



OPERATOR BRAND ADVOCATE

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

CORE Brand Advocates will be asked to:

- Distribute CORE materials
 - Back of the House posters & 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
 - Provided guidance as needed

How to become a CORE Brand Advocate

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

The inspiration for the Operator Brand Advocate Program:

"There are not enough words to describe how this organization has positively affected my employees who were families in need that received grants from CORE. I have seen some heartbreaking situations and it was so comforting to know that CORE was there to reach out to so we could find ways to help our employees in their dire situations. Thank you from the bottom of my heart!"

Lisa Moe, Operations, Zaxby's

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 1 legally dependent minor child living in the home.

- 18 yrs. 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

Brand Advocate Sign up: <https://core.submittable.com/submit/192125/brand-advocat>

To learn more about CORE visit: www.COREgives.org