



Community Engagement: Association-wide CSR Hunger Initiative

November 2025

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AAA Public Affairs



Being a Good Corporate Neighbor

Strong tradition of giving back to communities we serve



AAA, Inc. Corporate Social Responsibility

- Associate driven
- Leadership commitment
- Relationships with supported charities
- Variation in offerings
 - Hours to volunteer at charity of choice
 - PTO for Doers – earn a day off
 - Matching programs

EXAMPLES OF SUPPORTED CHARITIES



Single CSR initiative complicated by federation structure

- 19 AAA Clubs
- 14 states with multiple Clubs; some states with as many as 6 Clubs
- Differing priorities, calendars

Formation of representative advisory group



Corporate Responsibility Initiative Identified

Prescribed

Specific Charity,
Specific Time

General Theme, Specific Time

- hunger-related
- *recommended* non-profit partner
- summer



Flexible

Specific Charity,
Broad Timeframe

General Theme,
Broad Timeframe

First-ever Association-wide Impact Week

Everyone engaged across the country on the same service project at the same time

- Co-branding
- Media release – national & local
- Fundraising & volunteer coordination
- Goals
 - Engage associates
 - ≥ 3.5 million meals provided



JUNE 23 - 27, 2025

Corporate commitment kick-off at our Annual Meeting



FEEDING
AMERICA



May 6, 2025

\$ 150,000

Feeding America

One Hundred Fifty Thousand and 00/100

Dollars

AAA

000025-1068

We engaged in many ways

INTERNAL

- Corporate donations
- Associate donations + employer match
- Deploying tow trucks to deliver food
- Harnessing the strength of branch networks for food drives
- Leveraging employee committees/ERGs
- Encouraging/enabling volunteer hours: "Dollars for Doers"
- 50/50 raffle
- Donation of high visibility vests and traffic cones to food banks

EXTERNAL

- Public solicitation in member magazine
- POS donations at retail locations
- Enlisting the help of members seeking to volunteer their time
- Social media and public relations promotions
- Discounts & Rewards exploring public solicitations

Through financial, physical and volunteer contributions, we exceeded our goal

4.3+ Million Meals Provided

10,650+ Volunteer Hours
\$400k + Monetary Donations
7,600 lbs Physical Donations





"Congratulations to AAA on their remarkably successful campaign. I am filled with hope when energized and passionate partners, like AAA, choose to engage in this work alongside people experiencing food insecurity.

I know that when we work together, we can ensure everyone has the food they need to thrive, and we can end hunger in America.

Thank you, AAA!"

- Claire L. Babineaux-Fontenot, Feeding America CEO

"AAA's partnership with Second Harvest Food Bank of Central Florida is a powerful example of what happens when corporate values align with community needs. In the short time since launching their partnership with Feeding America this June, the local AAA team has already helped provide more than 130,000 meals to our community. We are grateful for their dedication and look forward to all that we can accomplish on behalf of our neighbors. Together, we're building a stronger, healthier Central Florida."



"AAA Northeast's support of Feeding Westchester has been crucial to our mission in fighting hunger in our community and nourishing our neighbors in need. We need the help now more than ever due to recent Federal funding cuts to our food assistance programs and rising prices on food."

The AAA government relations team didn't just talk the talk—they rolled up their sleeves and joined us in the warehouse, helping prep supplies and bag groceries for more than 14,000 meals for seniors in our community. Their commitment—both financial and hands-on—is deeply appreciated and truly impactful."



Effort also generated visibility

AAA Oregon/Idaho
June 23 at 1:00 PM · 🌐

This June 23-27, AAA is rallying America to help provide nutrition make a difference together. Find an important initiative: <https://in>
#AAACares #FeedingAmerica



AAA NEWSROOM

News Resources People All M

AAA Partners with Feeding America® in the Movement to End Hunger

A national effort launches today to bring millions of meals to local communities nationwide

Ellen Edmonds
Director, External Communications

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6/23/2025



TOGETHER, WE CAN MAKE A DIFFERENCE

1 in 5 kids face hunger—that's more than 13 million children

GIVE TODAY.

Your donation can help provide kids with meals this summer and beyond!

AAA Carolinas
June 6 · 🌐

We are proud to partner with Feeding America's Hunger Initiative. Everyone deserves to thrive; however, more than 47

We invite you to join us and our employees in making a positive impact by raising donations to help provide meals within our communities. For every \$1 raised, at least 10 meals will be provided to individuals in need of food assistance.

To donate directly to Feeding America or to learn more about the AAA Hunger Initiative, please visit: <https://sm.aaa/AAAHungerInitiative>

#AAA #FeedingAmerica



AAA Western and Central New York

5,516 followers
6d · Edited · 🌐

What if your daily coffee could feed someone in need? ☕️ Now through the end of July, AAA is teaming up with Feeding America to fight hunger. Skip your store-bought brew just once and donate instead—every dollar or canned good makes a difference. Drop by any AAA branch to give. ☕️💚 Together, we're stronger.

#AAA #FeedingAmerica #FoodForAll



Earned Media

109+ Unique Articles
5+ Broadcast Interviews
13+ Media Markets



Social Media

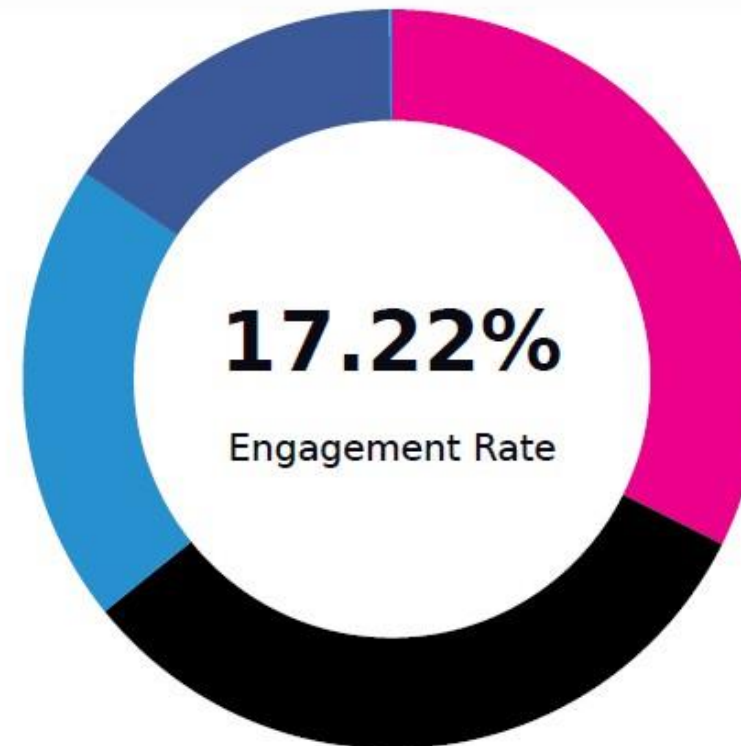
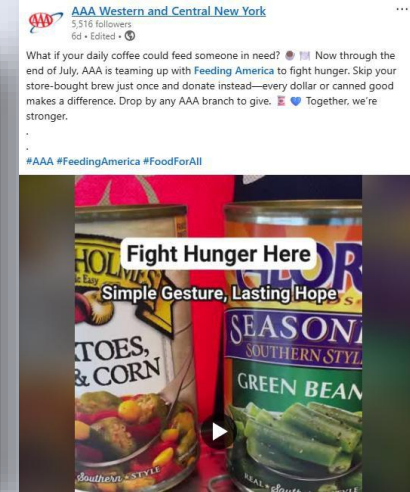
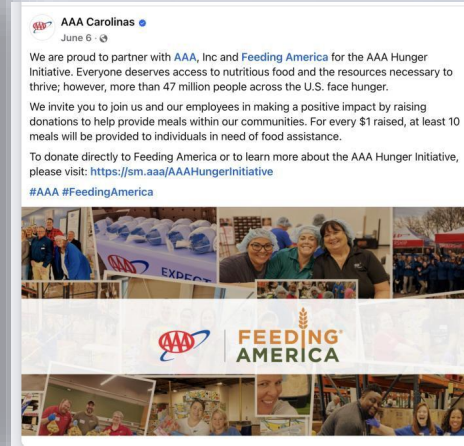
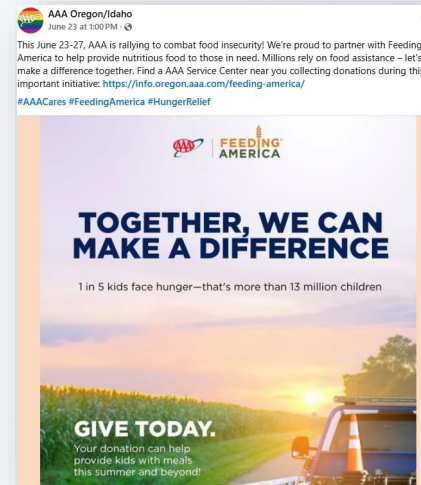
100% Clubs posted

42 posts

703 total engagements

34,863 reach

0.77 Net Sentiment Score



- 32.37% (5.57%) Instagram
- 31.83% (5.48%) TikTok
- 20.21% (3.48%) LinkedIn
- 15.49% (2.67%) Facebook
- 0.1% (0.02%) X

Pilot Campaign – Feedback

- Fostered a sense of “One AAA”
- Strong employee enthusiasm and engagement
- Hunger is the right form of service
- Feeding America is a good partner
- Employees prefer volunteering over donations
- Develop cohesive branding – tagline, shirts, etc.
- Explore stronger public engagement component
- Develop visibility goals



Key takeaways for your CSR engagement

1. Build a coalition
2. Allocate lead time
3. Leadership involvement critical
4. Reflect & refine



THANK YOU

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