



2023

Community Impact Report

 REGIONAL FOOD BANK OF OKLAHOMA		We are Hunger Fighters!	
Share the Love Day		2-14-23	
Name		Date	
Backpack Program Program Served	13,064 Pounds Worked	10,887 Meals Provided	
4,104 Oklahoma Children Fed!			
rfbo.org/volunteer		#volunteerRFBO	



The Love's Family of Companies



E.V.P., Chief Culture Officer Message

Many know the story of Love's – my Dad opened our first filling station in 1964 in Watonga, Oklahoma. And from those humble roots, he built a family-owned and -operated network of travel stops now approaching 700 locations.

But it's important to know that from the start, as he built the business, he cared about the communities where the stores were located. It is this caring, combined with a desire to give back, that is the foundation for charitable giving at Love's. This is certainly one of the legacies my Dad left with us.

And so, as we publish our first-ever Community Impact Report, it's worth noting that a focus on helping others is nothing new for Love's. It is and long has been central to who we are. From a 24-year partnership with Children's Miracle Network Hospitals involving our store teams and customers, to organizations like Operation Homefront, we're proud to assist non-profit organizations across the country. And our amazing employees reflect our culture of taking care of each other as many spend volunteer time at non-profits, including serving on boards.

Our commitment to community is reflected in this report, but it's apparent every day. Love's is fortunate to have incredible associates that are focused on caring for each other, their customers and people in their communities. That's who we are. It's been that way from the beginning.

-Jenny Love Meyer

GIVING SUMMARY

Love's is known for supporting the communities where we live and work, and being great people who care – two commitments Tom Love established in 1964. For nearly six decades the company has given generously of time and funds because it's at the heart of our culture. This Community Impact Report shares our top highlights from 2022-2023, many of the mission-driven organizations that we have the privilege to partner with, and stories of the giving impact that make us proud to be Love's employees.

In 2022, the company, team members and customers made a significant impact in the Oklahoma City Metro area and nationwide under the giving guidelines of developing youth and education, health-related organizations, and more. As the company grows, so does our giving. Each year we set our community giving budget at 2 percent of net profits. The following chart depicts highlights of our 2022 giving to show the positive impact to the community.



GIVING AT A GLANCE

Breaking down the 2% of net profits donated annually

2%
NET PROFITS



46%
YOUTH & EDUCATION

20%
HEALTH & HUMAN SERVICES

25%
CIVIC & COMMUNITY

9%
OTHER

\$6.9 Million
CHILDREN'S MIRACLE NETWORK

\$62,000
2022 NEW STORE DONATIONS

3.5 Million
SCIENCE MUSEUM OKLAHOMA
LOVE'S PLANETARIUM

1,400
CORPORATE VOLUNTEER HOURS

\$150,000
OPERATION HOMEFRONT

\$100,000
ST. CHRISTOPHER TRUCKERS
DEVELOPMENT AND RELIEF FUND

\$676,000
RAISED BY CORPORATE EMPLOYEES FOR
UNITED WAY OF CENTRAL OKLAHOMA

\$50,000
TRUCKERS AGAINST TRAFFICKING

240
SHARE THE LOVE VOLUNTEERS

ALSO SUPPORTING:

OKLAHOMA CITY MUSEUM OF ART
ALLIED ARTS OF OKLAHOMA
TEACH FOR AMERICA

RIVERSPORT FOUNDATION
LOVE'S ENTREPRENEUR CUP
URBAN LEAGUE OF GREATER OKLAHOMA CITY, INC.



DIFFERENCE MAKERS IN THE OKC METRO

As life-long Oklahomans, investing in the community is something the Love family is proud to do and encourages corporate employees to do as well. Love's offers grant matching of corporate employees' giving up to \$250, donates \$10 an hour for up to 25 volunteer hours, and offers board service grants up to \$2,000 for those who serve on a board of directors of a nonprofit or school.

Our 1,834 corporate employees really stepped up their giving of both money and time in 2022. The annual United Way of Central Oklahoma campaign was record setting. In total, \$1.5 million was donated, including \$676,000 that was raised by employees through pledged funds, virtual auctions, raffles, as well as the company contributing a 50 percent match of all employee donations. The funds had a positive impact on the 54 partner agencies in helping address issues ranging from people experiencing homelessness to food insecurities and crisis intervention.





Since 2013, Love's corporate employees have spent Valentine's Day volunteering at Oklahoma City nonprofits for the annual Share the Love event. In 2022, the teams were excited to be back in person after the Coronavirus pandemic to safely volunteer at some of their favorite organizations. The event grew to Love's teams across the country in 2022 as they voted on a nonprofit in their division to donate to, and the winning organization in each division received \$10,000. The 2023 event marked the 10th anniversary and was expanded to Musket and Trillium Energy Solutions employees, who are part of Love's Family of Companies, in Houston.

Combined, the 2022 and 2023 events brought 721 volunteers at 33 non-profits and \$225,000 in donations.

During the holidays, the company took part in Giving Tuesday by donating \$25,000 to Court Appointed Special Advocates (CASA), a volunteer program that provides trained, caring adults with opportunities to advocate for the best interest of children who have been removed from their home due to neglect or abuse. CASA was voted the non-profit of choice by corporate employees.

Late in 2022, the next chapter at Science Museum Oklahoma began with the groundbreaking of the new Love's Planetarium. Thanks to a generous donation of \$3.5 million construction began on the greatly anticipated new planetarium. The facility is a true educational gem serving children and families in Oklahoma and adds new and exciting ways for children to learn.

HEARTS OF THE HIGHWAYS

Love's philanthropy efforts are certainly not limited to Oklahoma and include building meaningful partnerships to transform communities nationwide.

Every time a new travel stop opens, we give back. At new store openings, Love's presents a \$2,000 check to a local charity during a ribbon cutting event in partnership with the local Chamber of Commerce. In 2022, \$62,000 was donated to 37 organizations in 16 states where we opened new locations. The community impact continues beyond this initial donation. Teams at each store are allocated money to provide small community grants each year to local nonprofits of their choice.

Annually, Love's locations participate in a Children's Miracle Network Hospitals fundraising campaign to directly impact the nearest children's hospital, making a difference for children and families in need within their local communities. In 2022, we took innovative approaches to fundraising. We added a pin-pad option for customers to donate and round up their purchase at checkout, and Musket Corp. and Trillium Energy Solutions, raised close to a half a million dollars at their ninth annual Drive for a Child golf fundraiser at Topgolf Houston. These resulted in \$4.2 million raised – a 72 percent increase from 2021 – and was a key metric to Love's being named CMN's 2023 U.S. Corporate Partner of the Year. Of the 170 CMN Hospitals throughout





North America, 116 benefit from Love's annual campaign. The hospitals provide 32 million treatments annually to kids across the U.S. and Canada. Love's customers and employees have raised more than \$45 million dollars for CMN member hospitals since 1999.

Love's proudly celebrates those who have served in the military. In 2022, the company contributed \$150,000 to Operation Homefront – a national nonprofit whose mission is to build strong, stable and secure military families so they can thrive in the communities they've worked so hard to protect.

And for the third-straight year, the company distributed meal kits via the Holiday Meals for Military program. Corporate employees handed out 150 meal kits that included all the essentials for a traditional holiday meal.

Love's is also a longtime supporter of Truckers Against Trafficking and its efforts against human trafficking. With much of our business taking place along interstate highways, we have a unique advantage to help Truckers Against Trafficking and it's our hope that by conveying the message to professional drivers and training our employees to recognize these situations, we can truly make a difference. We donated \$50,000 in 2022.

Professional truck drivers are essential to the country's success, and Love's can't think of a better way to say thank you than supporting them during difficult times through a \$100,000 donation to the St. Christopher Truckers Development and Relief Fund in 2022. Love's first donated to St. Christopher in April 2020 when the company gave \$100,000 to help drivers during the coronavirus pandemic. The relief fund helps with expenses like rent, mortgage, utilities, insurance and vehicle payments, as well as provides free health and wellness programs for drivers.



STORIES OF IMPACT

PHOTO CREDIT CMN HOSPITALS

**At Positive Tomorrows school,
Love's fundraising means a
better facility today.**

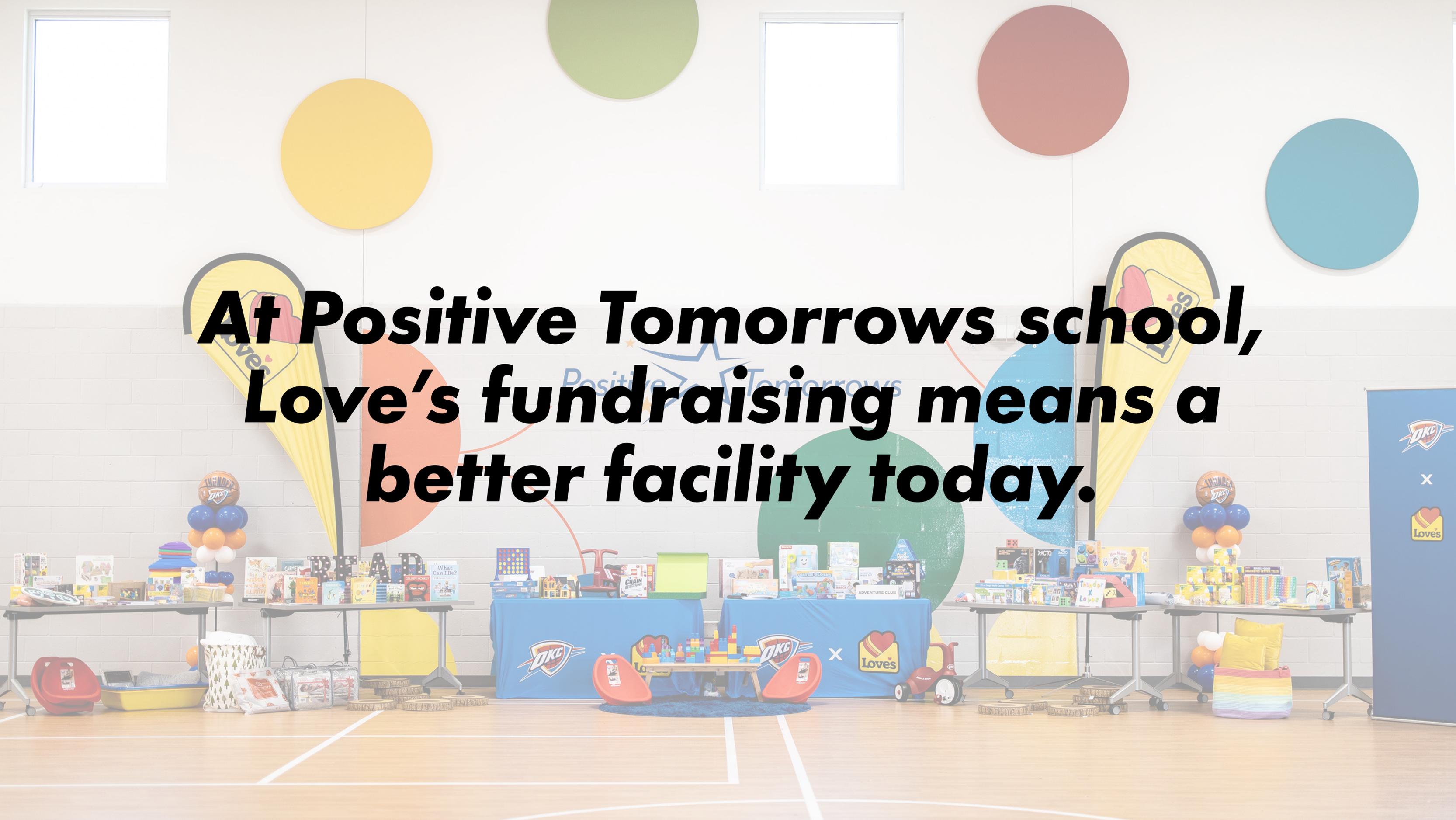




PHOTO CREDIT POSITIVE TOMORROWS

Some people thought Positive Tomorrows was aiming too high.

The place was designed to aim high, the only school in Oklahoma specifically for children and families experiencing homelessness. Its mission — to provide those students stability and a quality education in an effort to break the cycle of homelessness and poverty — is the product of big dreams.

But when its administration set out in 2016 to raise funds to build a state-of-the-art new facility, there were some who questioned the ambition.

“We had people telling us ‘Your goal is too big,’” says Margaret Creighton, now the Positive Tomorrows president and CEO. “They’d say, ‘I’m not sure that you can accomplish this with the base of support that you currently have.’”

That was before Positive Tomorrows started conversations with Judy Love to head its capital campaign, before Love’s Travel Stops put its considerable fundraising weight behind the project.

“Once Judy said yes, the meetings started rolling,” Creighton says.

And soon enough, the money started rolling in.

As Creighton recalls those fundraising days, she’s walking the halls of a dream, the still-gleaming Positive Tomorrows facility that opened in 2019. All told, the school accommodates more than 100 children — from six weeks to sixth grade — in 42,000 square feet.

Love’s community giving touches almost every corner.

The school cost \$15 million, and \$10.5 million of that came from fundraising, Creighton says. That exceeded Positive Tomorrows' initial capital campaign goal, allowing the construction of a middle school to start earlier than planned.

The success of that capital campaign is in no small part a credit to Judy Love, Creighton says, and her deep connections in Oklahoma City.

"I don't think we would have been able to accomplish everything that we wanted in the time that we had it done if she hadn't taken us on as a project," Creighton says. "I can't say enough how grateful I am that she was willing to support us in that way."

But she's as grateful for Love's continuing support.

The relationship between the corporation and the school didn't stop when the capital campaign did.

Positive Tomorrows depends on volunteers for anything a parent-teacher organization coordinates at a more traditional school. And Love's has provided that support year round.

In past years, Love's has provided "thousands" of Easter eggs for the school's holiday celebration, Creighton says. Love's volunteers have decorated classrooms for Valentine's Day. They've worked a booth at the Christmas Carnival.

"Really everything that we do, Love's is right there alongside us," Creighton says.

That includes helping educating students who face extreme challenges.

Positive Tomorrows provides daily transportation to and from school for its students, about half of whom at point





PHOTO CREDIT POSITIVE TOMORROWS

of enrollment are living in homeless shelters. Roughly a quarter are in transitional living, in families actively working toward paying their own rent, often partnering with other assistance programs. Another quarter are what Creighton calls “couch homeless,” moving around from home to home.

From night to night, the Positive Tomorrows staff may not know where those children are sleeping. That puts an added emphasis on school-day stability.

Students arrive between 8 a.m. and 8:30 a.m. each weekday. They’re served breakfast before classes begin at 9, then lunch at midday. After classes wrap at 3:15 p.m., there’s a big snack before students leave the building at 4:30, a time dictated by the need for students to arrive back at shelters for dinner. There are mental and physical health services available on site or off, with transportation handled by the staff.

It’s a lot for the Positive Tomorrows teachers, and so the school depends on volunteer mentors, who spend time during school hours with kids doing “half academic stuff and half fun stuff,” Creighton says.

Many of those volunteers come from Love’s, which has a host of regulars at Positive Tomorrows. Some mentors will come to celebrate birthdays with students, and many continue their relationships once a child moves on to his or her next school.

It’s part of an ongoing relationship between Love’s and Positive Tomorrows that began with fundraising but has extended well beyond the school’s opening.

FAMILY WITH LIFE-CHANGING CMN STORY IS LOYAL TO LOVE'S – AND ITS CUSTOMERS

Carrie Stowell always tried to give.

When she was shopping and a cashier would ask, Carrie would round up her total or donate a little something — including at a Love's Travel Stop — to the Children's Health Foundation in Oklahoma.

"That probably started when I was 18 or 19; it was usually just a dollar," Carrie says now. "But those dollars add up. You start to think about how much money that is over the course of 18 to 20 years, that's a huge impact. It doesn't have to be a lot to make a difference."

These days, Carrie calls her family "a living testament" to that philosophy, proof that the smallest gifts — including those from Love's customers — can add up to life-changing donations.

During her pregnancy in 2012, Carrie was diagnosed with twin-to-twin transfusion syndrome. When doctors determined daughters Veronica and Vivianne had irregular heartbeats, the twins had to be delivered via emergency c-section at 26 weeks.

The twins needed treatment for eye disease, respiratory issues and brain bleeds. Veronica had her first surgery at two weeks old and spent 134 days in the NICU at Children's Hospital in Oklahoma City.

Vivianne was there for 95 days.





PHOTO CREDIT CMN HOSPITALS

That care was made possible in part by the Children's Health Foundation, Oklahoma City's local affiliate of Children's Miracle Network Hospitals.

Love's has partnered with CMN for more than 20 years and has raised more than \$40 million for local children's hospitals since 1999, much of that money coming via customer donations at Love's Travel Stops — the kind of donation Carrie Stowell used to make as a shopper.

In 2022, Love's introduced a round-up program at its stores' pinpads and raised more than \$4.3 million for local member hospitals. That was up 72% from the prior year.

"Obviously, the stores are the ones out there making the ask, but those customers are really the ones that are showing the support from town to town and state to state," says Jeremiah Lane, executive vice president of the Children's Health Foundation. "Those customers come through a Love's and they know what they're giving to and the impact that they're making. And so Love's is playing a big part."

Love's also sponsors Miracle Network Dance Marathons on college campuses — 36 of them in 2022, from Syracuse to San Diego State — to help raise funds in support of CMN.

The donation numbers are massive, but even they don't capture the impact that giving can have.

Even as someone who had donated to the cause, Carrie admits she "didn't have a clue" how much donations to CMN hospitals impact family's lives.

As she and husband Scott went through the taxing early days of their daughter's lives, they learned a lot about why that money matters.

Soon after Veronica and Vivianne were born, they were hooked up to special ventilators designed to be gentler on premature babies than a standard machine. Those were two of three in the state.

Children's Miracle Network fundraising is a key reason families in Oklahoma and across the country have access to that kind of modern technology.

"I couldn't even begin to fathom all the areas of the hospital that CHF has helped," Carrie says. "Being somebody who donated a little bit here and there over the years with no thought other than 'Oh, it helps kids right here in Oklahoma,' to now being someone who has been a patient — and the parent of patients — at OU Medical, it's really opened my eyes to just what an impact they do make and how important it is."

First a donator and then a beneficiary, Carrie now is an advocate for the Children's Health Foundation, and that's a family affair. Veronica and Vivianne love to attend fundraisers — the Love's-sponsored Oklahoma University Dance Marathon is their favorite — and this year they were named the CHF's Champion Children.

The girls' treatment is ongoing. Veronica was diagnosed with congenital growth delay at 6 years old and takes daily growth hormone shots; at 10, she was diagnosed with Tourette's, and a neurologist closely monitors her condition.

But the girls love to play with their friends and attend Girl Scout meetings. They play Minecraft with their dad. They play the drums, and Veronica loves singing around the house. They ride hoverboards and play with their puppies, Benny and Gypsy.

It's a life possible in part because of Love's and its customers, a fact not lost on Carrie.

She's still giving when she gets the chance, donating every year when Love's asks for donations to Children's Miracle Network hospitals at its stores. And when she sees the echo-heart logo on the road, she thinks about the generosity that helped her family through a challenging time.

"Anytime we're traveling, Love's is the only place we stop if at all possible," she says. "Since our journey in the NICU, we know whether it's here in Oklahoma or in other states, Love's is supporting a local children's hospital. We know that any donations we make are going to a good cause. So that's where we're stopping to spend our money."



PHOTO CREDIT CMN HOSPITALS



From a softball powerhouse to a planetarium, Love's giving helps build lasting legacies



PHOTO CREDIT OU ATHLETICS

Patty Gasso is a patient and grateful person.

The Oklahoma coach had built college softball's preeminent program — now a six-time Women's College World Series champion — but had been waiting years for the home field to match. Gasso had grown a national powerhouse in Norman even without the state-of-the-art ballpark many of her competitors had called home.

So when Love's Travel Stops stepped in, Gasso was excited to have a major sponsor to accelerate the fundraising toward a brand-new softball stadium befitting her elite team.

She couldn't have imagined just how quick it would happen.

"The amount just knocked me off my feet," Gasso told *The Oklahoman*. "I thought it might be a million dollars."

In fact, the total ended up at \$12 million — an initial gift of \$9 million, plus \$3 million in dollar-for-dollar matching. That was a significant push for the \$42 million facility scheduled to open in time for the 2024 softball season.

It'll be called Love's Field.

"It's special when people and events come together to really create something larger than themselves," said Jenny Love Meyer, Love's Chief Culture Officer. "After national championship number five, my family and I started to get to know Coach Gasso and the team, and their values matched Love's so well. It became clear that we, along with many other donors could create a new home for OU softball."

It's one example of the way Love's community giving is building for the future.

But it's just one way.

In Oklahoma City, the Scissortail Park Concerts fill summer nights with music at the Love's Travel Stops Stage & Great Lawn. It was named after Love's donated \$2 million for the park's maintenance and stage productions. Expedition Africa opening in summer 2023 at the Oklahoma City Zoo, will feature the Love's Pachyderm, part of the most ambitious and immersive conservation habitat experience in the zoo's history.

And in December of 2022, Science Museum Oklahoma broke ground on the new Love's Planetarium, which will feature modern technology implemented at only a handful of planetariums in the world.

When completed, the planetarium's optical and digital projectors will replicate the night sky with 9,500 bright stars, 56 nebulae and clusters of stars for binocular viewing.

The Love's Planetarium — scheduled to open in the fall of 2024 — will feature both an optical and digital projector, and will utilize cutting-edge technology available in only a handful of planetariums in the world — the closest being in China.

The planetarium dome will be more than just a construction project packed with cutting-edge technology. It represents Love's continued commitment to support education and youth programs in Oklahoma.





PHOTO CREDIT SCIENCE MUSEUM OKLAHOMA

"We couldn't ask for a better partner in this project," said Sherry Marshall, president and CEO of Science Museum Oklahoma.

It's a common sentiment about a company that touches so many parts of its community.

"This is the culmination of the power of teamwork, the power of people working together united," Oklahoma Athletics Director Joe Castiglione said at the Love's Field groundbreaking. "That's what we have in our state at large but (especially) how it's come together around this softball program. The Love's family have become unbelievable teammates in all of this."

ABOUT LOVE'S FAMILY OF COMPANIES

The Love's Family of Companies is headquartered in Oklahoma City and employs nearly 40,000 people across the United States. Love's Travel Stops is the nation's leading travel stop network with more than 630 locations in 42 states. Love's also includes two Houston-based companies: Musket Corporation, which specializes in commodity supply, trading and logistics across North America, and Trillium Energy Solutions, a leading provider of renewable fuels and alternative fueling solutions, which offers expertise in compressed natural gas, hydrogen, electric vehicle charging, renewable natural gas, solar installation and on-site electricity generation. Gemini Motor Transport is a nationwide motor carrier comprised of 1,100 trucks hauling fuel and refined fuel products including diesel exhaust fluid, propane, ethanol, jet, biodiesel, and specialty products. Love's has more than 430 truck service centers, which include Speedco and Love's Truck Care locations.

