Who is CORE?

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. CORE grants in all 50 states and in Puerto Rico. Each grant is based on need, documentation is required, and an average CORE grant is $2600.

WHY IS THIS IMPORTANT?
Life does not always go as planned and most Americans are not financially prepared for unexpected expenses due to one of these life events. In fact, if faced with an emergency expense as small as $400.00, nearly 40% of Americans, restaurant employees among them, would struggle to pay their current month’s bills. The Food and Beverage industry has been hit hard this year and the pandemic has amplified the need to help our community during times of crisis. All CORE grantees are parents and more than 50% are single parents. This is an opportunity for each of us to show the industry we serve that we are here for them when they face a life qualifying event.

The Fed 2019-20 Economic Well-Being of US HH survey

WHAT ARE THE BENEFITS of working with CORE?

Leadership:
Showcase your organization in support of the leading industry focused national nonprofit that provides financial relief to your Food & Beverage customers: operations employees with children.

Employees:
Provide a cause they can support, resources to share with your customers and volunteer opportunities through the Ambassador Program and CORE national service day.

Customers:
Support your customers through cause marketing promotions to help their employees

CORE Facts and FAQ’s

• Employees can apply online, or a family can be referred at COREgives.org
• Employees that may qualify for a grant can work in any type of foodservice or beverage service operation
• 45% of grantees are single Mom’s and 10% are Single Dads
• The majority of grantees are are 30 - 39 years old (48%)
• #1 Reason for a CORE grant: Medical diagnosis
• A grant is a financial gift – thanks to the generosity of industry donors, partners, and the community
**HOW CAN I HELP?**

**An Industry Focused Cause You Can Feel good About Supporting:**
Build industry goodwill and provide value to your operator customers, inform them about CORE and show how you support their employees with children, a cause that has a tangible benefit through grants and a Family Information Center.

**Become a Corporate Partner:**
CORE will collaborate with you to craft a promotion or cause campaign with purpose. Partnership opportunities with benefits are available with an upfront financial commitment starting at $10,000.

**Cause Campaign:**
Invite your customers to donate, donate $ from gift card sales, a product promotion such as Pour for CORE, or through a custom cause marketing idea that can meet your business objectives and drives sales.

**Employee Giving:**
Allow employees to donate to CORE via an employee giving platform or fundraising effort. Match their donations to increase engagement and goodwill.

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**ADVANTAGES OF PARTNERING with CORE:**

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<thead>
<tr>
<th>Flexibility</th>
<th>Raise funds when it works best on your marketing calendar.</th>
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<tbody>
<tr>
<td>Turnkey Assets</td>
<td>Turnkey assets, content and resources are provided.</td>
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<tr>
<td>Option to align with a CORE campaign</td>
<td>CORE conducts three annual campaigns:</td>
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<td></td>
<td><strong>Inspiring Hope:</strong> Spring</td>
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<td></td>
<td><strong>Summer of Hope:</strong> Summer</td>
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<td><strong>Serving Up Hope:</strong> Fall</td>
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<td>Marketing Ideas</td>
<td>CORE works with you to customize a product promotion or custom cause marketing promotion to support your customers.</td>
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<tr>
<td>Employee Engagement Ideas</td>
<td>Volunteer as a CORE Ambassador, participate in the National Day of Service or host a local / team building fundraiser.</td>
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**Contact:** Sheila Bennett, Sheila@COREgives.org

**To learn more visit:** www.COREGives.org