



2016 IMERMAN ANGELS PROFESSIONALS BOARD

Orientation and Initial Meeting
Wednesday, January 6, 2016
6 - 8 pm

Tonight's Agenda

Welcome	Matt Logan , President, Imerman Angels Professionals Board Kate Shanahan , Outgoing President	6:00 pm
Founding, Mission of Imerman Angels	Jonny Imerman , Co-Founder and Chief Mission Officer	6:05 pm
Imerman Angels 10 Year Anniversary: Organizational Overview, 2016 Objectives	Benjamin Bornstein , Executive Director and CEO Erin Leyden , COO and Director of Development	6:15 pm
What We Do – the Mentor Angel Process	Jeanne Long , Director of Program and Outreach	6:25 pm
Reaching New Markets, Helping More People Impacted by Cancer	Jackie Herigodt , Community and Outreach Coordinator	6:35 pm
Engagement through Volunteering	Stephanie Chapman , Office and Volunteer Coordinator	6:40 pm
2016 Professionals Board Overview	Dave Louthan , Development Manager, Team Imerman Angels	6:45 pm
Team Imerman Angels	Khit Masoud , Team Imerman Angels Head Recruiter Eric Atkinson , Vice President, Professionals Board – Team Imerman Angels	7:00 pm
Events	Dave Louthan , Development Manager, Team Imerman Angels Pascale Dargis , Vice President, Professionals Board - Events	7:15 pm
2016 Initial Meeting	Matt Logan , President, Imerman Angels Professionals Board	7:30 pm

The Founding of Imerman Angels: Jonny Imerman

- No one should ever have to face cancer alone
- Match a cancer fighter with someone who already faced the exact same type of cancer
- This was the vision and in 2003, it became a reality when Imerman Angels was formed
- Serving cancer fighters, survivors, and caregivers globally



Imerman Angels provides

ONE-ON-ONE SUPPORT

to cancer fighters, survivors, and caregivers by matching them with “Mentor Angels”
who provide needed information, a guiding hand, and emotional support through their
journey to health.

Each Mentor Angel is selected and matched to the cancer fighter by gender, age, and type of cancer. Imerman Angels supports any cancer fighter, survivor and caregiver, with any type of cancer, at any age, living anywhere in the world.



2016: 10th Anniversary of Imerman Angels

Expand the reach of Imerman Angels to serve more people impacted by cancer

- National Marketing Strategy: Hospital and Cancer Centers
- Ambassador Program



Core Values

1. **Mission first, people first** – We focus on profoundly impacting those touched by cancer.
2. **Create awareness and inspiration** – The more people that know about our mission, the more people we can help and inspire.
3. **Fundraising is mission focused** – While personalized 1-on-1 cancer support always remains the primary focus, fundraising is essential to ensure we maintain ample resources to fulfill our mission.
4. **Create community** – We strive to be inclusive, to build long-term relationships and to treat everyone with empathy and compassion.
5. **Build alliances with everyone** – We are happy to share and help any good cause. We don't compete – we just hug back!
6. **Stay relaxed, laid back and have fun!** While the work we do is serious, there's a joy and fulfillment in making an impact in people's lives.
7. **Stay innovative and always improve** – We believe in excellence and must never settle for being "good enough." We set and exceed our own high standards in order to best help those touched by cancer.
8. **Be humble – cancer is an equalizer.** There's no room for ego in the cancer fight.



Imerman Angels Volunteer Boards/Committees: Focused on Awareness, Funding and Engagement

- Board of Directors
- Impact Committee
- Professionals Board
- Medical Advisory Board
- Mentor Angels Committee



Imerman Angels Staff Members

- CEO and Executive Director: Benjamin Bornstein
- COO and Director of Development: Erin Leyden
- Operations: Vanessa Villagomez and Stephanie Chapman
- Programs: Jeanne Long, Megan Alexander, Christina Benaiges, Jackie Herigodt, and Christine Sneckenberg
- Development: Erin Leyden, Khitam Masoud, Jacqueline Methling, and Dave Louthan
- Los Angeles Office: Jordyn Goodman



The Compass Heading

- ***Core Value #1:*** Mission First, People First
- ***Outcome #1:*** Improve the Quality of Life for Cancer Fighters, Survivors, and Caregivers



THE PROCESS

REGISTER

- Web or Phone
- Collect Info
- Quality of Life

TRAIN

- Conversation
- Assess
- Train Over Phone
- MA Guidebook
- Training Video

MATCH

- Identify Best Mentor
- Discuss Support Seeker's needs with Mentor
- Introduction
- Encourage communication with Imerman Angels

FOLLOW UP

- Follow up on quality of life and satisfaction with the match (from both sides)

TRAINING STARTS WITH THE STAFF

- Touched by Cancer
- Caring and Warm
- Patient
- Dedicated
- And, importantly, fun.

**Our Mentor Angels
are a reflection of their
trainers.**



ADDITIONAL TRAINING

- Overview of the guidelines, the rules, and how to receive support whenever needed over the phone
- Mentor Angel Guidebook
- Mentor Angel Training Video, with a follow-up review test



TRAINING VIDEO



- Video is a visual and more interactive overview of our Mentor Angel Guidebook
- Possible and common scenarios during the Mentorship
- 20 minutes long
- Certificate provided upon completion

HOW WE RECRUIT

AMBASSADOR
PROGRAM

WORD OF
MOUTH

EVENTS,
SOCIALS,
BRUNCH RUN

SUPPORT
SEEKERS
CONVERTS

CONFERENCES

TEAM IMERMAN
ANGELS

DOCTORS
AND SOCIAL
WORKERS

SOCIAL
MEDIA

PROGRAMS: 2015 SUMMARY / 2016 GOALS

	2014	2015	%	GOAL 2016
NEW MENTORS	1093	1079	(1.3)%	1500
SUCCESSFUL MATCHES	2055	3082	50.0%	5000



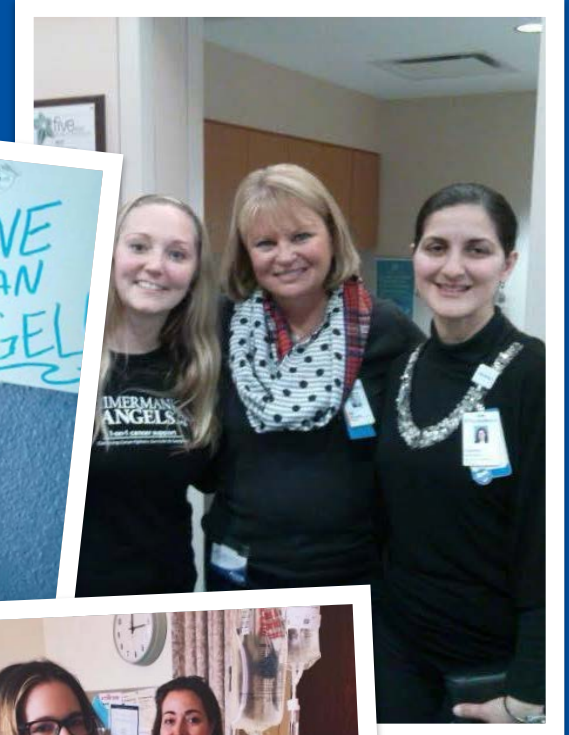
OUTREACH PROGRAM



- Hispanic Outreach
- Ambassador Program
- Community Relations

ENGAGEMENT & RETENTION

- Ambassador Program
- Events and Outreach
Volunteer Opportunities
- Team IA
- Mentor Angel Committee
- Impact Committee
- Cancer Partner
Organizations



VOLUNTEER OPPORTUNITIES AND EVENTS

- Events Including the Blue & White Party, Golf Outing, and Gala
- Bank of America Shamrock Shuffle 8K and Chicago Marathon
- Imerman Angels Brunch Run 5K and Walk
- Socials: Imerman Angels presence at hospitals
- Volunteer Cancer Support Specialists, Data Specialists and Office Support



OUR GOALS

- Create Awareness
- Raise Critical Funds to Further the Mission
- Engage Others
- Have Fun!



LEADERSHIP

- President: Matt Logan
- Vice President - Events: Pascale Dargis
- Vice President - Team Imerman Angels: Eric Atkinson
- Past President: Kate Shanahan



PROFESSIONALS BOARD: TEAM IMERMAN ANGELS

- Eric Atkinson, V.P.
- Michela Bonadonna
- Melanie Castellanos
- Tara Cohen
- Eric Crowley
- Katie Donnewald
- Brad Frank
- Rishi Gupta
- Carlos Jaramillo
- Stacy Jeziorowski
- Anita Kalhan
- Matt Logan
- Allison Mecher
- Sarah Murphy
- Christie Huber
- Andrea Riedl
- Jeremy Schmerer
- Courtney Seger
- Ani Shekerjian
- Brad Terry
- Kevin Ware
- Eric Yarnell
- Elyse Yarnell



TEAM IMERMAN ANGELS

Objectives

- Create awareness
- Provide critical funding
- Platform for individuals to reach fitness goals
- Social engagement

Budget

- \$410K raised in 2015
- \$466K in 2016
- Maximize fundraising within budget



PROFESSIONALS BOARD: EVENTS

- Pascale Dargis, V.P.
- Matt Adorjan
- Becky Barron
- Michael Black
- Michael Dikcis
- Devlin Gray
- Megan Hartnett
- Kurt Hulsebus
- Rose Kaz
- Lisa Kirk
- Matt Logan
- Caitlin Murphy
- Mike Segal
- Kate Shanahan
- Anna Soltysiak
- Megan Trippel
- Michelle Villagomez
- Michelle Wuttke



PROFESSIONALS BOARD REQUIREMENTS

- One-year term beginning January 2016
- Physical attendance at 2/3 of meetings
- The Professionals Board meets the first and third Wednesday of every month for one hour
- Volunteer at three events/races (no limit!) throughout the year
- Recruit for Team IA events
- Professionals Board members must raise \$700 (two matches) through fundraising/Team IA, third party events, soliciting in-kind donations or services/goods that allows IA to refrain from spending budgeted dollars, and/or making a personal meaningful gift to Imerman Angels



TEAM IMERMAN ANGELS: EVENTS

- **Bank of America Shamrock Shuffle 8K**
Sunday, April 3
 - Imerman Angels Expo Booth:
Friday, April 1 and Saturday, April 2
 - Race Day: Beer Tent and Race Participants
 - Goal of 100 participants
(up from 60 in 2015 and 15 in 2014)



TEAM IMERMAN ANGELS: EVENTS

- **Bank of America Chicago Marathon**
Sunday, October 9
 - Imerman Angels Expo Booth:
Friday, October 7 and Saturday, October 8
 - Pasta Dinner: Saturday, October 8
 - Race Day “Halo Hospitality”:
Sunday, October 9
 - Estimated number of entries is 200
 - The largest Team IA event of the year
(raising \$327K in 2015)



TEAM IMERMAN ANGELS: ADDITIONAL EVENTS

- **TCS New York City Marathon**
Sunday, November 6
- **Imerman Angels Brunch Run 5K and Walk**
Saturday, July 23
- **Tri-State Cycling Tour**
Sunday, August 14
- **Transamerica Chicago Triathlon**
Sunday, August 28
- **Half marathon (TBD)**
- **Sketchers LA Marathon**
- **Hot Chocolate 15K/5K**
- **Any Race, Any Sport, Anywhere**



TCS NEW YORK CITY MARATHON

TATA CONSULTANCY SERVICES



PROFESSIONALS BOARD ROLES: TEAM IA

- Recruitment
 - Work closely with Khit, Eric, and all PB members to recruit team members for all events
 - The Professionals Board has been the backbone of recruiting
 - Develop methods to recruit and track progress
 - Set-up recruitment events at businesses (e.g. companies, health clubs and other venues), third party events, Imerman Angels events and other events



PROFESSIONALS BOARD ROLES: TEAM IA

- Maximize Fundraising
 - Assist in creating fundraising materials
 - Create mentoring system for Team Imerman Angels participants
 - Provide 1-on-1 assistance to those needing guidance
 - Establish fundraising opportunities for team members



PROFESSIONALS BOARD ROLES: TEAM IA

- Strategic Planning: 2016 events
- Social Activities: engage the team throughout the year
- Event Execution



EVENTS TEAM: 2016 EVENTS

- **Blue & White Party – 10th Anniversary Party**
Mid to late March 2016
 - Budgeted to raise \$32,500
 - Demographic: Young Professionals
 - Venue: TBD
 - Needs: raffle items, food, ticket sales, marketing, volunteers
- **Imerman Angels Golf Outing**
July 2016
 - Budgeted to raise \$58,500
 - Venue: Harborside International Golf Center
 - Needs: raffle items, food, ticket sales, marketing, volunteers



EVENTS TEAM: 2016 EVENTS

- **Wings of Hope Gala**

September 17

- Budgeted to raise \$386,500
- Demographic: Professionals/Businesses
- Venue: Ritz Carlton



- **Third Party Events**

Ongoing

- Budgeted to raise \$85,000
- Demographic: PB members and anyone who wants to support organization

PROFESSIONALS BOARD ROLES: EVENTS TEAM

- Collaboration with team and staff
- Execute the plan at each event
- Attend/volunteer at IA events
- Recruit
- Solicit event donations
- Third Party Events



2016 IMERMAN ANGELS BRUNCH RUN 5K AND WALK

**Saturday, July 23: Montrose
Harbor**

- Budgeted to raise \$115,000
- 1500 participants (up from 700 in 2015)
- Event Committee





THANK YOU
for attending and all that you do!

Next meeting: Wednesday, January 20 at 6PM