

CASE STUDY

Cause Marketing Partnership

SPECIAL OLYMPICS VIRGINIA & BODDIE-NOELL ENTERPRISES

September 2026

Special Olympics Virginia

Company snapshot

Boddie-Noell Enterprises Inc. formed in 1962 when Carleton Noell and his nephews Mayo and Nick Boddie opened one of the first Hardee's® restaurants. The company still continues today as a third-generation family-owned business headquartered in Rocky Mount, North Carolina. Boddie-Noell owns and operates over 320 Hardee's® restaurants including all Virginia locations, and additional locations in North Carolina, South Carolina and Kentucky. Employing nearly 10,000, the company describes itself as a group of people who enjoy working together, helping each other grow and seeing each other succeed. One of the company's claims to fame is pioneering the "made from scratch" fast food biscuit back in 1977 in Virginia Beach, and biscuits remain a staple on the Hardee's® menu.

Philosophy on philanthropy

Boddie-Noell stands out as a values-based business where philanthropy forms an integral part of what guides the business every day. Boddie-Noell's corporate philosophy centers around using its resources to provide opportunities and positively impact people's lives.

The company embraces the view that the "strongest team is the one that recognizes individual talents and strengths among team members."

That approach perfectly aligns with the mission of Special Olympics Virginia, building the foundation of a partnership that started in 1981 and has lasted for decades. According to Boddie-Noell's CEO, Bill Boddie:

> ***"For more than 45 years, Boddie-Noell Enterprises has proudly partnered with Special Olympics Virginia—a relationship that reflects the very core of our company mission: We Believe in People. We believe in the abilities, potential and contributions of every individual, and we are honored to support an organization dedicated to creating opportunities for people to shine. This partnership extends far beyond fundraising. It represents our employees and communities coming together to champion inclusion, build lasting relationships, and make a meaningful difference in the lives of those we serve."***
>
> **–Bill Boddie,**
> **CEO of Boddie-Noell Enterprises**





How Boddie-Noell serves up support for Special Olympics Virginia

Boddie-Noell's support for Special Olympics Virginia runs through nearly every part of its operations.

- **The annual in-restaurant cause marketing Star Campaign.** In a campaign that's raised an eye-popping **$2.1 million** for Special Olympics Virginia since 1981, every fall, Hardee's® locations across Virginia invite customers to donate to Special Olympics Virginia and receive a star for display in the restaurant, along with a Hardee's® coupon. "It's a win-win," Boddie-Noell says. "Customers really get behind it, and that makes us proud." Employees feel invested in the campaign too, knowing the local impact the donations make to support Special Olympics Virginia's more than **24,000 athletes and partners** who participate in year-round programming. According to Mike Boddie, Boddie-Noell's President, "The courage of these athletes is an inspiration, we're proud of our employees and guests for very successful campaigns."
- **Forming bonds with Hometown Heroes by sponsoring the Law Enforcement Torch Run program for Special Olympics Virginia.** Boddie-Noell is a state-level sponsor of the Special Olympics Virginia's Law Enforcement Torch Run program that unites officers from law enforcement agencies and corrections departments across the Commonwealth to run, walk, bike, polar plunge, and even pull airplanes to raise funds and awareness. Boddie-Noell values its relationships with the local law enforcement and corrections officers it refers to as "Hometown Heroes." So, the company especially likes supporting this opportunity for these heroes to connect with their communities in a more personal way while drawing attention and funds to Special Olympics Virginia. The officers make regular appearances at "Tip-A Cop" events at various Hardee's® locations where guests have a chance to meet and thank their local officers, all while contributing to a great cause.



Beyond the register

- **Feeding the masses on the ground at Special Olympics Virginia Summer Games.** Boddie-Noell goes beyond monetary donations and offers sponsorship and volunteers at Special Olympics Virginia's biggest annual event. It delights the crowds at the annual Summer Games in Richmond by serving up Hardee's® catering, where Boddie-Noell employees cook and serve around **3,000 Hardee's® burgers** each year. Boddie-Noell reports that the opportunities for their employees to meet Special Olympics athletes and their families at these events show the "why" of the partnership and make it more meaningful.
- **Training for Life.** Boddie-Noell and Hardee's® also support Special Olympics Virginia's training for life approach by employing people with intellectual disabilities. Evan Euripides, a Boddie-Noell employee and Special Olympics athlete, will appear again this year as the face of the Boddie-Noell's Star Campaign. He's known as a reliable Hardee's® employee, always arriving on time with a positive attitude that lifts up his team. Boddie-Noell takes pride in Evan – "We are happy to celebrate him!"



"Being a worker here at Hardee's®, I feel like a good person by taking care of myself and taking care of them as well."

–Evan Euripides,
Hardee's® employee and
Special Olympics athlete

3,000
Hardee's® burgers served by employees at Summer Games each year

24,000+
Special Olympics Virginia athletes and partners supported

45+
Years as Special Olympics Virginia's longest-standing partner

Why the partnership works

The direct local impact makes the partnership meaningful.

According to Jenna Green of Boddie-Noell, “[Special Olympics] athletes, families and friends come from hometowns all over Virginia, so the geographic footprint matches our business that owns all the Hardee’s® in Virginia. That's a true connection and an opportunity.” That local connection makes it personal. She describes how meeting athletes and their families, and seeing what the Star Campaign actually funds, “touches the heart” and shows employees and customers the real reason why they're being asked to give.

The teamwork between Boddie-Noell and Special Olympics Virginia drives the partnership.

The longstanding relationship has built trust and confidence in working together. Jenna Green admires “the way Special Olympics Virginia puts things together.” The feeling is mutual, as Special Olympics Virginia describes Boddie-Noell: “Boddie-Noell believes in people the same way we do — in their potential, their contributions and their right to belong. That shared belief is what makes this a true win-win: they invest in our mission, and our athletes get to shine because of it. We are incredibly grateful for their partnership.”

For companies considering partnering, Boddie-Noell shared this advice:

“Do it. There is no better feeling than seeing the difference in athletes’ lives.”

