



## **CORE: CHILDREN OF RESTAURANT EMPLOYEES**

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, D.C., and in Puerto Rico.

# **SERVING UP HOPE NOVEMBER 8 - 21 A CAMPAIGN OF GRATITUDE**

**SAY THANK YOU TO THOSE WHO SERVE US EVERYDAY  
BY RAISING FUNDS TO HELP RESTAURANT AND BAR FAMILIES**

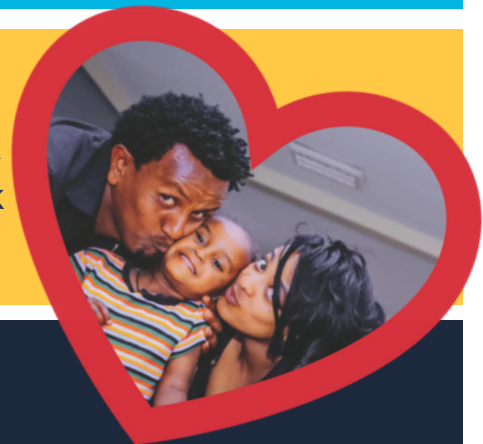
## **HOW BRANDS CAN PARTICIPATE:**

**There are many ways that you and your team can support CORE without a strain on marketing budgets, operations or labor. CORE will provide all the assets to make activations turnkey.**

- **On-line Ordering** - add a button within your online ordering platform or app for a non-taxable - side of hope. If your system can track these donations to the guest you can also add a bounce-back component to drive traffic.
- **E-Blast** - CORE can create a custom link that can be sent to all guests in your database. Plus we will provide the copy and imagery to make it super easy.
- **Social** - Ask your followers to show their gratitude by donating to CORE
- **Internal Communication** - promote the custom fundraising link and that CORE is a resource for employees to all operators

## **YOUR DOLLARS AT WORK**

- **\$50** will cover out of pocket medical expenses for one week
- **\$150** will provide groceries for a family of four for one week
- **\$1,000** will cover rent/mortgage for one month



**Visit [COREGives.org](https://coregives.org) or contact [sheila@coregives.org](mailto:sheila@coregives.org)  
for more information**