



# 2021 Annual Report





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# EXECUTIVE SUMMARY

By Sheila Bennett

2021 was an impactful year for CORE: Children of Restaurant Employees, as the organization continued to evolve. CORE was originally founded in the beverage vertical to help our industry's children when they or their working parent in food and beverage service operations experienced a health crisis, injury, death or natural disaster. Companies reached out to support our work and as a result new corporate, media and strategic partnerships were forged to expand CORE's visibility and to raise critical funds. Restaurant operators selected CORE as an industry focused cause and a benefit/resource for their employees that qualified for a grant.

This year CORE got a whole new look including logo, brand identify and website. New resources were developed to help partners and our network of Ambassadors who support the CORE mission. To meet the diverse demand for help, CORE back of the house posters are now available in more languages that include Cantonese, Ilocano, Korean, Laotian, Tagalog, Thai and Vietnamese. We launched the Inspiring Hope, Summer of Hope and Serving Up Hope campaigns to engage organizations to donate and raise funds for CORE. In August, a network of supporters and volunteers participated in the first CORE national days of service to distribute back of the house posters in underserved communities across the country, thus expanding CORE's visibility.

Challenges continue to face the food and beverage service industry as the world experiences the ripple effects of a global pandemic. As the restaurant industry reopened and ramped up their businesses and invited guests back into their establishments, CORE adjusted grant criteria to serve employed applicants and remove furloughs as a qualifier. Restaurants struggled to get fully staffed and grant applications while still strong, dropped off from 2020. CORE still granted out more than double the dollars granted in 2019 due to the increased visibility.

In 2021, CORE served up hope and granted \$672,827. 298 families with 704 children were impacted by these grants. 59% of CORE grants helped single parents and 54% of these grants went to single moms. CORE serves a diverse population and 59% of grants helped persons of color. 13% of CORE grantees speak primarily Spanish. 85% of grants were due to a health crisis, 8% natural disasters and 7% documented domestic abuse.





# EXECUTIVE SUMMARY

Continued

Every grantee has a story. The CORE team works with families like Londa's, whose daughter diagnosed with sickle cell anemia and at risk for a stroke, required a new course of treatment with an infusion schedule and Iron Chelation therapy. A CORE grant covered housing, utilities, and funds for groceries and basic necessities. Londa said, "The financial services has given me an optimistic look ahead as I feel a huge burden lifted off me it's very difficult to live knowing you have bills due and more coming due and your falling short. I can't express my thanks enough for the CORE grant".

The CORE team contacts each potential grantee and guides them through the application process. We hear that CORE provides hope to their family with the gift of a grant. Together we can build a culture of caring for employees in our industry from mom-and-pop operations to those that work at your favorite brand. With your help, we can let employees across the country know that we are here for them when they face a qualifying circumstance.

We receive emails, calls, and notes from families that we help. Their gratitude and courage as they navigate crises inspires our team. We have embraced their messages and will continue to Inspire and Serve Up Hope to food and beverage service employees with children."

## 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.



## MEET TIFFANY'S FAMILY

Tiffany's husband is a chef at a restaurant in a hotel. They have a teenage daughter together. In 2020, she was awarded a grant because she was in end stage renal failure. However, shortly after receiving the grant, she had a kidney transplant. This past year she needed hernia surgery. CORE helped pay for their expenses so that she could have the surgery and her husband could take off for a bit to take care of her.

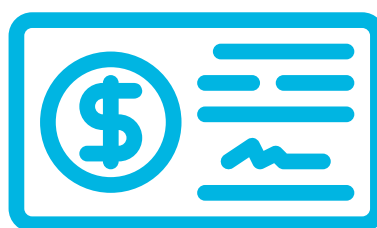
**"This is actually the second time [CORE] has blessed me and my family. . . Two years ago I had Endstage Renal Disease. I had to go to dialysis three times a week for 5 hours a treatment. I was placed on the Kidney Transplant list for 11 years and my name had finally come to the top of the list in 2020. With success we were granted enough money to pay our rent, utilities [during the recovery time of the] Kidney Transplant. Two months after we had gotten the grant, I finally got the call. I had a healthy Kidney that next morning. It is fair to say, [CORE] had a hand in saving my life. And for that I am truly grateful."**

**\$1,448,112**  
FUNDRAISED

**\$672,827**  
GRANTED



**299**  
grants distributed



**\$2,250**  
average grant amount

**GRANTS HELPED PROVIDE:**



groceries



housing



clothing



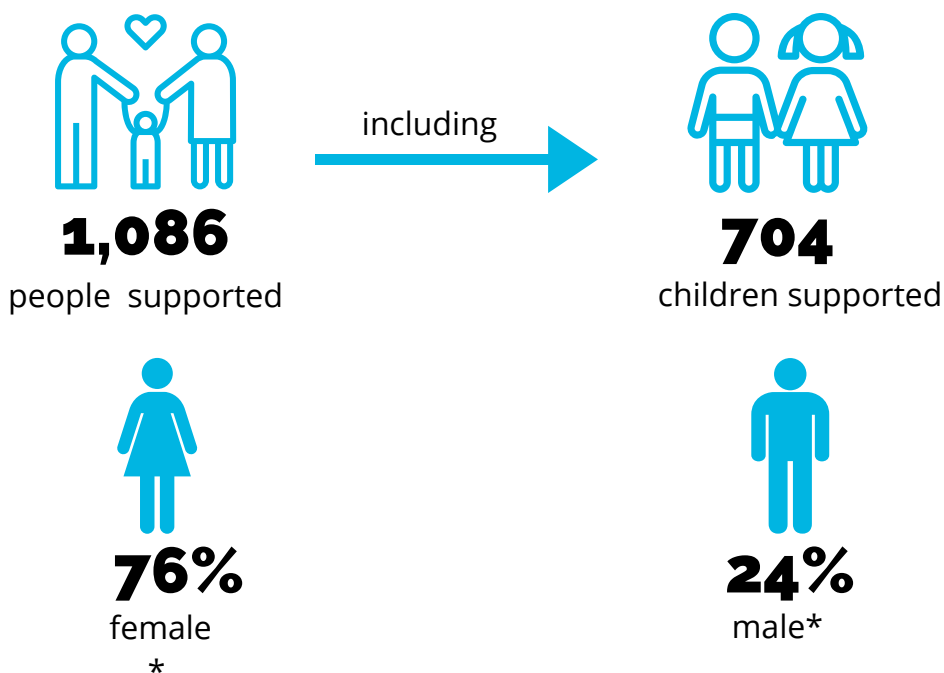
utilities



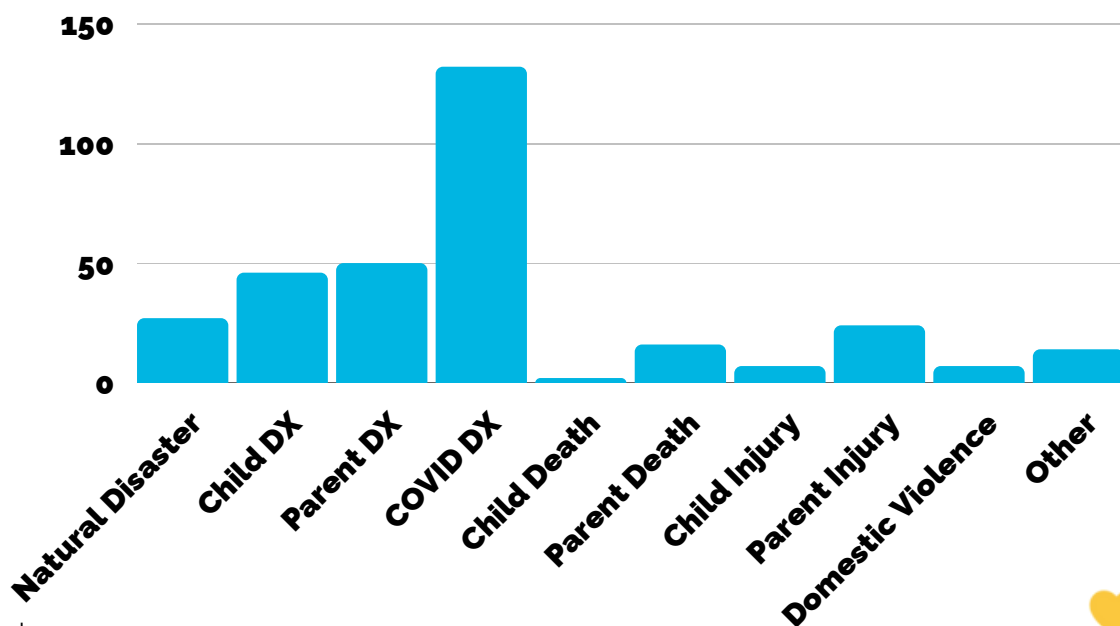
transportation



# 2021



## QUALIFYING CIRCUMSTANCE:

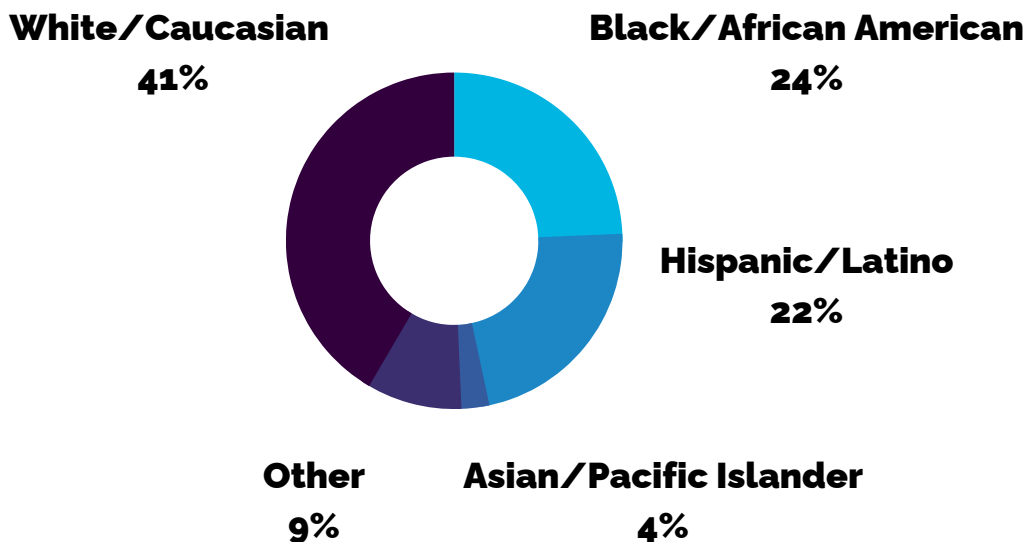


\*Self-reported

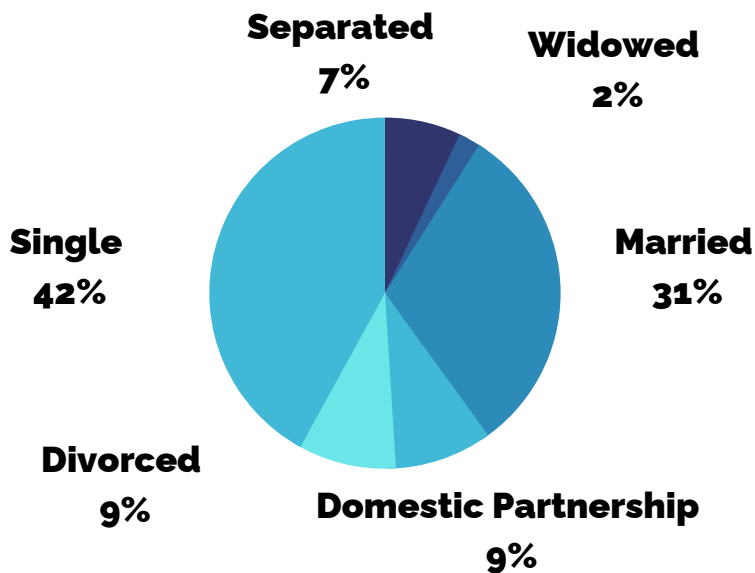


# 2021

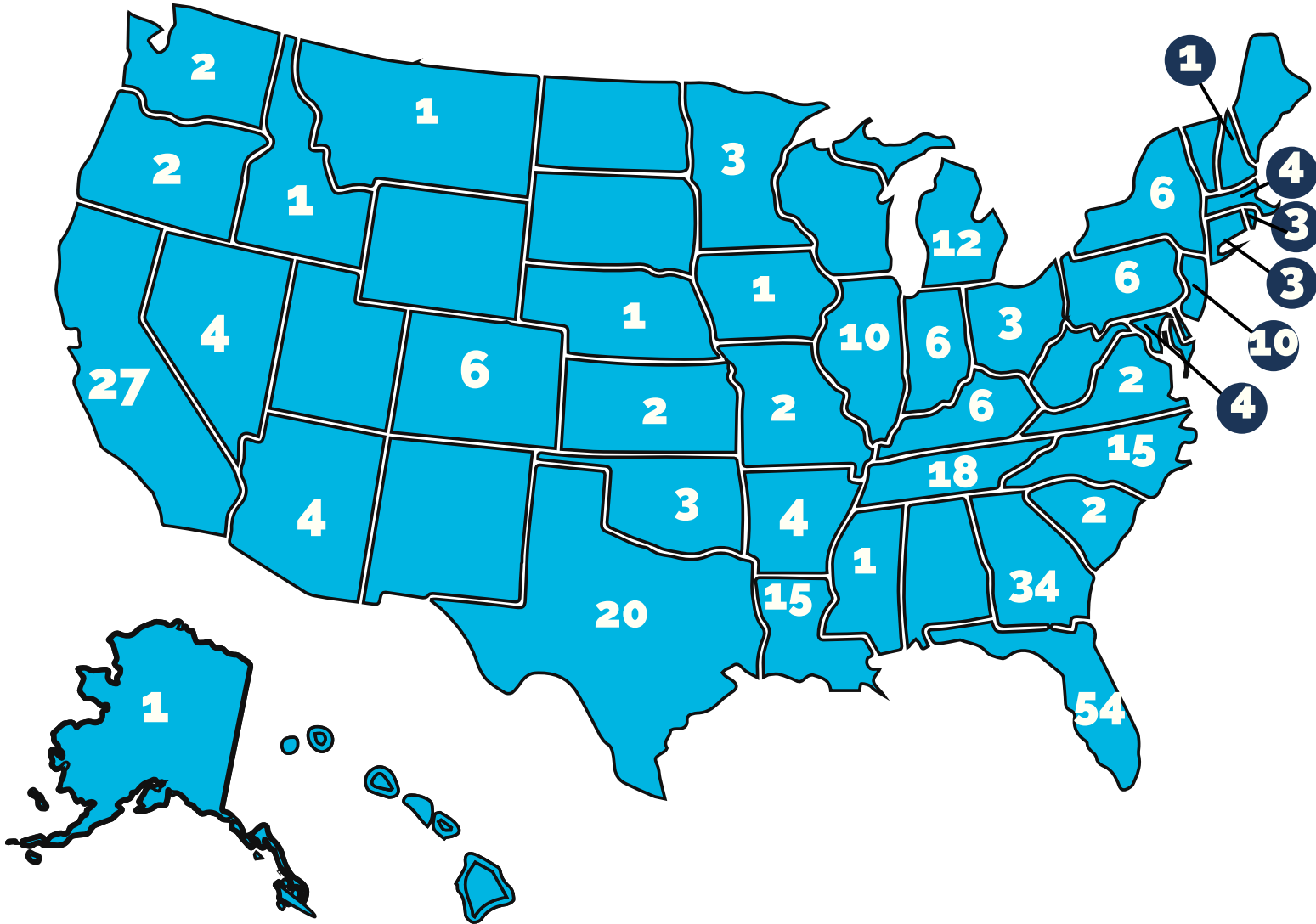
## GRANTEE ETHNICITY/RACE:



## GRANTEE MARITAL STATUS:







AL: 0	GA: 34	MD: 4	NJ: 10	RI: 2	WI: 0
AK: 1	HI: 0	MA: 4	NM: 0	SC: 2	WY: 0
AZ: 4	ID: 1	MI: 12	NY: 6	SD: 0	
AR: 5	IL: 10	MN: 3	NC: 15	TN: 18	
CA: 27	IN: 6	MS: 1	ND: 0	TX: 20	
CO: 6	IA: 1	MO: 2	OH: 3	UT: 0	
CT: 3	KS: 2	MT: 1	OK: 4	VT: 0	
DC: 0	KY: 6	NE: 1	OR: 4	VA: 2	
DE: 0	LA: 15	NV: 4	PA: 6	WA: 2	
FL: 54	ME: 0	NH: 1	PR: 0	WV: 0	

# WHERE CORE GRANTED



Thank you to CORE's 2021



# CORPORATE SPONSERS

3 Badge Beverage Corp  
 Acquire Wine  
 American Beverage Marketers  
 Anheuser-Busch Inc.  
 Barbeque Integrated Inc.  
 (SMOKEY BONES)  
 Barilla America  
 Boston Beer  
 Breakthru Beverage Group  
 Campari  
 CJL Consulting  
 Common Cents Systems, Inc  
 Copper Cane Wines  
 Delicato Vineyards  
 Diageo  
 E&J Gallo  
 Edrington  
 Empire Distributors, Inc.  
 ExpandShare  
 Fazoli's  
 FNB Tech  
 Foley Family Wines  
 GoTab  
 Heaven Hill Brands  
 HEI Hotels  
 IFMA  
 IMI  
 J. Lohr Vineyards & Wines  
 Monin, Inc.  
 Nestle Waters  
 Ole Smokey Distillery  
 PepsiCo Global Foodservice  
 Proximo Spirits  
 Questex  
 Red Bull  
 Republic National Distributing  
 Company  
 Samson & Surrey  
 Smithfield Foods  
 Southern Glazers Wine  
 & Spirits  
 Ste. Michelle Wine Estates  
 Tavern League of Wisconsin  
 Technomic  
 The Elliot Group  
 The Hess Collection Winery  
 Tito's Handmade Vodka  
 Total Beverage Solution  
 Trincherro

Thank you to CORE's 2021

**DONORS**

5802 LLC  
 Armada Supply Chain Solutions  
 Bacardi  
 Banfi Vintners Foundation  
 Bogeys 4 Baldera  
 Broadtalk Marketing  
 Brown-Forman  
 Calagaz Printing - in kind  
 donation  
 California Community Foundation  
 California Tortilla Group  
 Campari  
 Capital One Grant  
 Centurion Restaurant Group  
 Clark Construction Group LLC  
 Cleveland Menu  
 CMG Companies  
 Commer Beverage Consulting  
 Diageo  
 Don Q Rum  
 DoorDash, Inc  
 E&J Gallo  
 Edrington  
 Empire Distributors, Inc.  
 Evans Hardy + Young  
 ExpandShare  
 Find Something To Do, LLC  
 Flashpoint Innovation  
 Garden Catering  
 Gemmy, Inc.  
 Heartland Payment Systems  
 Heineken USA  
 Highland Brewing Company, Inc  
 Hot Taco, LLC  
 Imbibe Media Inc.  
 Inspire Foundation  
 Intersign Corp  
 J. Alexander's LLC  
 James Brothers, LLC  
 Kemo Sabe  
 Lunchbox Technologies  
 Marketeam Inc.  
 Michael Quinttus, VINTUS LLC  
 Minibar Delivery  
 Oak Atlanta LLC  
 ONEHOPE Wine  
 Pacific Rim Winemakers, Inc  
 Patrick Henry Creative Promotion  
 QTonic  
 Quality Fresca LLC  
 Questex  
 Racines NYC LLC  
 Renaissance Charitable Foundation  
 Resco (Buderic, Inc)  
 Restaurant Growth Services  
 Rodney Strong Vineyards  
 Ropeswing Hospitality Group  
 Salesforce.com  
 Sazerac Company, Inc.  
 Schooner Exact LLC  
 Sipstein Dermatology Group  
 Skrewball Whiskey  
 Southern Glazers Wine & Spirits  
 TABU Ultralounge, LLC  
 The Big G Charitable Foundation  
 The Tuttleman Foundation  
 The Wine Group  
 Thursday Enterprises, LLC  
 Tito's Handmade Vodka  
 Trellis Wine Group  
 Trincho  
 Vineyard Brands  
 Wente Vineyards  
 William Grant & Sons, Inc.  
 Wine & Spirits Wholesalers of  
 America  
 Yeah Management  
 Youth's Friends Association, Inc.