



ONE VISION MANY PATHWAYS

We are dedicated to nourishing, reimagining, and advancing local communities.

In collaboration with local nonprofit partners and our neighbors, our goal is to create meaningful and coordinated initiatives that support and strengthen our communities.

2024 IMPACT

370⁺ HOURS
VOLUNTEERED

49 NONPROFITS
SUPPORTED

\$1 MILLION⁺
DONATED

The power of Wills Group, Dash In, and Splash In, is in our multifaceted and holistic path to community engagement. We're a united force.

By combining the lived experiences of our neighbors with our flexible resources, **we realize our vision to create stronger communities.**

As we celebrate this year's community engagement work, I'm excited to share more about a new pathway we're supporting – *Advancing Waterways and Watersheds*. The program is the third pillar of our community engagement program, joining our *Nourishing Children and Families* and *Reimagining Outdoor Spaces* initiatives. *Advancing Waterways and Watersheds* expands on our ongoing commitment to outdoor spaces and aligns with our Splash In car washes' water conservation goals. Given our proximity to the Chesapeake Bay and other key waterways, it's fitting that we focus on the health of these vital ecosystems.

We are thrilled to kick off this important work in partnership with Alliance for the Chesapeake Bay to support their "Project Clean Stream." It's just one more way we are working to nurture relationships, activate employees, and leverage resources in service of our community. I'm proud of what we accomplished in 2024 and look forward to learning and growing alongside our community partners in 2025.

Julian B. (Blackie) Wills
President and CEO,
Wills Group



OUR AREAS OF FOCUS

NOURISHING CHILDREN AND FAMILIES

\$900,000

DONATED TO FOOD BANKS AND LOCAL PANTRIES



REIMAGINING OUTDOOR SPACES

\$44,192

DONATED TO LOCAL PARKS AND OUTDOOR PROJECTS



ADVANCING WATERWAYS AND WATERSHEDS

\$65,000

DONATED TO WATER CONSERVATION PROJECTS

ENABLING NEW PATHWAYS

For nearly 100 years, we have supported our neighbors and the local communities where we live and operate. As we grow, so does our commitment to children and families and the environment we all share, leveraging the resources and expertise of our companies and lines of business. Our Dash In stores are the foundation for our work to nourish families and reimagine outdoor spaces, and our Splash In car washes are the foundation for our new initiative focused on water revitalization – *Advancing Waterways and Watersheds*.

Healthy waterways are essential to our well-being, supporting everything from the food we eat to the outdoor spaces where we connect and play. Ultimately, healthy waterways enhance quality of life and foster ecosystems where people and nature can flourish for generations to come.



NONPROFIT PARTNERSHIPS

Our path to community engagement is rooted in deep relationships, both between our companies and partners and, increasingly, among the partners themselves.

We regularly leverage nonprofit, business, and team member relationships to broker collaboration, share resources, and inspire new and different ways of addressing community needs.

In service of strengthening connections with our partnerships, Wills Group hosted our first-ever community engagement roundtable event in June – **Nourishing and Reimagining Together** – bringing together key partners including LifeStyles of Maryland, Maryland Food Bank, Melwood, Oasis Fresh Foods Market, and Warp & Weft.

Nonprofits recognize that the people they are serving have more challenges than they alone are addressing. **We serve the community better when we figure out where those intersections are and we work together.”**

Scott Gibson
Chief Strategy Officer at Melwood



GIVING THROUGH HANDS, HEARTS, AND HOURS

VOLUNTEERISM
AND DONATIONS

Our team members are “all in” on community engagement. Our Wills Group, Dash In, and Splash In company footprint reaches across the Mid-Atlantic region, and so do our dollars and community engagement volunteerism.

Wills Group is a proud recipient of the *Washington Business Journal's* 2024 Corporate Philanthropy Award



“

It’s awesome to see our teams get involved, get their knees dirty, get their hands dirty, and make it happen.”

Sidney Maffett
Delaware Area Manager at Dash In



DELAWARE

In March, Dash In employees planted crops at the Food Bank of Delaware that will ultimately yield **5,500 lbs of tomatoes, lettuce, and onions** to be donated to families or used in the food bank’s culinary workforce training programs.

5,500⁺
POUNDS OF
VEGETABLES DONATED

Our five Delaware Dash In stores have leaned into our *Nourishing Children and Families* initiative to address hunger by making a significant commitment to the Food Bank of Delaware, through both employee volunteer hours and financial contributions.

Additionally, when the Food Bank of Delaware needed funding to complete its new location in Milford, Dash In stepped in with a **\$100,000 grant**. This donation was crucial to the development of an orchard that **will provide fresh fruit for the Food Bank of Delaware’s mobile food pantry, serving 2,500 households in need.**

2,500
HOUSEHOLDS SERVED

MARYLAND

Continuing its focus on ensuring more kids and their families have access to food, Wills Group provided **\$100,000 in funding to support three of Maryland Food Bank’s school pantries** through their Pantry on the Go program, and 12 scholarships for participants of its FoodWorks program, a 12-week culinary and job training program for low-income students ages 18–24 that creates pathways out of hunger.

155⁺
SCHOOLS
PARTICIPATED
IN MARYLAND
FOOD BANK’S
SCHOOL-BASED
PANTRY

\$427,000⁺
RAISED AT
THE EIGHTH ANNUAL BLACKIE WILLS GOLF CLASSIC
TO SUPPORT CHARITABLE GIVING

15⁺
TONS OF
TRASH
REMOVED

Our new partnership with the Alliance for the Chesapeake Bay marked the launch of our *Advancing Waterways and Watersheds* initiative. Splash In provided the Alliance with a **\$50,000 grant to support their Project Clean Stream**, the largest trash cleanup initiative in the Chesapeake Bay watershed. While the partnership with the Alliance reaches throughout our Mid-Atlantic footprint, in 2025, the companies will kick off this new initiative close to “home” with an employee volunteer day to remove trash and debris from a local stream in Columbia, Maryland.

VIRGINIA

Feed More serves the hardest-to-reach children and families in Virginia who have very limited food access. To help Feed More prevent food waste, **Wills Group provided \$100,000 in funding** for a truck that will rescue and reclaim **40,000 additional pounds of food per week**, further equipping the nonprofit to get food into the hands of people who need it most.

\$100,000
DONATED TO PREVENT FOOD WASTE

40,000
ADDITIONAL POUNDS OF FOOD
RESCUED AND RECLAIMED PER WEEK



Dash In also supported **Keep Virginia Beautiful’s LOVE VA campaign**, a statewide anti-litter initiative that provides a platform, resources, and incentives to engage individuals and groups to make their communities cleaner, greener, and more beautiful.

COMMUNITY PARTNERSHIPS

Our impact would not be possible without strong partnerships working in communities every day to keep *Lives in Motion*.*

MARYLAND

- Alliance for the Chesapeake Bay
- Capital Area Food Bank
- Farming 4 Hunger
- Food and Care For All, Inc.
- Howard Ecoworks, Inc.
- LifeStyles of Maryland
- Maryland Food Bank
- Melwood
- Neighborhood Creative Arts Center
- New Hope Community Outreach Services
- Southern Maryland Food Bank

DELAWARE

- Delaware Nature Society
- Food Bank of Delaware
- Keep Delaware Beautiful
- Rose Hill Community Center

VIRGINIA

- Ashland Christian Emergency Services
- Feed More
- Keep Virginia Beautiful
- LAMB's Basket

*Wills Group, Dash In, and Splash In partners are listed above; an additional 30 nonprofits were supported in 2024.





 *dash in*  *splash in*



Watch us in action

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willsgroup.com

