



**VET★FRAN®**

A STRATEGIC INITIATIVE OF THE  
INTERNATIONAL FRANCHISE ASSOCIATION

★ SINCE 1991 ★



**IFA FOUNDATION**

INTERNATIONAL FRANCHISE ASSOCIATION EDUCATION. RESEARCH. IMPACT.

[www.vetfran.com](http://www.vetfran.com)

# VetFran: A Force Multiplier for Veteran Entrepreneurship and Job Creation

Since 1991, the franchise sector has been a leader in attracting veterans and making substantial financial commitments to them through the VetFran Program of the International Franchise Association Foundation. Comprising over 600 companies that both offer discounts to veterans on the purchase of a franchise and meet meaningful quality criteria, the program has created opportunities, facilitated access and educated veterans about franchising around the nation. In 2018 and beyond, VetFran aims to leverage national partnerships and veteran franchisees to reach veterans in all 50 states.

## Franchising Needs Veterans

**14%**

of franchisees are veterans

**30%**

Veteran franchisees are nearly 30% more likely to hire veteran employees

**\$139 BILLION**

In 2014, there were 66,275 veteran owned franchises generating \$139.3 billion in sales

**203,890**

veterans hired by the franchise sector between 2011-2014

## 27 Years of Making a Difference

- VetFran is an established and credible non-profit initiative, and its membership of 600+ companies offering discounts of at least 10% (and in some cases 100%) to veterans continues to grow at about 10% a year.

**See our members at [www.franchise.org/vetfran-directory](http://www.franchise.org/vetfran-directory).**

- VetFran is actively partnering with the SBA, the SBDC, and has in the past partnered with the White House on Operation Enduring Opportunity, which saw 5,608 veterans become franchisees and over 200,000 veterans hired by the franchise sector.
- VetFran is led by a 30+ person C-suite advisory committee and regularly works with organizations like the Chamber of Commerce, MOAA, Hiring America, Service Academies Career Conference and others.
- VetFran members accounted for 115/150 best franchises for veterans, as independently compiled by Entrepreneur Magazine in 2017.

## Partnering with VetFran

Our key mission is making sure veterans know resources, opportunities and companies who value their talents are out there, and we are seeking partners who can help us amplify and deliver that message. Contact Radim Dragomaca at [rdragomaca@franchise.org](mailto:rdragomaca@franchise.org) to learn more.