

2013

PROFILES IN CARING:

AN OVERVIEW OF COMMUNITY SERVICE





A LETTER FROM JEFF AND TRINA

Dear Friend,

When we think about Eat'n Park Hospitality Group's community service in 2013, a theme clearly emerges: caring. When it comes to our guests, our neighborhoods and our team members, we care.

Throughout our evolution, from our earliest days as a carhop restaurant to today's portfolio of restaurants and food services, our commitment to caring has remained constant. It's one of our pillars and one of our priorities.

As you look over the next few pages, you'll see examples of some of the many ways we defined care last year. You'll learn about some strategic partnerships we've forged through our LifeSmiles™ initiative. You'll meet team members who, through fund raising and volunteerism, are making a difference. And you'll get a glimpse into how we bring smiles to communities throughout our service area.

There are probably as many forms of caring as there are Eat'n Park Hospitality Group team members. We each define it a little differently. But the result is the same – we make a connection to help lighten the burden of another, whether that's an individual, a community or an organization. We are grateful for our team members' commitment to caring and we respect our responsibility to reinvest it in the individuals, organizations and neighbors most in need.

Sincerely,

Jeff Broadhurst
President & CEO

Trina DeMarco
Director, Corporate Giving &
Community Partnerships

CARING BRINGS SMILES TO LIFE

When Eat'n Park Hospitality Group launched LifeSmiles in 2010, we pledged our commitment to the health and well-being of our youngest guests – kids. Our pledge centers on four general areas – empowering parents and caregivers with choices; providing education and building partnerships so that schools provide healthier food; making healthy, affordable food accessible to people in underserved areas; and increasing physical activity.

In 2013, we increased the impact of LifeSmiles through strategic partnerships. By collaborating with community partners, we are able to better support more programs and serve more neighbors.

We are proud to invest in programs that demonstrate the power of collaboration. Here are just a few of those programs:

- **fitUnited** – fitUnited connects parents, teachers and caregivers with information and programming that encourages physical activity and healthier eating. Eat'n Park is proud to support this new initiative by mobilizing and motivating our community so that together we can improve the health of our area's children.
- **Food Banks** – Throughout western Pennsylvania and eastern Ohio, Eat'n Park Hospitality Group works with community food banks to ensure that residents of all ages have access to healthy foods. Our support takes the forms of subsidizing the costs of produce, providing cooking demonstrations and filling backpacks with nutritious food for school-aged children.
- **Girls on the Run** – This program inspires girls to be healthy and confident through a curriculum that creatively integrates running. Girls in 3rd through 8th grades learn to challenge their limits and discover their possibilities. With a foundation built at an early age, girls develop skills for life. Eat'n Park Hospitality Group funds scholarships for girls who might not otherwise have the opportunity to participate in the program.

PROFILE SHANNON MORGAN

Shannon Morgan, a prep cook at Capital University in Columbus, Ohio, is making a difference by reaching out to individuals and families who receive food assistance by creating Cooking to Help Enrich Families (C.H.E.F.), an educational program that focuses on the efficient management of their food dollars while, at the same time, creating nutritional meals that enhance the quality of life for their families. "C.H.E.F. is a passion as well as a vision that I had in 2007 to help those faced with hunger and lack of education concerning their food dollars," said Ms. Morgan, who conducts classes at the YWCA in Columbus, the Howard Recreation Center and Mount Hermon Baptist Church.





CARING IS A KEY INGREDIENT FOR TEAM MEMBERS



We don't know if Eat'n Park Hospitality Group attracts team members with extraordinary compassion or if they develop it once they're part of our team. Whichever, we're proud of the countless ways our team raises funds to support our communities.

Among the fund raising our team members carried out in 2013 are the following:

- **United Way** – Team members donated \$350,000 to United Way agencies in the communities where they live and work. Once again, they shattered the previous year's record fundraising.
- **Caring for Kids** – The five-week-long campaign raised an incredible \$403,000 for more than a dozen children's hospitals. Since the campaign was introduced in 1979, Caring for Kids has raised nearly \$9 million. It is truly a team member-driven, community-oriented fundraising campaign. And all funds raised remain in the local community, benefitting the nearest children's hospital.





SMILEY DELIVERS CARING TO THE COMMUNITY

How do you measure the power of a smile? Whether it's ear to ear or community to community, Eat'n Park Hospitality Group's beloved Smiley makes certain everyone is sporting one. Smiley is happy to join area non-profit organizations to help them attract attention to their events.

Smiley logs a lot of miles every year as he travels to walks and runs, community festivals and fairs, parades, and sporting events. In 2013, Smiley's community support took the form of...

- ... 200,000 cookies that were donated to community organizations
- ... 135,000 cookies that were distributed by Team Smiley via the Cookie Cruiser to community members
- ... 56 community events attended by the Cookie Cruiser, and
- ... 106 appearances by the Smiley mascot.





VOLUNTEERISM: CARE IN ACTION

Sometimes it's encouraging words; sometimes it's exhausting work; always it's a reflection of compassion. Volunteerism is ingrained in Eat'n Park Hospitality Group's culture. Whenever there's a need, there's an Eat'n Park Hospitality Group volunteer.

From servers to support staff, our team members believe in giving their time and talents to help our neighbors and communities. In fact, in 2013, more than 1,000 team members donated more than 35,000 volunteer hours and participated in more than two dozen company-sponsored volunteer activities.

To coordinate our team members' efforts, we designate Volunteer Champions at each of our locations. Our Champions work with team members to identify the causes that are important in each community. Volunteer Champions also serve as the conduit between our Corporate Support Center and each location, ensuring that everyone knows about opportunities for support.

Our team member volunteers' passion for helping others is palpable and pervasive. We recognize them every spring with an expression of appreciation. And each year, we reward one team member whose volunteer service was an extraordinary expression of caring.



PROFILE
LISA CRAIG

EAT'N PARK HOSPITALITY GROUP 2013 VOLUNTEER OF THE YEAR

Lisa has worked for Eat'n Park for 10 years. She's involved in a variety of organizations that are committed to making life better for individuals in need. Lisa says she volunteers because "it gives me a great feeling of satisfaction to use the gifts that I've been given and to know that I made a difference by doing something that matters, to give back to the community and to do a good thing with no expectations."

In honor of Lisa, we donated \$5,000 to her charity of choice, The Lighthouse Foundation. Founded in 1985, The Lighthouse Foundation was created in response to growing needs among local families and communities facing rising unemployment and emergency needs. The organization annually serves more than 6,000 clients in the Butler County area by serving as a food bank, transitional housing, and emergency shelter for those in need.



GRANTS LIST

Alzheimer Association	Greater Pittsburgh Women's Resource Center and Shelter	St. Margaret Foundation	United Way of Lawrence County
ALS Association	Grove City Area United Way	Team Tassy	United Way of Medina County
Alumni Theater Company	Historical Society of Western PA/Senator Heinz History Center	The American Heart Association	United Way of Mercer County
American Cancer Society	Homeless Children's Education Fund	The American Ireland Fund	United Way of Mon Valley
American Diabetes Association	JDRF	The Brashear Association	United Way of Monongalia and Preston Counties, Inc.
American Liver Foundation	Junior Achievement of Western Pennsylvania	The Children's Home & Lemieux Family Center	United Way of Portage County
Aspinwall Friends of the Riverfront Park Project	Leukemia & Lymphoma Golf Open	The Children's Institute	United Way of Summit County
Baptist Homes Foundation	March of Dimes	The Education Partnership	United Way of the Greater Lehigh Valley
Best of the Batch Foundation	Monongahela Aquatorium	The Food Trust	United Way of the Laurel Highlands
Bethany House	National Aviary	The Lighthouse Foundation	United Way of Trumbull County
Big Brothers Big Sisters of Greater Pittsburgh, Inc.	National Kidney Foundation	The Mentoring Partnership	United Way of Upper Ohio Valley, Inc.
Bike Pittsburgh	NOCC Walk	The Mountour Trail	United Way of Venango County
Blind & Vision Rehabilitation Services	Northside Athletic Association	The Pittsburgh Cultural Trust	United Way of Washington County
Carnegie Library of Pittsburgh	Obediah Cole Foundation	The Pittsburgh Promise	United Way of Westmoreland County
Carnegie Museums of Pittsburgh	Pancreatic Cancer Action Network	The Up Side of Downs Buddy Walk	United Way of Youngstown Area/Mahoning County
Catholic Youth Association of Pittsburgh	Penn State Dance Marathon	United Way of Allegheny County	UPCI/Hillman Cancer Center
Children's Museum of Pittsburgh	Phipps Conservatory, Inc.	United Way of Beaver County	Urban League of Greater Pittsburgh- Hunger Services
Civic Light Opera	Pine Valley Camp	United Way of Blair County	Variety, the Children's Charity
Cleveland Foodbank	Pirates Charities	United Way of Bucks County	Veteran's Leadership Program of Western PA
Cleveland Marathon	Pittsburgh Ballet Theater, Inc	United Way of Butler	Weirton United Way, Inc.
Dapper Dan Charities	Pittsburgh Cultural Trust	United Way of Capital Region	Westmoreland County Community College
Down Syndrome Association of Pittsburgh	Pittsburgh History and Landmarks Foundation	United Way of Centre County	Women's Committee Carnegie Museum of Art
Epilepsy Foundation	Pittsburgh Marathon	United Way of Clarion County	Wounded Warriors Project
Erie City Mission	Pittsburgh Opera, Inc.	United Way of DuBois	YMCA of Greater Pittsburgh
Extra Mile Education Foundation	Pittsburgh Parks Conservancy	United Way of Erie	YMCA of Sewickley Valley
Family House	Pittsburgh Public Theater	United Way of Fayette	
Food Allergy Research & Education (FARE)	Pittsburgh Symphony Orchestra	United Way of Greater Cleveland	
Frick Art & Historical Center	Pittsburgh Zoo & PPG Aquarium	United Way of Greater Philadelphia & Southern New Jersey	
Friends of the Fisher House	Rainbow Kitchen	United Way of Harrison County	
Friends of the Riverfront	Reading is FUNdamental Pittsburgh	United Way of Indiana County	
Goodwill of Southwestern PA	Schaab Memorial Softball Tournament	United Way of Jefferson County	
Greater Pittsburgh Chamber of Commerce	Shaler North Hills Community Library	United Way of Lake County	
Greater Pittsburgh Community Food Bank			



THE EAT'N PARK HOSPITALITY GROUP FAMILY

