

Leveraging the Exclusive

CORE Partner Resource Center
CHILDREN OF RESTAURANT EMPLOYEES



Fundraising provides an opportunity for telling a story

Great storytelling will capture your customers attention and can build goodwill.

CORE provides valuable turnkey resources to weave into your story and bring to life how your company supports restaurant employees with children who face obstacles of a life-altering health crisis, death, or natural disaster and overcome with a grant.

Together we create a drumbeat of stories that will demonstrate the importance of CORE's mission to your organization and as a result, help more families.

Thank you for helping families in our industry.



Variety of Fundraising Resources



"Pour for CORE" Fundraising Concept

About "Pour for CORE"

Pour for CORE is a beverage fundraising activation for restaurant and bar operations and/or beverage vendors to promote product sales and raise money for CORE: Children of Restaurant Employees through product menu placement, beverage promotions, distributor collaborations and sales team incentives. "Pour for CORE" drives sales and builds a halo effect around your brand to support employees with children in our industry.

A signed agreement is required that will allow the vendor and restaurant to implement a fundraising activity on behalf of CORE. Details below.

How it Works (Beverage Companies):

- **The Donation:** Donate a set amount for each bottle/case purchased by the restaurant and establish fundraising goals. Connect with CORE team to share program details and upfront commitment level that will determine the appropriate CORE corporate partnership level and benefits.
- **Sales Team Contest and Incentive:** Provide an incentive to the sales team for every menu placement and minimum order of product. Outline and communicate sales and fundraising goals for the organization and each sales team member. Menu placement can be incorporated on the beverage menu, limited-time only special drink offerings, pairing/tasting menus, dinners or events and more.
- **Distributor Collaboration:** Partner with the distributor for matched donations.

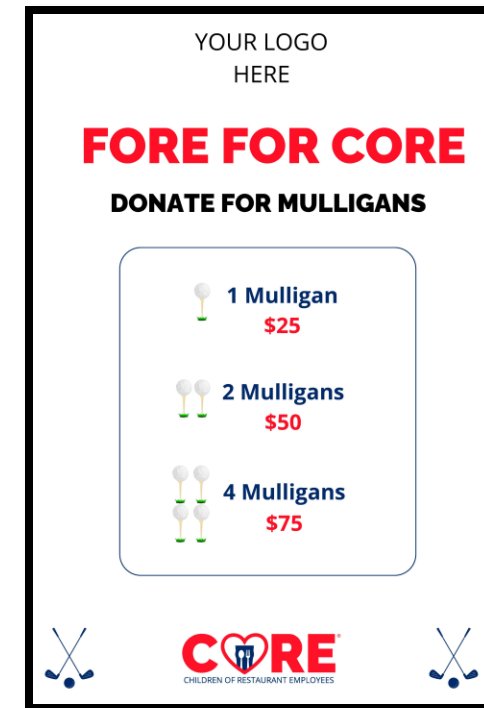
If you have any questions, please contact CORE at info@COREgives.org



Suppliers have the unique opportunity to support CORE in a variety of ways. As CORE was founded in the adult beverage vertical, we offer fundraising guides that highlight beverage promotions. In addition, CORE can offer a personalized ideation session with your team to think of creative ways to raise funds or market your donation. You can also leverage the Serving Up Hope campaign messaging with a commitment to raise \$15K or more.


Resources to support :

- **Events:** Posters, collateral, signs
- **Golf Tournaments:** Mulligans and signs
- **Product promotions:** Stickers to place on cases that support CORE
- **Serving Up Hope Resources**
- **Social media/network and employee fundraising:** social posts, custom fundraising page



Consider customer collaborations.


CORE provides resources for every stage of your fundraising story




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



Partner Resource Center

The resources below are all downloadable. You can do so by clicking the item, which will lead you to a download page. For photos you can drag the item to your desktop or right click to save.

CAMPAIGN RESOURCES

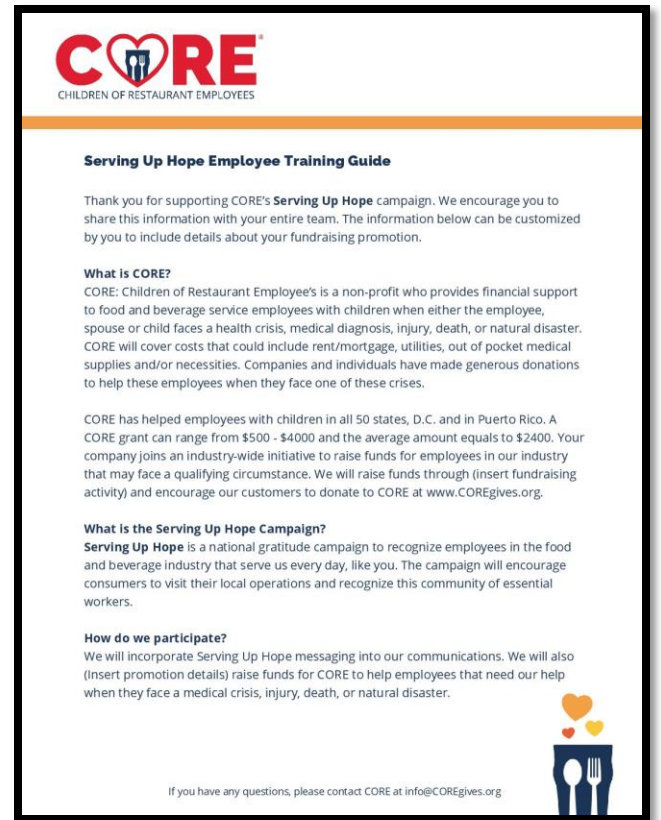
[SERVING UP HOPE RESOURCE CENTER](#)

[INSPIRING HOPE RESOURCE CENTER](#)

[GIVING TUESDAY RESOURCE CENTER](#)

STAGE 1: PLANNING

- Identify the **fundraising activity, dates and audience**
 - Utilize How to Guides, set goal
- Determine potential for **partner/customer collaborations**
- Develop **sales/marketing plan**
 - Integrate opportunity into sales pitches, service or product promotions
 - Access the CORE presentation for content
 - Transparency is key: Be clear about the \$ amount or exact percentage that will go to CORE. This builds trust with your customers and is a Better Business Bureau guideline
 - Map out marketing/communications plan
 - Internal communications: education and training
 - External communications: Secure Ads or media to broadcast your promotion, social media
- Create and **schedule team training**
 - Employee training guide
- **Creative design** and/or print materials
- Create and share Roll out schedule



STAGE 2: CREATION

- Craft **Internal communications**:
 - Employee training guide, CORE videos
- Draft **PR and external communications**:
 - Access boilerplate, messaging points, press release template, social posts, images, grantee stories for media pitch.
- Create **marketing and sales messaging and materials**:
 - Access BBB guidelines for best practices, CORE messaging document, CORE State Statistics and Stories, images, product stickers, and more.
 - Utilize in sales communications, invoice messaging, on website, in social. Produce stickers for product purchases that benefit CORE
 - Integrate a CORE video or sizzle reel in strategic communications



STAGE 3: ROLL OUT & ACTIVATION

- **Team training:**
 - Utilize Employee training guide, one pagers
 - CORE video and Messaging document:
 - Record a video from your exec with promotion details, goals and contest
- **Distribute promotional materials** with instructions
 - CORE product stickers, card inserts, POP
 - CORE signage and fundraising thermometer
- **PR and strategic communications**
 - Press release template, emails, website integration, social posts
- **Customer communications:**
 - CORE messaging, images, grant stories
- Provide **campaign updates** and dollars raise to date, related to goal throughout the fundraising activity/campaign.



Only 1 in 4 Americans can afford a \$400 medical bill. To help, we are proud to partner with **CORE: Children of Restaurant Employees** in raising funds to help employees with children in the food and beverage industry who face a qualifying circumstance, such as a life-altering health crisis or natural disaster.

(COMPANY NAME) is (INSERT PROMOTION DETAILS HERE)

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



FILL UP OUR CUP

To Help US Raise

(Insert goal amount here)

For **#COREGives**

CORE: Children of Restaurant Employees exists to help food & beverage service employees with children to provide financial relief when either the parent or their child faces a health crisis, injury, death or natural disaster.

WHY

Many Americans aren't financially prepared for unexpected expenses. In fact, I faced with an emergency expense as small as \$400, nearly 40% of Americans, food and beverage employees among them, would struggle to pay their current month's bill. Unplanned medical costs and expenses due to a natural disaster are the number one cause for bankruptcy in the US.


HELP, TODAY!

CORE: Children of Restaurant Employees exists to help food & beverage service employees with children across the country. CORE: Children of Restaurant Employees provides emergency financial grants to food and beverage service employees with children when either the parent or child faces a life altering health crisis, death, or natural disaster. A CORE grant may cover costs that could include rent/mortgage, utilities, prescriptions, medical equipment, and/or put food on the table while the employee cares for their child or navigates their qualifying circumstance. Companies and individuals will support this campaign and organization across the country and have made generous donations to help these employees when they face one of these crises in their life.



CORE
CHILDREN OF RESTAURANT EMPLOYEES

LEARN MORE AT COREGIVES.ORG



Serving Up Hope Employee Scripts

Thank you for being part of CORE's Serving Up Hope Campaign – to raise funds for food and beverage service employees with children across the country. CORE: Children of Restaurant Employees provides emergency financial grants to food and beverage service employees with children when either the parent or child faces a life altering health crisis, death, or natural disaster. A CORE grant may cover costs that could include rent/mortgage, utilities, prescriptions, medical equipment, and/or put food on the table while the employee cares for their child or navigates their qualifying circumstance. Companies and individuals will support this campaign and organization across the country and have made generous donations to help these employees when they face one of these crises in their life.


The following are sample scripts that you can share in each line up for team members to communicate to your guests:

Host – "Welcome to (NAME OF RESTAURANT), Thank you for (dining with us, visiting us) this week. We are participating in CORE's Serving Up Hope Campaign. Ask your server/bartender for details about our promotion."

(Insert promotion details if there is a round up, bounce back offer, product purchase or guest donation opportunity)

Server – "Welcome to (RESTAURANT/BAR NAME). My name is (NAME) and I'll be taking care of you today. We're glad to have you here today helping us participate in Serving Up Hope – (insert promotion details).

CORE provides emergency financial support to food and beverage service employees with children when either the parent or child faces a life altering health crisis, death, or a natural disaster. A CORE grant may cover costs that could include rent/mortgage, utilities, medical equipment, or basic necessities.



If you have any questions, please contact CORE at info@coregives.org.

STAGE 4: GRATITUDE & CELEBRATION

- **Announce results**
- **Identify top fundraisers**
 - Celebrate with your team and customers
 - Recognize in company emails and annual conference include in check presentations
 - Utilize CORE signs and post on website, in e-communications and on social.
- **Thank customers** for their support
 - Insert into e-communications, post signage in your company business location/office, post on social and on company website.
 - Send out a press release announcing dollars raised and the impact to help families.



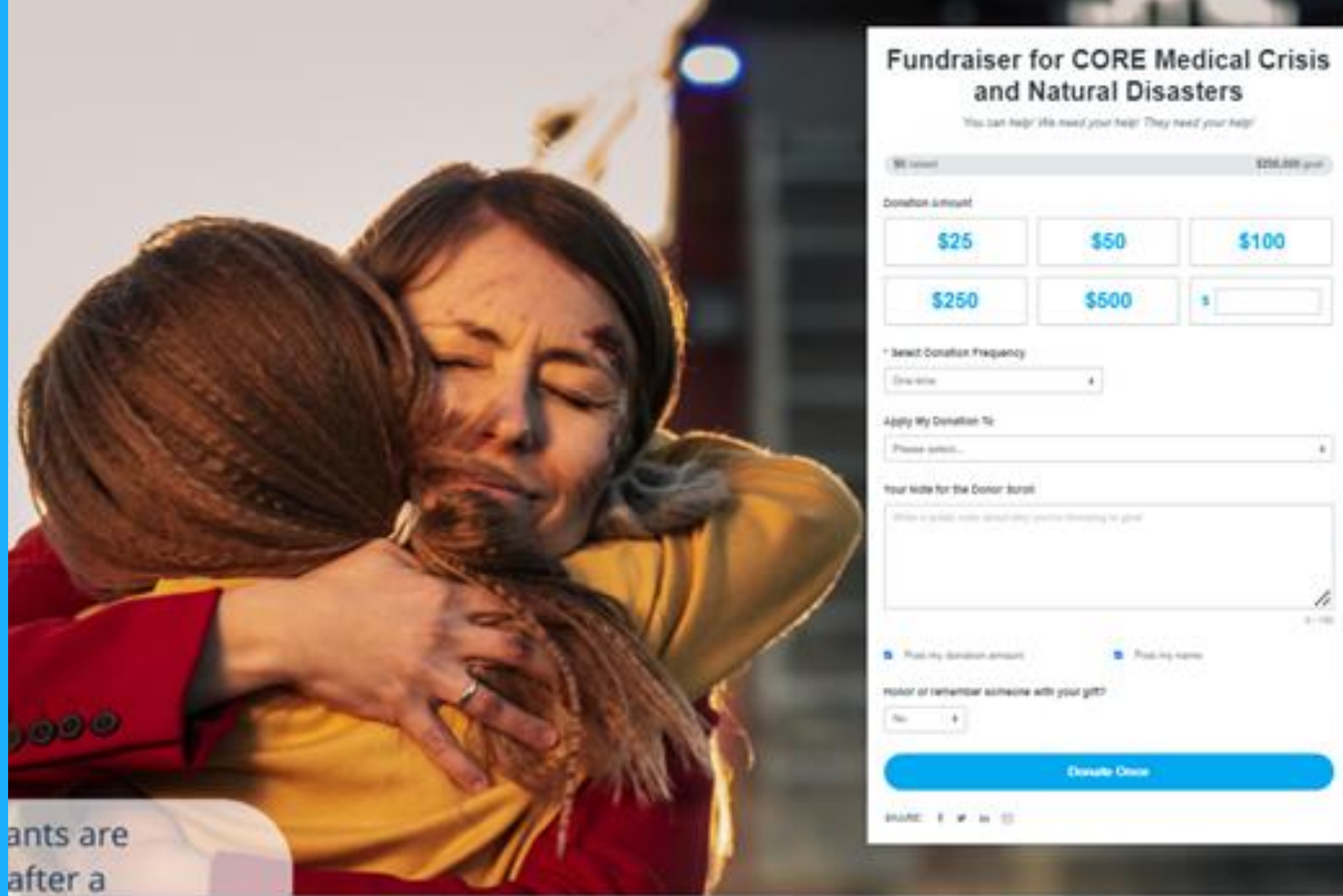
Help Raise Funds with a Custom Giving Campaign

A **custom donation page** can be **created** for partners to raise funds through your network.

- Set a goal
- Option to match donations with a cap

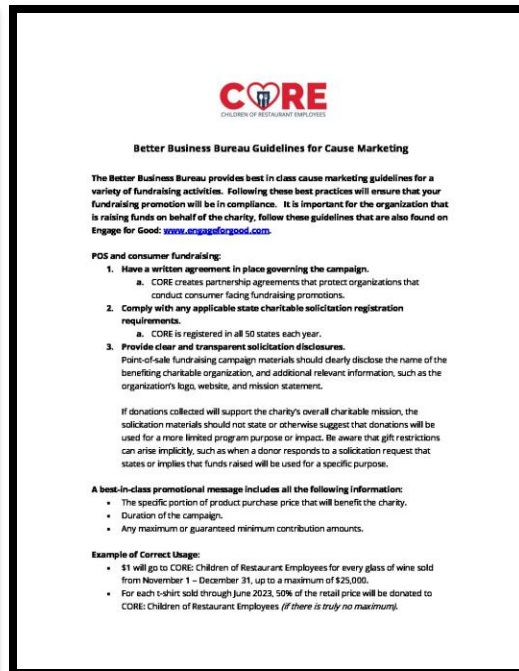
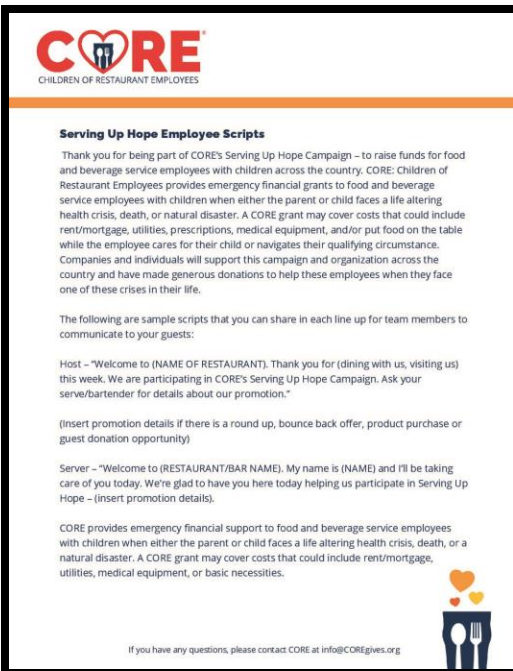
(i.e.: social media, employee giving campaigns, anytime of year, during a CORE campaign or End of Year Giving.)

Companies receive credit to reach a partner level through custom page donations.



Food and Beverage Service Employees facing a crisis need your help!

CORE: Children of Restaurant Employees, provides financial relief to food and beverage service employees with children when navigating a qualifying circumstance.



CORE video's: Team training, Loyalty emails, Social, Website



Strategic Communications: How to speak about 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**
- 53% of grantees are persons of color
- 11% grantees speak primarily Spanish (daily range)
- **3 out of 4 grantees are women**
- **77% are single parents: 72% single moms, 5% single dads**
- A CORE grant may cover rent/mortgage which is paid directly. A CORE trackable VISA may cover utilities, childcare, prescriptions, medical supplies and more
- Employees can apply online or can be referred at www.COREgives.org



2023 Candid
Rating:
Formerly
GuideStar

PROMOTION/FUNDRAISING IDEAS

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



Fundraising Case Studies



OPERATOR 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



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](#)

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.**



OPERATOR 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*
- Raised additional funds with guest check 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**



SUPPLIER FUNDRAISING EXAMPLES



Activation:

- Donate \$50 per case Tanteo Tequila purchased from Sept 1-30
- \$50K commitment
- Goal: \$100K



Activation:

- Toast Tinsel Tag Sale:
 - Employee SWAG and equipment sale
 - Toast.org matched dollars raised
- Results:
 - Raised \$23,881
 - Donated an additional \$1,119 to reach the Silver Partnership level
- Conference fundraising:
 - NRA Show: Donated \$10 per badge swipe
 - Raised @ \$25,000

Telling the story

WE SUPPORT
CORE
CHILDREN OF RESTAURANT EMPLOYEES

Supporting F&B employees with children when facing a qualifying medical crisis or natural disaster.



Tips for a successful promotion

- Determine how you will participate and set goals
- Identify operator/partner collaboration opportunities
- Access the Resource Center
- Draft communications and marketing materials
 - Send to CORE for review and approval
- Print and/or set up e-communications
 - Distribute
- Train employees and integrate fundraising contests
- Announce CORE partnership/promotion
- Launch promotion
- Track and communicate results
- Thank team members and customers





Contact

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Addendum



Help Families like Joel's



A bartender and father of four from Wisconsin's world was rocked when he found out his youngest son had stage 4 cancer. Joel and his wife have to commute three hours away for their sons cancer treatment, drastically changing their ability to work and financially provide for their family. CORE was honored to provide a grant that covered their mortgage, car payment, and utilities so they didn't have to worry about losing their home, and so they could focus on their son.

"We are going through something that we never have experienced and the support from everyone and CORE has been so helpful and gives us hope."

-JOEL



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**