



“Pour for CORE”

Fundraising Concept

If you have any questions, please contact CORE at info@COREgives.org

About “Pour for CORE”

Pour for CORE is a beverage fundraising activation for restaurant and bar operations and/or beverage vendors to promote product sales and raise money for CORE: Children of Restaurant Employees through product menu placement, beverage promotions, distributor collaborations and sales team incentives. Pour for CORE drives sales and builds a halo effect around your brand to support employees with children in our industry.

A signed agreement is required that will allow the vendor and restaurant to implement a fundraising activity on behalf of CORE. Details below.

How it Works, for Beverage Companies

- **The Donation:** Donate a set amount for each bottle/case purchased by the restaurant and establish fundraising goals. Connect with CORE team to share program details and upfront commitment level that will determine the appropriate CORE corporate partnership level and benefits.
- **Sales Team Contest and Incentive:** Provide an incentive to the sales team for every menu placement and minimum order of product. Outline and communicate sales and fundraising goals for the organization and each sales team member. Menu placement can be incorporated on the beverage menu, limited-time only special drink offerings, pairing/tasting menus, dinners or events and more.
- **Distributor Collaboration:** Partner with the distributor for matched donations.



- **Collaborate** with the restaurant for menu placement, beverage creation and promotional materials.
- **POP Language:** Include language on POP materials that the beverage brand is donating \$X to CORE: for every featured bottle/case/drink of (insert beverage or product name).

How it Works, for Restaurants

Work with your beverage company to create a promotion. You can partner with a company in each category: beer, spirits, wine, mixers, and nonalcoholic offerings to offer customers an option in each category including mocktails. Drink promotions can align with a CORE fundraising activity where a set \$X will be donated to CORE for each beverage (glass or bottle) purchased.

Invite restaurant/bar customers to make additional donations on the guest's bill or through www.COREgives.org

Promotion Examples





Approved “About CORE” Content

- *Option A* – “CORE: Children of Restaurant Employees is a national non-profit that is dedicated to serving food and beverage employees with children to provide financial relief when either the employee or their child faces a health crisis, injury, death, or natural disaster.”
- *Option B* – “CORE is a national non-profit that is dedicated to serving food and beverage families to provide financial relief when either the employee or their child faces a health crisis, injury, death, or natural disaster.”

Content Approval

All materials must be reviewed and approved by CORE. Please allow for 5 business days to review. Resources are available on the CORE Resource Center to educate your customers about CORE and the employees with children that may need support. For more information visit: www.COREgives.org.

Memorandum of Understanding

Please contact Gretchen to obtain a copy of the CORE MOU: Gretchen@Coregives.org.