



Call to Action
PHILANTHROPIES

2024

ANNUAL REPORT



FUNDING OUR MISSION

FJ Management, Inc. is a Utah-based private holding company that manages a diverse portfolio of petroleum, healthcare, and hospitality-related assets under the guiding principles of Integrity, Excellence, and Mutual Respect. The company ranks among the largest privately held companies in the United States with over 15,000 employees across 21 states.

FJ Management and its subsidiary companies fund the mission of Call to Action Philanthropies. Since 2007, the foundations have invested more than \$100 million to improve the lives of working families throughout the West and Midwest.



OUR COMMITMENT TO GIVING BACK

As CEO of Maverik and FJ Management, I'm honored to lead companies built on the values of excellence, integrity, and respect. Our motto—treating others better than expected—guides how we support employees, customers, and communities. I'm proud of our foundations' investments, collectively known as Call to Action Philanthropies, that create safe, stable spaces and conditions for families and children to thrive. We're proud to lend a hand in the communities we call home.

In 2024, we made great strides in expanding our community impact, and prioritizing stronger nonprofit partnerships. We invested over \$38 million in affordable housing, ensuring safe homes for working families and vulnerable seniors. We launched a full-ride scholarship program that today serves students in Arizona, Colorado, Idaho, Iowa, Nevada, and Utah. We also contributed over \$1 million to Feeding America to fight food insecurity across our corporate footprint.

Our philanthropic work continues to be one of my greatest joy and proudest achievements. I'm deeply grateful to our nonprofit partners for their tireless work and look forward to another year of living our values, building impactful partnerships, and giving back.

With gratitude,



Crystal Maggelet, Founder
Call to Action Philanthropies



"Philanthropy remains one of my greatest joys. I'm deeply grateful to our nonprofit partners for their tireless work and look forward to another year of living our values, building impactful partnerships, and giving back."

— Crystal Maggelet, Founder
Call to Action Philanthropies



A YEAR OF GRATITUDE

As we look back on 2024, we are filled with immense gratitude for the incredible work of our nonprofit partners. Throughout the year, these organizations made an undeniable impact, from providing trauma-informed mental health care to young children to addressing food security for families struggling to make ends meet. As a funder, we feel truly privileged to support nonprofit organizations and the staff who work diligently each day for the greater good.

At Call to Action Philanthropies, we focused our grantmaking efforts on areas where we believe we can make a lasting difference: early childhood education and mental health care. Early, preventive interventions mitigate the impact of trauma and alter the long-term impacts of intergenerational poverty. We're proud of our partners, who engage in life-changing work every day, regardless of the obstacles placed in front of them.

Our extensive investments in affordable housing and food security seek to address well-identified community needs where we live and work. Together with nonprofit organizations on the front lines, we are making an impact, investing heavily in building affordable housing across the West and Midwest while providing significant funding to Feeding America and its national network of local food banks. In addition, our scholarship program provides unparalleled financial and mentor support for students in need.

The year ahead poses significant challenges to an unsettled nonprofit sector; however, we remain resolute and committed to supporting their important work. We look forward to listening intently to our partners' needs and concerns, developing innovative solutions, and working together to strengthen our communities with love, generosity, and empathy.

Warm wishes,



Kathleen Pitcher Tobey, Executive Director
Call to Action Philanthropies



"As a funder, we feel truly privileged to support nonprofit organizations and the staff who work diligently each day for the greater good."

— Kathleen Pitcher Tobey, Executive Director
Call to Action Philanthropies





Call to Action Philanthropies includes the Call Foundation (private) and Call to Action Foundation (private operating), and works to strengthen children and families through investments in early childhood, affordable housing, scholarships and food security across the West and Midwest.



The Call to Action Foundation works to preserve and expand access to affordable housing for working families and seniors in the West and Midwest. The Foundation also operates a need-based scholarship program. In just two years, the Foundation invested over \$80 million in support of this critical mission.

\$80M+

invested in affordable
housing and scholarships

Call Foundation

The Call Foundation, the grantmaking arm of Call to Action Philanthropies, strengthens children and families by investing in early childhood education, early childhood and family mental health, and food security. It also supports key community initiatives identified by FJM's subsidiaries.

\$20M+

invested to strengthen
children and families

AFFORDABLE HOUSING FOR FAMILIES AND SENIORS

In 2022, the Call to Action Foundation, a private operating foundation, was established to preserve and expand access to affordable housing for working families and seniors in the West and Midwest.

Our mission is to develop and maintain high-quality, affordable housing in the communities where we live and work. We are committed to providing safe, welcoming homes that foster stability and growth.

Our vision is to create vibrant, supportive communities where families can thrive, build strong connections, and enjoy a better quality of life.



"As a director of housing, I've witnessed the profound impact of providing affordable housing for working families and vulnerable seniors. Safe, stable housing is the foundation for building a better future, and it empowers families to thrive while offering seniors the security they deserve."

— Drew Maggelet, Director of Housing
Call to Action Foundation



OUR HOUSING INVESTMENTS

Since the inception of Call to Action Foundation in 2022, we have invested over \$80 million to help secure and preserve affordable housing across the West and Mid West.

We currently operate nine affordable properties across three states with many more projects in development.

CURRENT PROJECTS

Bettendorf, IA	Magna, UT
Davenport, IA	Muscatine, IA
Draper, UT	North Liberty, IA
Fox Lake, IL	Orland Park, IL
Glenview, IL	Park City, UT
Gurnee, IL	Sparks, NV
Lehi, UT	West Des Moines, IA

UPCOMING PROJECTS

Reno, NV
Salt Lake City, UT

KEY PARTNERS

In collaboration with key community partners, we unite efforts to foster stronger, more resilient communities.



IVORY INNOVATIONS



WELLS
FARGO



In 2024, we invested

\$38M+

to secure and preserve
affordable housing for
working families and
seniors



OUR SCHOLARSHIP PROGRAM

The Call to Action Scholarship Program offers eligible students unparalleled assistance so they can achieve their academic goals. The need-based scholarship funds the full cost of attendance for four years (\$25,000 maximum annually) at non-profit, regionally accredited public universities and colleges in Arizona, Colorado, Idaho, Iowa, Nevada, and Utah.

In addition to financial aid, our Scholars receive access to mentorship, academic counseling, leadership development, and personal and professional support. Since 2007, we have awarded over \$7 million in scholarships to students in need.



Call to Action 2024 scholarship recipients (Utah and Idaho)

2024
IN REVIEW



\$800K+

awarded to
students in need.



77

scholarship recipients



first-generation students

“

"As a scholarship advisor, I've seen firsthand the incredible impact these scholarships have on our students. For many, receiving a scholarship isn't just financial support—it's a lifeline that makes higher education possible. The scholarships provide more than just tuition assistance; it inspires confidence, fosters ambition, and creates a pathway for success that ripples through our communities."

— Darcy Gregg, Scholarship Advisor
Call to Action Foundation



SCHOLARSHIP RECIPIENTS

In 2024, we awarded more than \$800,000 in scholarships to support students on their higher education journeys. We currently have over 77 active scholarship recipients attending public schools across several states. Our scholarship recipients represent a diverse group of outstanding students working hard to reach their academic goals. Please meet a few of our 2024 CTA scholarship recipients.



“

This scholarship reminds me that my efforts are recognized and motivates me to keep striving for success, knowing others believe in my potential.

- EVAN HERNANDEZ
COLORADO STATE UNIVERSITY PUEBLO



“

"This scholarship is an opportunity to improve my way of life, my daily routine, my academics, and my community."

- SAMANTHA HOWARD
UTAH TECH UNIVERSITY



“

"With this scholarship I am able to explore uncharted territory as a First-Generation college student and strive towards my goals."

- JESSICA LOYA
UNIVERSITY OF UTAH



“

I wouldn't be where I am today without this scholarship. I'm incredibly grateful for both the financial support and the mentoring I have received."

- CADEN SHEERWOOD
HAWKEYE COMMUNITY COLLEGE

ENDING LOCAL HUNGER

Since 2021, the Call Foundation, in partnership with FJ Management's subsidiary Maverik, has helped provide over 34 million meals* to Feeding America® as part of the movement to end hunger.

Building on this ongoing commitment, in 2024 we were proud to announce a \$1 million donation to further support this critical mission. This contribution supported local partner food banks across Maverik's 20-state operating region, offering crucial assistance to individuals and families experiencing food insecurity.

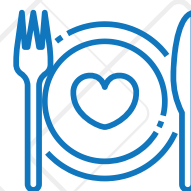
*\$1 helps provide at least ten meals secured by Feeding America® on behalf of local partner food banks.



IN 2024, WE



DONATED \$1M+



EQUIVALENT TO
10M+ MEALS



ACROSS 38
FOOD BANKS



"As a foundation committed to making a difference, we recognize the staggering reality that more than 47 million people, including nearly 14 million children, face hunger in the United States. Hunger impacts every community and every demographic. By supporting Feeding America, we are taking a stand to ensure that every individual, especially our children, has access to the nourishment they need to thrive."

— Whitney Call, Chair
Call to Action Philanthropies





FOOD RESCUE DONATION PROGRAM

Access to nutritious food is essential for everyone to thrive. Yet, in 2023, more than 47 million people—one in seven individuals in the U.S.—experienced food insecurity. To help combat this, Maverik has partnered with Feeding America, the nation's largest hunger-relief organization, to rescue surplus food from its stores and distribute it to local food banks.

Following Maverik's 2023 acquisition of Kum & Go, their combined food rescue donation program now spans nearly 450 stores across 15 states, supporting local food banks and continuing to grow. Since 2021, the food rescue program has donated over 3.6 million pounds of surplus food, resulting in more than 3 million meals.*

As a subsidiary of FJM, Maverik supports the mission of Call to Action Philanthropies.

*1.2 pounds is the equivalent to one meal according to the USDA.



Crystal Maggelet, CEO of Maverik and team members present Feeding America with a \$1 million check during a store event in Colorado.



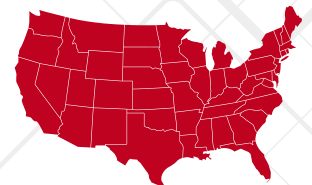
**IN 2024,
MAVERIK**



**DONATED
1.3M+ LBS OF FOOD**



**EQUIVALENT TO
1.1M+ MEALS**



**ACROSS
15 STATES**

EARLY CHILDHOOD INVESTMENTS

The Call Foundation's Early Childhood Education and Early Childhood & Family Mental Health Grant Program supports organizations and initiatives that assist children (ages zero through eight-years-old), parents, caregivers, and teachers. The foundation seeks to ensure all children and families in Utah and our region have equal access to high-quality early childhood education and mental health services.

A child's early experiences have lifelong physical, social, and emotional impacts. While positive experiences position a young child for a stronger life, traumatic experiences during those early years may result in long-lasting, negative consequences. This early phase of life is critical for positive brain development and building a solid foundation for a healthy and successful life.

In 2024, the Call Foundation awarded grants to nine Utah organizations dedicated to early childhood education and early childhood & family mental health.

IN 2024, WE



AWARDED OVER
\$900K IN GRANTS



ACROSS 9 NON
PROFIT PARTNERS



FOR EARLY
CHILDHOOD PROGRAMS



"Our nonprofit partners are at the forefront, working every day to create lasting impact in our communities. We are proud to offer the resources and support they need to help children and families thrive. Together, we work to ensure every child receives the care and education they deserve, fostering brighter futures for all."

— Michaela Pratt, Director of Partnerships & Communications
Call to Action Philanthropies

EDUCATION



Utah's Promise and South Salt Lake's Baby & You program.



Friends of the Children Utah's Strengthening Families initiative.

FAMILY SUPPORT

MENTAL HEALTH



The Children's Center Utah's Therapeutic Preschool Program.



EARLY CHILDHOOD PARTNERS IN ACTION

We recognize that a child's early experiences shape their lifelong physical, social, and emotional well-being. That's why we proudly support the organizations listed below, committed to expanding access to early childhood education, family resources, and mental health services for families across Utah.



The 1999 Collective, named after the Foster Care Independence Act of 1999, supports young adults with foster care experience in areas like employment, education, housing, and mental health. Co-led by foster care alumni, it builds trust and innovative solutions to improve outcomes for systems-impacted youth. Our grant supports research and program development for parenting foster care alumni, aiming to strengthen families, promote success, and break the multi-generational cycle of foster care.



The Children's Service Society of Utah empowers parents and caregivers through services that promote children's safety and well-being. Our grant supports their home visitation program, which offers in-home early childhood education and family support to low-income, at-risk families with children ages 0-5 in Salt Lake and Tooele counties. Using the evidence-based Parents as Teachers model, the program fosters school readiness, early health, safety, and economic mobility.



The Davis Education Foundation, a nonprofit fundraising arm of Davis School District, removes learning barriers and connects the community through education. Our grant supports the expansion of the district's Head Start program, focusing on language and literacy development to help children succeed in school across key domains: learning approaches, social-emotional growth, language, cognition, and physical development.



Friends-Utah impacts generational change – breaking cycles of trauma and poverty – by empowering youth facing the greatest obstacles through relationships with professional mentors for 12+ years. They work with community partners to identify and enroll the community's highest-priority children facing the greatest systemic barriers to success, including historical marginalization and racism. The grant to Friends of the Children supports their program staff and evidence-based curriculum and evaluation.

Prevent Child Abuse Utah (PCAU), the state's only nonprofit focused solely on preventing child abuse and neglect, has served families for over 40 years. Their education team teaches K-12 students to recognize and report abuse, and they are leaders in home visiting. Our grant supports expanding their Home Visitation program to four new counties—Salt Lake, Tooele, Iron, and Washington—following a \$15.2M state contract awarded in 2024.



The Children's Center Utah offers comprehensive mental health services to enhance the emotional well-being of children and their families. Many of the children in their Therapeutic Preschool Program come from vulnerable or marginalized backgrounds and have experienced abuse, neglect, or other forms of complex trauma. Our grant to The Children's Center Utah supports their vital work in delivering evidence-based, trauma-informed mental health services to children ages two through five who have been diagnosed with anxiety, depression, trauma, or stress-related disorders.



The White Mesa community, part of the Ute Mountain Ute tribe, faces a critical need for culturally relevant parenting support. Many families have limited exposure to traditional parenting practices due to historical boarding school experiences. Our grant to Utah State University will directly support the White Mesa Project in addressing disparities and build resilience by offering culturally meaningful, community-led home visits and caregiver support to young children in this isolated rural community.



Utah's Promise supports the work of Promise Partnership Utah and 211 Utah to help all kids and families thrive. Our grant funds programming for expecting and new parents, focusing on early childhood development and parent education. Through the Baby and You program, they provide education, resources, and support for parents of children ages 0-3, fostering community and belonging.



YWCA Utah supports marginalized individuals through services, education, and advocacy. With many domestic violence survivors bringing children, YWCA provides afterschool care, teen programs, childcare, and early education through the Lolie Eccles Center. Our grant supports trauma-informed teacher training and expanded early education access.



2024 GRANTEES

The following highlights our Call Foundation 2024 grantees, including a combination of mission-focused organizations, subsidiary giving, and employee giving programs.

1999 Collective	Prevent Child Abuse - Utah
American Cancer Society	Salt Lake Community College Foundation
American Red Cross	Sandal Blue Foundation
Bountiful aFood Pantry	Second Harvest Northern Lakes Food Bank
Bridgerland Technical College	Snow College Foundation
Children's Service Society	Southern Utah University
City of North Salt Lake	The Best Seat in The House
Community Action Services and Food Bank	The Candy Bomber Foundation
Crohn's & Colitis Foundation	The Children's Center Utah
Crossroads Urban Center	The International Rescue Committee of Salt Lake City
Davis Education Foundation	The Salt Lake Tribune
Davis Technical College Foundation	The Janet Quinney Lawson Institute for Land, Water, and Air
Early Light Academy Peak	Tri-Lakes Cares
Engineers Without Borders USA	Uintah Basin Technical College Foundation
English Skills Learning Center	United Way of Central Iowa
Feeding America	University of Utah
Friends of the Children - Utah	Utah Clean Air Partnership Inc. (UCAIR)
Greater Des Moines Habitat for Humanity	Utah Community Action Program
Habitat For Humanity Salt Lake Valley	Utah Food Bank
Heal And Be Healthy Nonprofit	Utah Office of Energy Development
Helper City	Utah State University
Holy Cross Ministries	Utah Valley Preservation Alliance
Hope For the Warriors	Utah Valley University Foundation
Miracle of Agriculture Foundation	Utah's Promise
Mt. Carmel Veterans Service Center	Weber State University
Ogden Rescue Mission	Westminster College
Ogden - Weber Technical College Foundation	YWCA Utah

GIVING TIME AND RESOURCES

FJ Management and its subsidiaries are deeply committed to giving back to the community. Together, they support nonprofit partners by organizing multiple volunteer days throughout the year. In 2024, team members from FJ Management and its subsidiaries devoted several days to volunteering, making a meaningful impact alongside these valued partners.



"While financial contributions are vital, a company's time and active involvement in the community are just as important. Volunteering allows us to build deeper connections, understand the needs of those we serve, and make a lasting, personal impact on the communities that support us."

— Crystal Maggelet, CEO
FJ Management, Inc



BOARD OF DIRECTORS

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Drew Maggelet, Vice Chair

Monet Maggelet, Secretary

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