



CHILDREN OF RESTAURANT EMPLOYEES



## 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, DC and Puerto Rico. Each grant is based on need and an average grant is \$2600. We work with a network of Corporate Partners, Donors, Ambassadors, Sponsors, Media and Strategic Partners, and an industry to provide a valuable support system for food and beverage operations employees when they face a qualifying event.

## Why is this important?

Life does not always go as planned and most Americans are not financially prepared for unexpected expenses. In fact, if faced with an emergency expense as small as \$400.00, nearly 40% of Americans, food and beverage operations employees among them, would struggle to pay their current month's bills. Unexpected medical costs and expenses due to a natural disaster are the number one cause of bankruptcy in the US.

Imagine losing your home and everything you own to a fire, or learning that your child has leukemia, or facing surgery and wondering how you will provide for your family when out of work. CORE is here to serve industry families who may face an unexpected event that would qualify for a grant.

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



## What are the benefits of working with CORE?

### Industry Focused Cause:

An opportunity to align with the only national cause that is focused on F&B operations employees with children when navigating a qualifying circumstance.

### A Cause that you can feel good about:

Build industry and organizational goodwill. CORE is a cause that you can easily get behind and with your assistance, we can help turn the tables for those that serve us every day.

### Employee Engagement

Opportunity to get involved and volunteer as a CORE Ambassador, Operator Brand Advocate or participate in a National Day of Service.

## CORE Facts and FAQ's

- Employees can apply online, or a family can be referred at [COREgives.org](http://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 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?

CORE relies on the generosity of donors, sponsors, and corporate partners to raise the funds needed to help families that face a qualifying circumstance.

## Become a Monthly Donor:

Provide critical sustainable funding to make a positive difference for a F&B family:

- \$10 a month will provide groceries for one week.
- \$25 month will provide utilities for two months.
- \$50 a month will provide two car payments.
- \$100 a month will provide rent for one month.

## Planned Giving:

Your legacy can live on through CORE. Please consider including CORE when making a gift decisions.

## Volunteer:

- CORE Ambassador (everyone) Lend your voice to increase awareness and help raise funds.
- Brand Advocate (F&B operations employees) Increase awareness about CORE to team members, identify and refer qualified applicants, and guide employees with their CORE application process
- Day of Service: Distribute CORE Back of the House posters in your local community

## Become a Corporate Partner:

Engage your organization to support CORE year round.



## ADVANTAGES OF PARTNERING with CORE:

<b>Flexibility</b>	Raise funds when and how it works best for your organization
<b>Turnkey Assets</b>	CORE will work with you to meet your business objectives and provide turnkey assets and resources.
<b>Option to align with a CORE annual campaign</b>	<p><b>Inspiring Hope:</b> Spring</p> <p><b>Summer of Hope:</b> July /August Individual giving campaign and National Day of Service</p> <p><b>Serving Up Hope:</b> November</p>
<b>Marketing Ideas</b>	Variety of cause marketing ideas to drive sales and/or raise funds from consumer generosity.
<b>Employee Engagement Ideas</b>	Volunteer as a CORE Ambassador, Operator Brand Advocate participate in the National Day of Service or host a local / team building fundraiser.



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