

CORE Fundraising Promotion Key Message Points

CORE: Children of Restaurant Employees is a national 501(c)3 that provides financial grants to food and beverage service employees with children when either the employee, spouse or child faces a health crisis, major injury, death of the employee, spouse or child or loss of home or place of work due to a natural disaster.

Key messaging components:

(Insert company name) are raising funds to help our industry's children when either they or their parent face an unexpected health crisis or natural disaster. Life does not always go as planned and we are providing a financial safety net to help keep a family in their home while working through a health crisis or help them navigate the loss of their home or place of employment and get back on their feet.

For operators that have an employee assistance program:

Our organization has a program in place to help our employees, through a crisis. CORE is also a valuable resource. There are employees that work in local food or beverage service businesses that do not have systems in place like ours and we are raising funds to help employees across the nation when they face a qualifying circumstance.

The following message points can be incorporated into your consumer facing communications to support CORE:

- CORE provides help to (insert business type: restaurant, foodservice, beverage service, bar, coffee shop, catering, cafeteria, etc.) employees with children navigating a health crisis or natural disaster.
- CORE provides help to (insert business type: restaurant, foodservice, beverage service, bar, coffee shop, catering, cafeteria, etc.) families navigating a health crisis or natural disaster.
- More than 50% of CORE grants help single parents, mostly Moms.
- More than 80% of CORE grants are due to a medical crisis
- 17% of CORE grants help families navigating a natural disaster
- Four in ten Americans would struggle with an unexpected expense of as little as \$400 * (Federal Reserve)
- CORE was founded to take care of our industry's children when life did not go as planned and they dealt with a health crisis, death, or natural disaster.
- Help industry kids whose family faces a health crisis or natural disaster.



CORE Fundraising Promotion Key Message Points (Cont.)

Promotion branding title ideas:

- Pour for CORE: beverage promotion
- Cheers for CORE: beverage promotion
- Purchase for Purpose: Product, gift card, bounce back offer
- Give Back: product promotion or bounce back offer
- Give Back for Kids: product promotion or bounce back offer
- Change for Good: round up

What dollars raised will do:

- \$10 will pay a family's water bill for one week
- \$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
- An average CORE grant for a family is \$2,400

Statistics:

- Consumer Price Index from the Bureau of Labor Statistics over the last 12 months (before June 30, 2022) This amplifies the need for CORE when the cost-of-living increases compounded with a medical crisis, death that can result in loss of income of a spouse or natural disaster.
- All items index increased 8.6% before seasonal adjustment
- The overall energy index rose 34.6% over the last year
- The overall energy index rose 3.9% overall in May 2022
- The gasoline index specifically rose 4.1% in May 2022
- The food index rose 10.1% over the past 12 months
- The food index rose 1.2% in May 2022
- Statistically, an item that cost \$1.00 in January costs \$1.73 as of May 2022

Source: <https://www.bls.gov/news.release/pdf/cpi.pdf>

