



# 2022 Annual Report





# TABLE OF CONTENTS

Executive Summary	pgs. 2-3
CORE Family Story	pg. 4
Grant Metrics	pg. 5
Who CORE Helped	pg. 6-7
Where CORE Helped	pg. 8
Corporate Partners & Donors	pgs. 9-10



**#COREGIVES**

 |  | @COREGives

INFO@COREGIVES.ORG | COREGIVES.ORG



# EXECUTIVE SUMMARY

By Sheila Bennett

CORE: Children of Restaurant Employees, a national 501(c)3 continued to increase awareness and visibility across all verticals of the restaurant industry. Founded to help our industry's children when they faced a life altering health crisis in 2004, the mission expanded to provide financial relief when the food and beverage service employee, spouse or child faced a life altering health crisis, major injury, death, or natural disaster. In the early years, CORE was heavily funded by alcohol beverage companies and donors that believed in the mission.

In 2022, CORE served as the highlighted charity at conferences that served all sectors of the restaurant and beverage service industry. This propelled CORE's visibility beyond the alcohol beverage vertical, onto the main stage and the opportunity to be in front of operators and suppliers in new arenas. As a result, CORE helped 36% more families and provided direct financial relief to those that met qualifications.

It is not our accomplishment alone. We thank all who have contributed to CORE's success, especially amid a continued difficult business landscape as we feel the ripple effects of the pandemic.

Specific 2022 highlights include:

- CORE was featured as the spotlight Social Enterprise Partner or charity of choice at several industry conferences. To name a few they were the Restaurant Leadership Conference, VIBE, Bar & Restaurant Expo, Flavor Experience, FRLA Marketing & Operations Summit, Tavern Leagues of Wisconsin, CHART and more.
- Friends of CORE conducted Golf Tournaments, Brunches, Receptions, Festival Parking lot fundraisers and a host of unique ways to help the families we serve.
- CORE received an increased number of in-kind media ads, articles and mentions.

# EXECUTIVE SUMMARY

Continued

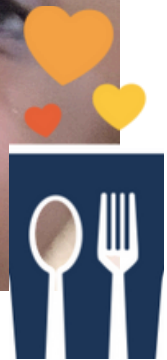


- Ambassadors leveraged their voice to increase awareness, engage their organization volunteer at conferences, and raise funds.
- Operators chose to partner with CORE as an industry focused cause to raise funds that could help employees across the nation and serve as a benefit for their food and beverage service employees that qualified for a grant.
- CORE expanded the Additional Employee Assistance Resource Center on the website that includes links to organizations or information to help any person seeking additional help.

In 2022, 55% of CORE grantees were persons of color. 59% were single parents, mostly moms. As the industry continued to navigate the new normal following the pandemic, businesses continued to struggle to make a profit. While partners continued to support CORE, some financial contributions were reduced. CORE increased grant dollars 15% to help families that met CORE grant qualifications and provided the required documentation.

Despite these challenges, we were able to help more families across the nation and engage organizations in new business verticals. We look forward to engaging an industry to raise funds in creative ways that directly covers a family's rent/mortgage to keep them in their home, which CORE pays directly, or provide funds to keep the lights, AC or Heat on, water flowing and provide funds to keep food on the table while the employee navigates their qualifying circumstance.

We are inspired by the strength and fortitude of the restaurant industry workforce, and how our industry supports the communities in which they serve. Together we inspire and serve up hope to a food and beverage service family when they need it the most.



## MEET BIANCA'S FAMILY

Bianca's life took a heartbreaking turn when her young son ended up in the hospital with severe fourth-degree burns, inflicted intentionally by a family member. The emotional and financial strain on her family was overwhelming.

As a bartender at a local F&B establishment, Bianca was already struggling to make ends meet. The mounting medical bills and the need to be there for her son during his painful recovery left her facing an impossible choice. She had to decide between keeping her job to provide for her family or being by her son's side during his darkest hours.

It was during this desperate time that Bianca learned about CORE, an organization offering support to families in crisis. She decided to apply for assistance, hoping that they could provide some relief.

When the notification arrived that she had been granted a CORE award, Bianca couldn't hold back tears of gratitude. This financial support made all the difference. It allowed her to cover the ever-increasing medical costs and prevent the looming threat of eviction. The weight on her shoulders lessened, and she could focus on being there for her son when he needed her most.

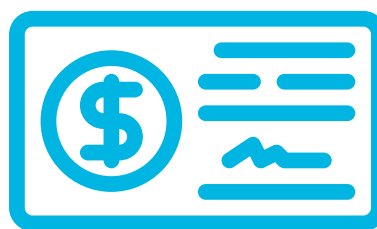
The generosity of CORE and its donors had a profound impact on Bianca's life. She wanted to convey her heartfelt thanks and emphasize the importance of continuing to help those who lacked financial resources. Because of CORE, she could provide for her children and shield them from the unknown hardships that had befallen her family.

**\$1,583,466**  
FUNDRAISED

**\$762,846**  
GRANTED



**407**  
grants distributed

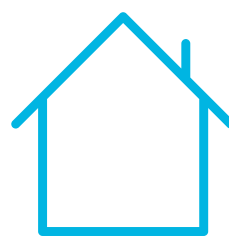


**\$1,946**  
average grant amount

## GRANTS HELPED PROVIDE:



groceries



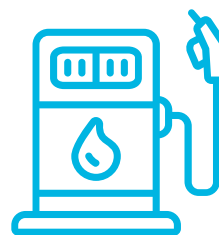
housing



clothing



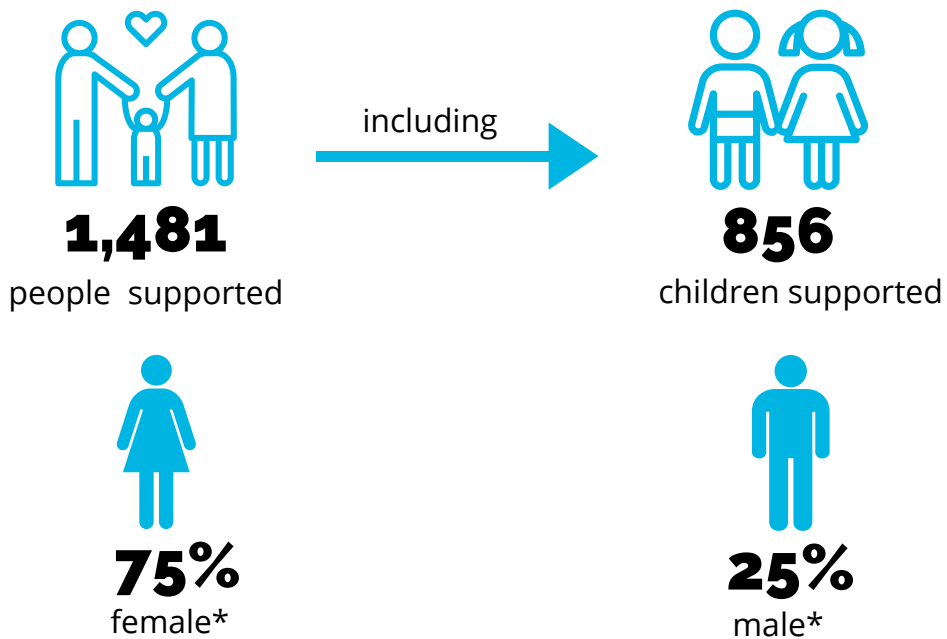
utilities



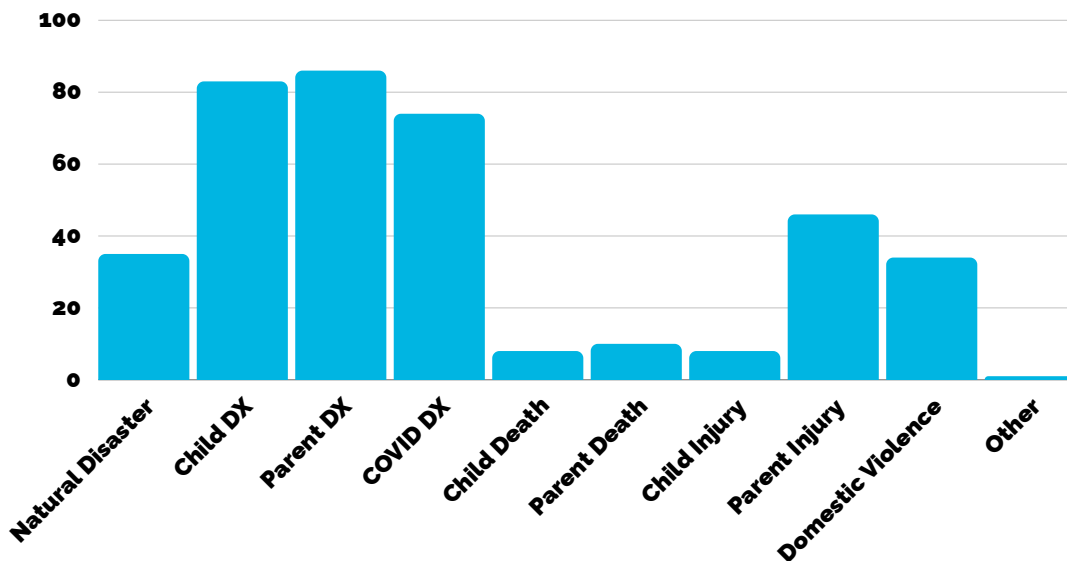
transportation



# WHO WE HELPED 2022



## QUALIFYING CIRCUMSTANCE:

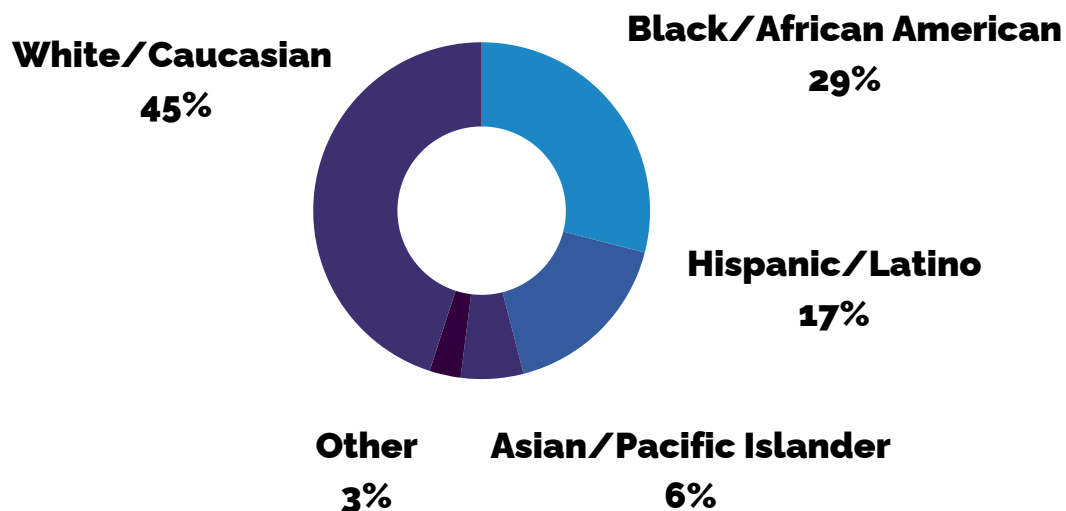


\*Self-reported

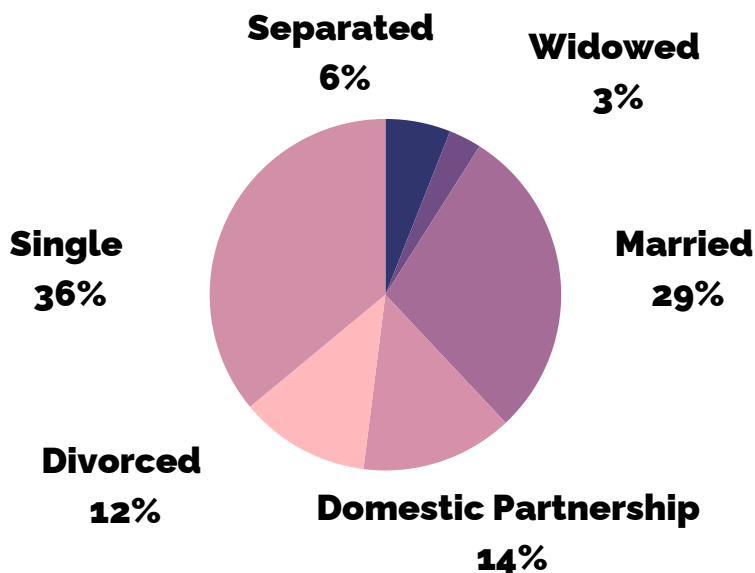


# DEMOGRAPHICS 2022

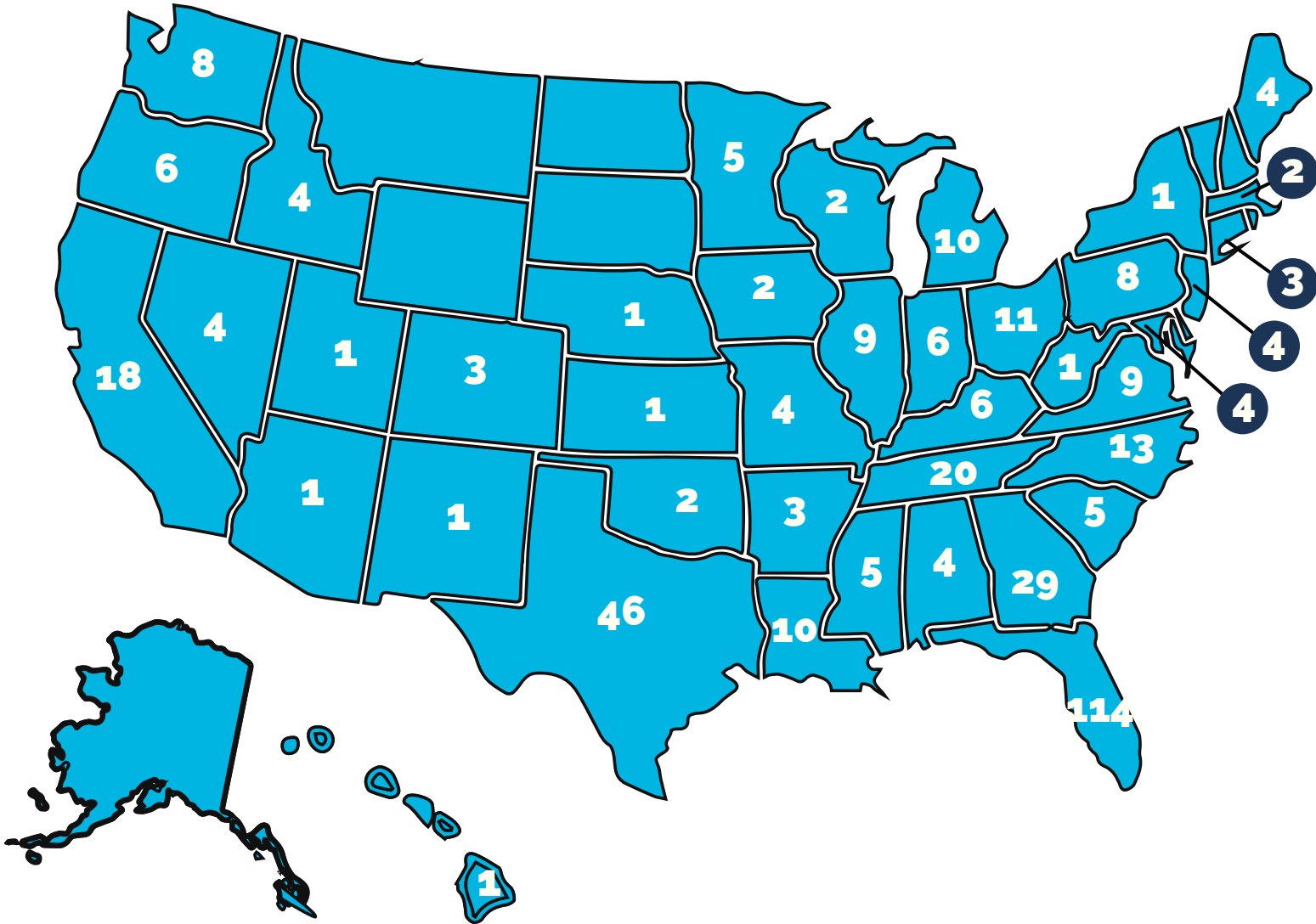
## GRANTEE ETHNICITY/RACE:



## GRANTEE MARITAL STATUS:







AL: 4	GA: 29	MA: 2	NE: 1	RI: 0	WV: 1
AK: 0	HI: 1	MD: 4	NH: 0	SC: 5	WY: 0
AR: 3	IA: 2	ME: 4	NJ: 4	SD: 0	
AZ: 1	ID: 4	MI: 10	NM: 1	TN: 20	
CA: 18	IL: 9	MN: 5	NY: 1	TX: 46	
CO: 3	IN: 6	MO: 4	OH: 11	UT: 1	
CT: 3	IA: 2	MS: 5	OK: 2	VA: 9	
DC: 5	KS: 1	MT: 0	OR: 6	VT: 0	
DE: 3	KY: 21	NC: 13	PA: 8	WA: 8	
FL: 114	LA: 10	ND: 0	PR: 0	WI: 2	

# WHERE CORE GRANTED



Thank you to CORE's 2022



# CORPORATE PARTNERS

AllianceHCM	MarkeTeam
Anheuser Busch	Mellow Mushroom
Bar Louie	Monin
Barefoot	Nestle Waters NA
Beachside Hospitality	Ole Smoky Distillery
Boston Beer Co	PepsiCo
Breakthru Beverage	Proximo Spirits
Campari	QuBeyond
Delicato	Questex
E&J Gallo	Red Bull
Edrington	Rodney Strong
Epsilon	SGWS
Exceptional Foods	Skrewball Peanut Butter Whiskey
HEI Hotels	Smithfield
HMS Host	Smokey Bones
IMI	Ste Michelle
Inspire Foundation	Tanteo Tequila
Island Oasis	Ted's Montana
J. Lohr Vineyard	Tito's Handmade Vodka
Kerry	Toast.org
Leahy IFP	World of Beer

Thank you to CORE's 2022

**DONORS**

Act Blue Charities  
 Armada Supply Chain Solutions  
 Beam Suntory  
 Brights Funds Foundation  
 Brinker International  
 Broadtalk Marketing  
 Brown-Forman  
 Calagaz Printing  
 CHART  
 Cleveland Menu  
 Copper Cane Wines  
 Cuba Libre DC, LLC  
 Dana Michelle Strategy + Consulting  
 Deep Eddy Vodka  
 Delicato Vineyards  
 Diageo  
 Dreambox  
 Durbin Consulting Group  
 ExpandShare  
 Fever Tree USA  
 Fidelity Charitable  
 Fiji Water  
 Fish Market Restaurants  
 Flashpoint Innovation  
 Hahn Family Wines  
 Heartland Payment Systems  
 Heineken USA  
 Incentive Marketing, Inc.  
 Kemo Sabe  
 Landry's Restaurant  
 Lucky Duck Sportfishing  
 luxco  
 Mark Anthony Brands, Inc.  
 Market Vision  
 Marriott  
 Moet Hennessy USA  
 Ocean City Residents  
 Ovation  
 Pernod Ricard USA  
 Purple Moose Saloon  
 QTonic  
 Rellevant  
 Remy Cointreau  
 Republic National Distributing Co.  
 Samson & Surrey  
 Sazerac Company, Inc.  
 Schwab Charitable  
 Singer Equipment Company  
 Smithfield Foods  
 South Side Deli  
 Southern Glazers Wine & Spirits  
 Ste. Michelle Wine Estates  
 Sterling Hospitality  
 Sterling Tavern  
 Tennessee Hospitality &  
 Tourism Education  
 Terlato Wines  
 The Cheesecake Factory  
 The Coca-Cola Company  
 The Elliot Group  
 The Flavor Experience  
 The Robbie Revocable Living Trust  
 The Tuttleman Foundation (C)  
 The Village Tavern  
 The Wine Group  
 The WITI Group  
 Total Beverage Solution  
 TouchBistro  
 Trellis Wine Group  
 Trincherro  
 Vineyard Brands  
 Wente Vineyards  
 Winsight Media  
 Yeah Management  
 Yourcause