

U.S. Egg: A Family-Owned Restaurant Making a Social Impact

It's a triple-bottom-line success

by Tyler Butler

► For more than three decades, U.S. Egg Breakfast & Lunch Restaurant has been a beloved fixture in Arizona, serving delicious meals and fostering a family-friendly environment. Still, its impact extends far beyond its tasty menu. Through its commitment to corporate social responsibility, U.S. Egg has become a shining example of how businesses can prioritize people and the planet while achieving success.

Founded by Oscar Gebran in 1986 and now run by his four children, U.S. Egg has thrived due to the strong bonds and respect within the Gebran family. Nonetheless, the family believes that their responsibility goes beyond their restaurant's immediate success. Recognizing the importance of the triple bottom line, U.S. Egg's leadership focuses on the well-being of people and the planet, which in turn leads to sustainable profitability.

Grateful for the support of the community, U.S. Egg is dedicated to giving back in any way possible. Over the years, it has partnered with numerous local nonprofit organizations and charities across the Valley, including Arizona Helping Hands, KD's Husky Rescue AZ, 1in9 Charities Inc., Lucky Husky Rescue, the 100 Club, Aid to Adoption of Special Kids, Packages from Home and Mana House. By supporting these organizations, U.S. Egg aims to make a positive difference in the lives of those in need.

U.S. Egg has taken a hands-on approach to its philanthropy, engaging with its charity partners and encouraging its staff to volunteer. For instance, the restaurant has collaborated with Arizona Helping Hands for several years to host a toy and pajama drive, collecting thousands of items for children in foster care. Its partnership with husky rescues, KD's Husky Rescue AZ and Lucky Huskies, has resulted in fundraising events that combine delicious husky-shaped pancakes, adorable husky encounters and the chance to raise funds for a worthy cause.

Not limiting its impact to philanthropy alone, U.S. Egg has also sponsored numerous high school sports events throughout the Valley. Its sponsorship has allowed these teams to host various sporting events, promoting community engagement and supporting young athletes.

In addition to its community-focused initiatives, U.S. Egg has prioritized the health and wellness of its employees and guests. The restaurant launched a health and wellness initiative in partnership with mind and body fitness coach Kalla Sauls, providing access to online personal training sessions and group fitness classes. This program extends benefits to U.S. Egg employees and customers, promoting a holistic approach to well-being.

U.S. Egg's commitment to sustainability is evident in its efforts to reduce its environmental footprint. Understanding the energy consumption of restaurants, its leadership has



implemented measures to be "carbon neutral" across all locations. By sourcing meats locally, using energy-efficient lighting, donating deep fryer oil for alternative fuel production and repurposing used coffee grounds for gardening, U.S. Egg is actively working to minimize its impact on the planet.

The social impact of U.S. Egg's initiatives extends beyond the direct beneficiaries. It inspires other businesses and individuals to get involved and make a difference in their communities. Leading by example, U.S. Egg demonstrates that corporate social responsibility is not only the right thing to do but also strengthens the fabric of society and creates a positive ripple effect.

What is more, U.S. Egg's commitment to social impact work aligns with its core values and resonates with its customers. People are increasingly seeking out businesses that prioritize giving back and making a positive impact. By actively engaging with the community and supporting causes that matter, U.S. Egg has built a loyal customer base that appreciates its values and the impact it is making.

Looking ahead, U.S. Egg is determined to continue expanding its social impact initiatives. It plans to forge new partnerships with additional nonprofit organizations and charities, broadening its reach and addressing a wider range of societal issues. The restaurant's leadership remains committed to their employees, customers and the community, striving to create a lasting legacy of positive change.

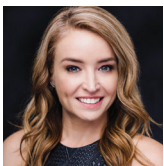
As a family-owned and operated establishment, U.S. Egg understands the importance of building a strong and inclusive community. Its commitment to corporate social responsibility, from supporting local nonprofits to prioritizing sustainability, sets it apart as a business that truly cares. Its legacy of giving back and making a difference will continue to inspire others, leaving a lasting impact on the people and planet it serves. ■

U.S. Egg useggrestaurant.com



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Tyler Butler is a chief social impact officer for a publicly traded corporate portfolio where she leads programs that positively impact humanity. She is also the founder of 11Eleven Consulting, and she is often cited as a subject matter expert by *Forbes*, *SHRM*, *Entrepreneur*, *U.S. News & World Report* and more. [linkedin.com/in/tylerbutler](https://www.linkedin.com/in/tylerbutler)

