



AdvoCare Corporate Responsibility

AdvoCare Gives Back

Being a champion isn't just about being your very best, it is also about helping others. AdvoCare champions its mission to be community advocates who care. Staying active with the commitment to give back is a cornerstone of the AdvoCare culture. From financial contributions to volunteer work, AdvoCare strives to build champions in all ways possible.

2013 Charitable Efforts

In celebration of its 20th anniversary year in 2013, AdvoCare donated \$20,000 to 21 food banks across the nation, resulting in a \$420,000 total donation. AdvoCare also donated \$10,000 to 20 women's shelters nationwide in fall 2013, helping Distributors get involved with philanthropic initiatives in their communities. During its annual Success School in August 2013, the company gave more than 71,000 diapers and \$20,000 to Captain Hope's Kids, an organization dedicated to meeting the needs of homeless children.

Ending charitable efforts in 2013, a \$35,000 contribution was made to the Childress Institute for Pediatric Trauma based on the performance of NASCAR Nationwide Series Champion Austin Dillon, driver of the No. 3 AdvoCare Chevrolet in 2013. AdvoCare pledged \$5,000 for every win, \$2,000 for every top five finish and \$1,000 for every top 10 finish Dillon had throughout the 2013 Nationwide Series.

During Breast Cancer Awareness Month in October 2013, AdvoCare donated \$1 for every canister of Pink Lemonade AdvoCare Spark® sold to support the mission of NBCF, which resulted in a donation of more than \$28,000.

Giving Back in 2014

AdvoCare is continuing its efforts in support of food banks nationwide in 2014 with ten, \$10,000 donations to kick off the year.

The Brees Dream Foundation



In March 2010 AdvoCare announced New Orleans Quarterback Drew Brees as the first-ever AdvoCare National Spokesperson. To help make a difference, AdvoCare has continued to ally with his foundation—The Brees Dream Foundation.

The Brees Dream foundation was founded in 2003 by the New Orleans Quarterback and his wife Brittany to provide care, education and opportunities for children whom are facing difficult times. Since 2003, the Brees Dream Foundation has pledged and/or contributed more than \$7,000,000 for charitable causes and academic organizations in New Orleans, San Diego, and West Lafayette, Indiana (Purdue communities).



AdvoCare returned as the presenting sponsor for the Brees Dream Foundation's Amazing Race for the fourth consecutive year in 2013.

Rocketown



Singer and song writer Michael W. Smith founded Rocketown in 1994 to give teens a positive substitute to the many negative pressures they face. These programs follow a faith-based model and work on the A, B, C and Ds: Attraction, Building Relationships, Connection, and Discovering Purpose.

For more information on corporate responsibility, please contact AdvoCare.