

CORE

CHILDREN OF RESTAURANT EMPLOYEES



CORE Mission and Vision

Mission:

To provide financial relief to food and beverage service employees with children when navigating a qualifying circumstance.

Vision:

To be the organization food and beverage employees with children turn to in their time of greatest need.

CORE steps in to help bridge the gap for restaurant and beverage employees facing these difficult obstacles, providing peace of mind and helping them breathe a little easier.



Less than 2% of non-profits have earned

2023 FACTS:

- **Granted to employees with children in all 50 states, D.C. and Puerto Rico**
- **56% of grantees are persons of color**
- 9% grantees speak primarily Spanish
- **3 out of 4 grantees are women**
- **77% are single parents: 73% single moms, 4% single dads**
- 31% have a high school education and 12% have less than a high school diploma
- The average grant = \$1,500
- CORE may cover rent/mortgage, utilities, childcare, prescriptions, medical supplies and more
- Employees can apply online or can be referred at www.COREgives.org

Three Tiers of CORE qualifying criteria:

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

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 due to natural disaster (i.e. tornado, hurricane, flood, fire, earthquake)

Documented Domestic Abuse

55% of the current restaurant industry workforce have legally dependent children



- Each grant is unique and based on need.
- Dollars granted range from \$500 - \$4,000.
- The CORE grant application is in English and Spanish
- Employees that may qualify for a CORE Grant may apply online: www.COREgives.org

Key Program Facts

Year to Date – November 24, 2023

\$565,516

TOTAL AMOUNT GRANTED



401
Grants
Awarded



800
Children
Supported



313
Months
of Housing
Funded



\$92,266
Awarded
for Groceries,
Utilities, etc.

WHERE SOME EMPLOYEES WORKED THAT CORE HELPED THIS YEAR



A Reason CORE Exists

Meredith – Bartender in SC explains:

John is 17 months old. He was born with a condition called Fibular Hemimelia. He is completely missing his fibula in his right leg. There are only two treatments for FH. A series of Limb Lengthening procedures that would take place over the course of his childhood until he reaches full maturity (roughly 18 years old) or amputation. John was born with the rarest type of FH. 1 in 100,000 have FH like Johns. The family explored both options and decided on amputation.

We are glad to report that after surgery, John is doing well.



"Because of CORE we are able to focus on what is important, family, without so much financial stress."





PARTNERSHIP OPPORTUNITIES



Partnership Value

Partnering with CORE drives significant value to your brand, with potential benefits such as:

- Alignment with the leading national organization supporting families of foodservice, beverage and hospitality service employees across the nation
- Visibility with food and beverage service employees and industry leaders through email, newsletter and social media integration, conferences and events
- Opportunity to share storytelling with company's stakeholders around examples of families impacted by partnership
- Potential for strong earned media coverage around partner's support of industry families
- Platform for customized cause marketing opportunities in direct support of food and beverage service employees
- A new network of other CORE partners to work with



Corporate Partners

Alliance Capital Management
Anheuser-Busch
Barefoot Wines
Branko
E&J Gallo
Bacardi
Boston Beer Co.
Breakthru Beverage Co.
Brown-Forman Corporation
Calagaz Printing
Campari
Delicato Family Wines
Fat Brands Foundation
Larry Feldman, Exceptional Foods
HEI Hotels
Hershey
Happy Joe's Pizza
HMS Host
Inspire Brands Foundation
IMI Agency
Island Oasis
J Lohr
Leahy IFP
Kemo Sabe
Kerry Group
Mark Anthony Brands
MarketTeam Inc.
Mellow Mushroom
Monin Gourmet Syrups
Nestle North America
Old Spaghetti Factory
Out West Restaurant Group
Pepsi Co.
Proximo
QuestEX: Bar & Restaurant Expo and VIBE
Red Bull
Rodney Strong Vineyards
Samuel's Seafood
Smokey Bones Restaurants
Ste. Michelle Wine Estates
Shawarma Press
Taco Bell, Fdtn.
Taco John's
Tanteo Spirits
Tijuana Flatts, Just in Queso Fdtn.
Ted's Montana Grill
The Cheesecake Factory
The Flavor Experience
The Tuttleman Foundation
Tito's Handmade Vodka
Toast.org

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 ad \$25K level and above

Serving Up Hope: \$15,000

Diamond **\$200,000**

Platinum **\$100,000**

Gold **\$50,000**

Silver **\$25,000**

Bronze **\$10,000**

Donations can add up to meet a Corporate Partnership Level



To reach a CORE corporate partnership level, donations
From various activations can add up:

Example:

Budgetary donation	\$25K
Round up promotion/ Bounce back offer:	\$40K
Product Promotion	\$15K
Add a side of hope guest donations	\$5 K
Employee Donations	\$ 2.5 K
Employee Donation Match:	\$ 2.5 K
<u>Social media promotion:</u>	<u>\$10 K</u>

Platinum level partner

\$100K

\$25K Silver level benefits place your brand in the 2023 national Thank
You ads: NRN, Flavor, Cheer's, In the Mix and maybe more
Value - Greater than \$25K

THANK YOU 2023 CORPORATE PARTNERS!



CORE: Children of Restaurant Employees is grateful for the partners that donated \$25,000 or more in 2023.

CORE is a national 501c3 and industry-focused cause that provides financial assistance to food and beverage service employees with children impacted by a life-altering health crisis or natural disaster. When life doesn't go as planned, CORE is honored to provide a hand-up to qualifying restaurant families, thanks in-part to our Corporate Partners. **Want to see your brand showcased as a dedicated supporter of the industry?**

Scan the QR code to get started!



National Thank You Ad

Nation's Restaurant News	Print Circulation 100K	Value: \$12,000
Flavor & The Menu	Print Circulation 37K	Value: \$8,385
In the Mix Magazine	Digital Circulation 15K+	Value: \$3,600
Plate Magazine	Print Circulation 42K	Value: \$9,340
IMI Newsletter:	Digital Circulation 13K	Value: \$2,400

TOTAL VALUE: \$33,000

TOTAL CIRCULATION: 207,000

2023- 2024 CORE Calendar

Exposure of over 17,800 people

Jan 29-Feb 1: Wine & Spirits Wholesalers Association (WSWA)

Jan 30 – Feb 1: Black Box Intelligence Best Practices Conference

Feb/March: National Thank you ads

Feb 26-28 VIBE: CORE is the charity of choice

Mar 3-5 Chain Operators Exchange (COEX) not attending

Mar 2-5: CHART Conference, not attending

March 24-26: Restaurant Franchising & Innovation Summit

Mar 18-20: Bar & Restaurant Expo:

CORE is a featured charity

April: CORE Inspiring Hope campaign

April 8-11: Tavern League of Wisconsin

April 14-17: Restaurant Leadership Conference: CORE is the featured charity

May 15-17: Marketing Executive Group (MEG)

May TBD: CORE Board Meeting

May 18-21: National Restaurant Show

June 14-16: Aspen Food & Wine :

2 Fundraisers: Brunch and Dance Party

July TBD: Global Foodservice Hospitality Exchange:

July TBD: Tales of the Cocktail

July TBD: Aug 1: CHART

Week of Aug TBD: CORE Days of Service

Aug TBD: FRLA Marketing & Operation Summit

Aug 18-20: Flavor Experience, CORE is featured charity

Sept 15-18: FSTEC, Winsight Media

Oct 2-4: Create Conference (NRN)

Oct 16-18: Fast Casual Exec Summit, TBD

Nov 2-3: CORE Board Meeting

Nov 6-8: IFMA Presidents Conference

Nov 13-15: Restaurant Finance Development Conference, TBD

Nov 13-15: Council of State Restaurant Associations (CSRA)

November: Serving Up Hope Campaign

November 27: Giving Tuesday

December: Hope for the Holidays End of Year Giving



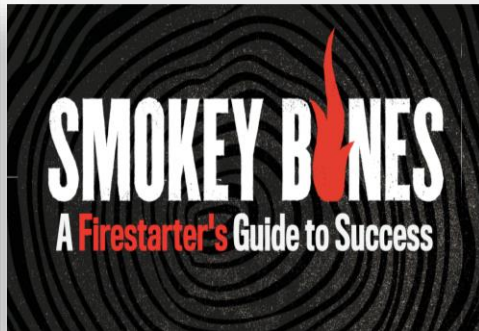
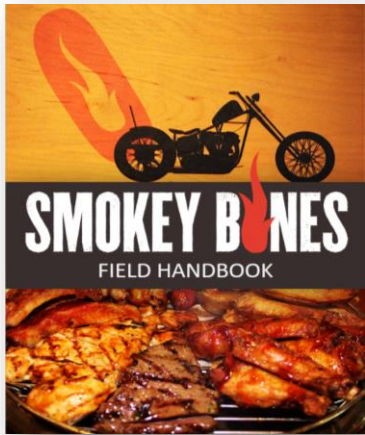
Fundraising Case Studies



CASE STUDY

SMOKEY BONES: CORE AS A BENEFIT AND INDUSTRY FOCUSED CAUSE

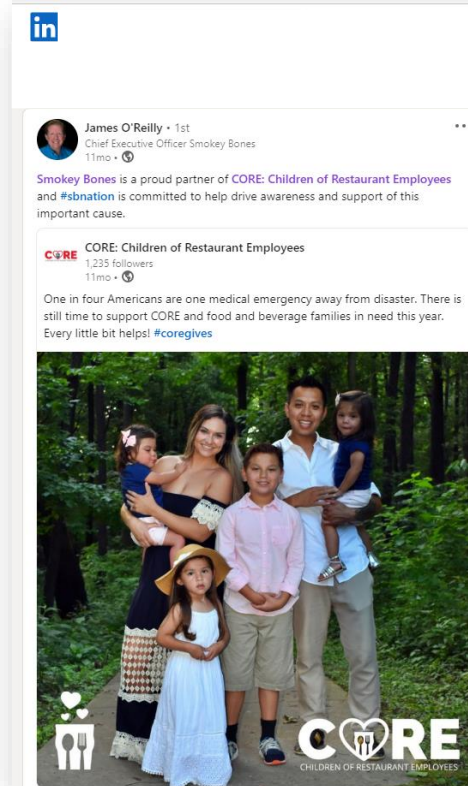
Hardwire into Benefits Offerings & New Hire Orientation Building Internal Community & Engagement



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



OPERATOR CASE STUDY: *PARTNER WITH SUPPLIER: PRODUCT PROMOTION*

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

Raises funds with additional 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 to drive social media engagement

-Partnership commitment \$50K

-Results: Promotion exceeded projections and raised: \$122,650



CASE STUDY:

SUPPLIER & OPERATOR COLLABORATION: BEVERAGE PROMOTIONS

Copper Cane Wine & Provisions Pour for CORE:

- Operator and beverage supplier collaboration for a special feature, tasting event, beverage promotion, or wine dinner
- 2nd Annual POUR FOR CORE Program September/October 2021
- *Results: 300 On Prem Feature CASES @ \$10/Case*
- *Donation = \$3000 DONATION*
- Worked through Empire Distributors



SUPPLIER FUNDRAISING EXAMPLES



Activation:

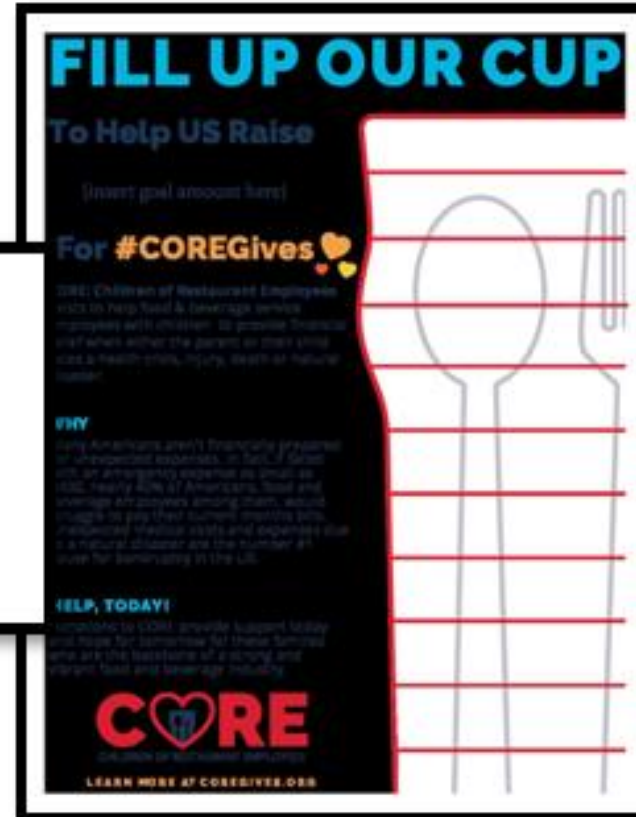
- Donate \$50 per case Tanteo Tequila purchased from Sept 1-30
- \$50K commitment
- Goal: \$100K



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

Conference and Event Fundraising

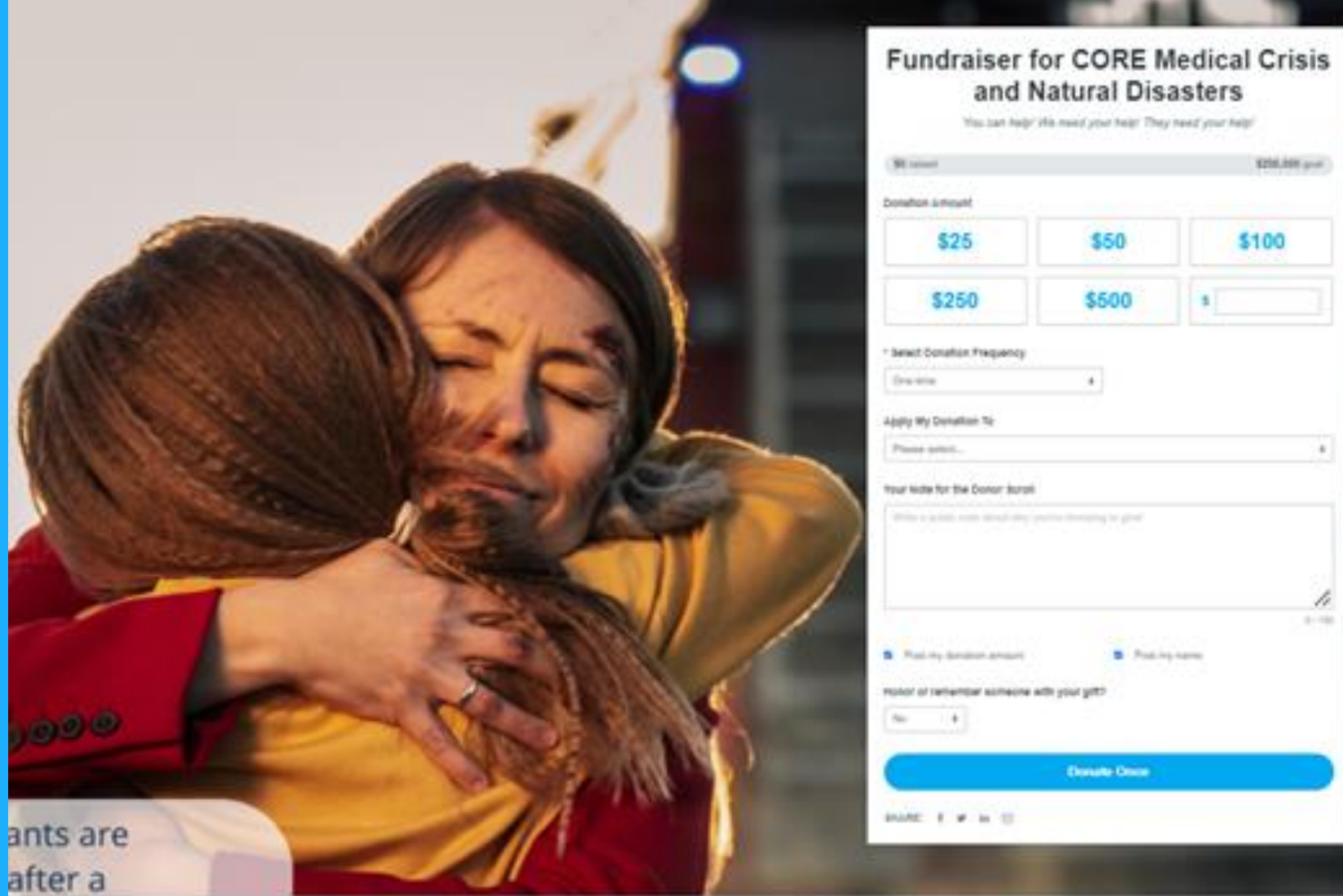


Custom Giving Campaign

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

(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.



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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.



Employee Engagement



EMPLOYEE ENGAGEMENT CORE VOLUNTEER PROGRAM



Ambassador Program

Everyone can sign up to serve as a CORE Ambassador. A CORE Ambassador utilizes social and professional networks to share CORE's mission.

CORE Ambassadors will be invited to:

- Follow CORE on social media and share CORE's mission.
- Help CORE connect with potential sponsors/partners from their network
- 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

Employee Volunteer Opportunity

Week of August 6: CORE National Day(s) of Service: *BOH poster distribution*

This is a great employee volunteer opportunity to help share information about CORE to local operators in your community and inspire an industry to distribute CORE back of the house posters to F&B operations across the country.

- Print or order CORE BOH posters to distribute
 - Download and print from the CORE Resource Center:
 - <https://coregives.org/resource-center/>
 - Print and review the BOH Distribution guide with your team members
 - Order durable posters through: www.Calagazordering.com
 - Post your CORE Day of Service on social and tag CORE
 - #RestaurantName #COREgives #StrongerTogether





Contact

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