



TODD GRAVES

TODD & CANE'S STORY

It began as a college dream – a restaurant that served high quality chicken finger meals and nothing else. From this vision, Todd Graves created a business plan that, ironically, earned the lowest grade in the class. The professor said a restaurant serving only chicken fingers in South Louisiana would never work.

Undaunted, the young entrepreneur presented his business plan to any banker that would see him. Each time, Graves received the same negative response. Knowing he would need to raise his own capital, Graves went to California to work as a boilermaker in an oil refinery and then on to Alaska, where he worked in the dangerous trade of commercial salmon fishing. Upon returning to Baton Rouge, Graves reconstructed an old building himself into the first Raising Cane's restaurant naming it after his yellow lab... Raising Cane.



CANE'S STATS

In 24 years, Raising Cane's has grown from a single restaurant outside the North Gates of Louisiana State University to more than 500 restaurants in 27 US states, Kuwait, Bahrain, Saudi Arabia and the U.A.E. Raising Cane's now ranks as one of the fastest growing restaurant companies in the U.S. with annual revenue exceeding \$1.5 Billion.



AWARDS & RECOGNITION



TODD

- #28 in the *Top 100 CEOs* in the US by Glassdoor
- Ernst & Young *Entrepreneur of the Year*
- SCORE Award for *Outstanding Socially Progressive Business*
- *Restaurateur of the Year* by the Louisiana Restaurant Association
- *Louisianan of the Year* by Louisiana Life



RAISING CANE'S

- #4 Most Admired Brand by Restaurant Business
- Top 5 in Overall Customer Satisfaction in Sandelman and Associates' Quick-Track Customer Satisfaction study for 10+ years
- #1 Favorite Chicken Chain by Marketforce
- Business Insider named Raising Cane's one of the Best Fast Food Chains in the U.S.
- #1 Most Loyal Customers in their Consumer Choice Awards by Technomic



ACI | ACTIVE COMMUNITY INVOLVEMENT

Graves is passionate about supporting the community and showing appreciation to the people who have made his dream a reality. In the past five years, Graves and Raising Cane's provided \$35 million in support to the communities where Raising Cane's restaurants operate and in 2020 will add another \$13 Million of support.

Raising Cane's gives back to each community, focusing its efforts on:

- **Education:** supporting tens of thousands of educational institutions, including colleges and universities, community colleges, high schools, middle schools and elementary schools through athletics programs, teacher appreciation, student organizations and academics.
- **Feeding the Hungry:** organizing food drives, making significant donations to food banks, soup kitchens and other organizations that feed the hungry across the country.
- **Active Lifestyles:** supporting thousands of events that promote an active lifestyle, including community races, walks, sports leagues and tournaments.
- **Business & Entrepreneurial Organizations:** being actively involved in hundreds of professional organizations, including chambers of commerce, young professional organizations, entrepreneur development and more.
- **Pet Welfare:** working with thousands of pet welfare organizations across the country through support and sponsorship of their events and programs.



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A few examples of that support:

- In response to the Covid-19 Pandemic, Graves and Raising Cane's supported the healthcare community with more than \$500K of support from food donations, mask donations, neck gaiter proceeds and more. Additionally, Graves advocated for small businesses with political leaders, consulted with small business owners, created public service announcements and purchased more than \$200,000 in gift cards from small businesses.
- Raising Cane's is a national partner of Lemonade Day - a community wide program that is designed to teach entrepreneurship to youth by building and operating a lemonade stand. Through the partnership with Raising Cane's and more than \$500,000 of support, the program is now available to children across the country.
- Raising Cane's supports more than 60 colleges and universities throughout the country. In 2017, Raising Cane's announced a \$1 Million partnership with Southern University in Baton Rouge
- Each May, Raising Cane's honored teachers by providing a free meal to educators in every market on Teacher Appreciation Day.
- Raising Cane's has been instrumental in building more than 15 dog parks in Louisiana and Mississippi.
- Raising Cane's partners with Kidd's Kids to help send chronic and terminally ill children and their families to Disney World. Over the years, Raising Cane's has supported Kidd's Kids with more than \$500,000.
- To honor Raising Cane's mascot and pet therapy dog, Raising Cane II, the company donated the proceeds from a commemorative plush puppy raising \$100,000 for Pet Partners.
- Graves, an avid collector has loaned a 66 million year old triceratops skull to the Louisiana Arts and Science Museum and the hearse that carried Martin Luther King, Jr. to exhibits around the country.
- The Graves family committed \$250,000 to the construction of the Lady of the Lake Children's Hospital.



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- Graves regularly guest lectures to entrepreneurial groups and universities students on entrepreneurship, leadership and active community involvement and has delivered commencement addresses.
- He is actively involved in National Lemonade Day and mentors aspiring entrepreneurs through the program.
- Graves is an involved member of many national and local organizations, including the National Restaurant Association, Young Presidents Organization and United Way, where he is a member of the Alexis de Tocqueville Society.
- In 2019, Graves present \$100,000 to Chuck Norris for his philanthropy, Kickstart Kids which teaches kids character through karate.
- In response to the destruction in the Bahamas, caused by Hurricane Dorian, Graves worked to motivate others by pledging to match up to \$100,000 in donations for Abaco Outreach by SBP support disaster recovery.
- In addition to his passion for Raising Cane's, Graves invests and consults in many entrepreneurial ventures. He uses his time and resources to help others achieve their dreams.



PERSONAL LIFE

Once a McDonald's franchisee, Graves's wife Gwen sold her business to spend more time focusing on their children and the community. In addition to helping with Raising Cane's community endeavors, Gwen visited hospitals for more than seven years with Raising Cane II as part of the dog's pet therapy services.

The Graves reside in Baton Rouge, La. with their two children and yellow Labrador retriever Cane III. In addition to spending time with his family and pets, Graves enjoys fitness and other outdoor activities.



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MEDIA LINKS



About Raising Cane's

RaisingCanes.com: <https://www.raisingcanes.com/our-story>

Twitter: [@Raising_Canes](https://twitter.com/Raising_Canes)

Instagram: [@RaisingCanes](https://www.instagram.com/RaisingCanes)

Youtube: https://www.youtube.com/channel/UCu4MUf6LJA5wl2uUelxIMbw?view_as=subscriber

Wikipedia: https://en.wikipedia.org/wiki/Raising_Cane's_Chicken_Fingers

Business Insider: <https://www.businessinsider.com/raising-canes-review-2017-6>



About Todd Graves

Instagram: [@ToddGraves](https://www.instagram.com/ToddGraves)

Twitter: [@ToddGraves](https://twitter.com/ToddGraves)

Facebook: facebook.com/Todd-Graves

Youtube: https://www.youtube.com/playlist?list=PLMtVeZvyw_MQ8IW6nG95u1W3x8jjW1CGJ

Wikipedia Page: [https://en.wikipedia.org/wiki/Todd_Graves_\(entrepreneur\)](https://en.wikipedia.org/wiki/Todd_Graves_(entrepreneur))



News Features

Forbes Magazine: <https://www.forbes.com/sites/aliciakelso/2020/04/06/heres-how-raising-canes-plans-to-keep-its-entire-staff-employed-through-the-coronavirus-crisis/#29a1cc3259e7>

Fox News – Neil Cavuto: <https://www.dropbox.com/s/xon5ps92im1leu0/Todd%20Graves%20on%20Neil%20Cavuto%20051220.mp4?dl=0> Todd

Glassdoor Top 100 CEO: <https://www.glassdoor.com/blog/raising-canes-ceo/>

Dallas Morning News, November 2019: https://www.dallasnews.com/business/top-100/2019/11/14/raising-canes-shows-off-its-staying-power/?fbclid=IwAR0l5anFThCxElEAD57qVa6az6jqzqMisFHbgVns0CzYmq4t_8RjxhX-Wv8

Baton Rouge Business Report, July 2015: <https://www.businessreport.com/business/su-best-advice-todd-graves>



Reality Shows

Animal Planet Treehouse Masters 2015: Triple Decker Record Setter - March 7, 2015

Discovery Channel Fast N Loud 2015: Episode 1 - September 2015

Food Network Food Court Wars 2014: J's Kitchen vs Kadook's - MAY 23, 2014

Fox Secret Millionaire 2009: Todd & Gwen Graves December 15, 2008



Video Features

Graves honored as Louisiana Legend 2019: <https://www.youtube.com/watch?v=htyUJw2Spmk&t=44s>

Todd Graves tours The Motheship: Part 1 <https://youtu.be/BuYyIKjeJuc>

Todd Graves tours The Motheship: Part 2 <https://youtu.be/IDmauG8AXA0>

Todd Graves visits Austin 2019: <https://www.youtube.com/watch?v=lt-Ff1bh1yo>

Raising Cane's Opens in Walker, LA: <https://www.youtube.com/watch?v=yiecdr0Daqw&feature=youtu.be>

Raising Cane's Supports Kidd's Kids 2019: <https://www.youtube.com/watch?v=3U94kFuOiqY>

Todd Graves partners with Chuck Norris: <https://youtu.be/JOICYPd8uc>

Raising Cane's Opens in Lebanon, 2018: <https://www.youtube.com/watch?v=VL233OLopBo&t=13s>

Raising Cane's Lands in Dubai, 2018: <https://www.youtube.com/watch?v=cMxLOYg330s&t=1s>

Todd Graves visits Rio Grande Valley, 2018: <https://youtu.be/i7em-c4rtg>

United Way video 2016: <https://www.youtube.com/watch?v=8jU59T1Hwew>

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