



CHARITY CHECKOUT

CUSTOMERS MAKING AN IMPACT



TOGETHER, WE CAN MAKE A DIFFERENCE

When you plan a charity checkout campaign with Wounded Warrior Project® (WWP), you're providing your customers and employees a meaningful way to give back and support injured veterans.

Whether your company's focus is fighting food insecurity, improving mental health, preventing veteran suicide, or empowering veterans to thrive, WWP can help you make a lasting difference.

RESOURCES PROVIDED

As part of our commitment to your campaign success, WWP provides:

★ **Turnkey Assets:**

Ready-to-use creative to reproduce and showcase in-store and online.

★ **WWP Fundraising Success Guide:**

Tools to engage and excite employees and consumers.

★ **Campaign Checklists:**

A step-by-step guide to ensure success from start to finish.

★ **Dedicated Campaign Support:**

Guidance to help plan, execute, and grow your campaign.



FOR MORE INFORMATION: partners@woundedwarriorproject.org



★ PARTNERSHIPS MAKE AN IMPACT

Consumers want to shop with companies committed to making a difference.

IMPACT

Many wounded warriors face life-changing challenges — your support helps provide them with lifesaving programs and resources.

★ THE NEED

77%
of warriors report experiencing PTSD as a result of their service.*



★ OUR IMPACT

19,790+
warriors and family members connected to mental health programs in FY24.**

** FY24 Impact Report

★ THE NEED

67%
of warriors report not enough money to make ends meet at some point in the last 12 months.*



★ OUR IMPACT

\$549K+
total food assistance provided to warriors in FY24.***

*** WWP Food Insecurity Data FY24

* Annual Warrior Survey

BENEFITS

A charity checkout campaign doesn't just support veterans — it also engages your customers and builds brand loyalty.

GENERAL CONSUMERS

71%



participate in charity checkout campaigns.*

77%



motivated to purchase from companies committed to making the world a better place.**

* Solutions for Growth Network – Oct 29, 2020

** Business Insights

ADULTS FAMILIAR WITH WWP

82%



likely to donate when checking out.***

70%



say a company's WWP partnership would impact their decision to buy that company's product.***

*** Morning Consult WWP Impact of Corporate Partnership Survey – June 2023 (Total adults surveyed: 2,210. Total adults surveyed familiar with WWP: 1,326)

PARTNER SPOTLIGHT

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When we announced our initial round-up campaign to support Wounded Warrior Project and our commitment to match 25% of all Parker's Kitchen customer donations, the response was truly incredible.

Our customers want to help local injured veterans and appreciate the opportunity to make a positive impact when they shop at Parker's Kitchen.

Greg Parker

Founder and Executive Chairman, Parker's Kitchen

