic development throughout the city.

Through these dual initiatives – HERE and the inclusive economic development program – both ULOKC and Love's aim to reduce poverty, improve living standards and contribute to building a more equitable society. But beyond financial support, Love's commitment extends to actively participating in events that promote community equality. In collaboration with ULOKC, Love's Black Employee

Resource Group (ERG) helped with this week's fifth annual Black Men Read (We Read) event. This event invited team members to engage with the community by reading Black-authored books to Black and other underserved children. Events such as this align with Love's broader mission to foster inclusivity and make a positive impact in local communities.

Love's once again renews its pledge to advocate for justice, equality and community development. By supporting the Urban League's CCSJ programs and actively participating in community events, Love's hopes to inspire positive change and contribute to building a future where every individual can thrive.





