

Serving Up Hope

Join Us in Turning Tables Toward a Better Future

Children of Restaurant Employees, CORE, is excited to announce the launch a fall national cause marketing campaign dedicated to raising funds to support families of food and beverage industry employees with children who face a health crisis, major injury, death, or the loss of home or their place of work due to a natural disaster.

This campaign recognizes the contribution of food and beverage service employees who serve us everyday. Serving Up Hope is a way to bring together the industry and the millions of guests it serves to take a moment to provide a thank you and hope for those that face a qualifying circumstance.

Starting November 1st, we're asking food and beverage companies across the country to engage their customers and employees in a cause they can feel good about. All funds raised will support the families in our industry who work in any type of foodservice or beverage service operation employees with children who face a health crisis, injury, death or the impact of a natural disaster.

Operators can raise funds in a variety of ways. Ideas include: Round Up, add a Side of Hope guest donation, bounce back offer, product promotion where \$X goes to CORE and more. CORE will provide participating partners with everything needed to launch a successful, Serving Up Hope campaign including fundraising ideas, social media content and campaign signage.

To support your efforts, we will also be promoting the campaign through a robust public relations and social media plan.

Together, we can serve up hope for the future this holiday season.

To get more information about how you can participate in the campaign or become a Title sponsor, please contact: Sheila@coregives.org

