



An Operator Employee Resource
and Industry Focused Cause

2023



CORE

CORE: Children of Restaurant Employees is a **national non-profit** that is dedicated to serving food and beverage service employees with children to provide financial relief when either the employee or their child faces a life altering health crisis, injury, death or natural disaster. Founded to take care of our industry's children when they or their parent faced a qualifying circumstance.

2023 FACTS & STATS:

- **Granted to employees with children in all 50 states, D.C. and Puerto Rico**
- 56% of grantees are persons of color
- 11% grantees speak primarily Spanish
- **3 out of 4 grantees are women**
- **77% are single parents: 72% single moms, 5% single dads**
- A CORE grant may cover rent/mortgage, utilities, childcare, prescriptions, medical supplies and more
- Employees can apply online or can be referred at www.COREgives.org



2023 Candid
Rating:
Formerly
GuideStar

Mission Partners

Southern Smoke
Giving Kitchen
Restaurants Care (CRA Ed Fdtn.)
US Bar Guild

Strategic Partners

Council of Hotel and Restaurant Trainers (CHART)
Flavor Experience
International Food & Beverage Tech Assoc (IFBTA)
International Foodservice Manufacturers Association (IFMA)
Multicultural Foodservice Hospitality Alliance (MFHA)
National Restaurant Association Educational Fdtn. (NRAEF)
Questex (VIBE, Bar & Restaurant Expo)

State Restaurant Association PARTNERS

Alabama
Arkansas
California
Colorado
Florida
Georgia
Kentucky
Louisiana
Ohio
Virginia
Tennessee
Texas
Wyoming
Washington DC

Media Partners

Fast Casual, QSR Online
Flavor & The Menu Magazine
Imbibe Magazine
In the Mix, Magazine
Plate Magazine
NRN – Informa
Restaurant Business
CHEERS



GRANTS PROGRAM



Three Tiers of CORE qualifying grant criteria:

All CORE applicants must meet **all 3 tiers** for consideration of grant approval:
documentation required

TIER 1: Legally Dependent Child

All CORE families must have a minimum of one qualifying dependent child living in their home.

TIER 2: Food & Beverage Service Employee

All CORE families must have at least one parent/legal guardian working in a food & beverage service operation

TIER 3: CORE Qualifying Circumstance

Medical illness or diagnosis of an employee, spouse, or child

Medical documents will be required

Death of the employee, spouse or child

Injury of the employee (that would keep them from working) or their child

Loss of home or restaurant due to natural disaster (i.e., tornado, hurricane, flood, fire, earthquake)

Documented Domestic Abuse

A CORE grant may cover rent/mortgage directly and provides a trackable CORE visa gift card for other approved expenses

How CORE grants are calculated

- CORE may cover rent/mortgage, utilities, necessities, medicines, supplies, and more.
- CORE pays rent/mortgage directly and provides a trackable co-branded VISA gift card for other expenses.
 - All grantees agree to card usage guidelines and parameters established by CORE prior to receipt of funds.
- CORE tracks average expense costs.
- Financial grants are based on documented criteria and actual monthly expenses.
- Documentation is required.



Expenses/Bills	Average AMT \$ Monthly	Average AMT \$ Weekly
Mortgage/Rent	\$1,285	\$321
Electric	\$193	\$48
Water	\$80	\$20
Natural Gas	\$229	\$57
Car loan	\$580	\$145
Car insurance	\$226	\$57
Fuel/Gasoline	\$355	\$89
Groceries	\$491	\$123
Childcare	\$194	\$49
Children's Needs (diapers, formula, etc...)	\$125	\$32
Prescription Drugs	\$62	\$16
Medical Expenses	\$73	\$18
Phone	\$167	\$42
Internet	\$74	\$19

Grant Process



Each grant is unique and based on need.

Dollars granted range from \$500 - \$4,000.

2022 Average Grant = \$2,000

Lifetime cap: \$7,500

2019
\$292,075

2020
\$1,457,488
Year of COVID

2021
\$705,753

2022
\$808,786



Key Program Facts

Year to Date – July 24, 2023

\$316,972

TOTAL AMOUNT GRANTED



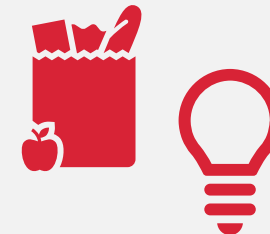
Grants
Awarded



523
Children
Supported



Months
of Housing
Funded



\$57,206
Awarded
for Groceries,
Utilities, etc.

WHO WE HELPED

2023

11%

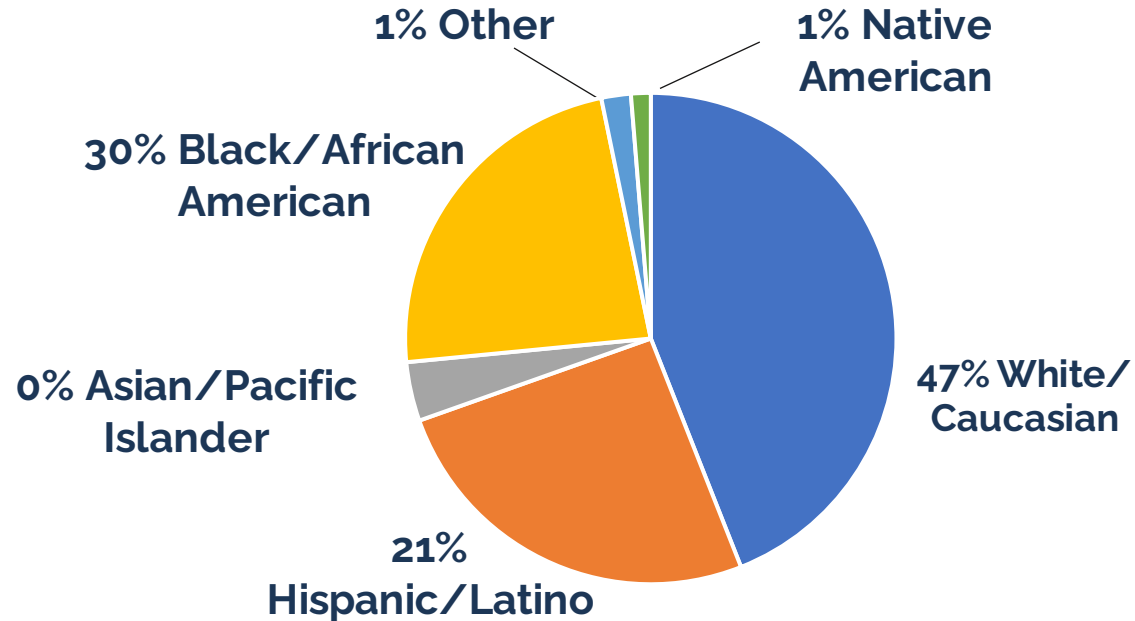
of grantees primarily speak Spanish



96%

of grantees have at least a high school diploma or equivalent (i.e. GED)

Race & Ethnicities



1%

of grantees have served or are currently serving in the Armed Forces or National Guard



72%

of grantees are single mothers



35

average age of grantee

5%

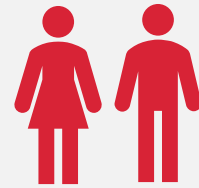
of grantees are single fathers



GRANT % of the:

- Adult
employee, spouse, partner
- Child
- Family

CORE helps employees with children when either the "employee, spouse or child" faces a health crisis or natural disaster



68%

of grants due to
employee/spouse
health* crisis



27%

of grants due to a
child's health* crisis



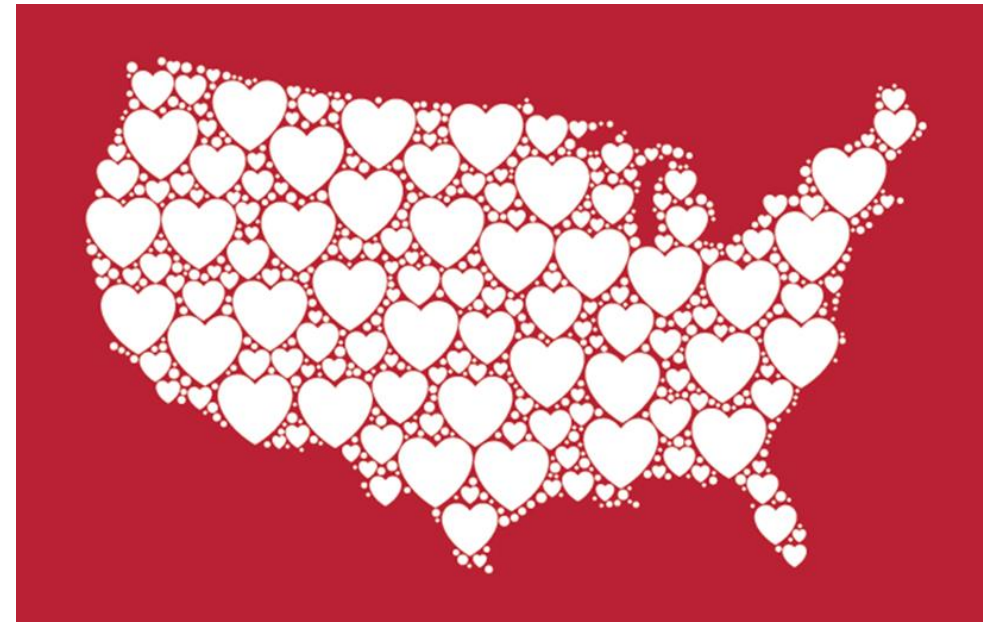
5%

of grants support the family due to a
natural disaster

Year to Date: July 24, 2023

WHERE CORE GRANTS THE MOST \$\$ (2013 – 2022) All time

- 1 FL
- 2 GA
- 3 CA
- 4 TN
- 5 TX
- 6 MI
- 7 NC
- 8 NV
- 9 IL
- 10 LA



Where we want to increase CORE awareness:

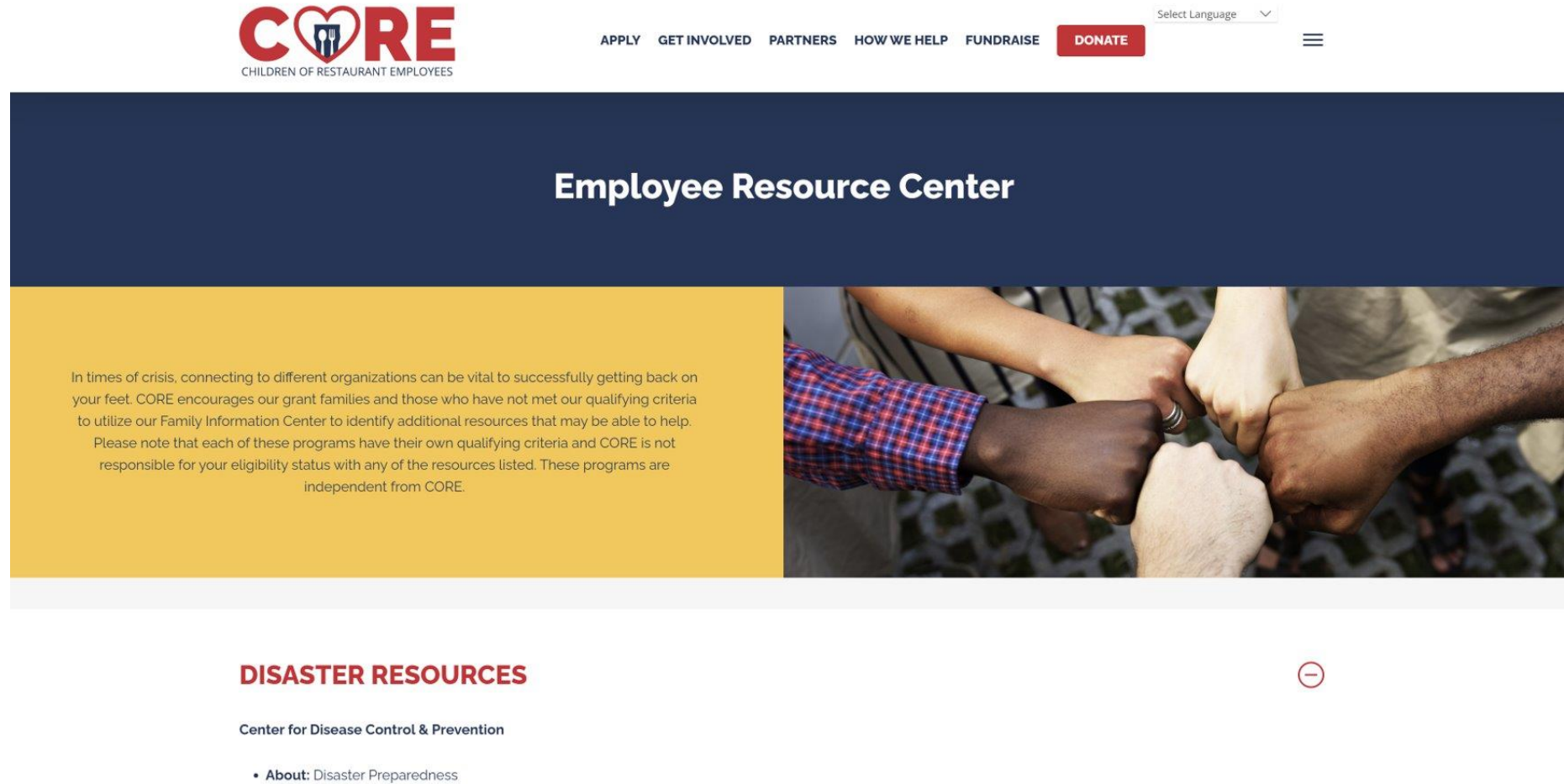
- | | |
|-------------|-----------------|
| 1. Arkansas | 6. Wyoming |
| 2. Idaho | 7. Vermont |
| 3. Delaware | 8. North Dakota |
| 4. Hawaii | 9. Maine |
| 5. Nebraska | 10. Utah |

CORE Employee Resources

An industry resource - link to this resource for all employees

Resources:

- Disaster
- General Crisis
- Mental Health
- Substance Abuse
- Single Parent
- Housing & Homelessness
- Food & Beverage
- Food Insecurity
- Education
- Financial Health
- Utility Assistance
- Domestic Violence
- Grief counseling



CORE
CHILDREN OF RESTAURANT EMPLOYEES

APPLY GET INVOLVED PARTNERS HOW WE HELP FUNDRAISE **DONATE** Select Language

Employee Resource Center

In times of crisis, connecting to different organizations can be vital to successfully getting back on your feet. CORE encourages our grant families and those who have not met our qualifying criteria to utilize our Family Information Center to identify additional resources that may be able to help. Please note that each of these programs have their own qualifying criteria and CORE is not responsible for your eligibility status with any of the resources listed. These programs are independent from CORE.

DISASTER RESOURCES

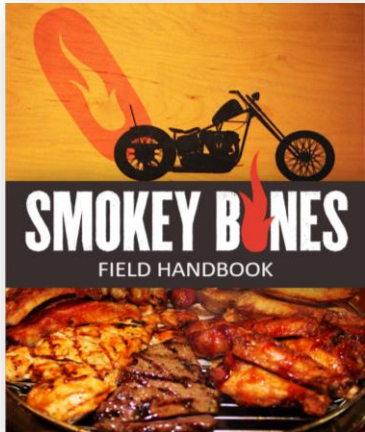
Center for Disease Control & Prevention

- **About:** Disaster Preparedness

<https://coregives.org/family-information-center/>

SMOKEY BONES CASE STUDY: CORE AS A RESOURCE/INDUSTRY FOCUSED CAUSE

Hardwire into Benefits Offerings & New Hire Orientation Building Internal Community & Engagement

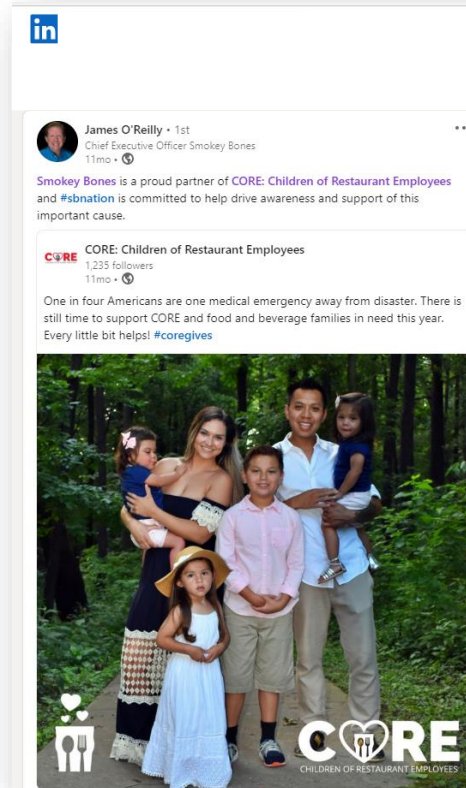


People Results

- Great Place To Work Certified
- Increased frontline staffing vs. pre-pandemic
- Reduced turnover
- Increased engagement
- Double digit sentiment increase on benefits



Ongoing Communication & Advocacy



Engage, Participate & Contribute

Year-Round beverage promotions to benefit CORE

- Tito's Vodka Strawberry Lemonade promotion Smokey Bones will donate \$1 to CORE which provides financial relief to restaurant families. *The most successful beverage promotion to date and #1 selling beverage*
- Cocktails change with each menu change
- Quarterly donation ~ \$14k
- Future plans include round up promotions & employee payroll contribution

INTRODUCING THE TITO'S STRAWBERRY LEMONADE COCKTAIL

Made with Tito's Handmade Vodka, Real Strawberry Puree and Minute Maid Lemonade. For every Tito's Strawberry Lemonade cocktail purchased, Smokey Bones will donate \$1 to CORE which provides financial relief to restaurant families.

VISIT CORE



WHERE SOME EMPLOYEES WORKED THAT CORE HELPED THIS YEAR





PARTNERSHIP



AN INDUSTRY FOCUSED CAUSE

CORE: A *direct provider* to F&B operations employees with children when life does not go as planned and they face a qualifying circumstance.

OPERATORS

- CORE as a benefit and resource for your operations employees with children and fellow operators.
- Fundraising ideas:
 - Consumer generosity with a
 - Round Up Promotion
 - Add a Side of Hope POS/Online guest donation
 - Sales Drivers:
 - Product Promotion
 - Consumer generosity + sales driver:
 - Bounce Back Offer
 - Employee donations

SUPPLIERS

- Directly helps your customers employees with children.
- Fundraising ideas:
 - Product promotions
 - Product collaboration with operators
 - Transaction donations
 - Social media post donations up to \$XXX for an action/post
 - Match donations:
 - Social media
 - Employee
 - Event fundraising, conference, golf, etc.
 - Sell off excess inventory: SWAG, equipment and donate the proceeds

Supporting CORE is a cause that you can feel good about

Provide CORE as a resource for your F&B operations employees and let them know that together you are helping our industry.

Advantages of partnering with CORE:

- **Flexibility:** Raise funds when it works best on your marketing calendar and to meet your business objectives.
- **No minimum commitment required**
- Assets and **resources are provided**
- CORE **Partnership opportunities and benefits** available with an up-front commitment
- **Option to align with a CORE campaign:**
 - Inspiring Hope: April*
 - Serving Up Hope: November gratitude campaign*
- Choose the way to raise funds that work best for your business or through a variety of fundraising activities
 - Operator participation ideas: Bounce Back offers, Round up or Add a side of hope customer donations, product or gift card promotions.
 - Suppliers: Donations, Employee giving campaign with a match, customer product promotion collaboration, donations in honor of new/current customers, social media/celebrity fundraising and more...

Serving Up Hope: A Gratitude Campaign

October 1 – December 31

An Industry Focused Cause:

Bringing the industry together to thank those that serve us every day and raise funds to help restaurant employees with children who qualify for a CORE grant.

Turnkey Resources:

CORE can provide fundraising ideas and offers turnkey resources and assets To make participation easy.

Flexibility:

Select the dates that work best on your marketing calendar and the way to raise funds or to market your donation.

No minimum commitment required

CORE Serving Up Hope: Wall of Hope Partner Opportunities

Presenting Partner: \$100K (limit to 4)

Wall of Hope partners: Commit to raise \$15K or more to showcase your leadership and reach a partnership level.



OPERATOR PARTICIPANTS & FUNDRAISING EXAMPLES



**3 Drink promotion early launch
Sept 1 - Nov 30. \$1 of each
featured beverage donated to
CORE.**

Stargarita: Cowboys themed Mezcalita

-Peanut Butter Cup Martini – Skrewball

**-Tex Hex Wicked Shandy –
Bacardi Dark**



**Year-Round Drink Promotion
continues through Serving Up
Hope. \$1 from each Tito's
Strawberry Lemonade donated to
CORE.**

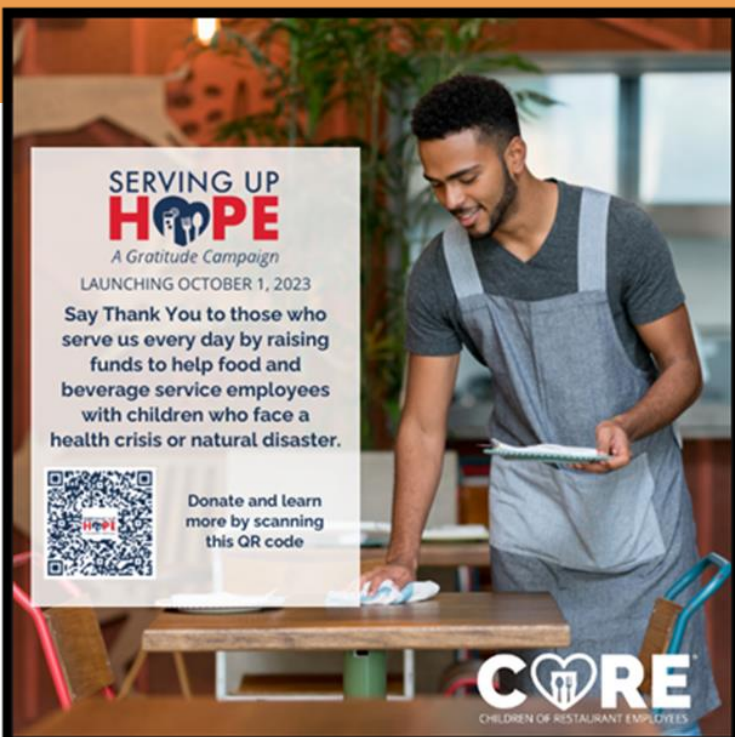


EXCLUSIVE PARTNER RESOURCE CENTER

We offer turnkey resources to help

- Logos and Brand Guidelines
- BOH Poster
- Images
- PR Media Kit
- POP
- Content
- Social Media posts
- Employee training and How to Guides
- Better Business Bureau Cause Marketing Guidelines
- Videos: [CORE GENERAL VIDEO](#)
- And more.....

[Partner Resource Center – CoreGives](#)



RESTAURANT NAME is proud to partner with **CORE: Children of Restaurant Employees** in their Serving Up Hope campaign. We are raising funds (INSERT PROMOTION DETAILS) to help employees with children in the food and beverage industry who face a medical crisis, natural disaster or death.

As a guest, you can help support restaurant workers who are facing a qualifying circumstance by “rounding up” your check to the next dollar before calculating any gratuities for your server.

To learn more about CORE, or to make a direct contribution, visit coregives.org or scan the QR code.



Your logo
here



Partnership Opportunities or Raise Funds at Any time of Year



Campaign Presenting Sponsors (\$100K)

Wall of Hope supporters of each campaign (15K) or participate:

- Serving Up Hope: OCT 1 – DEC 31
- Giving Tuesday: NOV 28
 - Seek a match donor to double your donation
- Inspiring Hope: APR 2024

Auction Donations:

- End of Year Virtual Auction: SEPT 2023
 - Donate luxury experiences, or products, gift cards, tickets, autographed items, certificates and more ideas.
- VIBE: FEB 2024

Employee Engagement:

- CORE Ambassador program
 - Committee service
- CORE Days of Service: Week of August 6 Presenting Sponsor: \$50K
 - BOH poster distribution

EMPLOYEE ENGAGEMENT CORE VOLUNTEER PROGRAM



Ambassador Program

Proximo employees can sign up to serve as a CORE Ambassador. A CORE Ambassador utilizes social and professional networks to share CORE's mission and can volunteer at CORE's booth at select industry events.

CORE Ambassadors will be invited to:

- Follow CORE on social media and share CORE's mission.
- Help CORE connect with potential sponsors/partners operators, food production, paper goods, chemicals, foodservice distribution, technology and services.
- Distribute CORE materials: one pagers and back of house posters
- Invite others to become an Ambassador
- Serve as a CORE advocate at industry events, conferences and volunteer

Refer qualified families to CORE

Sign up to be an Ambassador:

- Volunteer – www.CoreGives.org/volunteer



Case Studies



CASE STUDY:

PARTNER WITH OPERATOR: BEVERAGE PROMOTIONS

Bar Louie

- Cocktails for a cause, April 6 - June 30, partner with beverage supplier
- Wildberry Margarita promotion. *Bar Louie donates \$1 for each beverage sold and customer donations*
- Customer contest #donthestache to support sales/donations with a South Beach Wine & Food Festival prize package courtesy of Don Julio tequila
- Partnership commitment \$50K
- Results: Promotion exceeded projections and raised: \$122,650**



CASE STUDY:

HOW A BRAND SUPPORTS A CORE CAMPAIGN?

ACTIVATE AN "ADD A SIDE OF HOPE" PROMOTION

- Also message your guests about the promotion via e-mail throughout the campaign. Include a direct link to donate that CORE can create for you.



Join California Tortilla in supporting CORE

Your donation will give hope and make a difference in the lives of restaurant employees with children this summer!

CORE: CHILDREN OF RESTAURANT EMPLOYEES is 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. CORE grants in all 50 states and in Puerto Rico.

California Tortilla Supports CORE

Select or enter an amount

Frequency

☒ One time ☐ Recurring



Problem viewing? [Click here to view web version](#)

[MENU](#) [CATERING](#) [ORDER](#)

**YOU'VE GOT 2 WEEKS
TO HELP CALTORT SUPPORT
RESTAURANT FAMILIES
AROUND THE COUNTRY
AND WE ARE UPPING
THE ANTE.**

Donate \$1 to CORE
by adding a Side of
Hope to any online
or app order and
get **A FREE TACO**
in November.



**CORE: Children of Food
and Restaurant Employees**
is 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.



Limit one free taco per account regardless of donation size and frequency.
Free taco to be loaded onto your account November 1.

OR DONATE DIRECTLY BY CLICKING [HERE](#)

Thought Starters for Operators

Consumer generosity

Guest donations:

Bounce Back Offers:

- Invite guests to donate to receive something in return on a future visit. This can drive donations and repeat business.
 - Engineer an offer that to introduce new menu items, drive sales of a specific menu item or category or generate a higher check average. i.e.: Donate \$5 or more to receive \$5 off a meal purchase of \$25 or more.

POS or online guest donation:

- Round Up: Change for Good
- Add a side of Hope guest check donations



Thought Starters

Sales Drivers

Product sales:

- Donate a set \$\$ amount for the purchase of special menu item
- Raise the price of a menu, beverage item .50 for the month and donate the proceeds.

Gift card promotions:

- Donate \$5 for every \$25 gift card sold

Pour for CORE:

- Partner with beverage vendor to promote beverage and donate \$X to CORE – as a special feature, or combo purchase



Partnership Levels

- Benefits are provided to CORE Partners at one of these levels for year-round activation
 - When you make an up-front financial commitment
 - When you sign an agreement, then reach a partnership level
- Partner web resource portal filled with assets, content, images and more to provide support
- **Inclusion in the national Thank you ads \$25K level and above**

* Partnership benefit details are in the addendum

Diamond **\$200,000**

Platinum **\$100,000**

Gold **\$50,000**

Silver **\$25,000**

Serving Up Hope: \$15,000

Bronze **\$10,000**

Corporate Partners

Alliance Capital Management
Anheuser-Busch
Barefoot Wines
E&J Gallo Luxury Brands
Bacardi
Boston Beer Co.
Brown-Forman Corporation
Calagaz Printing
Campari
Delicato Family Wines
Larry Feldman, Exceptional Foods
HEI Hotels
HMS Host
Inspire Brands Foundation
IMI Agency
Island Oasis
J Lohr
Kerry Group
Leahy IFP
Mark Anthony Brands

MarketTeam Inc.
Mellow Mushroom
Monin Gourmet Syrups
Nestle North America
Old Spaghetti Factory
Pepsi Co.
Proximo Spirits
Questex: Bar & Restaurant Expo and VIBE
Red Bull
Rodney Strong Vineyards
Samuel's Seafood
Smokey Bones Restaurants
Southern Glazer's Wine and Spirits
Ste. Michelle Wine Estates
Taco John's
Tanteo Spirits
Ted's Montana Grill
The Flavor Experience
The Tuttleman Foundation
Tito's Handmade Vodka
Toast.org

Steps for a Successful Promotion

Determine the fundraising activation and promotion dates

Access the Exclusive CORE Partner Resource Center:

- <https://coregives.org/partner-resource-center/>

Create promotional materials

- In store communications and POP
- Consumer messaging: Email, social posts
- Employee training guide with scripts
- Press release
- Check receipt message
- Social media posts

Set a financial fundraising goal per location and company wide

Establish a company competition

Display fundraising thermometers

Roll out the promotion

- Educate employees: Record a video about the importance of the campaign and why you are raising funds.

End of campaign communications

- Thank you to guests – email social, in store
- End of campaign press release to announce dollars raised
- Celebrate promotion success and recognize top fundraisers

OPERATOR NEXT STEP



- Distribute and display the CORE BOH poster in restaurants
- Share CORE information with team
- Plan and schedule a CORE fundraising promotion
- Determine Partnership level and prepare partnership agreement
- Sign up to serve as a CORE Volunteer as an Ambassador:
www.COREgives.org/volunteer
- Schedule a follow up call with CORE
- Access Exclusive Partner Resource Center

Supplier Next Steps



- Share CORE information with team
- Determine Partnership level and complete agreement
- Access Exclusive Partner Resource Center
- Plan and schedule a CORE fundraising promotion
- Sign up to serve as a CORE Volunteer as an Ambassador:
www.COREgives.org/volunteer
- Market your support of CORE internally and externally
- Follow CORE on social



Contact

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