

Serving Up Hope

Join us in Turning Tables Toward a Better Future

Children of Restaurant Employees, CORE, is excited to announce the launch of Serving Up Hope, a national cause marketing campaign to raise funds for food and beverage service employees with children who face a health crisis, death, or a natural disaster.

This campaign recognizes the contribution of food and beverage service employees who serve us every day. 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.

From October 1 - December 31, we're asking food and beverage companies across the country to engage their customers and employees in a cause they can feel good about. Operators and Suppliers can be a part of this powerful campaign, and raise funds when and how it works best for you. All funds raised will support food service or beverage service operation employees with children who face a health crisis, injury, death, or the impact of a natural disaster.

Select the date of your fundraising activity anytime between October 1 – December 31. Fundraising can be done in a variety of ways, and participants get to choose when and how to raise funds that work best for their business.

Operator ideas include:

- Round-Up Promotion
- Bounce Back offer
- Product promotion blended with a Side of Hope guest donation
- Pour For CORE beverage promotion

Suppliers can:

- Make a direct donation or donate through:
- Product promotions
- Donations for transactions or services
- Donations in honor of customers
- Employee giving with an optional match

CORE can work with you to explore ideas that are best for your business. Turnkey resources are provided to help you launch a successful promotion that includes social content, images, customizable POP, PR templates, employee training guides, and more. With your help, we can Serve Up Hope to more families when life does not go as planned and they face a qualifying circumstance.

Operators and Suppliers who commit to raising \$15,000 or more will be highlighted on the CORE Wall of Hope, a landing page that showcases their commitment to supporting the food & beverage industry. 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 this fall.

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

