



Call to Action

FOUNDATION

A PRIVATE OPERATING FOUNDATION



2022

Annual Report

Call

FOUNDATION

A PRIVATE FOUNDATION

OUR FOUNDER & HISTORY

Crystal Maggelet is the CEO and Chairwoman of FJ Management, a Utah-based, family-owned private holding company. Crystal took over as CEO in 2009, and today FJ Management is a diversified company with several different businesses.

In 2007, Crystal felt Flying J was doing very well and should start giving back to the community. The Call Foundation, a private foundation focusing primarily on scholarships and education in Utah was established. Over the next 15 years, the Foundation has invested more than 12 million dollars in the communities where FJ Management employees live and work. In 2022, when the Flying J remaining assets were to be liquidated it was decided that additional funds should be allocated to philanthropy. The Call to Action Foundation, a large private operating foundation that invests in underserved communities by expanding access to affordable housing and early childhood programs was the result of wanting to do more for years to come.

With the growing success of FJ Management and its subsidiaries, Crystal and her family have remained dedicated to giving back to the community. Between 2008-2022, the family and enterprise invested more than 21 million dollars into marginalized communities throughout Utah.

In addition to establishing her family foundations, Crystal is an active member of the Utah community and supports many different charitable organizations. She is currently a director on the Savage Services Board and serves on the Liv Communities Board, Intermountain Health Board, Salt Lake City-Utah Committee for the Games, the Zions Bank Advisory Board, and the Federal Reserve Economic Advisory Council. Crystal also co-chairs the Intermountain Healthcare Primary Promise Campaign.

Crystal holds a Bachelor's Degree in Business Administration from Pepperdine University. She also completed her college education with a Master in Business Administration from Harvard Graduate School of Business Administration and has an Honorary Doctorate in Business from Utah State University and Weber State University. In 2018, she was the national recipient of the EY Entrepreneur of the Year for Family Business Award.

While many focus on her business successes, Crystal is most proud of her charitable work and her children. Her four children all serve on the family foundation boards and are active members of the philanthropic community.



"I hope my legacy will be measured in my charitable work. In the end, it is the thousands of people we help that matters the most to me."

- Crystal Maggelet

MESSAGE TO OUR COMMUNITY

Last year was full of challenges and opportunities. The impact of the COVID-19 pandemic continued as members of our communities struggled with food and housing insecurity, children worked to catch-up in school and many individuals dealt with behavioral health challenges. Gratefully, non-profit organizations in our local communities remained steadfast and we were proud to support their efforts.

In this report, you will find many examples of how the Call and Call to Action Foundations, together with our subsidiaries, are assisting working families. The Call Foundation provides community donations to nonprofit organizations and scholarships to students seeking degrees in Utah's colleges and universities. In addition, at the end of 2022, Crystal Maggelet founded the new Call to Action Foundation - a private operating foundation that will invest in underserved communities by expanding access to affordable housing and early childhood programs.

As many of us know, affordable housing is one of the most urgent needs facing middle and low-income families in Utah and our region. Research shows that increasing access to affordable housing is one of the most cost-effective strategies for reducing intergenerational poverty and promoting economic mobility for workers. Investments in affordable housing also reduce crime and provide children with safe, stable environments in which to grow and learn.

Working with our partners, we also believe our early childhood programs will promote long-term, systemic change in our communities. Investments in early childhood ignite educational and developmental progress for underserved children, while effectively deterring expensive societal outcomes such as chronic health conditions, ongoing needs for social services, and experiences in the juvenile justice system. We are excited to bolster working families and promote deep change in our communities.

We also wish to thank our amazing community partners for their ongoing commitment to solving some of society's most difficult and pressing challenges. We look forward to building stronger, healthier communities with you in 2023 and beyond.

With gratitude,



Kathleen Pitcher Tobey

Executive Director

Call to Action Foundation / Call Foundation



"Our thanks to our amazing community partners for their ongoing commitment to solving some of society's most difficult and pressing challenges."

- Kathleen Pitcher Tobey

MEET OUR TEAM



KATHLEEN PITCHER TOBEY

EXECUTIVE DIRECTOR

Prior to serving as Executive Director of the Call to Action Foundation, Kathleen served as Director of Operations for Cambia Health Foundation. In her twenty-year tenure with Cambia, Kathleen was also a Program Officer in children's mental health and Corporate Social Responsibility Manager for Regence BlueCross BlueShield of Utah and Executive Director of the Regence Caring Foundation for Children. Kathleen currently serves as Chair of the Board of Trustees for The Children's Center Utah and remains dedicated to driving systemic change for the most marginalized in our communities.



MICHAELA PRATT

DIRECTOR OF STRATEGIC PARTNERSHIPS & COMMUNICATIONS

Michaela joined the Foundation team after spending over a decade working in fundraising and non-profit management in the Washington, D.C. area. Most recently she served as the President & CEO of Mentor Foundation USA, the U.S. chapter of an international non-profit established by H.M. Queen Silvia of Sweden and the World Health Organization. Michaela has a strong track record of building cross-sector partnerships and is excited to bring her expertise to support the Foundations partners and charitable giving.



WHITNEY CALL

PROGRAM OFFICER

Whitney has a master's degree in clinical mental health counseling and spent several years serving as a clinical counselor (CMHC) working with families and children. She is excited to bring that knowledge and experience into the non-profit world. Additionally, Whitney has served as Chair of the board for CCNS Preschool and a board member of the Carroll College Anthrozoology Advisory Committee. Whitney is passionate about mental health, early childhood development, empowering women, and education. Whitney also serves as Board Chair for the Call to Action Foundation and Call Foundation.



MONET MAGGELET

PROGRAM OFFICER

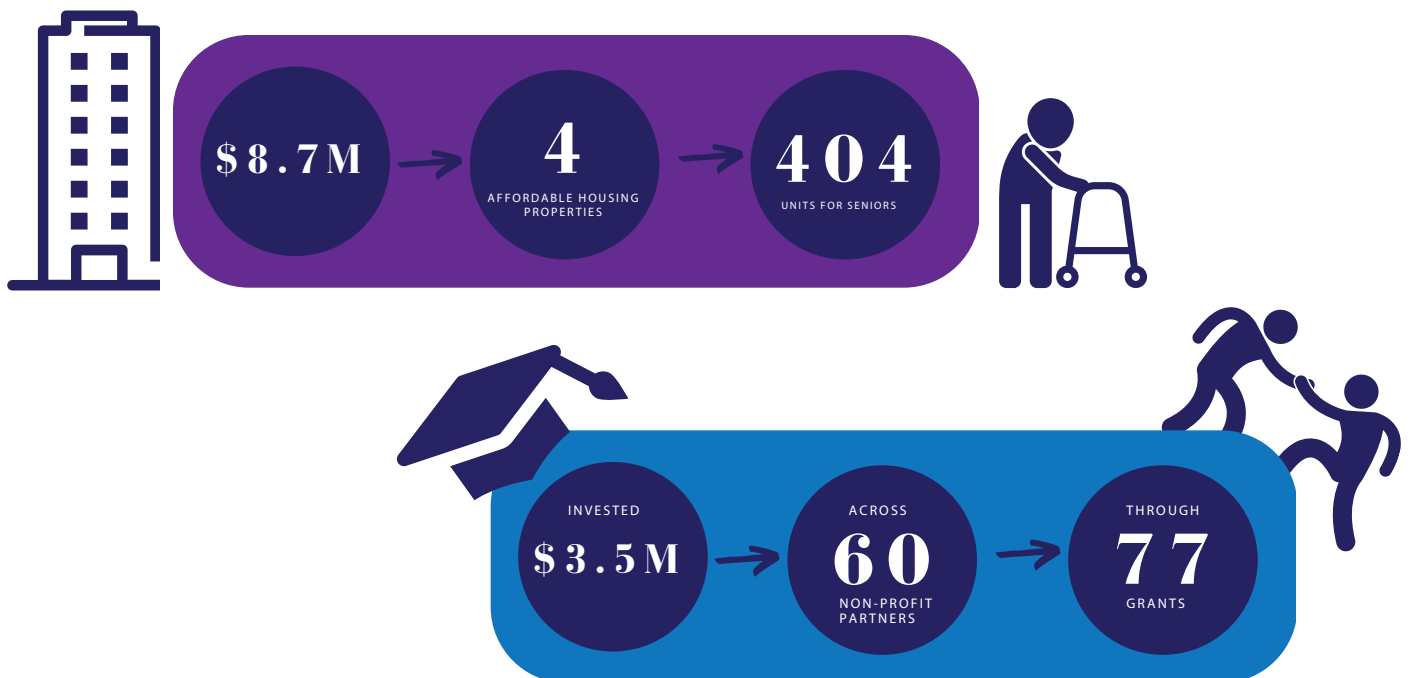
Monet holds a Bachelor of Arts in Elementary Education from Westminster College with minors in history and Teaching English as a Second Language. Monet is proud to be endorsed in Mathematics and K-12 Reading, endorsements she earned while teaching elementary school by completing four years of graduate work at night. She is also trained in restorative justice.

OUR MISSION

In 2007, Crystal Maggelet founded the Call Foundation to support education, scholarships, and other initiatives supporting Utah communities. The foundation is a private foundation that provides grant support to nonprofit, registered 501 (c)(3) organizations throughout Utah and the Intermountain West. Since its inception, it has invested more than \$12 million in local organizations such as United Way of Salt Lake, YWCA Utah, Boys and Girls Clubs of Greater Salt Lake, and The Nature Conservancy. These partners work diligently to support underserved children and families in our communities and improve our overall quality of life.

In addition, the Call Foundation provides vital tuition assistance to students via a scholarship program available at public institutions of higher education and technical colleges in Utah. We believe in the power of education to build a skilled workforce that fuels economic growth in our state and region. Since 2007, the foundation and family have awarded over \$6 million in scholarships to students throughout the State of Utah.

In 2022, the transformative Call to Action Foundation was established. Call to Action is a private operating foundation that deeply invests in underserved communities through its commitment to expanding access to affordable housing and early childhood development programs. In 2022, we invested more than \$8 million in affordable housing for vulnerable seniors. In 2023, we will devote more than \$10 million to securing and preserving safe, affordable housing for families and build our early childhood programming designed to give vulnerable families and children access to developmental resources and educational and behavioral health support.





PARTNERS IN ACTION



FEEDING LOCAL HUNGER

An estimated 34 million people are faced with hunger every year in the United States, including more than nine million children. Hunger knows no boundaries and it touches every community in the United States. In 2022, the Call Foundation provided a grant in support of FJ Management's subsidiary Maverik and its "Round Up Your Change" cash register donation program, which ultimately helped raise over \$471,000 to Feeding America, providing more than four million meals to individuals and families facing food insecurity.

The donation was distributed to 16 Feeding America member food banks across 12 western states where Maverik operates. Maverik's food waste reduction program also donated over 520,081 pounds of surplus food helping to provide over 433,401 additional meals. The food waste reduction program is active in more than 90 Maverik stores across 5 states. Since 2020, this partnership has helped provide over 10 million meals to Feeding America in its fight against hunger.



PARTNERS IN ACTION



ACADEMIC SUCCESS PROGRAM

Salt Lake's Boys & Girls Club's mission is to help thousands of kids succeed in school, make healthy choices, and become good citizens. In 2022, the Call Foundation partnered with the Boys and Girls Club of Greater Salt Lake to help provide funding for a STEM program with lessons focused on engineering, circuitry, and coding. The support also included the hiring of a licensed teacher to ensure the use of the most effective teaching practices, as well as the management of their Academic Success program which supports youth in their academic progression and social-emotional learning.

The Foundation also provided a grant in support of the new Club site opening in Tooele. This facility will provide ample STEM opportunities to youth in one of its nearest rural communities and help foster the growth of thousands of youth across the Wasatch Front.



GREAT SALT LAKE SHORELANDS PRESERVE

Together with FJ Management's subsidiary, Big West Oil, the Call Foundation provided a grant to The Nature Conservancy's Freeport Drain project at the Great Salt Lake Shorelands Preserve. The wetlands adjacent to the Great Salt Lake are of extremely important to the watershed's health. These ecological communities serve many functions, such as habitat for waterfowl, shorebirds and other wildlife, improving water quality, and managing stormwater from adjacent cities. After many years of planning, The Nature Conservancy is near completion of the construction for the new Freeport Drain water diversion at the preserve.

The partnership also supported The Nature Conservancy's bird monitoring on the Great Salt Lake, where data collection helps researchers understand the health of the lake's ecosystem, as well as support efforts to mitigate invasive species along the Great Salt Lake and to restore health to its wetlands and waterways.



PARTNERS IN ACTION



HUMANITARIAN RELIEF FOR UKRAINE

In 2022, the global Red Cross network provided basic assistance to more than 14 million people and health services and interventions to more than 1.1 million people in Ukraine. Red Cross teams also assisted more than 1.8 million people with access to emergency shelters and helped more than 800,000 people with migration support.

In support of Maverik's "Round Up Your Change" donation program, where customers and team members rounded up their cash and credit transactions to the nearest dollar at Maverik stores across 12 states, the Call Foundation provided a matching grant which together raised nearly \$764,000 to aid the people of Ukraine. One hundred percent of the proceeds went to support the Red Cross network and its humanitarian efforts in Ukraine during a time of great need.



PARTNERS IN ACTION



TEEN WELLNESS CENTER AT WOOD CROSS HIGH SCHOOL

More than 1,300 students in Davis School District experience homelessness and lack access to critical resources. These children live in cars, abandoned buildings, storage units, or couch surf every night. Most of them are on their own, with the school acting as the only place they can obtain food and safety from the elements. To address this urgent and growing need, the Call Foundation, together with Big West Oil, supported the creation of a Teen Wellness Center at Wood Cross High School in Davis County. This new Teen Wellness Center, which opened its doors in the fall of 2022, provides students with a safe place to shower, do laundry, study, and receive one-on-one assistance from caseworkers.

In 2022, the Call Foundation also provide an additional grant to help assist the David School District with educational materials for their classrooms, field experience trips, and meal assistance to support the most vulnerable students during major holiday school breaks.



OUTDOOR STEAM CLASSROOM

In October 2022, Guadalupe School celebrated the grand opening of the Maverik STEAM Outdoor Classroom. This 12,000-square-foot classroom provides hands-on learning in science, math, engineering, technology, and art. Guadalupe School is a Title I school that serves students from Salt Lake City immigrant families living in poverty. Every minute of instruction time is vital to ensure that these students reach grade level, but they also need time in nature to explore, run, and play. Research has shown that children learn best when they can see, touch and explore. The outdoor classroom is divided into various sections including water play, sand, vegetable gardens, construction/building, art, and music, all to encourage playful and hands-on learning.

This partnership also supported the hiring of a STEAM instructor that creates lessons and curriculum for all age groups in the outdoor space. Students at Guadalupe School are now able to partake in STEAM opportunities on a daily basis across all grade levels.



PARTNERS IN ACTION



INSPIRING GIRLS TO BE JOYFUL AND HEALTHY

Girls on the Run is a national non-profit organization that designs programming to strengthen third to eighth-grade girls' social, emotional, physical, and behavioral skills and to help them successfully navigate life experiences. They work to inspire girls to be joyful, healthy, and confident using a fun, experience-based curriculum which creatively integrates running.

The Call Foundation and Maverik partnered with Girls on the Run Utah in support of their general programming and two community 5K races. The spring race took place at Sugar House Park, which activated and engaged over 2,600 girls, coaches, family members, and volunteers. The fall 5K race event was held in November at Sugar House Park and activated over 1,000 girls, coaches, family members, and volunteers. The partnership also helped support scholarships for low-income girls across 11 counties in Utah.



PROVIDING SAFETY FOR WOMEN AND THEIR FAMILIES

Throughout its 116-year history, YWCA Utah has remained a statewide leader in providing safety, opportunity, and advocacy for women and their families. Since opening the first domestic violence crisis shelter in Utah in 1976, YWCA has developed an integrated range of programs in the area of family violence. Today, YWCA Utah is Utah's oldest and largest provider of shelter, affordable housing, and supportive services for women and children who have experienced family violence.

Through a multi-year grant, the Call Foundation helped support the YWCA Children's Services program, ensuring children living on their Utah campus are receiving greater academic and socio-emotional support. The Call Foundation also provided a grant in support of YWCA's Safer Together campaign, helping with critical infrastructure projects on campus to improve the safety and well-being of the residents and staff.



AFFORDABLE HOUSING FOR SENIORS

Affordable housing is one of the most urgent and serious needs facing middle and low-income families and seniors in Utah and our region. Our country has a large Baby Boomer generation and many seniors want to stay in their homes, in their communities for as long as possible. Affordable housing provides seniors with safe, secure spaces to live and flourish.

In 2022, the Call to Action Foundation proudly invested over \$8 million to preserve more than 400 units of affordable housing for vulnerable seniors. In 2023, the foundation has plans to invest significantly in this important space across the Intermountain West.



"The impact you have made in my life is immeasurable. Without this gift, I likely would not have had the means to finish my education."

-Scholarship recipient, Salt Lake Community College

"I can honestly say that this scholarship has helped me far beyond my academics. The financial relief has helped my personal happiness and mental health."

-Scholarship recipient, University of Utah

As a first generation college student, I found myself lost, especially financially. Attending college would not have been possible without this support."

-Scholarship recipient, Salt Lake Community College

"Your example inspires me to one day support other students through higher education, like you have supported me."

-Scholarship recipient, University of Utah

2022 GRANTEES & PROGRAMS

CALL TO ACTION FOUNDATION (PROGRAM INVESTMENT)

Affordable Housing Investment

CALL FOUNDATION (LIST OF GRANTEES)

Alzheimer's Association	Ogden Rescue Mission
American Red Cross	Ogden-Weber Technical College Foundation
Assistance League of Southern Utah	One Utah Health Collaborative
Bear Lake Watch	Salt Lake Art Center (UMOCA)
Best Buddies International	Salt Lake Community College Foundation
Bountiful Community Food Pantry	Sandy Chamber Economic Development Foundation
Boys & Girls Clubs of Greater Salt Lake	Seventh Generation Fund
City of Lander	Shepherd's Kitchen
City of North Salt Lake	Snow College Foundation
Davis Education Foundation	Southern Utah University
Discovery Gateway	Success In Education
Dixie State College of Utah	Teddy Kim Foundation
English Skills Learning Center	The Nature Conservancy
Feeding America	The Salt Lake City Police Foundation
For The Kids.Org	The Salt Lake Tribune
Girl Scouts Utah	Trails Utah
Girls on the Run Utah	Uintah Basin Technical College Foundation
Guadalupe School	United Way of Salt Lake
Hopekids Arizona Chapter	University Of Utah
Huntsman Cancer Foundation	Utah Office Of Energy Development
Intermountain Healthcare Foundation	Utah State University
Iron County School District Foundation	Utah Valley University Foundation
Junior Achievement Utah, Inc	Utah Youth Village
Kemmerer Rotary Club	Wadman Foundation
Kitty Cruisaide	Weber State University
Lake Mountain Trails Association	Westminster College
Miracle Of Agriculture Foundation	WGU Advancement
National Ability Center	Yolo Food Bank
National Multiple Sclerosis Society	Youth Impact
Ogden Concert Band	YWCA Utah

BOARD OF DIRECTORS

Whitney Call - Chair

Drew Maggelet - Vice Chair

Lauren Call - Treasurer

Erica Maggelet - Secretary

Lexi Maggelet

Hailey Maggelet



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