

CORE Fundraising Promotion Key Message Points

The following message points can be incorporated into your consumer facing communications to support CORE:

- CORE provides help to (insert business type: restaurant, foodservice, beverage service, bar, coffee shop, catering, cafeteria, etc.) employees with children navigating a health crisis or natural disaster.
- CORE provides help to (insert business type: restaurant, foodservice, beverage service, bar, coffee shop, catering, cafeteria, etc.) families navigating a health crisis or natural disaster.
- More than 50% of CORE grants help single parents, mostly Moms.
- More than 80% of CORE grants are due to a medical crisis
- 17% of CORE grants help families navigating a natural disaster
- Four in ten Americans would struggle with an unexpected expense of as little as \$400 * (Federal Reserve)
- CORE was founded to take care of our industry's children when life did not go as planned and they dealt with a health crisis, death, or natural disaster.
- Help industry kids whose family faces a health crisis or natural disaster.

Promotion branding title ideas:

- Pour for CORE: beverage promotion
- Cheers for CORE: beverage promotion
- Purchase for Purpose: Product, gift card, bounce back offer
- Give Back: product promotion or bounce back offer
- Give Back for Kids: product promotion or bounce back offer
- Change for Good: round up

What dollars raised will do:

- \$10 will pay a family's water bill for one week
- \$50 will cover out of pocket medical expenses for one week
- \$150 will provide groceries for a family of four for one week
- \$1,000 will cover rent/mortgage for one month
- An average CORE grant for a family is \$2,400

Statistics:

- Consumer Price Index from the Bureau of Labor Statistics over the last 12 months (before June 30, 2022) This amplifies the need for CORE when the cost-of-living increases compounded with a medical crisis, death that can result in loss of income of a spouse or natural disaster.
- All items index increased 8.6% before seasonal adjustment
- The overall energy index rose 34.6% over the last year
- The overall energy index rose 3.9% overall in May 2022
- The gasoline index specifically rose 4.1% in May 2022
- The food index rose 10.1% over the past 12 months
- The food index rose 1.2% in May 2022
- Statistically, an item that cost \$1.00 in January costs \$1.73 as of May 2022

Source: <https://www.bls.gov/news.release/pdf/cpi.pdf>

