

DEWMORE

DEWEY'S COMMUNITY GIVING REPORT 2017



DEWEY'S
PIZZA



HOW IT ALL STARTED

BY: ANDREW E. DEWITT, PRESIDENT/CEO & FOUNDER

The best ideas in an organization do not always come from the top; rather, they often come from the ground up. This is true at Dewey's. DewMore began when an employee approached me and asked why Dewey's didn't have an organized community outreach program. Like many restaurants, we sporadically gave away gift certificates for silent auctions and

has these qualities and want to improve themselves both inside and outside of work. Over 1,000 intelligent, talented, caring, goal-minded people volunteering in the communities where they work and live: that is the essence of DewMore.

Enabling our employees to easily volunteer is one of the biggest goals for

DEWMORE MISSION

DewMore is committed to helping foster strong, vibrant communities and making a difference where we live and work.

sponsored charity events but there was no organized way our employees could give of themselves. This was the right idea at the right time for our organization.

We had just defined a new vision statement for Dewey's, which still is: **Bringing together warm, caring, intelligent people who love to serve and grow.** We hire for these qualities. Our leaders focus much time and energy making sure everyone

DewMore. While I personally support charities, through DewMore our employees help the charities that they are passionate about, not just the ones that I am. The following report shows the incredibly positive impact that Dewey's and its employees have had on so many great organizations that we are passionate about helping.



STATS 2017



\$178,233

charitable
contributions

331

employees
volunteered



1,824

volunteer hours





EDUCATION



ENVIRONMENT



ALTRUISM

WHAT PEOPLE ARE SAYING...

“I love Dewey’s Pizza and more importantly I love what DewMore does locally . . . They support our conservation and local education initiatives. We love that their team supports us!”

- Jenny Greber, Director, WAVE Foundation at Newport Aquarium

DewMore literally kicked off in 2009 with a company Kickball League in our Cincinnati Market. The Kickball League morphed into a Kickball Tournament and remains the longest-running DewMore event. Competitions are still part of the DewMore DNA, but we’ve added a few more fundraising and volunteering events to our repertoire.

In each of our markets, we host Pizza Schools to teach people involved with local charities how we make our handcrafted pizzas while raising money for their organizations. We also use our exclusive, rotating DewBrew from local breweries to support select non-profits, and Give Back Nights allow our customers to

get in on the fun by donating proceeds from the pizzas they eat to a predetermined community organization. Our amazing employees are a big part of DewMore, too. They help with all our fundraising events and spend their time outside of our stores volunteering to improve their communities.

Our mission is made up of three priorities: education, environment and altruism. We will continue to find partner organizations to work with and further opportunities to support the initiatives that are important to us. Please join us at our next Give Back Night, Pizza School or volunteer opportunity to see how we are helping causes that are close to you!

PARTNER SPOTLIGHT



Guests at a Pizza School learning how to work with dough.

WE SUPPORT...

“The Dewey’s Pizza team really stepped above and beyond to display their support for the Wounded Warrior Project’s mission: To honor and empower wounded warriors and their families here in the Cincinnati area with two incredible events where the local wounded service members and veterans received an amazing service for them and their families and some incredible dinner as well.”

– Adam Widner, Alumni Coordinator, Wounded Warrior Project

ADOPT-A-CLASS

2017 marks the 5th year that DewMore has partnered with the Adopt-A-Class Foundation. Each year in Cincinnati, we have partnered with Newport Middle School, and 2017 marks the second consecutive year we’ve partnered with the Silverton Paideia Academy. To support this awesome program, DewMore volunteers teach the students about the business of Dewey’s and invite them into the stores to make their own pizzas. We also teach them about the DewMore Initiative and help them facilitate their own DewMore event to give back to their local communities. During the 2017-18 school year, DewMore has 21 employees volunteering in the Adopt-A-Class program.

WOUNDED WARRIOR PROJECT

We gave veterans from the Wounded Warrior Project (WWP) and their families a chance to learn the art of pizza-making at one of our 2017 Pizza Schools. The event was a great opportunity for wounded warriors to enjoy a social gathering that connected them with fellow service members and their communities. The event raised money from the public to support the organization, as well. It was an honor to give our time and treasure to WWP as they assist wounded veterans with mental health, physical health and wellness, career and benefits counseling and long-term care.

STATS 2012-2017

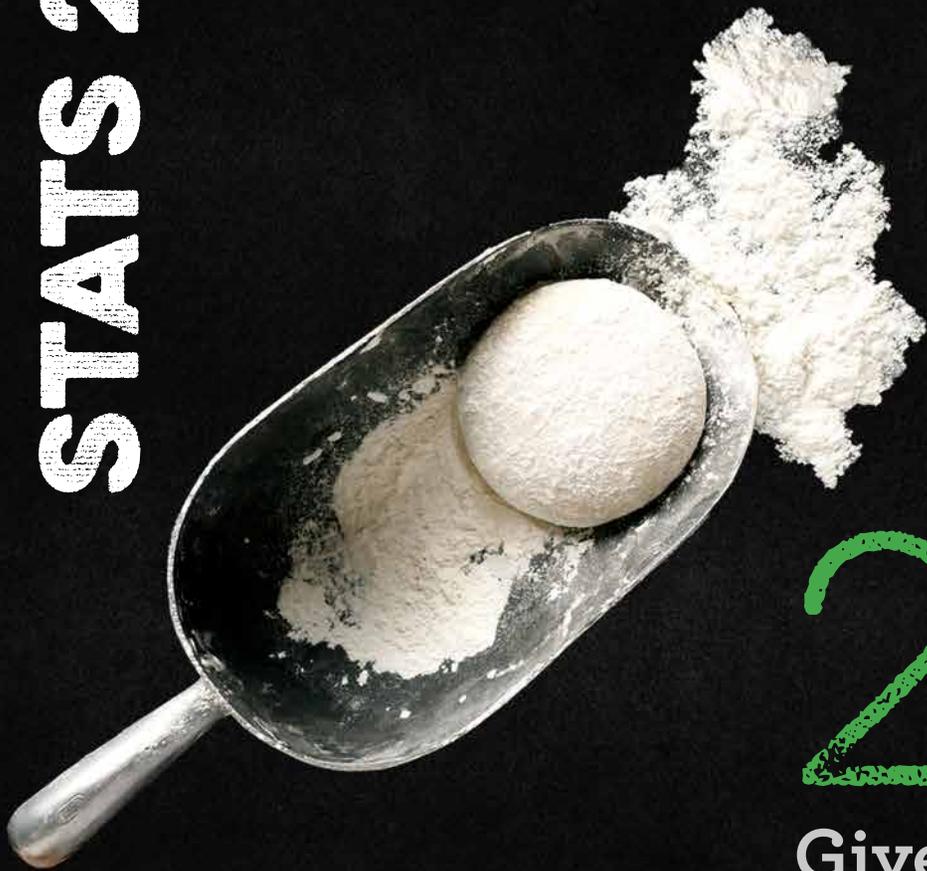
1,600

pizzas donated
across all markets



109

pizza schools hosted



265

Give Back Nights



COMPETITION SPOTLIGHT

Since its inception in 2009, DewMore has hosted several store competitions that raise money for local non-profit organizations.

2017 BUBBLE SOCCER TOURNAMENT

This funny twist on soccer is a staple in our St. Louis market that our Cincinnati market picked up this year. Our Harrison Greene location defeated the West Chester store in the final, 1-0, to take home the inaugural championship. In St. Louis, the St. Charles location won and took the title from two-time defending champions, U-City. The tournaments raised \$628.04 and donations were made to Cincinnati Children's Hospital Medical Center and Village of the Blue Rose, in St. Louis.

2017 KICKBALL TOURNAMENT

The Newport store defeated Harper's Point 1-0 in the championship game to take home their first-ever DewMore trophy and raise more than \$1,100 for our Adopt-A-Class classroom at Newport Middle School.

2017 SAND VOLLEYBALL TOURNAMENT

The Newport location was victorious again, as they advanced undefeated through the tournament bracket. The store also donated the proceeds of the tournament, \$1,100.00, to Newport Middle School. St. Louis added a volleyball tournament to their fall schedule this year and raised \$220 for the Humane Society of Missouri.

2017 DEWMORE TRIVIA CONTEST

Our Cincinnati market added a new event to the fall lineup. Our Oakley location hosted the first-ever DewMore Trivia Contest to raise funds for the SPCA of Greater Cincinnati. A team from Newport were the winners yet again, and the tournament raised \$800.00.



TOP CONTRIBUTIONS OF 2017

\$10,000

Canned Food Drive (Cincinnati)
Oakley Emergency Food Pantry

\$7,053

Fairlawn (Akron) Charity Night
Stewart's Caring Place

\$5,000

Hyde Park Blast
(Cincinnati)
The Cure Starts
Now Foundation

Week of Giving-17" Pizzas
Greater Cleveland Food
Bank & Akron-Canton
Regional Foodbank

\$4,100

St. Louis DewBrew Donation
BackStoppers, Inc.

ABOVE AND BEYOND...

"... One of our partners, Dewey's Pizza, has gone above and beyond... Because of their involvement, we have raised much needed funds, but also raised awareness about the importance of literacy. Their mission to "DewMore" is not just part of their mission statement, it is very much a part of their corporate culture."

- Michelle Otten Guenther, President, Literacy Network

\$3,500

Kirkwood (St. Louis) Pizza School
Stray Rescue Animal Shelter

\$3,400

Edwardsville Pizza School
for Gateway MS Society



NOTABLE NUMBERS

FAIRLAWN OPENING

Our Fairlawn location in Akron opened in February 2017, and their charity night produced a donation of \$7,100 for Stewart's Caring Place. This was the largest donation for a Dewey's Charity Night as part of a store opening.

\$7,100

PIZZA SCHOOLS IN 2017

18 Pizza Schools were held across all markets in 2017. A total of \$42,800.00 was raised, an average of \$2,377.77 per Pizza School.

\$42,800

GIVE BACK NIGHTS IN 2017

92 Give Back Nights were held across all markets in 2017. The total raised was \$20,380.00, an average of \$221.52 per event.

\$20,380

OUR LOCATIONS



UNIQUE PARTNERS IN 2017



Kurt Warner
First Things First Foundation



Wounded Warrior Project
Pizza School and Warrior Date Night



Brackets for Good
Kickoff Event



BackStoppers, Inc.
DewBrew Project
Guns 'N Hoses Event



Cincinnati Zoo
Wild About Wine



Newport Aquarium
Nauti Night

STATS 2012-2017

11,198

employee hours volunteered
at DewMore events

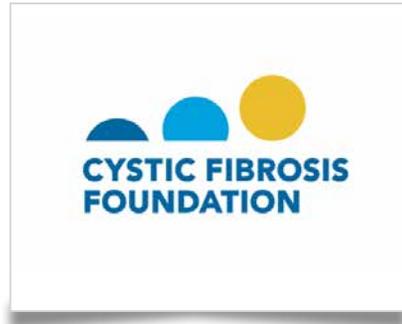
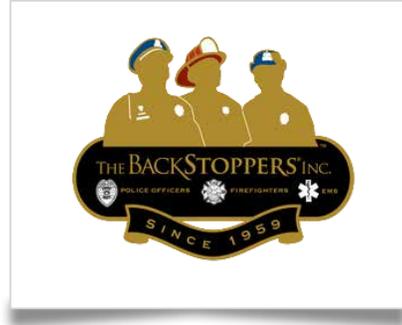
\$830,981.86

Donated since 2012 to non-profit organizations in Cincinnati, Cleveland, Columbus, Dayton, Kansas City and St. Louis.

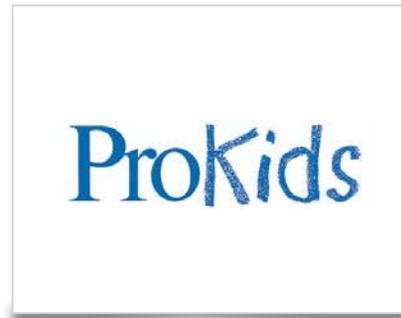


PROUD PARTNERS IN 2017

DewMore is proud to have raised and contributed at least \$2,000 for these 24 partners in 2017. Check out the community organizations that we supported through events last year.



PROUD PARTNERS IN 2017





THANK YOU REPS

These are the individuals on the front lines, helping us find worthy causes to support and putting in the groundwork to push the DewMore mission forward. Thank you all for another successful year of fundraising and volunteering.

DEWMORE REPS

Anderson	Miranda Schneider
Clifton	Sarah Davis
Crestview	Cassie Fryar
Harper's Point	Eric Howard Gina Luck
Harrison Greene	Emma Brunst Stephanie Cheng Jessica Rentz Mary Schmidt
Kenwood	Lauren Freitas Ariana Tashjian
Newport	Mike King Heather Maudlin
Oakley	Cassie Allison
West Chester	Aaron Epperson Grace Reed
Dayton	Ashley Ashbrook Shannon Holmes Elisabeth Robinson
Dublin	Derek Erskine Emily Sharik
Grandview	Lindsey Beggin
Worthington	Claire Casey
Greater Cleveland	Dave Igel
Edwardsville	Devin Barrett
Ellisville	Kate McAllister Sabrina Nevills
Kirkwood	Liz Shannon Jenny Weir
O'Fallon	Katie Taylor
St. Charles	Lauren Harvath Gabby Wisnewski
U-City	Eric Green Kiayvah Ondrey
Webster Groves	Katie Colingsworth

DEWMORE STAFF

Director of Community Outreach	Kevin Dern
DewMore Events Manager for St. Louis	Jeff Hopkins
Administrative Support	Erica Caldwell

LOOKING TOWARD 2018

Running for a Great Cause
The Cincinnati market will host the first-ever Dewey's 5k to benefit Cincinnati Children's Hospital in August 2018. More details are coming soon!

VISIT US AT DEWEYSPIZZA.COM/DEWMORE