



CHILDREN OF RESTAURANT EMPLOYEES



## Who is CORE?

### **CORE: Children of Food and Restaurant Employees**

is a national non-profit dedicated to serving food and beverage operations employees with children to provide financial relief when either the employee or their child faces a health crisis, injury, death, or natural disaster. CORE grants in all 50 states and in Puerto Rico. Each grant is based on need, documentation is required, and an average CORE grant is \$2600.

### **WHY IS THIS IMPORTANT?**

Life does not always go as planned and most Americans are not financially prepared for unexpected expenses due to one of these life events. In fact, if faced with an emergency expense as small as \$400.00, nearly 40% of Americans, restaurant employees among them, would struggle to pay their current month's bills. The Food and Beverage industry has been hit hard this year and the pandemic has amplified the need to help our community during times of crisis. All CORE grantees are parents and more than 50% are single parents.

*The Fed 2019-20 Economic Well-Being of US HH survey*



## WHAT ARE THE BENEFITS of working with CORE?

### **Food & Beverage Operations Employees:**

Create opportunities for leadership through our Operator Brand Advocate program, which trains employees to help store associates apply for and secure CORE grants.

### **Store Associates:**

Increased access to CORE Grants will help them get through crisis situations.

### **Customers:**

Opportunity to help employees with children that serve them every day, through fundraising activations.

### **Operators:**

Benefit from CORE as an employee and franchisee resource that grants provide. Providing CORE as a grant and info center resource can send a positive message and increase employee satisfaction, retention, and loyalty. Plus, social impact generates good will for your brand, organization and franchisees in the program, which trains employees to help store associates apply for and secure CORE grants.

# HOW CAN I HELP?

## Operational Support Help:

Raise awareness of CORE within your organization via distribution of Back of House posters and adoption of the Advocate program

## Become a Corporate Partner:

Support CORE with a tax-deductible grant, sponsorship, cause partnership or donation.

## Cause Campaign:

Invite your customers to donate, donate \$ from gift card sales, a product promotion such as Pour for CORE, or through a custom cause marketing idea that can meet your business objectives and drives sales.

## Employee Giving:

Allow employees to donate to CORE via an employee giving platform or fundraising effort. Match their donations to increase engagement and goodwill.



## ADVANTAGES OF PARTNERING with CORE:

<b>Flexibility</b>	Raise funds when it works best on your marketing calendar.
<b>Turnkey Assets</b>	CORE will work with you to meet your business objectives and provide turnkey assets and resources
<b>Option to align with a CORE campaign</b>	<p><b>Inspiring Hope:</b> May</p> <p><b>Summer of Hope:</b> July Individual giving campaign and National Day of Service</p> <p><b>Serving Up Hope:</b> November</p>
<b>Marketing Ideas</b>	Variety of cause marketing ideas to drive sales and/or raise funds from consumer generosity
<b>Employee Engagement Ideas</b>	Volunteer as a CORE Ambassador, participate in the National Day of Service or host a local / team building fundraiser.



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