



2025 Impact Report

**A YEAR OF CLARITY, PURPOSE,
AND MOMENTUM**

This Year's Highlights

A New Era:

Evolving the future of franchising in a few bold strokes.

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How a revitalized Foundation is shaping what comes next.

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Real people. Real progress. Real proof of impact.

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Where we're headed—and how you can help shape 2026 and beyond.

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Welcoming a New Era

If there's one word that captures 2025 for the IFA Foundation, it's clarity. This was the year we sharpened our mission, strengthened our programs, and stepped fully into a new chapter for the IFA Foundation—one built on purpose, partnership, and possibility.

When I stepped into this role, one of the first things I heard from donors, partners, and brands was remarkably consistent: *“We believe in the Foundation. Help us see the bigger, fuller picture.”*

This report is that picture. It reflects a year of defining who we serve, aligning our programs under a unified strategy, and building a foundation strong enough to support the future ahead. We saw extraordinary progress across every program:

- The **Diversity Institute** expanded its reach, and the **Franchise Ascension Initiative** doubled in size—opening more doors for entrepreneurs from underrepresented groups.
- **VetFran** honored the service and sacrifice of America's Veterans, connecting them with life-changing ownership and career opportunities—and \$7.8M in franchise fee savings.
- The **IFA National Scholarship Fund** helped students, young professionals, and career-changers find their first foothold in an industry that values their contributions.
- Through **Innovative Research** and **Franchise Means Local**, we helped the public better understand what franchising *really* is: a business model powered by local owners, local jobs, and local impact.

These wins represent more than progress: they represent people. People betting on themselves and each other. People opening doors for the next generation, ushering them forward with support and encouragement. People stepping up to take ownership—not just of businesses and careers, but also of their communities, impact, and futures.

As you turn the pages ahead, I hope you'll see yourself in this story. Whether you gave your time, your expertise, or your resources—or hope to join our mission in the year ahead—**you are why these programs work and why it's clear we're just getting warmed up.**

Where *Clarity* focused our efforts in 2025, *Evolve*—the theme for the 2026 IFA Annual Convention—will energize our actions in 2026. We'll expand, measure, and prove how franchising enhances both local lives and national economies by widening pathways to ownership and opportunity and better reflecting the communities we serve.

Thank you for helping us meet the moment—and rise to what comes next.

With gratitude,



Jillian Scott

VP, Foundation Development & Strategy
IFA Foundation

About Us

The IFA Foundation is a 501(c)3 nonprofit organization that creates equitable pathways to entrepreneurship, advancing franchise ownership as a powerful engine of opportunity, prosperity, and impact—for everyone.

Why Franchising Matters More Than Ever

The data is clear: franchising fuels local economies and strengthens communities nationwide.

FRANCHISING POWERS LOCAL JOBS AND NATIONAL GROWTH

Franchise businesses employ **8.8M** people across **830,000** establishments—outpacing national job growth and generating more than **\$550B** in GDP.

A PROVEN PATHWAY INTO BUSINESS OWNERSHIP

For **30%** of today's franchise owners, franchising was the only viable path into entrepreneurship—representing an estimated **80,000** businesses and **4M** jobs that wouldn't exist without it.

A FORCE FOR GOOD—AND GIVING

Franchises donate **\$2.3B**, raise another **\$2.6B**, and sponsor **34M** volunteer hours annually—fueling local causes nationwide.

Turn to page 20 for more insights from *Innovative Research* and the *2026 Value of Franchising* report.

A DEFINING YEAR

In 2025, the IFA Foundation formalized its strategic identity, sharpening its purpose and laying the groundwork for intentional, long-term impact. This clarity now anchors our work and sets the course for the years ahead.

“Franchising isn’t just a business model — it’s a force multiplier.

It takes the power of a single idea or individual and connects them to a system built to scale, creating impact far beyond what any one person could achieve alone.”

—MATTHEW HALLER
PRESIDENT & CEO
INTERNATIONAL FRANCHISE
ASSOCIATION

How We Serve

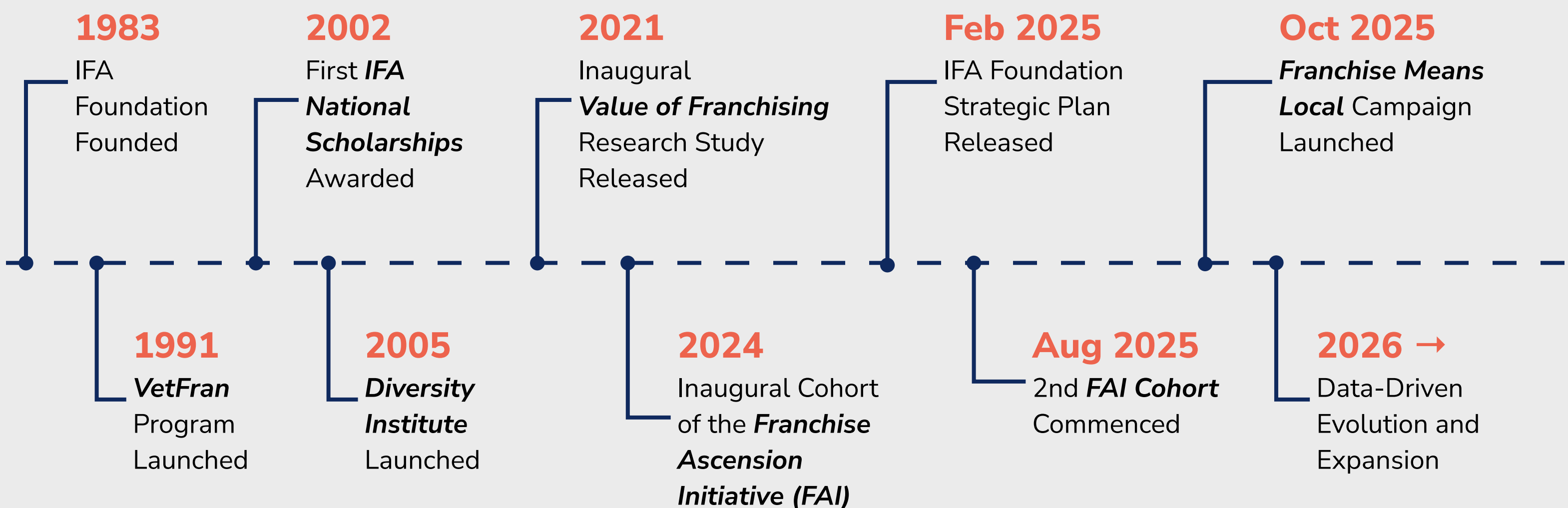
Together with donors, partners, and volunteers, we strengthen the future of franchising through four core pillars that reflect the franchise model itself—and what it is built to do.

Built to Connect Launch Lead Last

CORE PILLARS	AWARENESS + ACCESS	EDUCATION + RESOURCES	STORYTELLING + RESEARCH	LEGACY + DEVELOPMENT
<p>How the IFA Foundation supports the next generation of franchise owners</p>	<p>We open doors to franchising for entrepreneurs from underrepresented communities, providing them with vital resources and connections through programs like the <i>Diversity Institute</i> and <i>VetFran</i>.</p>	<p>Programs like the <i>Franchise Ascension Initiative</i> and the <i>IFA National Scholarship Fund</i> equip rising franchise owners with the knowledge and support to launch and lead with confidence.</p>	<p>Through programs like <i>Franchise Means Local</i> and <i>Innovative Research</i>, we spotlight franchising as a force for good, showcasing local owners as community leaders and turning data into strategies that drive change.</p>	<p>We invest in the next generation of franchise talent—and Foundation donors—ensuring the system remains vibrant, reflective, and resilient for decades to come.</p>

The Timeline

From our founding in 1983 to today’s revitalized strategy, the IFA Foundation has evolved to meet the needs of rising entrepreneurs, franchise owners, and communities worldwide.



Built to Connect
AWARENESS + ACCESS



Through targeted **outreach**, **education**, and **resources**, the Diversity Institute expands awareness of the franchise model and broadens ownership pathways for entrepreneurs from underrepresented backgrounds.

Expanding Pathways to Franchising—For All

In 2025, the Diversity Institute significantly expanded its reach and representation, **hosting 20 events that engaged more than 7,000 attendees**—a record year for education, access, and inspiration. With 17,100 unique registrations, demand continues to outpace capacity, underscoring the growing interest in franchising among diverse entrepreneurs nationwide.

From city-based workshops to campus activations, the Institute connected rising leaders with franchise brands, industry experts, and role models whose stories made entrepreneurship feel accessible—and achievable.

2025 IMPACT AT A GLANCE

- **20** events hosted nationwide
- **7,000+** engaged attendees
- **17,100** unique registrations
- **1,000+** aspiring entrepreneurs trained
- **13** new partner organizations - *32 total!*
- **27,000+** online impressions boosting awareness and opportunity

Program Highlights

ENTREPRENEUR TRAINING

Two **Pathways to Franchising** events in the Dallas-Fort Worth area introduced 120 entrepreneurs to franchise ownership—and will expand to more cities in 2026.

COMMUNITY WEBINARS

Four live webinars reached 140+ attendees, spotlighting identity, inclusion, and pathways from corporate careers to business ownership.

COLLEGES & UNIVERSITIES

Panels at HBCUs and community colleges engaged 300+ students in career conversations that introduced franchising as a viable entrepreneurial path.

Affinity Councils Driving Representation



PRIDE FRANCHISE LEADERSHIP COUNCIL (PFLC)

Through education, networking, and mentorship, the PFLC fosters inclusive workspaces and a franchise community where everyone can thrive as they are.



BLACK FRANCHISE LEADERSHIP COUNCIL (BFLC)

The BFLC offers ongoing programs to expand franchise awareness and education, improve access, and energize the next generation of Black business leaders.



HISPANIC LATINO FRANCHISE LEADERSHIP COUNCIL (HLFLC)

The HLFLC champions financial empowerment, generational wealth, and franchise access for Hispanic and Latino entrepreneurs through education, networking, and outreach.

Looking Ahead: 2026 and Beyond

The Diversity Institute will continue scaling national reach, strengthening industry partnerships, and expanding ownership pathways for rising entrepreneurs.

Key goals include:

- **Dramatically expand the successful Pathways to Franchising** model across the U.S., including to new metro areas such as Atlanta, Denver, Phoenix, and multiple cities in North Carolina and Texas.
- Transform Diversity Institute engagement into a clearer pipeline for Foundation programs and IFA membership by **boosting conversion of 17,100 registrants into active participants**.
- **Double franchise brand participation** across mentorship, training, and speaking roles.
- **Deepen data tracking** to measure attendee outcomes, interest conversion, and long-term ownership impact.

Your support accelerates representation, access, and opportunity. Join us as we expand the future of diverse franchise ownership.

“It turns out, I always had the key to being a successful franchise owner. I just needed help finding the right door.”

—ROY QUEZADA,
BUSINESS OWNER &
PROGRAM PARTICIPANT





“I am honored to lead this work and deeply grateful to our partners, franchise brands, and the many entrepreneurs who trust us to help them pursue their dreams of ownership. Our mission remains clear: **to create a franchising ecosystem where every aspiring entrepreneur has the knowledge, resources, and support needed to thrive.**”

—RICHARD SNOW
CHAIR, IFA DIVERSITY INSTITUTE
FOUNDER, AMPLIFY FRANCHISE FINANCING

“The Diversity Institute is a much needed resource that has been **instrumental in reaching underserved audiences** with critical education, mentoring and tools for the franchise journey.”

—TOYA EVANS
CHAIR, BLACK FRANCHISE LEADERSHIP COUNCIL
MULTI-UNIT, MULTI-BRAND FRANCHISE OWNER

“There are many different backgrounds, perspectives, and experiences represented here. It’s confirmed one thing about the franchising community: **These are my people.**”

—PAUL PICKETT
CHAIR, PRIDE COUNCIL
CHIEF DEVELOPMENT OFFICER, WILD BIRDS UNLIMITED, INC.

“More Latino entrepreneurs are entering the franchise system and scaling their businesses more efficiently. The HLFLC is **opening doors, accelerating growth, and strengthening the economic impact** of our community nationwide.”

—JAVIER N. SOLIS
CHAIR, HISPANIC LATINO FRANCHISE LEADERSHIP COUNCIL
CO-FOUNDER, TORO TAXES





VetFran connects the leadership, discipline, and values of U.S. military Veterans with opportunities in franchising—helping them transition from active duty to business ownership while strengthening brands, local communities, and the American economy.

VetFran 2025: Impact at a Glance

In 2025, VetFran significantly expanded its reach, connecting more than 22,000 active-duty servicemembers, Veterans, and military-connected families with resources to explore franchise ownership.

- Cross-program collaboration continued to grow, with **Veterans representing 20% of the 2025–26 FAI cohort**, reinforcing franchising as a powerful pathway to ownership, employment, and long-term economic opportunity
- **30+ VetFran educational programs** delivered nationwide
- **50+ military-connected partner organizations** advanced Veteran entrepreneurship
- **600+ franchise brands** offered Veteran incentives, delivering **\$7.8M+ in franchise fee savings**



A New Tradition Begins

VetFran launched its first national celebration in 2025—a **multi-city event honoring Veteran leadership in franchising** and expanding awareness of franchise opportunities for the military community. Hosted across 15 cities, the celebration brought together 50+ franchisors, franchisees, Veterans, and military-connected families for education, networking, and community connection.



Sponsor Spotlight

PLATINUM

Dina Dwyer-Owens & Mike Owens

EVERSMITH BRANDS

neighborly

SportClips HAIRCUTS

GOLD

FRANSERVE

Snap-on

SILVER

DreamMaker Bath & Kitchen

PRINCETON EQUITY GROUP

BRONZE

Dream9 Vacations Start Here

FRANFUND

PuroClean The Paramedics of Property Damage

Looking Ahead: 2026 and Beyond

2026 marks VetFran's 35th anniversary, a milestone year for honoring Veteran leadership and expanding opportunity across the franchise industry.

In the year ahead, VetFran is on a mission to:

- Host an expanded multi-city anniversary celebration led by VetFran member brands to amplify franchise opportunities for Veterans.
- Extend our reach to more than 25,000 military-connected individuals through enhanced education, outreach, and access.
- Build partnerships with 10 new Veteran-serving organizations to deliver entrepreneurship and franchise education programming.
- Equip more franchise brands to recruit, train, and elevate Veteran talent at every stage of the franchise journey.

These goals are ambitious—and achievable with committed supporters like you.

Help us reach more servicemembers and accelerate the growth of more Veteran-owned businesses by supporting VetFran as a donor, mentor, or brand partner.

“VetFran doesn’t just create opportunities for Veterans—it strengthens the entire franchise ecosystem.

Veterans gain a smoother pathway to ownership, franchisors gain committed leaders who live their values, and communities benefit from businesses that create jobs and give back.”

—SEAN FALK

VETFRAN COMMITTEE CHAIRMAN, U.S. MARINE VETERAN
PRESIDENT & COO, CAREERTOPIA
MULTI-UNIT FRANCHISE OWNER, SCENTHOUND

*"After leaving U.S. Air Force active service, **VetFran showed me that my background was an asset to any company, especially my own.** I feel like I fit right into franchising, and it was VetFran that sparked my ownership journey.”*

—NICK LAMBIE

MULTI-UNIT FRANCHISE OWNER, ZIEBART & AIRE SERV



“My father founded VetFran, and it is now celebrating 34 years of positively impacting Veterans’ lives through the power of proven franchise brands. To be successful in a franchise business you need to be coachable, disciplined, follow a system, and lead others, Veterans have these qualities. **This creates a winning formula for success.**”

—DOUG DWYER
 VETFRAN COMMITTEE VICE CHAIR
 SON OF VETFRAN FOUNDER, DON DWYER, SR.
 PRESIDENT & CSO OF DREAMMAKER BATH & KITCHEN



A selective six-month accelerator, the Franchise Ascension Initiative (FAI) strengthens the pipeline of new franchise owners from underrepresented groups through applied learning, mentorship, and direct industry access.

PROGRAM STRUCTURE

Building Knowledge, Connections, and Confidence

Cohort 2 participants began their online curriculum on August 25, 2025 and will continue their regular coursework, online discussion sessions, and mentorship through the culmination of the program at IFA's Annual Convention in Las Vegas on February 23-26, 2026.

RIGOROUS, REAL-LIFE CURRICULUM	ONE-ON-ONE MENTORSHIP	RELEVANT ROUNDTABLES	DIRECT INDUSTRY ACCESS
<p>Participants complete a six-month curriculum with comprehensive training on franchise fundamentals, finance, operations, and growth strategies.</p>	<p>Each participant is paired with an experienced franchise leader who helps translate classroom insights into practical ownership readiness.</p>	<p>These expert-led “kitchen table talks” use real-life examples and candid dialogue to strengthen the cohort experience and build lasting industry networks.</p>	<p>Participants get access to franchise brands, suppliers, and investors—connections that expand and expedite ownership and leadership pathways.</p>



Expanding Access. Accelerating Ownership.

Now in its second year, the Franchise Ascension Initiative is rapidly expanding to meet the surging demand for diverse, qualified franchise owners and leaders.

With **32 participants** across **17 states** and an average of **13+ years of professional experience**, the 2025 cohort reflects the depth, diversity, and readiness of rising franchise owners nationwide. First-time entrepreneurs, Veterans, and career-changers alike are leaning into franchising as a pathway to wealth, impact, and community advancement.

88%

INCREASE IN COHORT SIZE

The 2025-26 FAI cohort has 32 participants, nearly doubling the size of our inaugural cohort.

250+

HOURS OF EDUCATION

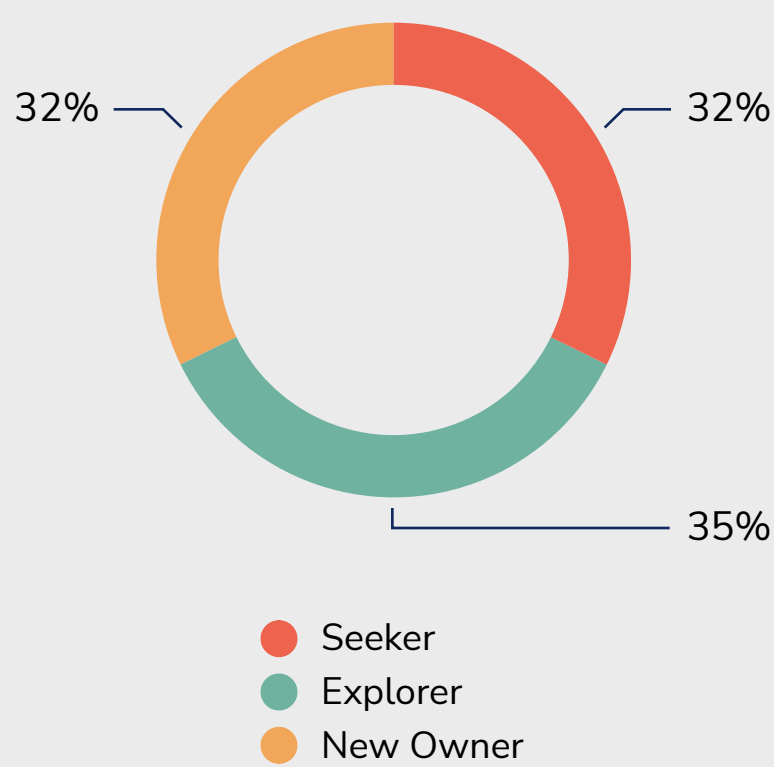
Each self-paced module equips participants with the fundamentals of ownership and growth.

50+

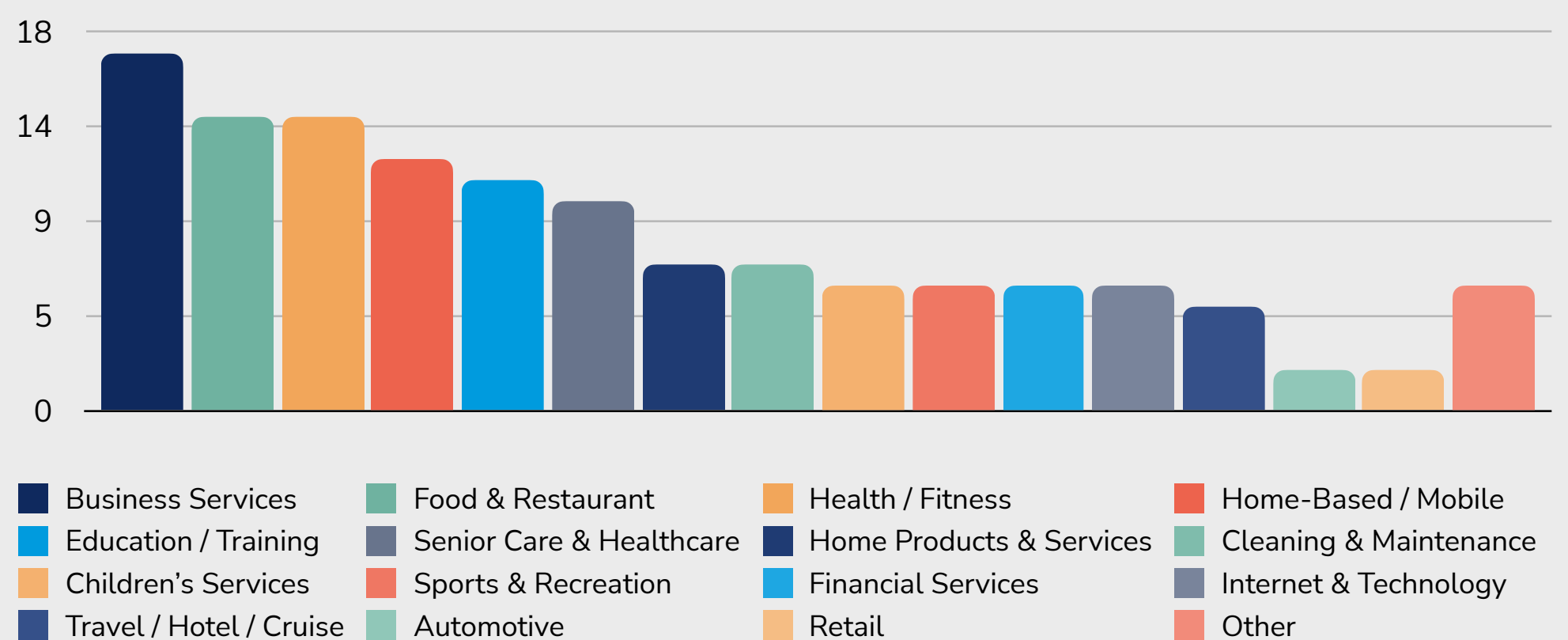
FRANCHISE LEADERS ENGAGED

Brand leaders and mentors are readily stepping up to teach, mentor, and support program participants.

FRANCHISE STAGES



TOP FRANCHISE INTERESTS



POWERED BY PARTNERSHIP

FAI is enthusiastically supported by 30+ corporate, community, and individual sponsors.

With special thanks to founding sponsors Raynya & Omar Simmons



LOOKING AHEAD: 2026 & BEYOND

In 2026, FAI will expand to **45+ participants**, strengthen its mentor and brand-partner network, and provide step-by-step training on capital access strategies to help more candidates move from exploration to ownership. We aim to maintain—or exceed—our 4.7 program rating while doubling engagement from franchise owners as mentors, donors, and partners. **Your support accelerates this progress and helps more rising entrepreneurs become franchise owners and job creators.**

Cohort 1 Participant Highlights + Testimonials

These reflections from our inaugural cohort—which rated FAI a 4.7 out of 5—capture the program’s early impact.

“With access to resources and extensive training, the FAI established an environment of continuous support long after program completion.

***I feel confident that I can navigate the challenges of franchising and accelerate my future** towards franchise ownership. I am grateful for the opportunity and encourage future franchisees to participate.”*

—AVA HOLT



“FAI gave me the structure, mentorship, and confidence to turn my vision into action.

The relationships I built through the program continue to shape my journey as a franchise owner and leader.”

—CLARENCE HOWELL III
Read Clarence’s full story in Franchising World Magazine [here](#).





“Lou is a great mentor, **I appreciate his wisdom and knowledge** in the franchise industry. He is the president of a brand and is very effective in his role.”

— **RAJI WELCH-BEY**
Mentored by Lou Schager
CEO at Blue Sky Above Consulting



“I’ve appreciated how open and approachable Tom has been. Even with just one conversation, he offered **helpful insight into both his personal journey and the AAMCO system**. I’m looking forward to reconnecting and continuing the dialogue as I shape my path forward.”

— **TALAYAH JACKSON**
Mentored by Tom Shoolbraid
Director of Franchise Sales at AAMCO



“Really grateful to have a leader of **David's quality helping me** through this important part of my franchise journey. I don't take it for granted.”

— **JULIAN DICKENSON**
Mentored by David Humphrey
Vice Chair at Ignite Fitness Holdings

IFA National Scholarship Fund

POWERED BY THE IFA FOUNDATION

The IFA National Scholarship Fund provides financial support, industry exposure, and career-building connections for the next generation of franchise leaders.

COLLEGIATE SCHOLARSHIPS

Supporting academic achievement & early exposure to franchising

Through scholarships, including the Doc Cohen Franchising Scholarship and the IFA Foundation Scholarship sponsored by the Frederick A. DeLuca Foundation, the Foundation helps college students advance their education and gain early exposure to franchising.

CFE SCHOLARSHIPS

Advancing professional education and career mobility

By providing Certified Franchise Executive (CFE) scholarships to emerging and advancing professionals, the Foundation expands access to industry-recognized training and accelerates leadership development across franchise brands and supplier companies.

INTERNSHIPS

Hands-on experience inside the franchise ecosystem

The Philip Zeidman Internship, hosted in partnership with DLA Piper, offers students real-world experience in franchise law, policy analysis, and legislative advocacy, preparing them to contribute meaningfully to the future of franchising.

100%

of all award recipients continue to engage directly with the franchise industry and continue their career path into franchising.

2025 Impact at a Glance

In 2025, the IFA Foundation reinvigorated its scholarship and internship portfolio, relaunching opportunities that had paused in the year prior. In the past year, we:

- **Relaunched two cornerstone collegiate scholarships**, including the Doc Cohen Scholarship and the IFA Foundation Scholarship supported by the Frederick A. DeLuca Foundation.
- **Reestablished the Philip Zeidman Internship**, giving students hands-on experience inside IFA Government Relations.
- **Built the foundation for expanding scholarship availability**, outreach, and applicant diversity in 2026.



Looking Ahead: 2026 and Beyond

With renewed donor support, we are helping emerging leaders access education, gain hands-on experience, and take early steps toward franchising careers, rebuilding a talent pipeline that will continue to grow for 2026.

The Foundation will:

- **Launch a new scholarship cycle for emerging franchise leaders** and expand national outreach to engage a broader, more diverse pool of applicants.
- **Award 20 fully-funded Certified Franchise Executive (CFE) scholarships**, providing up to \$6,000 in coursework and credits toward the industry's gold standard credential.
- **Triple our application pool for college scholarships** to at least 80 individuals representing diverse backgrounds and career objectives.
- **Strengthen outcome tracking** to measure graduate career mobility, industry engagement, and long-term retention.

**Your support
makes this
possible**

Help us open more doors for rising leaders through scholarship funding, internship sponsorships, and hands-on mentorship.

Voices of Impact

“I am energized, better equipped, and eager to be one of the voices that keeps the franchise model thriving for decades to come.”

—ALEX WAN
PHILIP ZEIDMAN
INTERNSHIP PROGRAM



During his Zeidman Internship, Alex gained a deep, hands-on understanding of how regulation, advocacy, and policy shape franchising—shadowing IFA’s Government Relations team, drafting briefings, and conducting legislative research. The experience confirmed his joint MPP/MBA path toward a career at the intersection of commerce, law, and public policy, where he plans to advocate for fair rules that strengthen franchise opportunity.

“When you enter the the IFA Convention and feel the energy, meet others in the industry, and see firsthand the opportunity that this space has to offer—it’s hard not to fall in love.”

—BROOKE PATER
DOC COHEN FRANCHISING
SCHOLARSHIP WINNER



Brooke used her IFA Foundation Franchising Scholarship to explore the youth-enrichment sector, ultimately inspiring her to launch KIDZ GYM, her first franchise-aligned business, which will open in early 2026. Her internship, international business experience, and the 2025 IFA Annual Convention all reinforced her desire to build a career that blends entrepreneurship, community impact, and the franchising model.

“The scholarship has truly affirmed my passion for hospitality and franchising, and it has motivated me to continue striving toward a future in hospitality human resources.”

—NY’JAIHA DeBOURG
DOC COHEN FRANCHISING
SCHOLARSHIP RUNNER-UP



After receiving the Doc Cohen Franchising Scholarship, Ny’Jaiha advanced her leadership in hospitality at Morgan State University and secured a competitive internship with Marriott’s Grand Chateau in Las Vegas. The experience affirmed her passion for franchising and inspired her to pursue a future in hospitality HR focused on technology, innovation, and giving back to the franchise community.



“My best advice: **Learn, learn, learn. Ask questions. Be a sponge.** And ask every franchisor you meet: ‘Are you happy—and would you do it again?’ The answer may not surprise you, but what they say next will tell you everything.”

—LAWRENCE J. "DOC" COHEN
FIRST FRANCHISEE IN IFA'S
FRANCHISE HALL OF FAME



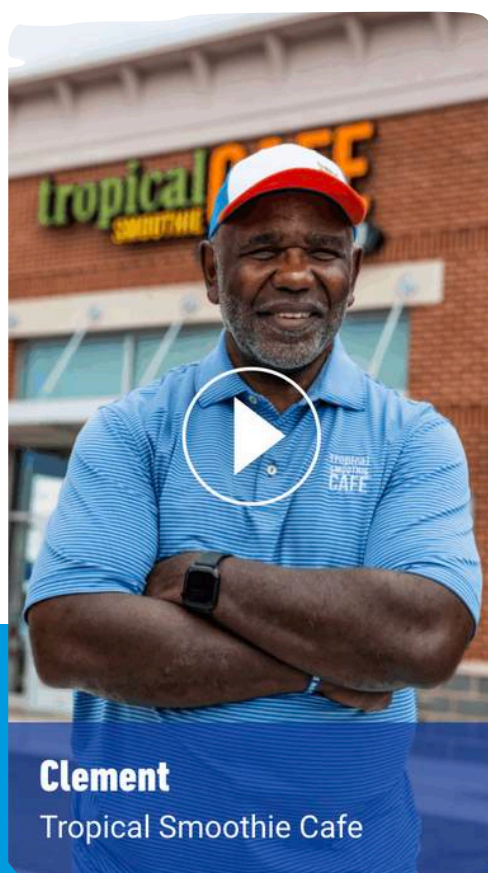
FRANCHISE MEANS LOCAL

Built to Lead
STORYTELLING + RESEARCH

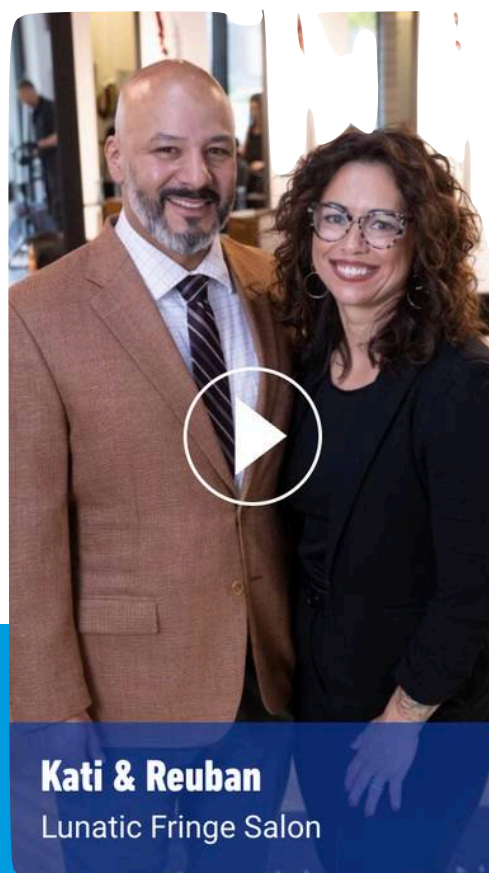
Through storytelling, outreach, and media activation, Franchise Means Local showcases the local franchise owners whose work builds stronger hometown economies and communities.

The Faces of Franchising

Launched in October 2025, Franchise Means Local has laid the foundation for a national movement, building momentum through storytelling, social engagement, and major-event activations. This program puts the spotlight where it belongs: on the people who turn proven systems into thriving local businesses and community pillars.



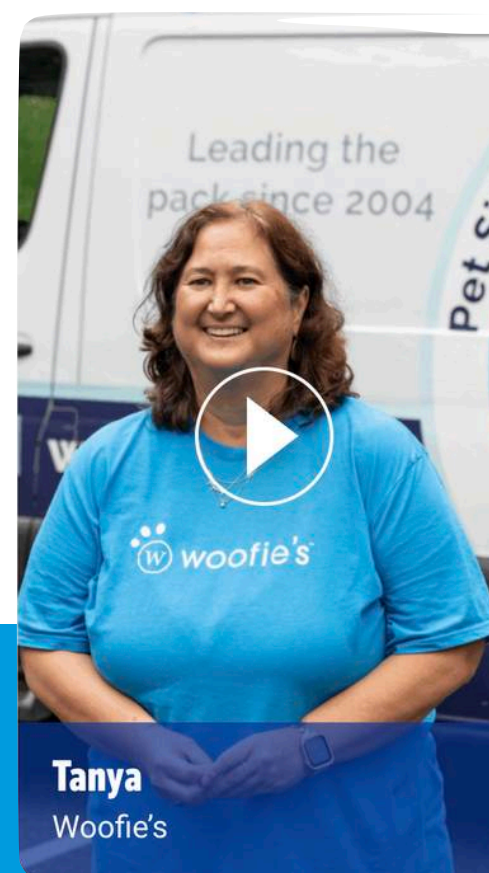
Clement
Tropical Smoothie Cafe



Kati & Reuban
Lunatic Fringe Salon



Nadeem
Papa John's



Tanya
Woofie's

Watch these stories and more at FranchiseMeansLocal.org!

Propelled by Public Interest

In its first month, digital performance metrics confirm what industry leaders hoped: authentic, owner-led stories resonate powerfully with national audiences.

NOW SHOWING EVERYWHERE

The campaign delivered **10.5 million ad views**, nearly doubling impressions while improving efficiency by 33%.

WATCHED, NOT SKIPPED

Viewers watched Franchise Means Local content **4.7 million times**, with an outstanding (and rare) **80%+ of programmatic ad viewers watching the videos all the way through**.

CURIOSITY THAT CLICKS

More than **12,390 viewers** clicked through to learn more on the campaign website, and LinkedIn engagement hit an impressive **2.45% CTR** — **13x higher** than typical YouTube engagement.



Real Housewives Meets Real Franchising

Real Housewives of Salt Lake City star Angie Katsanevas—founder of the franchised brand Lunatic Fringe Salon—partnered with Franchise Means Local, bringing the campaign to a national stage and showing millions what franchising really looks like: local owners building local businesses with real community impact. **Angie’s posts sharing her franchise story have significantly outperformed much of her other content, with over 33,000 likes, and thousands of positive comments.**



Looking Ahead: 2026 and Beyond

Franchise Means Local will continue expanding its storytelling reach—producing more high-impact videos, curating authentic content from IFA members, and partnering with influencers to introduce franchising to wider audiences.



Jared
Sport Clips



Chris
IHOP

Watch these stories and more at [FranchiseMeansLocal.org!](https://FranchiseMeansLocal.org)



Val
Sport Clips



Tiffany
Pool Scouts

Innovative Research

By providing industry-leading research, the IFA Foundation delivers insights that show and advance the impact of franchising on entrepreneurship, local communities, generational wealth, and future economic growth.

Proving What Franchising Makes Possible

The 2026 *Value of Franchising* report, conducted by Oxford Economics in partnership with IFA, reveals a clear truth: **franchising is a local economic engine**—built on small business owners whose impact extends far beyond their storefronts.

OWNERS ARE NEIGHBORS

85% of franchise owners live in the communities they serve.

HOMEGROWN

More than **52%** of franchise brands are local brands—not national chains.

SMALL AND MIGHTY WORKFORCE

94% of franchise establishments employ fewer than 50 team members.

GIVING WITHIN REACH

83% of franchisees donate to local charities each year.

For a national view of franchising's economic reach, entrepreneurship pathways, and job creation, [explore the full Value of Franchising report here.](#)



Why Research Matters

THE IFA FOUNDATION'S RESEARCH INITIATIVES HELP THE FRANCHISE COMMUNITY BY:

- **Providing credible evidence** rooted in economics, jobs, and local impact.
- **Strengthening public perception** by clarifying how franchise businesses operate—and who owns them.
- **Guiding franchise brands and operators** with actionable data on ownership trends, workforce dynamics, and community impact.
- **Advancing equity in entrepreneurship** by identifying barriers to ownership and opportunities for more inclusive growth.

How Research Powers Our Impact

Data doesn't sit on the sidelines — it informs and accelerates every part of the Foundation's work, fueling a cycle of awareness, education, and storytelling that expands opportunity year after year.

RAISE AWARENESS

Research **illuminates how, why, and where** franchising works — and who it works for — helping us target communities, identify barriers, and expand access with clarity and confidence.

IMPACT INSPIRES OTHERS

AWARENESS SPARKS ACTION

TELL THE STORY

Validated data **turns individual stories into national proof points**, strengthening advocacy, improving public understanding, and opening new doors for outreach.

EQUIP & EDUCATE

These insights **strengthen our programming**, guiding what we teach, how we mentor, and which pathways best support rising owners and expand their impact.

ACTION FUELS IMPACT

Partners, Donors, and the Future

Thank you to the donors and partners who fuel every program you've seen on these pages—and help us rise to what's next.

\$1M+

Aslam Khan

\$500K-\$1M

Doc Cohen, CFE

Roark Capital Management

\$250K-\$500K

Dina Dwyer-Owens, CFE, and Mike Owens

DLA Piper

Great Clips, Inc.

Jani-King International, Inc.

Omar and Raynya Simmons

Purpose Brands

\$100K-\$250K

Christina Russell, CFE

Dine Brands

East Coast Wings + Grill

IGNITE Fitness Holdings

Inspire Brands Foundation

Lathrop GPM LLP

Planet Fitness

Sport Clips, Inc.

The Good Feet Store

\$50,000-\$100,000

Brightwood Capital Advisors

Clear Summit Group

David Barr, CFE

Empower Brands

Franchising, LLC

FranFund, Inc.

Gary Gardner and Therese Thilgen

Grandpre Family

Homefront Brands

Ivelisse Simon

Lafond Moore Family Fund

Mary Thompson, CFE, and

Will Thompson

Morrow Hill

Neighborly

\$10,000-\$50,000

Caring Senior Service

Constant Contact

David Humphrey, CFE

DreamMaker Bath & Kitchen

EverSmith Brands

FranServe

Michael Isakson, CFE, and Jenann Isakson

Princeton Equity Group

Rob Huntington

Sam Ballas, CFE, and Fay Ballas

Shane Evans, CFE

Snap-on Tools Company, LLC

\$2,500-\$10,000

Catherine Monson, CFE

Dream Vacations

Navy Federal Credit Union

PuroClean, Inc.

Robert Branca

Ronald Feldman, CFE

Steve and Pam White

UP TO \$2,500

401GO

Amynd Bandali

Any Lab Test Now Franchising, Inc.

Benjamin Gutierrez

BooXkeeping Franchise, Inc.

BrandONE Franchise Development, LLC

Bret Lowell, CFE

Cedartown Foods, LLC

Charity Owens

Churromania International Holding LLC

Consumer Fusion

Corvus Janitorial Systems

Courtney Kane

Crestreter

Cruise Planners of Boca Raton, FL

Dan Monaghan, CFE

Danielle Bay

DevHub, Inc.

Discover Strength

Döner Shack Holdings Ltd

Doug Dwyer, CFE, and Gayla Dwyer

Doug Flaig

Duct Doctor USA

Elmer's Restaurants, Inc.

Elysium Marketing Group

Essential Speech and ABA Therapy

Everbowl Franchise LLC

Franchise Secrets

FranWise®

FRSTeam, Inc.

Gary and Chris Robins

Gasket Guy

Gerson Advisory Services

GoGather

Gordon Logan

Greenbear Equity LLC

Grumpy's Restaurant Franchise, LLC

Hickory Dickory Decks

Hughes

IDOLIZE Brows & Beauty

INFINITI HR

J.J. Sorrenti

Jeff's Bagel Run

Jimmy Weeks

John Lancaster

Karen Satterlee, CFE

KTA Financial Services

Leap Brands

LIME Painting

Liz Dillon

Louis Schager, CFE

Made To Order Holdings, LLC

Mail Processing Associates

Mark Kirsch, CFE

Moran Family of Brands

Mulberri, Inc.

Network In Action Global Partners

Osama Khan

Paige Enterprises

Paul Pickett, CFE, and William Powell

Pause Studio

Rasheedah Hasan

Red Iron Group

redC Real Estate Design & Construction

Reshift Media Inc.

Rhonda Hillman

SalTea Sloth

Sarah Eldredge

Sea Love

Sean Falk, CFE, and Kim Falk, CFE

Sean Kajcienski

ServiceMinder

Silvercrest Advertising

Sizzling Platter

Skyhawks Franchise Group, LLC

Steve and Deb Hockett

Success Tutoring

The G & C Robins Company

The Scan Group, Inc.

Tom Kasbohm, CFE

Tom Pabin

We Sell Restaurants

Wild Coffee Marketing

Wisdom Senior Care

Evolve 2026: The Path Forward

In 2025, the Foundation laid the strategic and operational groundwork needed to evolve with clarity and scale.

In 2026, we will deepen that work—expanding measurement, strengthening partnerships, and enhancing the systems that help us serve the next generation of franchise owners across our four pillars.

Connect	Launch	Lead	Last
<p>GOAL</p> <p>Expand awareness and access for entrepreneurs from underrepresented groups.</p>	<p>GOAL</p> <p>Equip aspiring franchise owners with the education, mentorship, and resources needed to start strong.</p>	<p>GOAL</p> <p>Elevate franchising’s reputation through storytelling, research, and public education.</p>	<p>GOAL</p> <p>Strengthen the donor, alumni, and volunteer ecosystem that powers long-term success.</p>
<p>Engage 40,000+ aspiring owners through Diversity Institute and VetFran programs, webinars, and outreach.</p> <p>—</p> <p>Grow the Diversity Institute and VetFran partner network to more than 85 mission-aligned organizations.</p> <p>—</p> <p>Increase local reach by hosting 25+ local events across priority markets, including through a national rollout of Pathways to Franchising.</p>	<p>Expand FAI to 45+ participants (up from 32), while maintaining a 4.7+ program rating.</p> <p>—</p> <p>Grow our mentor and partner network by 50%.</p> <p>—</p> <p>Launch a new CFE scholarship, awarding \$6,000 each in CFE credits to 20 emerging franchise leaders.</p>	<p>Produce 2–3 research briefs answering the industry’s most pressing data questions.</p> <p>—</p> <p>Publish 20+ owner stories across Franchise Means Local, driving a 25% increase in engagement year-over-year.</p>	<p>Grow annual donor participation by 20%, with new opportunities for multi-year commitments.</p> <p>—</p> <p>Launch the Foundation’s first Alumni Network, engaging scholarship, FAI, and internship alumni.</p> <p>—</p> <p>Expand volunteer engagement with 100+ industry leaders contributing time, mentorship, or expertise.</p>

The Future Is In (All) Our Hands

Your support ensures the Foundation can continue opening doors, expanding access, and strengthening the future of franchising.

Donate

Help fund scholarships, research, education, and pathways to ownership for aspiring entrepreneurs nationwide.

Volunteer

Serve as a mentor, speaker, subject-matter expert, or industry ambassador.

Partner

Sponsor a program, host an event, or collaborate on research that builds a more inclusive and future-ready franchise community.

Get in Touch

To explore giving opportunities and learn more about our programs, visit franchise.org/foundation or contact us at foundation@franchise.org.