

GIVING BACK: HOW FRANCHISES IMPACT THEIR COMMUNITIES

Many entrepreneurs choose franchising for its moneymaking potential and the chance to build a legacy for their families. But there's another benefit too: You can make a difference in the world around you. **By Michael W. Brough**



DO YOUR HOMEWORK

Before you can start making a difference through a franchise, you'll need to find a franchise that aligns with your values. Jack Johnson co-founded The Franchise Insiders with his wife, Jill, to help clients find the best franchise opportunity for them and one that includes a focus on how to give back.

"People often come to me because they're not satisfied with their current job. They lack a sense of purpose and want to do something that really makes a difference in the world," Jack says. "You tell me how you want to improve the world, and

I can help you negotiate options that explore that."

If you're passionate about the environment, the Johnsons can lead you to franchises that specialize in recycling and junk disposal. If you care deeply about community health, they may point you in the direction of franchises that offer healthy meals or fitness options. And there are franchises that focus on caring for seniors or children, as well as those that provide urgent medical care.

The couple says franchisees love knowing they're making a difference each day they come to work. Then, as they build wealth, they can find monetary ways to give, as well.

"Fifteen years ago, I was in the same place as many of the people I help today," Jack says. Now he's found his calling: connecting future business owners to opportunities where they can serve—and build their wealth while they do it.



PHOTOGRAPHY BY STEVE DEBENPORT/ISTOCK (VOLUNTEER)

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Home Care Assistance

ELEVATE IN-HOME CARE

For many franchises, a business focus naturally leads to a charitable mission. That's what happened with Home Care Assistance, a company that provides long-term care for the elderly. Almost 60 percent of their clients suffer from Alzheimer's or other forms of dementia.

As a result, Home Care Assistance partners with the Women's Alzheimer's Movement, a nonprofit founded by Maria Shriver, to increase awareness and research funding for Alzheimer's disease in women. For the past three years, Home Care Assistance has helped fundraise for

and participated in the organization's annual event, Move 4 Minds. In acknowledgement of the effects dementia has on families, Home Care Assistance sponsors Caregiver Recharge Grants to allow caregivers a weekend to relax.

"Serving the community is a huge part of our culture," says Barbara Schuh, vice president of franchise operations for Home Care Assistance. "When evaluating the performance of our franchise owners, one metric we look at closely is philanthropic involvement, and recognize our owners who are making a difference in their communities."

For instance, in Columbus, Ohio,

franchisee Lori Wengerd actively participates in the business community, including the Columbus Rotary. As a member of the board of directors for both the Upper Arlington Commission on Aging and for the Alzheimer's Women's Association to Reach and Engage, she brings her own specialized expertise to organizations that focus on aging. Her active engagement with these organizations has resulted in a closer, more supportive relationship between local government agencies and the senior population in her city.



The Waddell Family, Franchise Owners in Placer County, CA

Franchise Owners **Love** Home Care Assistance!



With high average **revenues** and the ability to do well by doing good, what's not to love?

No other franchise opportunity provides the personal and professional satisfaction that Home Care Assistance does for its franchise partners. We've been helping people from a variety of professional backgrounds become business owners for the past sixteen years and we now have over 165 locations worldwide!

- The average revenue for sites open at least 12 months is \$1.46 million!
- More than 70% of locations open at least 24 months are in our Million Dollar Club.
- Every Franchise Owner gets a dedicated coach and support team to help with all phases of their business, including lead generation!
- Home Care Assistance trains and supports you every step of the way, including a PROVEN 12 Month Marketing Plan to help jump-start your business growth.
- To be successful with our model you only need to add one new client a month on average!



"Joining the Home Care Assistance family was the best career decision I ever made."

– Carol White, Franchise Owner
Prescott, AZ



Top 50 Franchise
2018 Franchisee Satisfaction Awards
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Call 888-834-3844 or visit franchise.homecareassistance.com to learn more.
Join us in our mission to **Change the Way the World Ages.**

LET DOGS TAKE THE LEAD

Dogtopia does more than provide daycare, boarding, and spa services for pups around North America. Its nonprofit arm, the Dogtopia Foundation, provides a dog-focused direction for its charitable work. “We’re enabling dogs to positively change our world,” says Dogtopia Foundation manager Jeri Kendle.

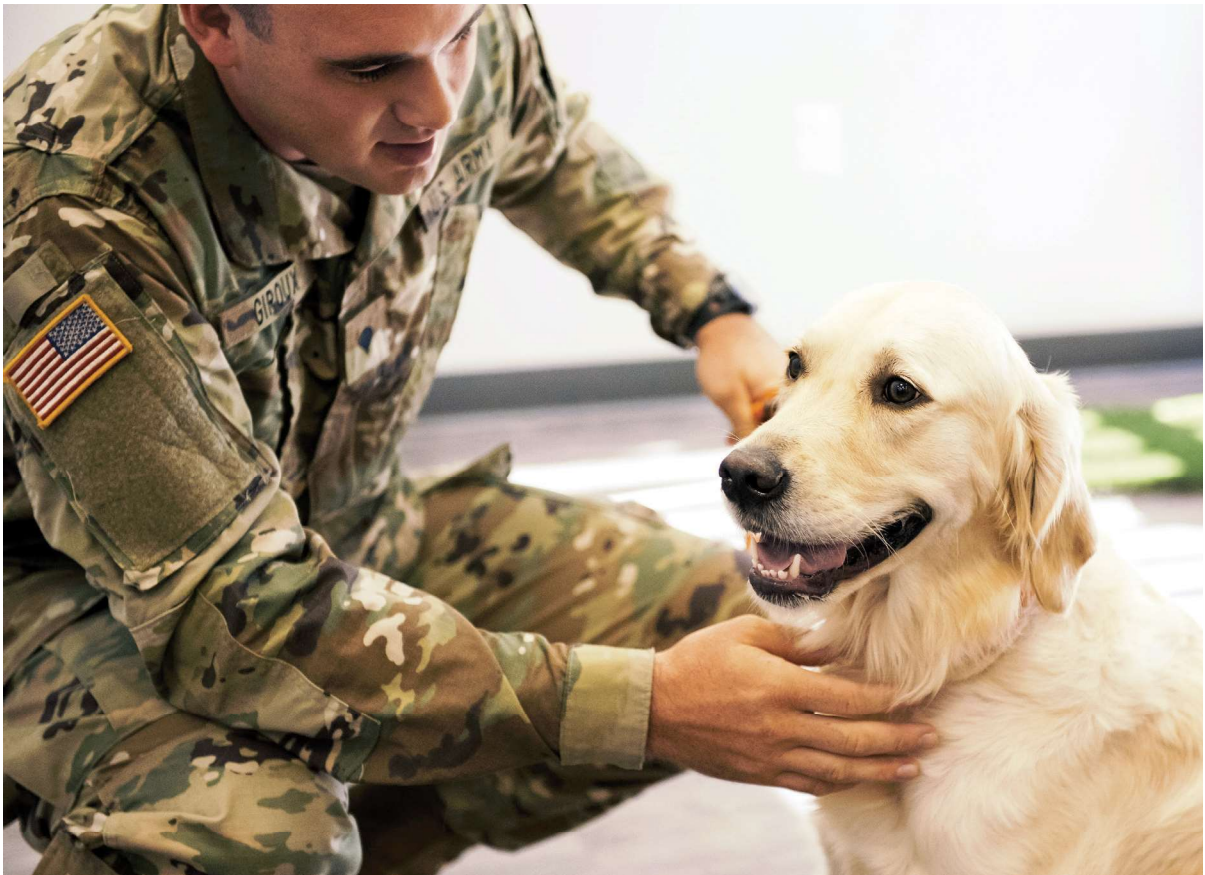
Recognizing the important role dogs can play in recovery for veterans with physical or psychological challenges, Dogtopia supports charities that cater to those needs. The goal is that each Dogtopia daycare center will financially support a service dog by the end of this year. California-based franchisee Janet Folk is leading the pack, having organized the inaugural Golden Paw Awards and Fundraiser, an event to fund the training of a service dog—in this case, a Goldendoodle named Quinn—for a first responder or

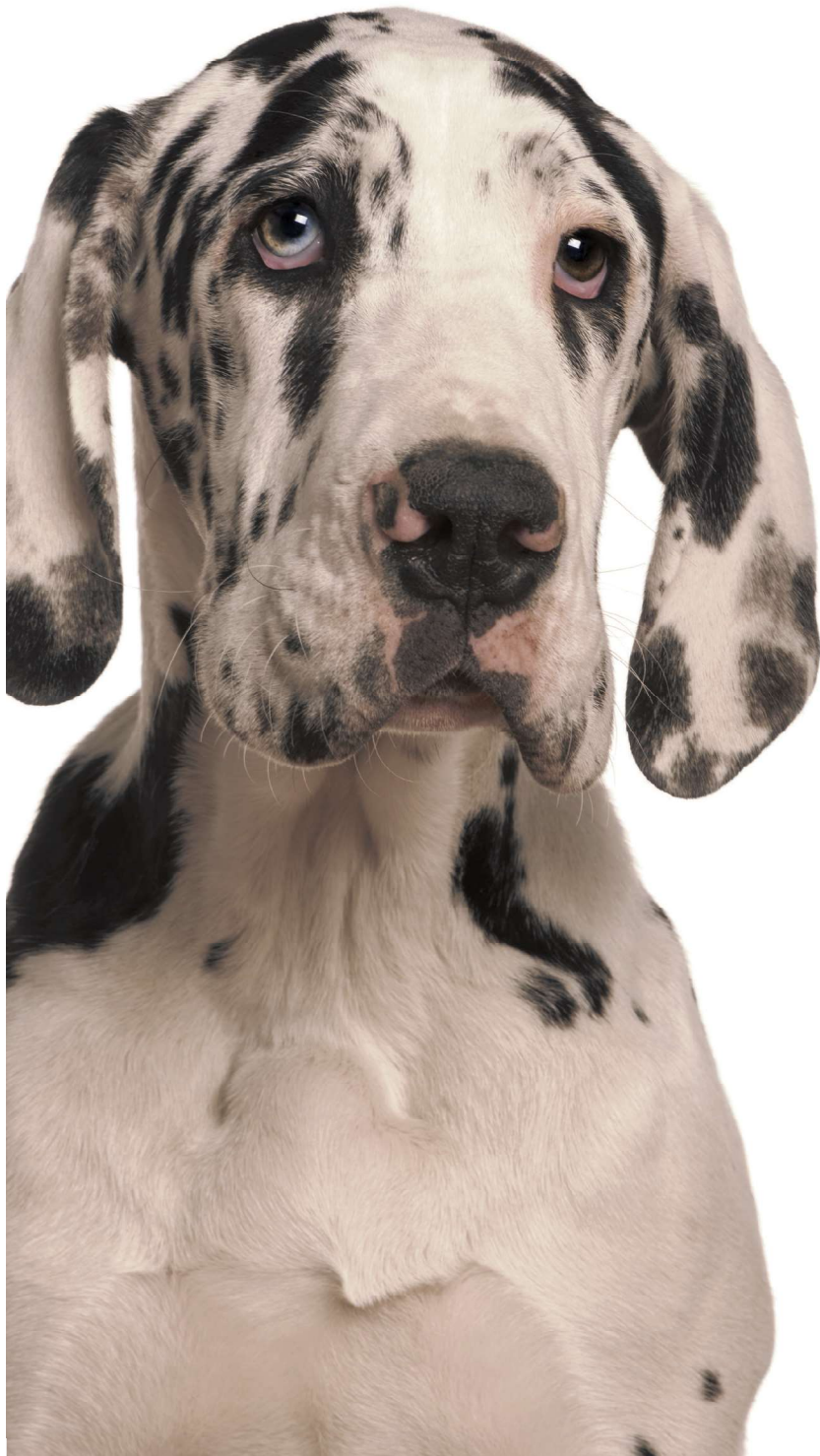
military service member with post-traumatic stress disorder.

While the focus for 2018 is supporting military veterans and service members, the Dogtopia Foundation also supports youth literacy programs and employment initiatives for adults with autism. In Chicago, Dogtopia partners with the nonprofit SitStayRead by pairing students in inner-city schools with canine reading buddies. In Baltimore, Maryland, Dogtopia of Canton will be piloting a program for integrating adults with autism into their workforce.

“Our hope is that by working with these organizations, we are contributing to those who can best be supported by a dog and helping these lovable pups reach their full potential,” says Kendle, adding that 100 percent of proceeds raised by the Dogtopia Foundation are given directly to the organizations it helps support.

Dogtopia focuses on canine-centric causes.





MEET THE NEW CASH COW

(Sans the whole cow thing.)

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I’m in this for the **business model**.”

MARK WAYNE

Multi-Unit Franchisee, Michigan



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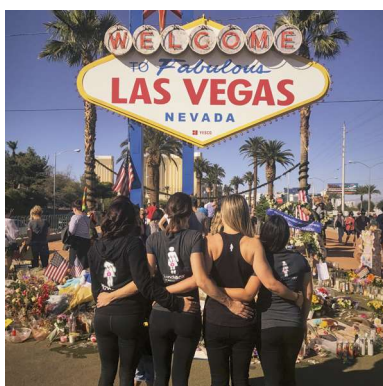
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After the Las Vegas shooting, LunchboxWax franchisees donated profits to support victims.

BE RECEPTIVE

For LunchboxWax, which provides body waxing services, giving back takes place both nationally and locally. At the national level, LunchboxWax directly supports nonprofit causes through its national fundraising program.

“Organizations are given a special code, and any time anyone uses it to book a service at our salon, we’ll donate 25 percent of that service revenue back to the organization,” says Jamie Dillon, LunchboxWax’s vice president of marketing and media.

Teresa Hatter, a franchisee based in Utah, says customers also influence their charitable focus.

“We’ve chosen charities that help support and protect victims of domestic violence, because we’ve had guests share with us that they are in abusive relationships,” Hatter

says. Because Hatter’s husband is a leukemia survivor, her franchise has also supported the Leukemia and Lymphoma Society.

After last year’s mass shooting in Las Vegas, Evie Kuehn, one of Hatter’s waxologists, called Hatter wanting to do something for the survivors. Hatter reached out to LunchboxWax headquarters and within hours had devised a plan to donate profits to a victims’ recovery fund. Many waxologists also donated their day’s pay and tips. Through LunchboxWax, Kuehn’s idea had an effect on the world and her employer.

“I still tear up thinking of Evie and her generous heart and the impact it made for people she doesn’t know,” Hatter says.

LunchboxWax: A MODERN-DAY CULTURE CLUB

**FOUNDER & CEO DEBI LANE
TALKS ABOUT THE VIBE
BEHIND THE BODY-WAXING
BRAND, THE EXPLOSIVE
GROWTH AND THE KINDS
OF PEOPLE CHOSEN
TO JOIN THE CULTURE-
DRIVEN FRANCHISE.**

**When LunchboxWax
CEO Debi Lane selects
new franchisees for
the chic-and-cheeky
body-waxing concept
she launched in 2010
and franchised in 2013,
there's a question
she asks herself each
time: Could I spend a
fulfilling and enjoyable
week on a sailboat
with this person?**

Of course it's not the only requirement, she admits, but it speaks volumes to the company's culture and the people who create it.

"We're redefining what success means in business by placing priority on fostering each person's EQ, or emotional intelligence, as well as their ability to run and grow a business," Lane said. "We are a culture of heart-driven, headstrong people who are as equally interested in taking care of themselves as we are contributing to a greater whole."

The thought behind the sailboat theory, she said, is that people can come together to achieve a goal (or reach a destination), but if the focus isn't on collaboration and purpose, it's not success at all.

You have to wonder, does this progressive, good-hearted approach work?

During the first year of franchising, six salons opened nationwide to welcome women and men who are mindful about people and places they choose for personal services. Since then, the company has near-doubled in size each year and earned a ranking in Entrepreneur Magazine's 2017 top 100 new franchises.

Ed Sheridan, who operates LunchboxWax salons in the Northeast with his son Patrick, says the attention to detail and commitment to culture is central to the growth.

**"Walk into any
LunchboxWax, and the
competence, and kindness
is palpable," said Sheridan.
"The energy resonates
and tells this great story.
It's natural to want
to be a part of it."**

As 2018 gets underway, Lane continues to grow this modern-day culture club by awarding franchises to a diverse mix of curious, driven professionals — people who want the independence afforded by business ownership and the support of a dedicated team in an industry poised for growth (no pun intended).

She says, "Behind our expertly trained waxologists, thoughtfully designed salons and specially formulated products is a knowledgeable, energetic team that guides each LunchboxWax franchisee every step of the way."

**Learn more about becoming
a LunchboxWax franchisee at
lunchboxfranchise.com.**



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Personal growth.
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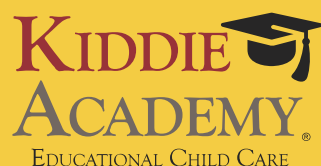


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*As reported by 120 mature academies in item 19 of the current Kiddie Academy Domestic Franchising FDD. This advertisement is not an offering. An offering can only be made by a prospectus first filed according to state law and which complies with the FTC rule.



INVEST IN THE NEXT GENERATION

For Kiddie Academy, a franchise focused on child development and early education, “Community Begins Here” is both a central business rule and a lesson for children.

On the business side, supporting local causes is part of the company culture.

“We are fortunate to have grown to over 200 academies nationwide, and our company remains committed to building and strengthening the communities in which we live and work,” says Kiddie Academy president Greg Helwig. “To that end, we often partner with our franchise owners on charitable programs such as hurricane relief, book drives, and other fundraising events to support their efforts on the local level.”

Just as important, Kiddie Academy can teach the lessons of caring to a new generation. Florida-based franchise owners Hilda and Ted Cockram are a great example. “In December 2017, our academy staff was teaching our students the value of generosity,” Hilda says. “We hosted a holiday toy drive for families in need. Our students sponsored five families from local schools, collecting and donating

items for each family member.”

The Cockrams’ efforts have also included collecting school supplies for a local elementary school and a food drive for the local animal adoption shelter. “We are very deliberate in selecting organizations with a close connection to communities where our families live, work, and play,” Hilda says. “In each case, we ensure the charities we select are organizations our children can relate to, with the hope we’re planting seeds to create future philanthropists.”



Kiddie Academy has more than 200 locations across the country.

PUT YOUR MONEY WHERE YOUR HEART IS

One benefit of joining a strong franchise is the financial freedom to support important causes. Franchisees for SealMaster, a company that manufactures and distributes pavement maintenance materials and equipment, exercise that freedom generously.

"We have a great group of compassionate business owners in our SealMaster franchisees," says communications director Debbie Petok Hufford. "They're passionate about giving back to their local communities in time, treasure, and talent."

Among SealMaster franchisees, philanthropic focuses include youth development, school scholarships, the arts, and resources for local first responders.

"Collectively, SealMaster franchisees support hundreds of causes and efforts that run the gamut," says Petok Hufford.



SealMaster franchisee Bob Krebs treated youth in a mentoring program to a day of professional National Hot Rod Association racing at Zmax Dragway.

"They're community leaders and recognized as such."

Two examples show the wide-ranging impact franchisees can have. Jay Pakalski is the owner of SealMaster/Minneapolis and SealMaster/Milwaukee, which serve all of Minnesota and Wisconsin. The Open Door, a local charity that aims to end hunger by providing nutritious meals and community resources to those in need, is among the organizations he supports.

SealMaster/Hawaii and SealMaster/Utah owner Lyle Moody and his team members take a different approach. Among other causes, he supports the Cystic Fibrosis Foundation, a national nonprofit that researches the rare genetic disease. Although Pakalski and Moody have chosen different ways to do good, they both appreciate the ability to give back and are passionate about sharing their success in order to help others.

Bold Ambition?

Business Opportunity



"The SealMaster franchise is not only a nice income generator, it's a great capital asset and wealth builder. It has allowed me a lifestyle beyond my hopes and dreams."
Bob Krebs -SealMaster Franchise Owner



"The ability to create wealth for yourself within SealMaster is staggering"
Darrel Stein -SealMaster Franchise Owner



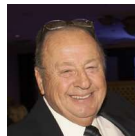
"I couldn't be more excited for my career and my family's future."
Chad Saylor -SealMaster Franchise Owner



"We just keep growing and growing and to me, the market is limitless."
Jake Bernath -SealMaster Franchise Owner



"With my SealMaster franchise, my net worth and income have grown heartily and consistently."
Mike Bashir -SealMaster Franchise Owner



"It was the best business decision I ever made."
Dave Musgrove -SealMaster Franchise Owner

\$6.5 Million Average Gross Sales

*SealMaster manufacturing territories in FY 2017**

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Learn more at sealmaster.net/franchise-opportunities or call (800) 341-7325

*More detail is provided in the Franchise Disclosure Document. Offer made by prospectus only.





BUILD CONFIDENCE IN MATH

"The bedrock of every community is the education of the next generation," says Larry Martinek, co-founder and chief instructional officer of Mathnasium, a franchise

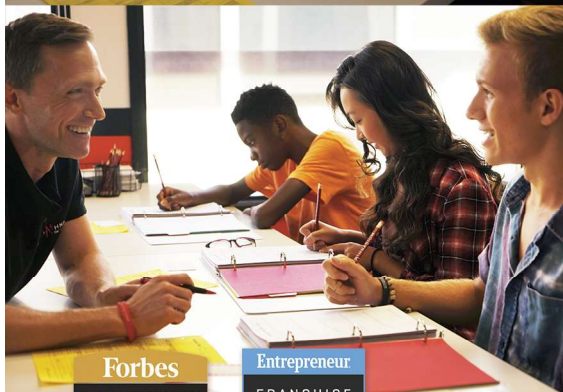
that has provided mathematics instruction to school-age children for more than 15 years.

While many Mathnasium franchise owners are former teachers, successful owners come from a wide variety of backgrounds and offer different skill sets. Their common denominator is a desire to

help students succeed. "We're looking for people who want to give back to the communities that gave to them," Martinek says.

But the benefit to society is more than just better math scores. Kids who once feared numbers develop a new love for learning and what Martinek calls "academic tenacity." Through Mathnasium's program, children can become more academically confident. As a result, their achievements in math can spread to other subjects and make them more proficient learners overall.

"Our biggest source of joy—more than a paycheck—is feedback from parents and kids," says Martinek. "We have people who make plenty [of money], but we want that soul-satisfying element: a way to give back."



OWN A BUSINESS. MAKE A DIFFERENCE.

A MATHNASIUM FRANCHISE IS THE RIGHT CHOICE

The Mathnasium Method™ Transforms Lives

For more than a decade, the Mathnasium Method™ has transformed the way kids understand and appreciate math. A personalized learning method that delivers proven results, giving kids the confidence to take on math...and take on the world.

A Rewarding Franchise Experience

- Affordable start-up costs
- Over 900 franchise units worldwide
- One of the fastest growing franchises in the USA
- 5,000,000 math sessions taught to date
- Extensive training and dedicated start-up support

Forbes
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#4

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