



# FACT SHEET

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## About MFHA:

The Multicultural Foodservice & Hospitality Alliance (MFHA) is dedicated to advancing diversity, equity and inclusion (DEI) across the \$899 billion restaurant, foodservice and hospitality industry. Founded by Gerry Fernandez in 1996, MFHA serves as a leading resource for companies large and small seeking to improve DEI across their organization and to become culturally competent. MFHA provides tailored solutions and guidance that draw from a broad range of best practices, research, DEI partnerships and expertise in current and emerging social issues.

As a non-profit 501(c)(3), MFHA is also affiliated with the [National Restaurant Association Educational Foundation](#) (NRAEF), the non-profit arm of the [National Restaurant Association](#). MFHA members have access to a range of products and services, including workshops, webinars, research, programs, events and speaking engagements. Two recent initiatives include:

## Pathways to Black Franchise Ownership

Pathways to Black Franchise Ownership is a signature program of MFHA, made possible through a \$2.5 million commitment by PepsiCo. Expanding franchise ownership creates new opportunity for Black entrepreneurship, creates jobs and uplifts communities. MFHA's goal is for Pathways to help launch 100 Black-owned franchise restaurants by year-end 2023. Visit [www.mfha.net/Pathways](http://www.mfha.net/Pathways) to learn more.

## ELEVATE – Menu for Success

ELEVATE is a new step-by-step plan produced by MFHA to help guide any organization on its journey to becoming more diverse, equitable and inclusive. Based on research conducted in 2021 by MFHA, NRAEF, National Restaurant Association and Cornell University, ELEVATE provides a proactive business strategy and plan for building a more diverse, engaged and motivated workforce. Visit [www.restaurant.org/ELEVATE](http://www.restaurant.org/ELEVATE) for more information.

## MFHA LEADERSHIP



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## MFHA ADVISORY BOARD



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