



Operator Brand Advocate Announcement

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

Children of Restaurant Employees (CORE) announces a new Operator Brand Advocate program to increase awareness of this valuable resource for employees with children in F&B operations. CORE, a national non-profit dedicated to providing financial relief to F&B operations employees with children when either the parent or their child faces a health crisis, injury, death of the employee, spouse or child, or the loss of their home or place of work due to a natural disaster.

Inspired by a Zaxby's team member, a CORE Operator Brand Advocate is an employee within your F&B operations company who volunteers to learn about CORE's grant criteria and communications resource to increase awareness of this resource to fellow team members. The Brand Advocate may encourage employees who potentially qualify for a grant to apply online, refer qualified applicants, and guide employees with their CORE application process. A Brand Advocate may work in operations, human resources, training, or in management roles.

CORE, founded by members of the beverage industry who recognized a need and wanted to give back to operations employees with children who serve us every day. A financial grant may relieve financial burdens when employees with children face a qualifying circumstance. A grant which is a gift, may cover rent/mortgage, utilities, medical supplies, prescription costs, therapies, and other essential needs that a family might find necessary to navigate their specific circumstances. Each grant is unique and tailored to meet the applicants needs and documentation is required.

To learn more about the CORE Operator Brand Advocate program and sign up, visit: <https://coregives.org/volunteer>