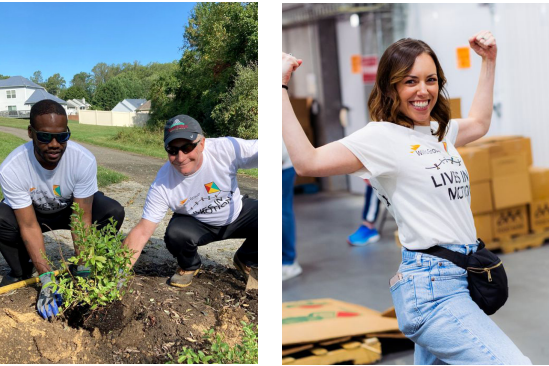


# 2025 COMMUNITY ENGAGEMENT REPORT



# 2025 IMPACT

# EXECUTIVE SUMMARY



52 NONPROFITS  
SUPPORTED

\$1.2 MILLION<sup>+</sup>  
DISTRIBUTED TO PARTNER ORGANIZATIONS

\$436,000<sup>+</sup> RAISED  
AT THE ANNUAL BLACKIE WILLS GOLF CLASSIC

640<sup>+</sup> HOURS  
VOLUNTEERED

As Wills Group commemorates our 100th anniversary, we celebrate a century of purpose-driven growth, partnership, and community impact.

Giving back has always been part of who we are, reflecting our shared purpose, *Lives in Motion*, which embodies our legacy of service to one another and the communities we call home.

That legacy continues through strategic philanthropic investments, team member

engagement, and locally rooted programs that strengthen our communities across the Mid-Atlantic and Carolinas. Wills Group and our family of businesses — Dash In, Splash In ECO Car Wash, and SMO Motor Fuels — are proud to share how we invest in the people and partnerships that move our communities forward.



# 100 YEARS OF GIVING

Founded in 1926 in La Plata, Maryland, Wills Group has grown from a regional fuel business, formerly known as Southern Maryland Oil, into a multi-generational, family-owned company focused on people, relationships, and shared success.

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Guided by our purpose, *Lives in Motion*, we've built our community engagement program around three pillars:

*Nourishing Children  
and Families*

*Reimagining  
Outdoor Spaces*

*Advancing Waterways  
and Watersheds*

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These pillars reflect our business strengths, channel our expertise to meet community needs, and connect our teams with our neighbors.





From the beginning, Wills Group set out to be a company that measures success by how we serve others. That spirit of service began with our people, creating security and opportunity from within. As we grew, that same care reached into our communities, supporting our nonprofit partners, investing in neighborhoods, and helping build stronger, more connected communities.

The milestones that follow reflect a century of caring, giving, and keeping *Lives in Motion*.

Wills Group offers its team **full benefits** — including paid vacation, sick leave, and an annual holiday bonus — at a time when such benefits are uncommon.

President Julian B. Wills proposes **increased medical coverage** under the company’s Hospitalization Plan to support team members and their families during the uncertainty of the Korean War.

Wills Group introduces a new **401(k) retirement plan** to help team members build financial security for the future.

Wills Group celebrates 90 years with a new brand identity and shared purpose, **Lives in Motion**. The company’s refreshed strategy connects its business operations with community impact and

establishes the Blackie Wills Community Leadership Fund as the investment arm for its philanthropic initiatives with a focus on addressing food insecurity and safe and healthy homes.

Wills Group celebrates its all-new **La Plata headquarters** with business and community partners at the **“Here For Good” event**, announcing a \$150,000 donation to LifeStyles of Maryland to pay off the mortgage on their Southern Crossing housing facility.

Wills Group refocuses **Reimagining Outdoor Spaces** — a community engagement initiative to create vibrant, welcoming parks and outdoor areas in the communities where Dash In stores operate.

Wills Group and Dash In complete their third *Reimagining Outdoor Spaces* project at Folk Memorial Park in Newark, Delaware. The project includes a **community food garden and walking path**.

1937

1950

1995

2016

2019

2021

2025

1943

Wills Group **expands its fuel transportation business** to support construction of the Potomac River Bridge, connecting Southern Maryland with northeast Virginia and strengthening the region’s infrastructure.



1987

Wills Group receives the Tawes Award for a Clean Environment for **“outstanding service and highly professional response in helping to prevent oil spills.”** The award recognizes the company as “a responsible wholesale distributor and a good neighbor in the community.”

2005

The College of Southern Maryland honors Wills Group with the Leading Edge Award for the company’s **“Partnership in Education” program**. The program gives CSM students access to Wills Group’s Shymansky Institute, a state-of-the-art training facility for Service Technicians.

2018

Through SMO Energy, Wills Group **provides heating equipment to 26 homes** as part of its Ensuring Safe and Healthy Homes assistance program.



2020

Wills Group provides more than **\$1 million in emergency COVID-19 relief** grants to support food assistance programs, local nonprofits, and on-the-ground efforts such as mobile food pantries and meal deliveries for frontline workers and families in need.

2024

Wills Group introduces its third community engagement pillar, **Advancing Waterways and Watersheds**, and announces a new partnership with the Alliance for the Chesapeake Bay, aligning with its Splash In ECO Car Wash line of business.

With a planned expansion into North Carolina in 2026, Wills Group and Dash In provide a **\$50,000 grant to Second Harvest Food Bank** of Metrolina Inc. in Charlotte, North Carolina, to support emergency flood relief efforts following Hurricane Helene. The grant helps distribute 350,000 pounds of food to families across 14 counties affected by storm damage and power outages.



# OUR COMMUNITY PARTNERSHIPS

## FEED MORE

Wills Group and Dash In have supported Feed More for more than nine years, working together to advance **our shared mission of providing nutritious meals to families across the Mid-Atlantic**. Our partnership includes funding for food distribution programs, volunteer engagement, and on-the-ground support during times of increased need.



“In 2024, Dash In provided Feed More with \$100,000 to fund a truck to rescue and reclaim food. In 2025, the additional vehicle allowed us to get 30% more product from our distribution partners that we otherwise wouldn’t have gotten before.

So it’s really helped us leverage our network—we distribute food through about 400 different partners, and that’s just been tremendous.”

**Aaron McClug** Chief Development Officer of Feed More

## LIFESTYLES OF MARYLAND

In 2019, Wills Group deepened its collaboration with LifeStyles of Maryland through sustained financial support and advisory participation, including a **\$150,000 grant to pay off the mortgage for Southern Crossing, a transitional housing community development for local families**. In 2025, Southern Crossing opened its doors with 27 units for low- and moderate-income families seeking safe, stable housing.



“This is a historic moment for all of us at LifeStyles of Maryland, and it would not have been possible without our many partners, including Wills Group. The growth potential at Southern Crossing Transitional Housing is immense as we work to create a safe space and resources for our community members who need us most.”

**Sandy Washington** Chief Executive Officer of LifeStyles of Maryland

## MELWOOD

Wills Group began its partnership with Melwood in 2022 to support their Seed to Table program at Camp Accomplish. Each summer, Seed to Table teaches campers with and without disabilities how to grow vegetables and understand the importance of nutritious food. In 2025, Wills Group deepened its commitment with an **\$100,000 donation supporting Melwood’s Camp Accomplish Program with Children’s National Hospital** — an initiative that helps children with severe medical conditions experience Camp Accomplish and its adaptive outdoor programs.





# LOOKING AHEAD: THE NEXT 100 YEARS

## NEWARK PARKS AND RECREATION

Over the past two years, Dash In has partnered with Newark Parks and Recreation and longtime collaborator Ruppert Landscaping to revitalize Folk Memorial Park in Newark, Delaware. Together, the team surveyed local residents to shape **a park design that reflects the community's needs and interests**. The renewed space now features a food forest with fruit trees, berry bushes, and a fenced-in garden of edible plants surrounding a new walking path, creating a vibrant, sustainable green space for all to enjoy.

“The work Dash In and Ruppert Landscaping accomplished in Folk Memorial Park provides new opportunities to enjoy the outdoors, serving as living classrooms – spaces where we can learn about nature, sustainability, and the value of the green spaces in our community. These changes will make this park an even more welcoming and enriching place for everyone to enjoy.”



**Tyler DeBruin** Deputy Parks and Recreation Director

As Wills Group enters its second century, our community engagement commitment will continue with focus and intentionality, aligned with our future growth and always rooted in our people and the communities.

The next chapter will build on our three pillars of impact, creating new opportunities to expand *Lives in Motion* through Dash In and Splash In ECO Car Wash, deepening community partnerships, and empowering employee-led volunteerism.

We know progress happens through collaboration. That’s why we’ll continue working side-by-side with our community partners, local leaders, and team members to address evolving needs and create lasting change where we live and work.

Our first hundred years were built on trust, service, and partnership. **The next hundred will amplify our shared commitment, ensuring that every partnership and team member volunteer event reflects our shared purpose: to keep lives and communities moving forward.**

**Blackie Wills** President, CEO, and Chairman





[willsgroup.com](http://willsgroup.com)

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Watch us in action

