Casey's Proudly Stands with Military Servicemembers, Invites Guests to Round-up in Support of America's Heroes and Their Families

November 5, 2025

Alongside PepsiCo, Casey's aims to raise $1.3 million for two nonprofits supporting the military community – Hope For The Warriors (HOPE) and Children of Fallen Patriots Foundation.

ANKENY, Iowa--(BUSINESS WIRE)--Nov. 5, 2025-- Casey's is proud to salute U.S. military servicemembers past and present through its annual round-up campaign benefiting Hope For The Warriors (HOPE) and Children of Fallen Patriots Foundation.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20251105172896/en/

Through the generosity of its guests, team members, and partners, Casey's was able to contribute $1.2 million to Hope For The Warriors (HOPE) and Children of Fallen Patriots Foundation in 2024.

Through December 2, guests at 2,900 stores across Casey's Country are invited to round-up at the register, and donate at checkout in the Casey's app, with the goal of raising $1.3 million for our nation's heroes, supported by a one-time $25,000 contribution from campaign partner PepsiCo.

"It's humbling each year to see the tremendous support from our guests, team members and partners for the brave men and women who serve our country," said Darren Rebelez, president and CEO of Casey's, and a veteran of the United States Army. "This campaign is near and dear to me – and to the many Casey's team members who have served. On behalf of our team, we thank our veterans, those serving today, and the families and communities who stand beside our heroes."

Casey's is deeply committed to supporting the military community and has a longstanding partnership with HOPE and Children of Fallen Patriots Foundation, raising more than $11 million collectively for the organizations since 2012. Last year, Casey's was able to contribute $1.2 million.

"PepsiCo is honored to once again stand alongside Casey's in support of the heroes and their families who live and serve right here in our communities," said John Short, President, Central Division, PepsiCo Beverages U.S. "Across Casey's Country, our local teams see firsthand the impact that Hope For The Warriors and Children of Fallen Patriots Foundation make for military families and veterans. We're inspired by all the people who come together to give back at the register, and are proud to play a part in this commitment to those who've sacrificed so much for our country."

HOPE is a national nonprofit dedicated to helping military veterans, active-duty service members, caregivers and families of the fallen find stability and support as they recover or transition to civilian life. Through nearly 20 years of service, HOPE delivers critical needs assistance, clinical support and community connection programs that foster resilience and holistic wellness for the military community.

"We're so grateful for Casey's continued partnership and the many years they've stood beside veterans, service members, and their families," said Robin Kelleher, CEO and co-founder of Hope For The Warriors. "Casey's isn't just raising funds – they're raising awareness and turning small acts of generosity into big moments of hope for our military community."

Children of Fallen Patriots Foundation is a nonprofit organization that provides college and trade school scholarships, educational assistance and career support to military children who have lost a parent in the line of duty. The foundation is dedicated to serving families from all branches of the armed forces who have experienced loss due to combat, training accidents, service-related illnesses, suicide or other duty-related deaths.

"Casey's unwavering dedication over the years has helped raise more than $2.9 million for Fallen Patriots, creating brighter futures for the children of our nation's fallen heroes," said David Kim, co-founder and CEO of Children of Fallen Patriots Foundation. "Thanks to this incredible generosity, we've been able to provide over 466 years of education to Gold Star scholars. While the need remains great—with more than $150 million required over the next four years—we remain hopeful and determined. As more children of the fallen begin their college journeys, Fallen Patriots is honored to help close the financial gap left by limited government aid. We're deeply grateful to the entire Casey's team for their continued partnership and proud to cheer them on as they push toward another record-breaking year in support of our fallen heroes' children."

As a small thank you for their tremendous sacrifices, all military servicemembers can enjoy a complimentary coffee or fountain drink at any Casey's location and free car wash where available on Veterans Day. Casey's is proud to offer coffee and fountain drinks at no cost to military personnel and on-duty, uniformed first responders – including law enforcement, fire and EMS – year-round.

Through the generosity of its guests, team members, and partners, Casey's donated $6.6 million toward core needs in its communities in fiscal year 2025. To learn more about Casey's community impact, visit caseys.com/community/our-impact.

In-store round up campaigns are powered by Round It Up America®

About Casey's

Casey's is a Fortune 500 company (Nasdaq: CASY) operating approximately 2,900 convenience stores. Founded more than 50 years ago, the company has grown to become the third-largest convenience store retailer and the fifth-largest pizza chain in the United States. Casey's provides freshly prepared foods, quality fuel and friendly service at its locations. Guests can enjoy pizza, donuts, other assorted bakery items, and a wide selection of beverages and snacks. Learn more and order online at www.caseys.com, or in the mobile app.

About PepsiCo

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated nearly $92 billion in net revenue in 2024, driven by a complementary drinks and convenient foods portfolio that includes Lay's, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker and SodaStream. PepsiCo's product portfolio includes a wide range of enjoyable foods and drinks, including many iconic brands that generate more than $1 billion each in estimated annual retail sales.

Guiding PepsiCo is our vision to Be the Global Leader in Drinks and Convenient Foods by Winning with pep+ (PepsiCo Positive). pep+ is our strategic end-to-end transformation that places sustainability at the center of our business strategy, seeking to drive growth and build a stronger, more resilient future for PepsiCo and the communities where we operate. For more information, visit **www.pepsico.com**, and follow on X (Twitter), Instagram, Facebook, and LinkedIn @PepsiCo.

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Source: Casey's General Stores