

# 2016 OVERVIEW OF COMMUNITY SERVICE





**Dear Neighbor,**

There's an energy here at Eat'n Park Hospitality Group. You can almost feel it. Our team members are focused; our guests are happy; our partners are committed. That energy, that capacity for action, is our collective spirit of hospitality. It's our passion for creating smiles.

Hospitality is the heartbeat of what we do and, as our name reflects, it defines us. It's not limited to what takes place within our restaurants and client sites; it extends beyond our walls. For each of our brands -- Eat'n Park Restaurants, Hello Bistro, Parkhurst Dining, The Porch, Six Penn Kitchen, SmileyCookie.com and Delicious Raw -- hospitality is based in community.

Although Eat'n Park Hospitality Group has a presence in numerous states and countless communities, we are united in our commitment to creating strong, vibrant, healthy communities and to creating smiles among our neighbors and friends. And we do that through philanthropy, fundraising and volunteerism. From highly visible campaigns, like Caring for Kids, to neighborhood Little League team support, our community partnerships take many forms.

We couldn't carry out our brand of hospitality without your support. We're grateful for the partnership we share with you, and we look forward to continuing to be an active member of the communities we call home as we create one smile at a time.

**Jeff Broadhurst**  
President & CEO  
Eat'n Park Hospitality Group

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

# CORPORATE GIVING: ENHANCING OUR COMMUNITIES ONE SMILE AT A TIME

In 2016, Eat'n Park Hospitality Group introduced a new corporate giving focus: Enhancing Our Communities, One Smile at a Time. This new focus guides how we will invest and will continue to invest in our communities. It will ensure that we concentrate our community investments in a manner that will benefit the largest number of our neighbors while remaining true to our values as a hospitality company.

Enhancing Our Communities supports non-profit organizations in three areas:

- **Growing Smiles** is focused on providing access to healthy food as well as providing education about food choices, particularly for children.
- **Sharing Smiles** concentrates on supporting family wellness and fitness.
- **Hero Smiles** is devoted to enhancing the lives of military veterans and their families.

We launched Enhancing Our Communities by proclaiming April 29, 2016, as a Day of Smiles. Nearly 100 team members from across all brands volunteered their services for an entire day in support of area non-profits.



Our Sharing Smiles teams focused on three project areas:

- Best of the Batch Foundation, where team members spent the day prepping for the upcoming youth basketball program season
- Team members helped to register some of the 30,000 Pittsburgh Marathon runners.
- Girls on the Run, where team members prepped runner packets for the Spring 5K

Our Growing Smiles teams volunteered with four non-profit groups:

- At the Greater Pittsburgh Community Food Bank team members repacked food for those in need.
- Team members weren't afraid of getting their hands dirty at Grow Pittsburgh's Braddock Farms where they planted and weeded.
- Along with FitUnited, team members helped to deliver meals to young children being cared for by relatives and neighbors.
- Team members at Big Brothers Big Sisters packed "Share a Smile" snack packs for students from Steel Valley Middle School. Each student received one extra bag to share with a friend or sibling.

Our Hero Smiles teams volunteered their services to three veterans' organizations:

- Team members helped to spruce up the grounds at Project Journey, an emergency housing program for female veterans and their families.
- Through the Veterans Leadership Program, team members packed meals for senior and disabled vets.
- At Fisher House, which provides free lodging to vets and military families receiving treatment at military medical centers, team members prepared lunch for guests and their families.

The *Day of Smiles* provided an opportunity for Eat'n Park Hospitality Group team members to learn about the needs of our community and see the difference that we can make through community partnerships.





## TEAM MEMBER FUNDRAISING AND PHILANTHROPY: A CALLING TO CARE

It's a well-documented fact that the greatest source of happiness is interaction with family and friends. Social encounters lift our spirits and renew our hope. That might explain why Eat'n Park Hospitality Group team members smile so often!

Our team members eagerly and consistently work together to raise funds to support our community. Two of the larger initiatives are our United Way campaign and our Caring for Kids campaign.



Our team members show their caring nature every day with the guests they serve. But their calling to care extends beyond the workplace.

Every year, they give back to neighbors in need through the United Way. In 2016, our annual United Way employee campaign raised more than \$310,000.

Our team members embrace our Caring for Kids campaign and demonstrate their caring through creative fund raising and personal generosity. The Caring for Kids campaign raises funds to support children's hospitals and pediatric programs in the communities where Eat'n Park Hospitality Group has a presence.

In 2016 our Caring for Kids campaign raised \$445,400. And with that total, the campaign reached a milestone, raising more than **\$10 million** since its introduction in 1979.



**"WE CARE ABOUT PEOPLE BOTH INSIDE OUR UNITS AND OUT IN THE COMMUNITIES WE SERVE."**



# COMMUNITY ENGAGEMENT: TAKING SMILES TO THE STREETS

## SMILEY IN THE COMMUNITY

There may be no faster way to create a smile on a child's face than to introduce him to Smiley. And just between us, we've seen Smiley have the same effect on a lot of adults, too.

In 2016, Smiley spread happiness in the community in the following ways:

- The Community Partnerships department at Eat'n Park donated 204,000 Smiley Cookies.
- More than 65,000 Smiley Cookies were shared at Cookie Cruiser events.
- The Cookie Cruiser was the highlight at 37 events, creating smiles for children and adults.
- Smiley participated in more than 100 community events.



## Youth Sports Program

Dan Marino, Swinn Cash, David Beckham and Mia Hamm all got their start in a youth sports program. Whether or not the next all star is taking shape on a local community field, Eat'n Park Hospitality Group is happy to support an endeavor where friendships are forged, discipline is taught and exercise is guised as fun.

Through our Youth Sports Program, we invested more than \$150,000 to sponsor hundreds of teams throughout the region. In fact, every Eat'n Park Restaurant sponsored at least one neighborhood team in 2016.

## Food Banks

The footprint of Eat'n Park Hospitality Group extends from the East to the Midwest. In every community where we have a business presence, from the Shenandoah Valley to Chicago, we make an investment in food banks.

We are committed to making healthy foods accessible, and food banks are the channel through which we can most effectively help our neighbors. By investing in food banks, we help people fight hunger, ensure seniors have nutritious meals and educate neighbors about the benefits of fresh produce.

The next time you see an Eat'n Park Restaurant, a Parkhurst Dining client site or a Hello Bistro, you can be sure we are working with the nearest food bank to improve that community's access to nutritious food.

“THE BEST WAY TO FIND YOURSELF IS TO LOSE YOURSELF  
IN THE SERVICE TO OTHERS.”

## VOLUNTEERISM

Eat'n Park Hospitality Group volunteers share their time and talents and invest their interest in the people and organizations that define a community. The return on their investment? The sense of fulfillment that comes with helping to make someone's day a little better.

Eat'n Park Hospitality Group team members never wait to be asked to step forward. It's a deep-rooted desire to help that defines our team members. Because of their desire, we hosted 20 volunteer opportunities in 2016 and clocked more than 43,000 volunteer hours.

### EAT'N PARK HOSPITALITY GROUP VOLUNTEER OF THE YEAR: JAMIE MOORE

Jamie Moore is passionate about food. It's apparent in his profession, but it's truly validated through his volunteerism. For Jamie, volunteering is ingrained in his DNA – it's just part of who he is. He has volunteered as long as he can remember and likes to utilize his passions to inspire others. Our judges were impressed with Jamie's extensive and meaningful involvement with organizations that connect people with food, including cooking, gardening and educating. Jamie was nominated by our Director of Partnership Development, Suzie Lachut. Eat'n Park Hospitality Group has made a \$1,500 donation in Jamie's honor to his charity of choice: Community Kitchen Pittsburgh.

**CONGRATULATIONS, JAMIE!**



### VOLUNTEER SPOTLIGHT: CHEF GEOFF STRAUB

CCChampions is a nonprofit agency that helps kids with cancer through the developmental and social challenges of the disease by matching them with inspirational role models. Whatever kids want to be when they grow up – athletes, dancers, police officers, video game designers – CCChampions finds someone inspirational who does just that, and introduces the child and the professional.

Angelika is a courageous young lady battling cancer who wants to be a chef when she grows up. CCChampions introduced her to Geoff Straub, Parkhurst Dining's Executive Chef for the Pittsburgh Penguins. Chef Geoff was honored to make Angelika's dream come true by inviting her to spend the day with him at the UPMC Lemieux Sports Complex in Cranberry, PA.

According to Chef Geoff, "To see how excited Angelika was to hang out and 'play around' in the kitchen was awesome! She has a positive attitude and is determined that her leukemia isn't going to get in the way of her dream of becoming a chef and owning her own restaurant!"



# GRANTS LIST

Eat'n Park was proud to support the following organizations with cash grants in 2016

Akron-Canton Regional Food Bank	Grow Pittsburgh	Northeast PA	United Way of Mon Valley
Allegheny County Parks Foundation	GTECH	Second Harvest Food Bank of NW PA	United Way of Monongalia and Preston Counties
American Diabetes Association	Hair Peace Charities	Second Harvest Food Bank of the Mahoning Valley	United Way of Southwestern PA
American Ireland Fund	Heinz History Center	Sojourner House	United Way of Summit County
American Red Cross	Heroes Supporting Heroes	South Hills Interfaith Movement	United Way of the Greater Lehigh Valley
Angels Place, Inc.	Homeless Children's Education Fund	Special Olympics of PA	United Way of the Laurel Highlands
Best of the Batch Foundation	JDRF	Sprout Fund	United Way of Trumbull County
Bethlehem Haven	Jeremiah's Place	Standing Firm to End Partner Violence	United Way of Upper Ohio Valley
Beverly's Birthdays	Josh Gibson Foundation	Steel City Squash	United Way of Venango County
Big Brothers Big Sisters of Greater Pittsburgh	Just Harvest	The Brashear Association, Inc.	United Way of Washington County
Blue Ridge Area Food Bank	Lupus Pennsylvania	The Food Bank of Delaware	United Way of Westmoreland County
CCChampions	Manchester Bidwell Corporation	The Food Trust	United Way of Youngstown and the Mahoning Valley
Carnegie Library of Pittsburgh	Maryland Food Bank	The Pittsburgh Cultural Trust	Urban League of Greater Pittsburgh
Central PA Food Bank	Mid-Ohio Food Bank	The Pittsburgh Promise	Variety, The Children's Charity
Central PA Food Bank Williamsport	Mountaineer Food Bank	Three Rivers Pittsburgh Marathon Inc.	Veteran's Leadership Program
Children's Hospital of Pittsburgh	National Aviary	United Way of Allegheny County	Village Theater Company
Children's Museum of Pittsburgh	New Castle Community YMCA	United Way of Beaver County	Ward Home
Community Food Warehouse of Mercer County	PAEYC	United Way of Blair County	Weirton United Way, Inc.
Community Human Services	Philabundance	United Way of Bucks County	Westmoreland County Food Bank, Inc.
Community Kitchen Pittsburgh	Pittsburgh Ballet Theatre	United Way of Butler County	WQED Pittsburgh
Crohn's & Colitis Foundation - Western PA	Pittsburgh Botanic Society	United Way of Capital Region	YouthPlaces
Dapper Dan Charities	Pittsburgh Civic Light Opera	United Way of Central Maryland	
Dubois Area United Way	Pittsburgh Cultural Trust	United Way of Clarion County	
Epilepsy Foundation of Western PA	Pittsburgh History & Landmarks Foundation	United Way of Delaware	
Family Resources	Pittsburgh Opera	United Way of Erie	
Frick Art & Historical Center	Pittsburgh Parks Conservancy	United Way of Fayette	
Girls Hope	Pittsburgh Public Theater	United Way of Greater Cleveland	
Girls on the Run of Greater Pittsburgh	Pittsburgh Symphony Orchestra	United Way of Greater Philadelphia & Southern New Jersey	
Girls on the Run of Greater Summit	Pittsburgh Youth Leadership, Inc.	United Way of Harrison County	
Goodwill of Southwestern PA	Pittsburgh Zoo & PPG Aquarium	United Way of Indiana County	
Greater Chicago Food Depository	Rainbow Kitchen Community Services	United Way of Jefferson County	
Greater Cleveland Community Food Bank	Reading is Fundamental Pittsburgh	United Way of Lake County	
Greater Pittsburgh Community Food Bank	Riverlife	United Way of Lawrence County	
Greater Pittsburgh Literacy Council	Sarcoma Foundation of America	United Way of Medina County	
Grove City Area United Way	SE Ohio Food Bank	United Way of Mercer County	
	Second Harvest Food Bank of Lehigh Valley/		

