

• 2014 •

PROFILES IN CARING:
AN OVERVIEW
— of —
COMMUNITY SERVICE



 **Eat'n Park**
HOSPITALITY GROUP, INC.

Letter from Jeff Broadhurst & Trina DeMarco

Celebrate ~ Care ~ Create!

Those three words summarize Eat'n Park Hospitality Group's approach to partnering with our neighbors to create even stronger communities. Since our humble beginnings as a carhop restaurant in 1949, our commitment to our team members, their families, our guests, and our communities has grown, just as our company has grown.

Our goal as a provider of hospitality services is to create memorable experiences built on relationships. We carry that goal outside our walls to celebrate the accomplishments of our team members and our neighbors; to care for people who have encountered challenges; and to create an environment where people enjoy each other's company and an always-needed smile ☺.

As you look over the pages that follow, you'll see examples of how we Celebrate ~ Care ~ Create! From collaborations to fund-raising, from community visits to volunteerism and more, we embrace our responsibility to our friends and neighbors.

Your involvement in our community support initiatives is essential and very much appreciated. Whether you contribute, volunteer or inspire, your support enhances our community in meaningful ways. We are grateful for you and all that you do.

Jeff Broadhurst
President & CEO
Eat'n Park Hospitality Group

Trina DeMarco
Director of Corporate Giving and
Community Partnerships
Eat'n Park Hospitality Group

LifeSmiles®:

Creating Healthier Communities



At Eat'n Park Hospitality Group, we believe we play a role in creating healthier communities. Through our LifeSmiles initiative, we're investing \$1 million and 20,000 volunteer hours towards organizations and partnerships that help ensure a healthier future for kids and their families.

Healthier Communities through Participation: We support and sponsor dozens of walks, runs and races that encourage families to get moving together. Our support doesn't end there. At many community walks and runs, you'll see our team members representing Eat'n Park Hospitality Group serving as volunteers, forming walk teams with their colleagues, and bringing their families along to participate in the activities.

Healthier Communities through Support: Community food banks are an integral part of creating healthier individuals and families. We support food banks – 23 in total – in every community where we conduct business. Our contributions

benefit programs that ensure that children have access to the nutritious food they need to grow and thrive.

Healthier Communities through Partnerships: Eat'n Park Hospitality Group believes that great partnerships can inspire positive community change. We're proud of the LifeSmiles partnerships we've developed during the past five years, including:

- fitUnited is a collaboration of businesses, community groups and youth-serving organizations who are interested in sharing ideas, leveraging expertise and utilizing best practices towards making Allegheny County a healthier community for kids today and for generations to come.
- Kids of Steel is an exercise and nutrition program designed to motivate and inspire kids to live healthier lives. During a four-month training period, approximately 6,000 children earn miles to run the equivalent of a full marathon and taste new, nutritious foods along the way. The program culminates with the Pittsburgh Kids Marathon that kids run with their friends or family.
- The Food Trust's HYPE (Healthy You. Positive Energy) program is a youth-led, obesity-prevention program that empowers middle and high school students to become leaders for healthy change in their schools and communities. The HYPE leadership program provides nutrition education and leadership activities for 30,000 low-income youth in 75 Philadelphia public schools.



Smiley In The Community: Creating Smiles In The Community



In 2004, we baked up a unique idea: create a Team Smiley program that would enable us to surprise and delight our guests at community events across the region. Ten years later, we're still spreading smiles. Our Smiley mascot and his friends – Team Smiley – exist solely to spread goodwill – and Smiley Cookies.

Smiley and his team kept busy in 2014 by...

- donating 264,000 Smiley Cookies through the community partnerships department at Eat'n Park
- sharing 74,000 Smiley Cookies at Cookie Cruiser events
- hosting 44 Cookie Cruiser events
- participating in 102 Smiley events



Team Member Fund-Raising Activities: Celebrating The Power Of Teamwork



As a hospitality company, it's in our DNA to take care of our guests. However, it's our team members' incredible care and compassion that extends our company's hospitality into the communities we serve.

Each year, our team members support the United Way to help meet our communities' most urgent needs. In 2014, our team member campaign raised \$420,000 to support United Way agencies throughout the communities where we live and work.



Caring for Kids has been an annual tradition at Eat'n Park Hospitality Group since 1979. The campaign started as fund-raiser for Children's Hospital of Pittsburgh, and it has grown to benefit 13 children's hospitals within our operating area. Each site hosts unique, team member-driven fund-raising events, and the dollars raised benefit that local children's hospital. In 2014, our team members raised \$411,000, which brings our total contribution through Caring for Kids to more than \$9 million!



Volunteerism:

We Care About People



Meet Volunteer of the Year Shannon Morgan

Shannon is a prep cook for Parkhurst Dining at Capital University in Bexley, Ohio. She created Cooking to Help Enrich Families (CHEF) to make a difference in the lives of individuals and families who receive food assistance. In 2007, Shannon had a vision for how she could help people who were faced with both hunger and a lack of basic knowledge about ingredients, recipes, shopping, and kitchen safety.

Shannon turned her passion into CHEF and started to provide lessons in cooking vegetables, preparing different cuts of meat, shopping the perimeter of the grocery store, and properly storing foods. Just as importantly, her classes focus on creating nutritional meals that enhance the quality of life for families.



At Eat'n Park Hospitality Group, we care about people. It's one of our core values, and we bring it to life every day through our team members' volunteer efforts. In fact, our team members collectively volunteer more than 30,000 hours each year for hundreds of community organizations.

In 2014, United Way of Allegheny County presented Eat'n Park Hospitality Group with its Good Neighbor Award. The award recognized our ongoing volunteer efforts, including "Ready Freddy" – a program that welcomes youngsters to their first day of kindergarten and helps position them for a successful school year.



Grants List

Akron-Canton Regional Food Bank
ABATE
American Cancer Society
American Diabetes Association
American Heart Association
American Ireland Fund
American Red Cross-Western PA
Autism Connection of PA
Best of the Batch
Beverly's Birthdays
Big Brothers Big Sisters
Bike Pittsburgh
Blue Ridge Area Food Bank
Brashear Association
Carnegie Library of Pittsburgh
Carnegie Museums of Pittsburgh
Catholic Youth Association
CC Champions
Central PA Food Bank
Centre County United Way
Chestnut Ridge VFC
Children's Hospital of Pittsburgh
Children's Museum of Pittsburgh
Civic Light Opera
Community Liver Alliance
Connecticut Food Bank
Cystic Fibrosis Foundation
Dapper Dan Charities
Dubois Area United Way
Epilepsy Foundation
Erie City Mission
Extra MILE
Food Bank for Westchester
Food Trust
Frick Art & Historical Center
Girl Scouts Western PA
Girls on the Run
Goodwill of Southwestern Pennsylvania
Greater Berks Food Bank

Greater Cleveland Community Food Bank
Greater Pittsburgh Community Food Bank
Grove City Area United Way
Grow Pittsburgh
H & J Weinberg NE PA Regional Food Bank
Habitat for Humanity of the Mahoning Valley
Historical Society of Western PA/Senator Heinz History Center
Holy Family Institute
Homeless Children's Education Fund
Imagine Pittsburgh
JDRF
Junior Achievement
Ladies Hospital Aid Society
Leukemia & Lymphoma Society
Life's Work of Western PA
Manchester Bidwell Corporation
Maryland Food Bank
Mental Health of America Westmoreland
Mercer County Food Bank
Mid-Ohio Food Bank
Mountaineer Food Bank
Muscular Dystrophy Association
National Aviary
National Ovarian Cancer Coalition
NRA Educational Foundation
Oakland Business Improvement District
Pennsylvania Association for Sustainable Agriculture
Pennsylvania Women Work
Philabundance
Phipps Conservatory and Botanical Gardens
Pittsburgh Arts & Lectures
Pittsburgh Ballet Theater, Inc
Pittsburgh Botanic Garden
Pittsburgh Cultural Trust
Pittsburgh History and Landmarks Foundation
Pittsburgh Marathon
Pittsburgh Marathon Kids of Steel Program
Pittsburgh Opera, Inc.

Pittsburgh Parks Conservancy
Pittsburgh Public Theater
Pittsburgh Symphony Orchestra
Pittsburgh Youth Leadership
Pittsburgh Zoo & PPG Aquarium
Rainbow Kitchen
Reading is FUNDamental Pittsburgh
Reuse Everything Institute
River City Brass
Schaab Memorial Trust
Second Harvest Food Bank of Lehigh Valley/Northeast PA
Second Harvest Food Bank of Northwest PA
Second Harvest of the Mahoning Valley
Senator John Heinz History Center
Sojourner House
SOS Youth Mentoring Program
South Hills Interfaith Ministries
South Pittsburgh Development Corporation
Special Olympics of Pennsylvania
Sprout Fund
Steel City Showdown
Team Tassy
The Children's Home
The Education Partnership
The Food Bank of Delaware
The Girls Hope
The Montour Trail
The Pittsburgh Cultural Trust
The Pittsburgh Promise
The Twenty-Five Club
Tickets for Kids
United Way of Allegheny County
United Way of Allegheny County
United Way of Beaver County
United Way of Blair County
United Way of Bucks County
United Way of Butler
United Way of Capital Region

United Way of Central Maryland
United Way of Clarion County
United Way of Delaware
United Way of Erie
United Way of Fayette
United Way of Greater Cleveland
United Way of Greater Philadelphia & Southern New Jersey
United Way of Harrison County
United Way of Indiana County
United Way of Jefferson County
United Way of Lake County
United Way of Lawrence County
United Way of Medina County
United Way of Mercer County
United Way of Mon Valley
United Way of Monongalia and Preston Counties, Inc.
United Way of Summit County
United Way of the Greater Lehigh Valley
United Way of the Laurel Highlands
United Way of Trumbull County
United Way of Upper Ohio Valley, Inc.
United Way of Venango County
United Way of Washington County
United Way of Westmoreland County
United Way of Youngstown Area/Mahoning County
UPCI/Hillman Cancer Center
Urban League
Variety, The Children's Charity
Veterans Leadership Program
Ward Home
Weirton United Way, Inc.
Westmoreland County Food Bank
Wounded Warrior Project
YMCA of Greater Pittsburgh
YMCA of Sewickley Valley
Youth Places
YWCA of Greater Columbus



The **EAT'N PARK** **HOSPITALITY GROUP FAMILY**

