

Serving Up Hope Employee Training Guide

Thank you for supporting CORE's **Serving Up Hope** campaign, November 1– 28, 2022. We encourage you to share information with your entire team. The information below can be customized by you to include details about your fundraising promotion.

What is CORE?

CORE: Children of Restaurant Employee's is a non-profit who provides financial support to food and beverage service employees with children when either the employee, spouse or child faces a health crisis, medical diagnosis, injury, death, or natural disaster. CORE will cover costs that could include rent/mortgage, utilities, out of pocket medical supplies and/or necessities. Companies and individuals have made generous donations to help these employees when they face one of these crises.

CORE has helped employees with children in all 50 states, D.C. and in Puerto Rico. A CORE grant can range from \$500 - \$4000 and the average amount equals to \$2400. Your company joins an industry-wide initiative to raise funds for employees in our industry that may face a qualifying circumstance. We will raise funds through (insert fundraising activity) and encourage our customers to donate to CORE at www.COREgives.org.

What is the Serving Up Hope Campaign?

Serving Up Hope is a national gratitude campaign to recognize employees in the food and beverage industry that serve us every day, like you. The campaign will encourage consumers to visit their local operations and recognize this community of essential workers.

How do we participate?

We will incorporate Serving Up Hope messaging into our communications. We will also (Insert promotion details) raise funds for CORE to help employees that need our help when they face a medical crisis, injury, death, or natural disaster.



Serving Up Hope Employee Training Guide (Cont,)

Scripts:

Host – “Welcome to (NAME OF RESTAURANT). Thank you for (dining with us, visiting us). We are participating in CORE’s **Serving Up Hope** Campaign to recognize employees across the nation and help raise funds for employee with children who may face a health crisis or natural disaster. Ask your server/bartender for details about our promotion.”

(Insert promotion details if there is a customer donation, product purchase opportunity, bounce back offer.)

Server – “Welcome to (RESTAURANT NAME). My name is (NAME) and I will be taking care of you today. We are glad to have you here today helping us participate in **Serving Up Hope** – an employee appreciation week.

