



# Operator Brand Advocate

To learn more about CORE visit: [www.COREgives.org](http://www.COREgives.org)

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## Who is CORE?

CORE: Children of Restaurant Employees is a national nonprofit organization that provides financial relief to food and beverage operations employees with children when either the parent or child faces a health crisis, injury, death or the loss of home or their place of work due to a natural disaster.

## What is an Operator Brand Advocate?

A CORE Operator Brand Advocate is an employee within your company who volunteers to increase awareness about CORE to F&B operator team members, identify and refer qualified applicants, and guide employees with their CORE application process. An Operator Brand Advocate may work in operations, human resources, training and management roles.

## Why?

CORE recognizes that while many qualified candidates need our financial support, navigating the granting process can be overwhelming during a crisis. Initial findings of this new and exciting program have demonstrated the value of the Operator Brand Advocate role. Success rates are higher for candidates who receive guidance from their organization. This also speeds up the grant process, getting funds to qualified applicants faster. Simultaneously, candidates who are guided through the CORE grant process by their employer feel supported and valued, reinforcing employment loyalty.

## Role of a CORE Operator Brand Advocate

A CORE Operator Brand Advocate is an employee within your company who volunteers to increase awareness about CORE to operator team members, identify and refer qualified applicants, and guide employees with their CORE application



process. An Operator Brand Advocate may work in operations, human resources, training and management roles.

CORE Operator Brand Advocates will be asked to:

- Distribute CORE materials
  - Back of House posters and other resources to educate employees about CORE's mission and how we may assist them during potentially qualifying circumstances.
- Serve as a liaison for employees with children that potentially qualify for CORE support.
- Educate team members about the 3 Tiers of CORE Qualifying Criteria
- Guide employees through the application process.
  - Provide application registration link
  - Provide CORE with applicant's employment status
  - Provide guidance as needed

## How to Become a CORE Operator Brand Advocate

- Complete the [Operator Brand Advocate Registration Form](#)
- Complete 45-minute Brand Advocate Training via Zoom
- Receive complete Brand Advocate Guide

## CORE Grant Qualifying Criteria

All qualifying applicants must meet **each** of the **3-Tiers of CORE Qualifying Criteria**. All qualifying circumstances must be within 6 months from the date of application.

### **Tier 1: Legally dependent child living within the home full or part time.**

All applicants must have at least one legally dependent minor child living in the home.

- 18 years old and under
- Currently enrolled college/university/vocational student up to age 22
- A medically dependent or intellectually disabled adult child that is under the long-term legal care of the parent



### **Tier 2: Food & Beverage Service Employment**

All applicants must have been working in the food and beverage industry, full or part time at the time of qualifying circumstance and must be the legal guardian of the child.

### **TIER 3: CORE Qualifying Circumstances**

All applicants must be experiencing at least one of the following qualifying circumstances (other circumstances may apply):

- Medical illness or diagnosis of an employee, spouse, or child
  - Medical documents will be required
- Injury of the parent (that would keep them from work, or the child)
- Death of a dependent child's parent or death of dependent child of F&B worker
- Loss of life or home due to natural disaster (i.e. tornado, hurricane, flood, fire), earthquake)
- Documented Domestic Abuse

## **Interested in becoming a CORE Operator Brand Advocate?**

Fill out the [Operator Brand Advocate Registration Form](#), today!