

AN OVERVIEW OF COMMUNITY SERVICE





“Action springs not from thought, but from a readiness
for responsibility”

– George Macaulay Trevelyan





Dear Friends,

It's our turn!

That's the mantra of the team members of Eat'n Park Hospitality Group, including Cura Hospitality, Eat'n Park Restaurants, Hello Bistro, Parkhurst Dining, The Porch at Schenley, and Six Penn Kitchen.

Individually and collectively, we believe it's our turn – to strengthen the communities we serve, to give of our time and talents, and to find creative ways to help others help themselves. We have the opportunity, and we have the responsibility.

With new brands, talented leadership, renewed passion and a constancy of purpose, Eat'n Park Hospitality Group is more energized than ever. We're working to ensure that we put that energy to work to help our friends and neighbors. That is our commitment to the community.

Over the past few years, we've renewed our commitment to the community through increased financial and volunteer support. In fact, LifeSmiles™ is one such initiative to do just that. On the pages that follow, you'll learn more about LifeSmiles™, as well as the specifics about how we brought life to our communities in 2012.

As you read about the highlights from this past year, please keep in mind that it's also our turn – to thank you for your involvement and support of Eat'n Park Hospitality Group as we work together to make a difference in the lives of individuals and communities in which we live, work and play.

Cheers,

Jeffrey S. Broadhurst
President & CEO
Eat'n Park Hospitality Group

LIFESMILES™

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

– Maya Angelou



Eat'n Park is known as the Place for Smiles. And nothing makes us smile more than the health and wellness of our guests and neighbors in the communities we serve. That's why we've created a program that we affectionately call LifeSmiles™. Simply put, LifeSmiles™ is Eat'n Park's investment in a healthier future for our children. We have committed \$1 million and 20,000 volunteer hours to benefit children's health and wellness, helping to ensure that our youngest guests grow up healthy.

LifeSmiles™ takes many forms, and each is based upon at least one of four pillars: empowering parents and caregivers with choices; providing healthier food in schools through education and partnerships; providing access to healthy, affordable food in under-served communities; and increasing physical activity through community walks, runs and events.

In 2012, Eat'n Park Hospitality Group supported the following groups and programs through LifeSmiles™ sponsorships:

- **Greater Pittsburgh Community Food Bank Farm Stand Program** – The Food Bank hosts farm stands that help to provide access to healthy, fresh food in under-served communities. Eat'n Park's donation helps to underwrite the cost of the program and to subsidize the cost of the produce sold at the stands.
- **Cleveland Foodbank and Second Harvest of the Mahoning Valley Backpack for Kids Programs** – Each week, the food banks fill backpacks that are then distributed to schools and community centers to send home every weekend with elementary school-aged kids who are in need. Eat'n Park's support helps to underwrite the cost of filling the backpacks with nutritious food.
- **Girls on the Run** – Running is used to inspire and motivate girls, encourage lifelong health and fitness and build confidence through accomplishment. Eat'n Park's contribution helps to provide scholarship dollars for girls who otherwise may not be able to participate in the program.
- **Family Walks and Runs** – Eat'n Park financially supports community walks and runs that get kids moving. Among the 2012 recipients of Eat'n Park's support are the Pittsburgh Kids Marathon and Cleveland Kids' Run.



“If we have the opportunity to be generous with our hearts, ourselves,
we have no idea of the breadth of love’s reach”

– Margaret Cho

IT'S OUR TURN:

SUPPORTING SIGNATURE CHEFS AUCTION

From time to time, individual Eat'n Park Hospitality Group restaurants or clients conduct fundraising activities that are independent from those that are company-wide. Independent activities are on a smaller scale and benefit smaller, neighborhood-based organizations.

One such undertaking is the Signature Chefs Auction hosted by our Parkhurst client, Saint Francis University, to raise funds for the March of Dimes in Altoona, PA. Parkhurst chefs joined other area chefs to create culinary masterpieces for guests' enjoyment. The event also featured both a silent and live auction. The 2012 Signature Chefs Auction raised \$58,000.

Raising money often lifts lives and brings neighborhoods together. So our team members find a variety of innovative ways to raise funds to support initiatives that will have the broadest reach in our communities.

The following are among our 2012 fundraising activities:

- **United Way** – Team members donated \$335,000 to United Way agencies in the communities where they live and work, exceeding the previous year's total.
- **Caring for Kids** – The Eat'n Park Caring for Kids Campaign has become a tradition that's close to the hearts of our team members and our guests. The annual five-week fundraising campaign benefits children's hospitals in the communities we serve. Since its inception in 1979, the Caring for Kids Campaign has raised more than \$8.5 million. In spite of its growth, the campaign has remained true to its roots: it is an employee-driven, community-oriented fundraising campaign that makes a direct impact in our neighborhoods. We make it a priority to keep the money raised locally in the community to benefit the local children's hospitals.

Our most recent campaign, the 2011 Caring for Kids Campaign, was the most successful ever, raising \$413,000. Thirteen children's hospitals in Pennsylvania, Ohio and West Virginia received checks to support free care funds or activities funds for patients in 2012 as a result.



SMILEY IN THE COMMUNITY

“There is real magic in enthusiasm. It spells the difference between mediocrity and accomplishment.”

– Norman Vincent Peale



Talk about living up to your name! Smiley is more than a cookie; he is a life-sized representation of Eat'n Park Hospitality Group's commitment to making people smile. He spreads goodwill to our neighbors, guests, team members and friends. Smiley's presence at community events provides an opportunity for non-profit organizations to gain additional attention and enthusiasm for their event. Last year, Smiley traveled throughout Pennsylvania, Ohio and West Virginia visiting not-for-profit events, including walks and runs, community festivals and fairs, parades, sporting events and even a hospital or two.

Smiley really got around in 2012. You might be surprised to know that....

- The Smiley mascot made more than 225 appearances at community events.
- The Cookie Cruiser attended more than 80 events and distributed more than 130,000 Smiley cookies to guests and neighbors.
- Every year, Eat'n Park provides more than 1100 corporate-level donations to non-profit organizations in the communities we serve (that is in addition to the Smiley mascot and Cookie Cruiser appearances!).

VOLUNTEERISM

“Sometimes you can’t see yourself clearly until you see yourself through the eyes of others.”

– Ellen DeGeneres



IT'S OUR TURN:

CURA VOLUNTEERS HIT THE STREET TO END ALZHEIMER'S

More than a dozen Cura team members and friends took to the streets in October to “Walk to End Alzheimer’s”. They participated in two walk sites – Pittsburgh and Kutztown – in honor of Cura residents who have dementia. Cura recently introduced a program called “Connections, Memory Support Dining,” designed to enhance the dining experience for residents with dementia. These team members showed that Cura not only talks the talk, but literally walks the walk.

THANKING CHARLES GUTTENDORF

The Parkhurst Dining team at Bucknell University joins the University and surrounding community in supporting Community Harvest, a weekly hot meal program. Parkhurst team member Charles Guttendorf leads a crew of his Parkhurst peers to volunteer their time to prepare and serve food to area residents. Charles takes the lead on developing recipes, ordering ingredients and preparing the meals. Approximately 200 people attend Community Harvest every Monday. For his outstanding efforts, Charles was named as the 2012 Eat’n Park Hospitality Group Volunteer of the Year.

Eat'n Park team members love to roll up their sleeves to help support their communities. In 2012, more than 1,000 team members lent more than 45,000 hours of their personal time and their passion to causes in their communities.

To coordinate our network of our team member volunteers, Eat'n Park introduced Volunteer Champions. Each location has one designated Volunteer Champion who works with team members to identify the causes that are important in their specific community. Volunteer Champions relay that information to our corporate center so that we can lend assistance to those causes. Champions also share information with their team members about company-sponsored volunteer opportunities so that team members can participate.

Volunteerism is an important component of our LifeSmiles™ program. In 2012, our team members volunteered their time and talents at community walks and runs, youth sporting events and in many other ways. For instance, chefs from Eat'n Park Restaurants and Parkhurst Dining provided healthy cooking demonstrations every month at the Greater Pittsburgh Food Bank Farm Stands.

Each year, Eat'n Park Hospitality Group recognizes its team member volunteers during the months of April and May. Each volunteer receives a personal expression of appreciation and a special, limited edition, volunteer pin. In 2012, we introduced our first Eat'n Park Hospitality Group Volunteer of the Year award to recognize one outstanding team member who goes above and beyond in the workplace and in the community.

Whether it's providing expertise or an extra set of hands, Eat'n Park team members are making a difference in the community.



NEIGHBORHOOD SUSTAINABILITY

“Progress is the product of human agency. Things get better because we make them better.”

– Susan Rice



Eat'n Park believes that supporting local and sustainable ingredients and communities is not only good for the local farmers, it's also good for guests, clients and our business practices. It's part of our commitment to being a good neighbor in the communities where we have a presence.

In 2002, Eat'n Park introduced our FarmSource® program – a company-wide initiative to support local farmers, manufacturers and grower cooperatives within a 125-mile radius of our local distributors. Now a thriving, multi-faceted undertaking, FarmSource® creates a positive impact on the environment and in our business communities.

As part of FarmSource®, groups of team members tour local farms to learn more about the fresh ingredients we use in our menu items. As an additional way of supporting local farmers, team members volunteer to visit the farms to help plant the produce that will ultimately be served to our guests.

Through FarmSource®, Eat'n Park Hospitality Group procures more than \$23 million in local food and beverage annually.



In 2012 Eat'n Park Hospitality Group provided grants to the following organizations:

Achieva

ALS Association Western PA Chapter

American Cancer Society

American Diabetes Association

American Ireland Fund

Big Brothers Big Sisters
of Southeastern Pennsylvania

Bike Pittsburgh

Carnegie Museums of Pittsburgh

Catholic Youth Association

The Children's Home of Pittsburgh

Children's Museum of Pittsburgh

The Civic Light Opera

Cleveland Foodbank

Cleveland Kid's Marathon

Coalition for Christian Outreach

Crohn's & Colitis Foundation of America

Dapper Dan Charities

The Denis Theatre Foundation

East End Cooperative Ministry

The Food Trust

Frick Art & Historical Center

Girls on the Run

Greater Pittsburgh Food Bank

Grow Pittsburgh

Heinz History Center

Hill House Association

Homeless Children's Education Fund

Junior Achievement

Juvenile Diabetes Research Foundation

Kids Voice

The Leukemia & Lymphoma Society

March of Dimes
National Aviary
National Ovarian Cancer Coalition
Northside Common Ministries
Northside Steelers
PA Farm Show Scholarship Foundation
PA Women Work
Pennsylvania Association
for Sustainable Agriculture
Phipps Conservatory
Pittsburgh Area Jewish Committee
Pittsburgh Ballet Theater
The Pittsburgh Cultural Trust
The Pittsburgh Foundation
Pittsburgh History and
Landmark Foundation
Pittsburgh Great Race
Pittsburgh Marathon and Children's Marathon
Pittsburgh Opera
Pittsburgh Parks Conservancy
Pittsburgh Public Theater
Pittsburgh Symphony Orchestra
Pittsburgh Youth Leadership
Pittsburgh Zoo & PPG Aquarium
Propel School Foundation
Reading is Fundamental
Second Harvest Food Bank
of the Mahoning Valley
Special Olympics of Pennsylvania
Team Tassy
United Way of Allegheny County
United Way of Beaver County
United Way of Blair County

United Way of Butler
United Way of Capital Region
United Way of Centre County
United Way of Clarion County
United Way of Dubois
United Way of Erie
United Way of Greater Cleveland
United Way of Greater Lehigh Valley
United Way of Greater Lorain County
United Way of Grove City
United Way of Harrison County
United Way of Indiana County
United Way of Jefferson County
United Way of Lake County
United Way of the Laurel Highlands
United Way of Lawrence County
United Way of Medina County
United Way of Mercer County
United Way of Mon Valley
United Way of Monongalia &
Preston Counties, Inc.
United Way of Portage County
United Way of South Fayette, Inc.
United Way of Summit County
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 Weirton, Inc.
United Way of Westmoreland County
United Way of Youngstown
Area/Mahoning County
YMCA of Greater Pittsburgh



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

OUR BRANDS


the place for Smiles


SmileyCookie
SHARE A SMILE! .com

THE
PORCH
AT SCHENLEY


hello
BISTRO


PARKHURST
DINING


cura
HOSPITALITY


SIX PENN
KITCHEN

AN OVERVIEW OF COMMUNITY SERVICE

