



National Restaurant Association

2005

RESTAURANT
NEIGHBOR
AWARD



Restaurants are cornerstones of our communities. They're a place to relax, a spot to catch up with friends, a destination for new culinary experiences and a place to feed a busy family.

Restaurants also give back. And chances are—whether you're a large, multi-unit operation, a small family-owned eatery or an upscale restaurant—your restaurant is one of the nine out of 10 restaurants that give back to their communities.

Maybe your restaurant hosts an annual hunger-relief fundraiser. You might coordinate a toy drive. Tell us what you do for your community, and **YOU COULD WIN \$5,000** for your efforts.



DEADLINE TO APPLY FOR THE AWARD IS **JULY 11, 2005**

SUBMIT APPLICATIONS TO:

National Restaurant Association c/o Restaurant Neighbor Award

1200 17th Street, NW

Washington, DC 20036

Visit www.restaurant.org/community for more details.

*How does
your
restaurant
give back?*

What is the Restaurant Neighbor Award?

The National Restaurant Association's 7th Annual Restaurant Neighbor Award honors outstanding examples of community support by restaurants. It is a key component of the Association's Cornerstone Initiative, a comprehensive effort to advance and promote the restaurant industry's role as the cornerstone of community involvement, career-and-employment opportunities and the economy.

How are the winners chosen?

State winners exemplifying the very best in community outreach are chosen by their state restaurant associations. Winners from each state then compete for the national award and are judged on the following criteria: overall impact, duration of involvement, level of involvement, goals and innovation.

What do state winners receive?

State winners are honored locally by their state restaurant association as well as on the national level during the National Restaurant Association's Public Affairs Conference in Washington, D.C. All winners are profiled in a widely distributed booklet and featured on the National Restaurant Association's Web site. Each state winner also receives a plaque to display in their restaurant recognizing their community-service efforts.

What do national grand-prize winners receive?

Three national winners will be chosen from the pool of state winners. Each will receive:

- All-expenses-paid trip to Washington, D.C., to receive the award at a ceremony on Capitol Hill.
- \$5,000 to support their community project or favorite charity.
- Program profile in a booklet produced to highlight restaurant community-service projects.
- Program profile on the National Restaurant Association Web site.

Application Process

Restaurants may submit only one application. If a large multi-unit restaurant company runs a nationwide program or partners nationally with a certain charity, that company should submit a single application on behalf of all the individual units. Individual franchisees may submit an application on behalf of their restaurant if they run a separate project.

All applications must include the following materials. Incomplete applications will not be eligible for the national award.

- Completed application form—see "Tips for Submitting a Great Application"
- Copy of the company logo on disk (preferably EPS or TIFF format) or a reproducible black & white version. Logos also can be mailed to aprince@dineout.org.
- Supporting materials such as letters of support, newspaper articles, video clips, photographs or promotional materials specific to the community project. All materials should be 8.5" x 11". Please submit NO MORE than 10 items. All materials become the property of the National Restaurant Association and will not be returned.

RESTAURANT NEIGHBOR AWARD APPLICATION

Please complete the form below. In addition, on a separate piece of paper, answer the three questions below. Incomplete applications will not be eligible for consideration.

- 1) Describe your community involvement and focus primarily on one project that has the greatest impact on the community. (While it is helpful to see the other projects the restaurant has supported, this award goes specifically for long-term commitment to one project or cause.)
- 2) How did the project evolve and how long has the restaurant supported the project or cause? How is the staff involved in your main community project?
- 3) Describe in measurable terms the overall benefit or impact the restaurant's involvement has had or will have on the community (e.g., dollars raised, people fed, volunteer hours served, etc.).

Restaurant / Company _____

President / Owner _____ Title _____

Address _____

City _____ State _____ Zip _____

Application Submitted By / Key Contact _____

Telephone _____ Fax _____

E-mail _____

What is the annual sales volume of your organization?

- ☐ Less than \$2,000,000
☐ \$2,000,000 to \$4,999,999
☐ \$5,000,000 to \$9,999,999
☐ \$10,000,000 to \$14,999,999
☐ \$15,000,000 and above

How many units does your company own or operate?

- ☐ 1 ☐ 11 to 50
☐ 2 to 6 ☐ 51 to 100
☐ 7 to 10 ☐ More than 100

Estimate the annual dollar amount (in cash) donated to community projects:

\$ _____

Estimate the annual dollar amount of in-kind donations of food and gift certificates:

\$ _____

Are you a member of the National Restaurant Association or your state restaurant association?

- ☐ Yes
☐ No

Categories

Please select one

- ☐ Small Business
Annual sales less than \$2 million
☐ Large Business
Annual sales more than \$2 million

CORNERSTONE

HUMANITARIAN

AWARD NOMINATION

FOR LIFETIME CONTRIBUTION TO COMMUNITY SERVICE

The Cornerstone Humanitarian award is presented to an individual for his or her personal dedication and long-term commitment to community service.

Please complete the form below. On a separate sheet of paper, please provide a detailed overview of how this person has been involved in his or her community, the type of projects he or she has supported or created, and the impact he or she has personally had on his or her community over the years.

Your Name _____

Your Company / Organization _____

Your Phone _____

Your E-mail _____

I nominate (name of person) _____ for his/her personal dedication and long-term commitment to community service.

Nominee's Restaurant / Company _____

Nominee's Address _____

City _____ State _____ Zip _____

Nominee's Telephone _____ Nominee's E-mail _____

GET NOTICED! Tips for Submitting a Great Application

A panel of judges will review your application for consideration for the Restaurant Neighbor Award and the Cornerstone Humanitarian Award. How can you get your application to stand out among the hundreds submitted? Be sure to fully address the three questions outlined in the application form and consider the following tips.

1. Tell a story. Be descriptive as you explain your project. Use colorful anecdotes about your work with the community and the people you've helped. Provide some history and background information about the program and tell us how your project unfolded. What challenges did you overcome?

2. Provide tangible results. Tell us specifically how much money you raised or how many volunteer hours you spent working on your project. While it is sometimes difficult to quantify results, this information is extremely important to the judges. Explain how the money raised (directly or indirectly) is helping others and how the project has grown over the years.

3. Provide clear focus. Concentrate most of your application on one specific community-outreach project, rather than providing a "laundry list" of your philanthropy over the years.

4. Educate and inspire. Tell us about a problem your restaurant is helping to address. If you're contributing to a specific cause, offer details about the people

and/or organizations you're helping. Provide compelling facts and figures.

5. Help motivate others. Tell us what motivated you and your team to get involved in the project. Were you moved by a specific case (e.g., a sick child in your community) or did one of your employees inspire you to step up to the plate?

6. Describe your community. Tell us how your restaurant fits into its community. Is your restaurant in a small town where everyone knows their neighbor? Are you located in a suburb where kids are a top focus?

7. Let others tell your story. Sometimes news reports or letters of support from the people you have helped can tell your story best. Include copies of newspaper articles and compelling letters of support if they are relevant to your community efforts.

8. Put yourself in the judges' shoes. How do you want your company's efforts to be portrayed in front of the restaurant community? Write and organize your application as if you were one of the judges reviewing it.

9. Less is more. Include only materials that are relevant to the application and to your community-outreach project. While the judges are interested in learning about your restaurant, they receive numerous applications and only need materials that will help them with the judging process.