



## First Watch Raises More Than \$2.3M for the V Foundation for Cancer Research as Fifth Year of Partnership Begins

February 16, 2026

*Since 2022, First Watch has donated a portion from every kid's meal sold in restaurants across the country to support the Dick Vitale Pediatric Cancer Research Fund*

**BRADENTON, Fla. – February 16, 2026** – [First Watch](#), the leading Daytime Dining restaurant serving breakfast, brunch and lunch, announced that its support for the [V Foundation for Cancer Research](#) has exceeded \$2,300,000 as the partnership moves into its fifth year. Since partnering in 2022, First Watch has donated a portion of every kid's meal sold at its more than 630 locations nationwide to the V Foundation's Dick Vitale Pediatric Cancer Research Fund, which funds innovative research that leads to breakthrough discoveries for children battling cancer.

"Small, everyday choices can have an extraordinary impact," said Chris Tomasso, President and CEO of First Watch. "Through something as simple as ordering a Kid's Meal, families are helping fund research that improves outcomes for children with cancer. We're honored to support work that creates hope – and makes days brighter – for kids and their families."

As a corporate partner, First Watch collaborates with the V Foundation and longtime Foundation board member Dick Vitale to strengthen awareness and funding, 100% of which goes directly to pediatric cancer research grants. First Watch is also proud to continue its ongoing sponsorship of the annual Dick Vitale Gala to foster additional support; to date, more than \$105 million has been raised for the V Foundation's Dick Vitale Pediatric Cancer Research Fund since the inception of the gala.

In addition to its Kid's Meal donations, First Watch has inspired customers during several of its local pre-opening Friends & Family events to contribute and be a part of the V Foundation's mission. At these pre-opening events customers were welcomed with a complimentary meal, and the opportunity to donate the value of their experience to the V Foundation.

"We are so proud to partner with First Watch to meaningfully advance pediatric cancer research," said Roger Ferguson, Chief Marketing Officer of the V Foundation for Cancer Research. "Through their extraordinary generosity - and that of their customers - this support funds high-impact research that drives new treatments, reduces side effects, and improves survival in some of the most hard-to-treat cancers for young patients. Together, we're delivering true progress toward Victory Over Cancer®."

First Watch's partnership with the V Foundation is one part of its mission to make days brighter through community-based philanthropy. Over the years, First Watch has sparked charitable support with each of its new restaurant openings by encouraging customers to give back to local nonprofit organizations during its pre-opening events.

For more information about First Watch's partnership with the V Foundation, visit <https://www.v.org/partners/first-watch/>.

### About First Watch

First Watch is the leading Daytime Dining concept serving made-to-order breakfast, brunch and lunch using the freshest ingredients available. Guided by its "Follow the Sun" culinary philosophy, First Watch's chef-driven menu rotates five times a year to feature the highest-quality flavors at their peak, offering elevated executions of classic favorites, fresh juices like the Kale Tonic, and fan favorites such as the Lemon Ricotta Pancakes, Quinoa Power Bowl and signature Million Dollar Bacon. For every kid's meal served, First Watch proudly donates a portion to organizations and causes making a positive impact in our communities – raising more than \$1.7 million to date. A recipient of hundreds of local "Best Breakfast" and "Best Brunch" awards, First Watch was voted 2025's #1 Best Breakfast by Newsweek's Readers' Choice Awards and was also named 2025 and 2024's #1 Most Loved Workplace® in America by the Best Practice Institute (as seen in The Wall Street Journal), after appearing on the list in 2022 and 2023 as well. With a commitment to quality, hospitality and community, First Watch is redefining Daytime Dining across more than 630 restaurants in 32 states. For more information, visit [www.firstwatch.com](http://www.firstwatch.com).

### About the V Foundation for Cancer Research

The V Foundation for Cancer Research was founded in 1993 by ESPN and the late Jim Valvano, legendary North Carolina State University basketball coach, ESPN commentator and member of the Naismith Memorial Basketball Hall of Fame. The V Foundation has funded over \$458 million in game-changing cancer research grants in North America through a competitive process strictly supervised by a world-class Scientific Advisory Committee. Because the V Foundation has an endowment to cover administrative expenses, 100% of direct donations is awarded to cancer research and programs. The V team is committed to funding the best scientists to accelerate Victory Over Cancer® and save lives. To learn more, visit [v.org](http://v.org).

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