



***Eat'n Park***<sup>®</sup>  
HOSPITALITY GROUP, INC.

**CREATING  
SMILES  
IN OUR COMMUNITY  
2017**



CREATE A SMILE



## DEAR FRIEND,

Passion. It's a word that gets tossed around pretty easily these days. But we really only know someone's true passion when we see it in action. And in 2017, we saw a lot of action that demonstrated Eat'n Park Hospitality Group's passion for community service.

We've often said that giving back is ingrained in our company's DNA. What really makes it special, though, is that sense of responsibility — that desire to do more — is fueled by our team members. They ignite our passion!

It's our ENPHG team members who propel us to do more, to give more and to invest more in our communities. We witness their drive, their devotion, their dedication of spirit, and we know that, as a good neighbor and a compassionate company, we want to support their passion for our communities.

So, we take the spark that our team members create and support it across all of our brands. Eat'n Park Restaurants, Hello Bistro, Parkhurst Dining, The Porch at Schenley, The Porch at Siena, SmileyCookie.com — each is integrally tied to communities. Today, our communities span 10 states, and as we have grown, the reach of our commitment has grown. We are steadfast in our belief that we have a responsibility — and the privilege — to give back to each community where we live and work.

Our community support is as diverse as our people and our communities. Whether we are making philanthropic contributions to a local youth sports team, raising funds for an area United Way or volunteering at a food bank, we do it with pride and with passion.

We couldn't support our communities to the extent we do without your involvement. We are grateful that you are our partner in bringing passion to life.

*Cheers!*



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



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



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

For Eat'n Park Hospitality Group team members, hospitality extends far beyond the walls of our restaurants and client sites. In April 2017, 135 team members garnered their compassion, elbow grease and smiles and participated in our second annual Day of Smiles.

**The day again focused on three core areas of support for nonprofit organizations:**

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



**The Growing Smiles teams volunteered their services in the following ways:**

- At **Greater Pittsburgh Community Food Bank**, **Rainbow Kitchen Community Services** and the **Squirrel Hill Community Food Pantry** teams spent the day repacking food for families in need.
- In Braddock, the team worked with **Grow Pittsburgh** to help revitalize a green space, which will increase food security in this community.
- The team at **412 Food Rescue** assisted with efforts to prevent good food from entering the waste stream.
- Packing nutritious weekend snack packs for middle school students kept the team busy at **Big Brothers Big Sisters of Greater Pittsburgh**.



**The Sharing Smiles teams focused on four nonprofit organizations:**

- The team working with **FitUNITED** and **Project R.U.N.** helped underserved youth train for and run the Pittsburgh Marathon.
- At **Best of the Batch**, the team was busy refreshing the foundation's outdoor space.
- **Girls on the Run** holds an annual Spring 5K and the team here helped the organization prepare for race day.
- The team at **GTECH** helped the organization prepare for their busiest season when they're transforming underutilized land into vibrant green spaces.



**The Hero Smiles teams shared their time with five veterans' organizations:**

- The team at **Fisher House** served a meal to veterans and their families.
- At **Project Journey**, the team helped to spruce up the outdoor communal space at a transitional home serving female veterans during times of emergency or need.
- At **Veterans Leadership Program of Western Pennsylvania**, the team prepared lunches for senior and disabled veterans.
- The team at **Soldiers & Sailors** helped to prepare for an upcoming book sale, proceeds of which helped to honor service men and women.
- The team at the **VA Hospital in Oakland** spent time visiting with patients, serving snacks and delivering care packages.



## PARKER

In November 2017, Eat'n Park Hospitality Group partnered with Guardian Angels Medical Service Dogs to sponsor a 4-month-old service-dog-in-training. Once training is completed, the service dog will be matched with a veteran in need. Guardian Angels Medical Service Dogs are trained to mitigate the effects of conditions such as PTSD, Traumatic Brain Injury, seizure disorders and mobility issues, and are donated to their recipients at no cost.

“We are honored to have amazing organizations like Eat'n Park join us in unleashing the power to heal through our individually trained service dogs,” said Christine Patrick, Communications and Development Coordinator, Guardian Angels Medical Service Dogs. “Since our establishment in 2010, we have raised, trained and paired more than 200 medical service dogs with deserving veterans and first-responders.”

ENPHG team members submitted possible names for the Labrador/Pyrenees mix. The list was narrowed to three, and through social media platforms, the community was invited to vote for their favorite. Parker was the name that generated the most tail wags.

Eat'n Park's partnership with Guardian Angels Medical Service Dogs is part of our Hero Smiles initiative, which focuses on enhancing the lives of military veterans and their families.





## TEAM MEMBER FUNDRAISING AND PHILANTHROPY: KINDLING THE CARING GENE

There's an old, spiritual song whose lyrics say, "It only takes a spark to get a fire glowing." And ENPHG team members sparked a lot of glowing in 2017.

Our team members care about serving our guests, but they also care about giving back to their neighbors in need through the United Way. This past year our annual team-member campaign raised more than \$325,000.

That amazing total didn't stop the team from wanting to do more. One of our more visible team-member-driven campaigns is the Caring for Kids campaign. The campaign raises funds to support free care services in pediatric hospitals and programs in the communities where Eat'n Park Hospitality Group has a presence. The 2017 campaign raised more than \$400,000. Since we introduced Caring for Kids in 1979, the campaign has raised more than \$10.7 million, a total that is possible only through the generosity of our team members, guests and partners.

If you saw a glow around your nearest Hello Bistro location that's because of Give Some Green. With this newer philanthropic initiative, when Hello Bistro guests order a menu item designated as #GiveSomeGreen, ENPHG donates the funds that equate to one pound of produce to the Greater Pittsburgh Community Food Bank. Through the Food Bank's Produce to People program, families can receive 30-45 pounds of food, which includes mostly fresh produce. In 2017, we contributed 16,366 pounds of produce. Talk about sparking a movement!





## TAKING SMILES TO THE STREET: COMMUNITY ENGAGEMENT

### It Begins with a Smile

Part rock star, part icon, Smiley gets around. And everywhere he goes, the smiles spread like wildfire.

**In 2017, our sweet friend brought passion to the community in the following ways:**

- 17,183 dozen Smiley Cookies were donated through the Community Partnerships Department at Eat'n Park Hospitality Group.
- At Cookie Cruiser events, 4,969 dozen Smiley Cookies were shared.
- Kids — and their adults — enjoyed 34 hosted Cookie Cruiser events.
- The big softy excited lots of folks at 95 Smiley events.

### It Continues with Activity

Smiley isn't alone in bringing happiness to the community. ENPHG also has an active Youth Sports Program. In 2017, ENPHG invested more than \$150,000 in sponsoring hundreds of youth sports teams in the communities where we live and work. In fact, every Eat'n Park Restaurant sponsors at least one team in their neighborhood.

### It Spreads, Neighbor to Neighbor

At our core, ENPHG is defined by providing high quality food. For some members of our community, accessing healthy foods can be a challenge. We are helping to eliminate barriers to healthy foods by financially supporting food banks. And we do so in every community where we have a presence.



## It Lives On, One by One

A spirit of generosity can launch endless smiles, and our team members' purpose is to create smiles. One of their favorite past times is volunteering for the organizations and causes that mean the most to them.

As a company, ENPHG is honored to support our team members' passion for caring. We hosted more than 15 team volunteer opportunities throughout 2017. We'd like to share the story of our 2017 Volunteer of the Year, Bill Emerick, from our Altoona Eat'n Park Restaurant. His selflessness ignites a passion in all of us.



## Bill Emerick: 2017 Volunteer of the Year

Despite being technically retired, Bill is very dedicated to his work at his restaurant — he cares about the quality of his work and is highly respected by his coworkers. His background in the food industry and his servant spirit equip him perfectly for volunteer work at his church and at the Joshua House.

Bill has been volunteering at his church, Westside United Methodist, for five years. He started as a trustee chairman and served as the church's handyman. After a while, he wanted to dig in even more. He began serving meals to more than 100 people every Monday evening and something clicked — Bill loves people and he loves to cook, so what a fitting way to use his talents and interests for good.

A couple years later, Bill was led to volunteer at the Joshua House, where he could also put to use his special skill set. The Joshua House's mission is to help youth find purpose. To this end, Bill helps to coordinate and serve food at a number of annual events: three wellness races each year; Hoopsfest (a 1,000-player basketball tournament); a Thanksgiving dinner that provides more than 350 meals; Operation Christmas Blessing, which supplements all the traditional elements of Christmas for 30 families in need; and an afterschool homework club, where Bill provides hot meals for kids three times a week.

We're proud of Bill's efforts and proud to call him our 2017 Volunteer of the Year! In celebration, Eat'n Park Hospitality Group made a \$1,500 donation to the Joshua House in Bill's honor.



# GRANTS LIST

**In 2017, Eat'n Park Hospitality Group provided cash grants to many organizations, including the following:**

Akron-Canton Regional Food Bank	Grow Pittsburgh	Second Harvest Food Bank of the Mahoning Valley	United Way of Indiana County
Allegheny County Parks Foundation	GTECH	Second Harvest Foodbank of Clark, Champaign & Logan Counties	United Way of Jefferson County
Allegheny Valley Animal Protectors	Hair Peace Charities	Sojourner House	United Way of Lake County
American Diabetes Association	Homeless Children's Education Fund	Soldiers & Sailors Memorial Hall & Museum Trust	United Way of Lawrence County
American Ireland Fund	JDRF	South Hills Interfaith Movement	United Way of Medina County
Beverly's Birthdays	Jubilee International Ministries	Special Olympics Pennsylvania	United Way of Mercer County
Big Brothers Big Sisters	KidsVoice	Standing Firm to End Partner Violence	United Way of Mon Valley
Blue Ridge Area Food Bank	Life'sWork	Steel Valley Gridiron	United Way of Monongalia and Preston Counties, Inc.
Central PA Food Bank	Maryland Food Bank	The Children's Home & Lemieux Family Center	United Way of Southwestern PA
Central PA Food Bank (Williamsport)	Mid-Ohio Food Bank	The Community Food Warehouse of Mercer County	United Way of Summit County
Children's Hospital of Pittsburgh	Mountaineer Food Bank	The Food Bank of Delaware	United Way of the Greater Lehigh Valley
Children's Museum of Pittsburgh	Northern Illinois Food Bank	The Mentoring Partnership	United Way of the Laurel Highlands
Community Food Bank of New Jersey	P3R/Pittsburgh Marathon	The Ward Home	United Way of Trumbull County
Crohn's & Colitis Foundation - Western PA	PA Women Work	The Woodlands Foundation	United Way of Upper Ohio Valley, Inc.
Dapper Dan Charities	Parkinson's Foundation of Western PA	Tickets for Kids Charities	United Way of Venango County
Disability Rights Pennsylvania	PGH Downtown Community Development Corp.	Uncover Squirrel Hill	United Way of Washington County
Dubois Area United Way	Philabundance	United Way of Beaver County	United Way of Westmoreland County
East End Fruit Cart	Pittsburgh CLO	United Way of Blair County	United Way of Youngstown Area/Mahoning County
Epilepsy Foundation of Western PA	Pittsburgh Cultural Trust	United Way of Bucks County	Urban League of Greater Pittsburgh
Extra Mile	Pittsburgh Institute for Neurodegenerative Disease	United Way of Butler	Variety, The Children's Charity
Family House	Pittsburgh Parks Conservancy	United Way of Capital Region	Veteran's Leadership Program
Family Resources	Pittsburgh Public Theater	United Way of Central Maryland	Weirton United Way, Inc.
Food Bank of Western New York	Pittsburgh Symphony Orchestra	United Way of Clarion County	West Ohio Food Bank
Foodbank of Central New York	Pittsburgh Vintage Grand Prix	United Way of Delaware	Westmoreland County Food Bank
Foodlink, Inc.	Pittsburgh Youth Leadership, Inc.	United Way of Erie	Women's Center & Shelter of Greater Pittsburgh
Guardian Angels Medical Service Dogs	Presbyterian SeniorCare Foundation	United Way of Fayette	
Girls Hope	Rainbow Kitchen Community Services	United Way of Greater Cleveland	
Girls on the Run	Regional Foodbank of Northeastern NY	United Way of Greater Philadelphia & Southern New Jersey	
GoGirls	Schools That Can	United Way of Harrison County	
Greater Cleveland Community Food Bank	SE Ohio Food Bank		
Greater Pittsburgh Community Food Bank	Second Harvest Food Bank of Lehigh Valley/Northeast PA		
Greater Pittsburgh Literacy Council	Second Harvest Food Bank of NWPA		
Greater Susquehanna Valley United Way			
Grove City Area United Way			

