

Rounding Up Hearts in February at Steak 44, Ocean 44 and Dominick's Steak House

Mastro brothers put their full restaurant roundup on fundraising

by Tyler Butler



SUPPORT RESTAURANT ROUND UP

Diners are invited to join Steak 44, Dominick's Steakhouse and Ocean 44 "Round Up" fundraiser throughout the month of February and support this campaign serving the American Heart Association. Details for dining in or take out can be found online.

steak44.com

ocean44.com

dominickssteakhouse.com



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▶ The COVID-19 pandemic has wreaked havoc around the globe, leaving a trail of broken hopes and dreams in its path. Restaurants have been among the hardest hit industries. It's estimated that 2.2 million restaurants worldwide will never reopen. This problem is especially severe in the U.S. where the Bureau of Labor Statistics just released data that points to a 3.4-million decrease in employment in food services and bars.

Considering all this hardship, it might be difficult to imagine how a restaurant group would be able to thrive, let alone to extend its giving efforts. But that is exactly what the Mastro family is doing. Previous owners of the legendary steakhouses that have kept their name, today the Mastro family owns and operates the Valley's top trio of steakhouses and seafood restaurants: Steak 44, Ocean 44 and Dominick's Steakhouse. Dennis, Mike and Jeff Mastro have taken their commitment to quality and community to heart, even during these most trying of times.

"My brother and I learned from our father from the time we were kids the joy of giving and the responsibility that we have to support our community whenever possible, and our family business stays true to those values as we continue to grow," shares Jeff Mastro, co-founder and CEO of the Valley's trio of steakhouses. The Mastros' mission is simple. They seek to support the many wonderful foundations that do such important work in the communities where they operate. The organization recognizes that it has locations in some of the country's greatest cities and it intends to raise funds that will help to keep them thriving during these difficult times for fundraising.

With a pandemic raging, the group has employed innovation and agility where its philanthropic outreach is concerned. Pivoting events include its annual fundraiser with Larry Fitzgerald, known as Fitz's Supper Club at Dominick's Steakhouse, where the family traditionally underwrites the event so Larry can make as much money as possible for his charity every year. In 2020 though, Larry and the Mastro family instead delivered meals to hospital workers, ensuring that their giving efforts have not been sidelined for any reason and that they continue taking care of the community that helped to launch their tremendous success.

This ingenuity and commitment to community has spawned other opportunities to share the Mastro family's special brand of service leadership. In 2021, the trio are serving as honorary chairs of the American Heart Association Phoenix Heart Ball. Recognizing that traditional fundraising efforts for this event will not be possible, these change agents joined forces with 2021 Heart Ball Chair, Jennifer Moser, to explore solutions.



Together, they have launched a round-up program that is helping causes and engaging customers while paying it forward. "Heart disease is still the number one killer in the United States, so these funds are critical right now while we continue to fight heart disease, educate the public and save lives," says Moser. "We will use this much-needed money on programs and services to advance the research in saving lives."

To this end, the company will be launching a second campaign to engage its customers. Starting Monday, February 1st, Dominick's Steakhouse, Steak 44, Ocean 44, Steak 48|Houston, Steak 48|Chicago, Steak 48|Philadelphia and Steak 48|Charlotte will encourage guests dining at their top restaurants to round up their checks to support the American Heart Association. The month-long check round-up will run through the end of this month. Any size monetary donation can be made, and 100% of the amount raised will go to the American Heart Association.

This will be the second go-around for the successful Round Up campaign. This past November, the locations in Arizona (Steak 44, Dominick's Steakhouse and Ocean 44) as well as the Steak 48 in Houston conducted a guest "round up" effort in which they offered each guest the opportunity to round up their check to an even dollar amount to benefit local foundations, one foundation in each location. At the end of the month, each location hosted an evening to benefit the giving campaign and donated 100% of the proceeds from the first 200 diners directly to the foundations. And, while this campaign raised more than \$60,000 for three Valley charities in November, the group recognizes that there is still much work to be done to support its charity partners and looks forward to continuing to serve and support those in need. ■

