



AN INDUSTRY FOCUSED CAUSE & RESTAURANT RESOURCE

Set your company apart as an organization that cares about employees in our industry. You can raise funds in a variety of ways or make a tax-deductible donation to support CORE's mission that directly helps food and beverage service employees with children that qualify for a grant. Or forge a partnership to raise funds and weave in CORE as a benefit and resource for your employees that qualify for a grant and employees across our industry.

Smokey Bones is the first multi-unit organization to forge an integrated partnership with CORE as an industry focused cause and resource for their employees that qualify for a grant. They embed a year-round beverage promotion to raise funds for CORE, which is their best-selling drink of all time. CORE offers an [Additional Assistance & Resources – CoreGives](#) center that every company can access for all employees. The center offers information, links to assistance programs and an array of resources that may be helpful to an employee.

We invite you to partner with CORE and raise the critical funds needed.

What is unique about CORE?

As an industry focused cause, we hear from operators that support CORE that their employees stand behind the program enthusiastically because it directly helps them and their peers across our industry. It creates a sense of pride and can build employee satisfaction and they recognize that their company cares about them.

Flexibility: Raise funds when it works best on your marketing calendar and in the way to meet your business objectives. You have the option to participate in a CORE campaign: Inspiring Hope in the Spring and Serving Up Hope in the fall.

Ideas to Help: CORE can meet with you to share ideas that can drive sales, engage guests and employees to drive funding that can directly help employees in your operation and across our industry.

Turnkey Assets, Content and Resources: CORE provides access to an exclusive partner resource center with organizations that raise funds for CORE. The center is full of content, fundraising guides, templates, images, videos and more to support every phase of the partnership from ideation, creation and implementation and ongoing engagement.

Employee Engagement: CORE offers employees engagement opportunities at industry events through the Ambassador Volunteer program and National Day(s) of Service every August with team building Back of the House poster distribution.





Corporate Partnership Opportunities:

You can choose to participate in a CORE campaign: Inspiring Hope in the Spring and Serving Up Hope in the fall.

CORE offers corporate partnership opportunities with benefits for companies that would like to raise funds in support of employees in the food and beverage industry.

Information Sheet, For Operators

"At Smokey Bones, we firmly believe in giving back to the very community that sustains us. Partnering with CORE: Children of Restaurant Employees was a natural choice as it allows us to support the backbone of our industry – the dedicated individuals who work tirelessly to serve us all. By supporting this industry-focused cause with a year-round promotion, we enable our guests to make a difference – one that tastes as good as it feels! One dollar from every Tito's Strawberry Lemonade our guests purchase goes to CORE, and it is our best-selling beverage. Plus our employees love getting behind this promotion that they know benefits workers in our industry.

We hope other operators and suppliers alike will join Smokey Bones in supporting CORE, and help us Inspire and Serve Up Hope."

Cole Robillard
Chief Marketing Officer
Smokey Bones

Partner with CORE to raise funds and integrate as a resource for your employees that qualify for a grant.

THE CORE TEAM WORK WITH YOU TO NOT ONLY PROVIDE SUPPORT TO YOUR EMPLOYEES WITH CHILDREN, WE CAN PROVIDE EXPERTISE TO HELP YOU CRAFT A PROMOTION THAT IS RIGHT FOR YOU. SUPPORTING CORE IS A CAUSE THAT YOU CAN FEEL GOOD ABOUT. TOGETHER WE CAN HELP EMPLOYEES IN OUR INDUSTRY WHEN THEY FACE AN UNEXPECTED HEALTH CRISIS, DEATH, OR NATURAL DISASTER.

Contact Jill@COREgives.org or Sheila@COREgives.org to learn how your restaurant can raise the critical funds needed and benefit with CORE as a resource.

