



Franchising with a Purpose

How Three Smoothie King Franchisees Have Made a Difference in their Communities

Foreword

At Smoothie King, we are usually blending up smoothies with a purpose. But just as central to our mission of being part of every wellness and fitness journey, is our desire to give back to the communities in which our franchisees live and work.

Aside from the obvious benefits of working to enrich your community, there are many other positive side effects of aligning your business with local organizations making an impact – or using your business to make your own impact. From brand awareness to connecting with your community and building a loyal guest following, there are plenty of concrete ways business owners can reap some of the benefits of their own hard work.

Finding a franchisor that understands the positive impact philanthropic work has on businesses and communities as a whole is paramount to finding meaning and satisfaction in your work. Not only can your franchisor donate extra time and materials to your cause, but the most community-oriented companies will also continuously support and help you find ways to give back.

This eBook tells the stories of how three Smoothie King franchisees found unique ways to help out their communities with causes that are very important to them. Each franchisee was able to use their business, product and human capital to help out neighbors in need, and find there's more to doing business the right way than just making a living.





TONYA BRIGHAM: SETTING LOCAL CHILDREN UP FOR SUCCESS

After years of arduous 80-hour work weeks as an event planner, Tonya Brigham decided it was time to make a change. In 2014, Tonya and her husband opened up a Smoothie King in Bowie, Maryland. They did so well during their first year of business that they decided to donate \$10,000 to various causes during the holidays.

“When I think about donations, it’s not just monetary. I have this great product, and I try to think about who I can give it to because this is my community.”

Tonya called the school where her daughter attended and told the principal she wanted to make an anonymous donation to children in need. The principal identified seven homeless families with children attending the school, and Tonya was able to provide them with a significant donation.

“If there’s an opportunity to alleviate pain and help a child in any way, I’m going to do it.”

Another time, Tonya paid for six children from a homeless shelter to attend a summer camp for four weeks. She also regularly partners with area schools, giving free smoothies to children on the honor roll, as well delivering free smoothies to office and maintenance staff and teachers.

Although Tonya’s motives are purely altruistic, she has also found that community outreach can be good for business. Getting involved and making a genuine effort to give back shows an interest in the community, local economy and the people who come to your businesses. Naturally, local consumers are often more likely to support businesses who show a love for their community.

“It can open doors when you give to people. You can’t even put a price tag on what giving is going to do for you personally and the impact it can have on your business.”



ROGER WILDER: HELPING OUT LOCAL SCHOOLS AFTER A DEVASTATING FLOOD

Roger Wilder has 12 Smoothie King locations throughout Louisiana and has been a franchisee since 2000. He first started working with Smoothie King at one of the first locations, as a team member for original owners Steve and Cindy Kuhnau. Eighteen years later, Roger has stayed committed not only to the brand and its mission, but his own mission of giving back.



“Some of the schools were just destroyed, so many people were working to rebuild, and we just wanted to help in any way we could.”

Community outreach has always been a priority for Roger, and he has partnered with dozens of area schools over the years to support local children’s education. One year, he raised nearly \$2 million for a school’s Family Literacy Night and other important initiatives.

When a devastating flood affected Livingston Parish, Louisiana, in 2016, Roger ramped up his efforts even further. He had to temporarily shut down one of his Smoothie King franchises, but instead of focusing on his own situation, he dedicated much of his time and energy to finding ways to help others in his community.

Having used his smoothies for school fundraisers in the past, Roger decided to leverage his product and manpower to help the volunteers rebuilding local schools. Over the course of a few weeks, Roger and his employees blended and passed out over 20,000 smoothies for local volunteers.



“As a business, it’s really important to give back to your community. These are people who are frequenting your stores and buying your product – we like to show our appreciation for that.”

When they weren’t helping the volunteers stay refreshed and energized by passing out smoothies, they were doing anything they could to help in other ways – from cleaning up different areas to working on construction. Roger and his own children showed up at schools in the area every day to do what they could.

Local businesses and schools are the fabric of any community, and Roger has found many ways over the years to continue helping out schools, and foster a mutually beneficial relationship between them and his business. Whether he is raising money for fundraisers by selling his smoothies at football games, or handing out smoothies to help volunteers rebuild a community, Roger has always been eager to use his business to positively impact his community. He embodies the idea of smoothies with a purpose – delivering an experience that goes beyond a simple transaction.

With 20-plus school partnerships in the works for the coming year, Roger shows no signs of slowing down any time soon – with his business or his volunteer efforts.



BRANDI AND JOHN SEVIERI: PARTNERING WITH PHILANTHROPIC ORGANIZATIONS

Like Roger Wilder, Smoothie King franchisees Brandi and John Sevieri have always found ways to use their business to help their community over the years.



“We always try to give back in our personal life, so when we decided to start a business, we knew that would be just as important in that area for us as well.”

Located in Murfreesboro, Tennessee, the Sevieris’ Smoothie King has been in operation for nearly a decade. From the beginning, the Sevieris knew they wanted to get into a business that would allow them to continue doing charity work, which had played such a significant role in their lives for so long.

Part of what drew the Sevieris to Smoothie King was the company’s mission to help people in different areas of their life – from nutrition and wellness to happiness and fulfillment.

Brandi and John had been involved in a variety of charities throughout the years, including St. Jude’s Children’s Research Hospital and the Leukemia & Lymphoma Society.

They have always tried to align themselves with organizations that work to improve the lives of those with illnesses or disabilities, in order to help them achieve the quality of life they deserve.



“We really like how community outreach is just as important to Smoothie King as it is to us, as local business owners and members of the community.”

Most recently, the Sevieris have focused their efforts on a therapy and nursing center called Special Kids, located in their hometown of Murfreesboro. The center provides physical, occupational, speech, feeding and group therapy, as well as day camp, nursing services and family resources. They offer life-changing services and programs for children with disabilities, at little to no cost to them.

Over the years, the Sevieris have sold thousands of smoothies to raise money for this worthy cause. One year, they were corporate sponsors for the center’s charity race. They also encouraged their own Smoothie King team members to participate in the race as well, and offered to sponsor anyone who was interested in the opportunity. During the race, they also hand out smoothie samples to runners every year, and regularly stop by the center to donate smoothies to the children.

“You definitely need to be proactive and find your own charitable opportunities, but Smoothie King has always been supportive of that.”

Growing with a Purpose

We created the original Smoothie Bar in 1973, with founder Steve Kuhnau experimenting with different blends of real fruit and nutrients to create smoothies that would combat his food allergies and nutritional deficiencies. From that point, we've created dozens of unique smoothie recipes specifically designed to help people achieve their wellness goals.

One Smoothie at a time, our quest has spanned 44 years, to more than 900 locations across 34 states, three countries and counting. As we embark on the next generation of growth, our tactics have evolved, our approach has matured, and our guests have become more sophisticated.

Our "purpose" has never wavered. We were, are and always will be here to inspire people to live a healthy and active lifestyle. Our future depends on our ability to always stay true to our purpose, deliver our promise and continue to positively impact the lives of each and every guest we connect with around the globe, one Smoothie at a time.



For more information
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