

• 2014 •

PROFILES IN CARING:  
**AN OVERVIEW**  
*of*  
**COMMUNITY SERVICE**



# 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

## 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

