



FOOD ALLERGY INITIATIVE CHICAGO

*Finding a cure for
life-threatening food allergies*

April 8, 2010 Kick-Off Meeting Minutes

I. Welcome and Introductions - Suzanne Dunn Friedland

- We are so encouraged by the great turn out tonight
- We have all been personally impacted by life-threatening food allergies
- We all believe in the possibility of a cure and we are all excited about FAI
- We cannot do this without your help

II. Update on 2009 Event - Susie Hultquist

- 2009 raised \$1.1 million.
- 2008 raised \$1.2 million.
- Over 550 people in attendance

III. Corporate Update - Karin Teglia

- Need food corporations to want to solve the problem.
- It is in their best interest to find a cure for life-threatening food allergies so that everyone can once again buy their products.
- Currently cultivating the Peanut Association so that companies like Planter's will support us - right now they see supporting FAI as negative.
- If anyone has connections at local food companies, these high-up relationships will be helpful. (e.g. Sara Lee)
- Grocery Manufacturing Lobby

IV. Meeting Goals/Goals 2010 - Susie Hultquist

- Take FAI Chicago to the next level
- Create a more organized process this year/Streamline efforts
- Create One Voice/One Message through Materials
- Identify Additional Leadership
- Outreach - there are so many more people out there affected by food allergies.

V. Benefit 2010 - Marina Birch/Allison Chalmers/Melissa Karman/Jill Schlossberg

a. Introduction of Marina Birch of Birch Design Studio

- Here to take the pressure off and make sure everything runs smoothly.

b. Benefit Update

- Saturday, November 13, 2010 at the River East Art Center
- Honorees: Bill and Linda Friend
- Theme: "Garden of Earthly Delights."
- Auction:



- Less auction packages more individual items.
- Possibility of adding a live auction - Marina has brought in a professional auctioneer to help guide us in picking the right items and format. We will do a paddle raise.
- Auction items must hit both ends so that everyone can be involved.
- Raffle tickets for those who might not want to participate in the auction.
- Sponsorships - allow sponsors to put logo on items at the event (e.g. bid paddles)- more info to come soon.
- Goody bags are highly anticipated - keep the expectations high, but make sure that items are allergy safe.

VI. Development Program - Stefanie Pessis Weil

a. Introduction of Giving Tree Associates

- Consultants that work with nonprofits to help develop strategic and tactical plans, and cultivate the leadership that will sustain your organization into the future.

b. Summary of Development Program and Goals

- Create process to raise and increase funds.
- Streamline FAI's efforts and create a leadership structure for all committees.

c. Description of Committees

- Sponsorships - expand the list of corporate and individual sponsors.
- Auction - procure auction items.
- Goody Bag - procure goody bag items.
- Parlor Meetings - educational event in order to reach out to families and friends that you know who may want to become more involved in FAI Chicago.

d. Materials

- One-page FAI Chicago overview - gives you the knowledge you need.
- Prospect lists/wish lists for our auction and goody bags.
- Auction Solicitation Letter and Form/Goody Bag Solicitation Letter and Form

VII. Select a Committee/Small Committee Break Out Sessions

Attendance:

Leslie Alter	David Friedland	Beth McMillan	Caryn Tatelli
Marina Birch, Birch Design Studio	Chris Hultquist	Stacy Pritsker	Karin Teglia
Alison Chalmers	Susie Hultquist	Sarah Boudreau Romano	Stefanie Pessis Weil, Giving Tree Associates
Adam Chalmers	Melissa Karman	Nancy Stern	Dayna Weitzman
Becca Coleman	Mandy Kirsch	Jill Schlossberg	Debbie Youderian
Danielle Fern	Debbie Levinthal	Mara Smith	
Jay Freeman	Carlee Londo	Lizzy Sternberg, Giving Tree Associates	
Suzanne Friedland	Beth Marcus	Christine Szychlinski	