

# 110 Grill

## 110 Cares - Dine & Donate Program

The 110 Cares Dine & Donate program provides local schools and non-profit groups the opportunity to raise money for their organization while, also, driving added revenue to our restaurants. 110 Grill would form a partnership with these local charities on a specific night and would donate 10% of the sales (food and non-alcoholic beverages) that these groups bring into the restaurant to their organization.

- Fundraisers to be held on Sunday through Thursdays only.
- 10% of food & non-alcoholic beverage sales would go back to the charity
  - ONLY the checks from guests that bring in or show the flyer will receive the donation
  - Reps from the non-profits will not be able to distribute flyers inside or outside the restaurant on the day of the event
  - Each group is responsible for printing and distributing their own flyers and sharing on social media
- Each organization must complete an application including name and contact information
  - Organization also must complete a W9 and tax exempt form
  - All forms are in Egnyte
- Target school groups, local teams, PTOs, etc.
- Events will need to be planned at least 3 weeks in advance
  - Editable flyer template that can be adjusted for each new group that wishes to participate is saved in Egnyte
  - The organizations will be responsible for marketing the events to make them successful; the more guests they send in, the more money they will raise
- Approval Process
  - Location management team finds organizations to partner with and organization fills out application
  - \*\*\*All applications are submitted to the GM.
  - GM sends application to AD for approval
    - Once approved and date chosen - organization fills out W9 and tax exempt form (if applicable)
    - GM sends all the completed forms to AD, Marketing and Admin
  - Marketing works with RM on flyer for event. Flyer is an editable PDF.
  - RM will work with event organizer and the event organizer promotes event
  - RM adds event details to UReserv and calendar so team is aware of event
- During Event
  - Servers/bartenders will need to press the 110 Cares button in Aloha (item # 28258) to signify that guest's check is part of the donation
    - When servers/bartenders close out the checks they will need to staple the itemized receipt to the flyer

# 110 Grill

- During cash out, the itemized receipts should be organized and turned in separately
  
- Post Event
  - The closing manager will organize all the receipts and put them in an envelope labeled “110 Cares” and the date
  - In the EOD email, write a brief description of how the event went and how many tables/parties participated
  - The opening manager will scan all the itemized receipts and email them to Admin the day after the event
  - Admin team will calculate the donation amount for the organization, request a check and tell the location how much the donation amount is
  - The GM will send an email to the event organizer thanking them for holding the event, ask for feedback and tell them the amount that will be donated
  - Once the check is cut, the office will arrange for check pick up or mail.
  - The GM must invite the event organizer back to the restaurant to receive the check and take a picture for Social Media (send the picture to Marketing)