

Imerman Angels Impact Committee Meeting Minutes, April 12, 2016

Meeting commenced at 6:07

Imerman Angels staff in attendance:

Ben Bornstein, CEO, ED
Eileen Fitzpatrick, Events Manager
Erin Leyden, COO, Director of Development
Jeanne Long, Director of Program and Outreach
Dave Louthan, Development Manager, Team Imerman Angels
Megan Oster, Mentor Angel

Committee members in attendance:

Matt Abeles
Beth Bond
Lisa Frank
John Hage
Alan Hoffman (by phone)
Jason Milton
Gina Nolan
Zachary Nold
Amanda Ryznar
Nandan Shah
Joseph St Amant
Jared Palmer
Laura Tigges

Unable to Attend:

Joe Caltabiano
Victoria Magnus
Brian Reinbold
Joe Schneider
Sharbel Shamoon
Natalie Stolarski
Chris Stefani

The meeting opened with a mission moment provided by Megan Oster. Ben Bornstein, CEO and ED, introduced Megan to the Committee. Megan is currently fighting breast cancer and spoke of the importance of her Mentor Angel and the support she has received from Imerman Angels. She shared that she believes a positive outlook has

made a difference in her recovery. Megan has served as a spokesperson for Imerman Angels and has appeared with Ben on NBC and Fox news segments.

The following topics were presented by Imerman Angels staff:

Ben Bornstein, provided shared a brief update on his relationship building in NYC and LA, reporting on potential partnerships with Stand Up to Cancer and City of Hope. Ben also commented on the hiring of a new marketing consultant, Ethan Spotts.

Events

Eileen Fitzgerald, Development Manager Events, thanked the Committee for their contributions and support of the Blue and White Event. Eileen provided an overview of the success of the event. Committee members were recognized for providing unique items for the raffle which raised \$7,495. The event's total revenue was \$52,990, a record amount.

The upcoming Imerman Angels Golf Outing at Harborside on June 14th was promoted and committee members were encouraged to find foursomes and secure corporate sponsorships for the event. Also the launch of a save the date card for the Wings of Hope Gala on 9/17 was announced. Ben encouraged members to start thinking of auction items that would attract bidders.

Team Imerman Angels

Dave Louthan, Development Manager, Team Imerman Angels, shared Team IA updates and requested Committee members to share information on Team IA and the unique marathon training support given to runners. Dave shared that 48 slots remain for Team Imerman Angels Chicago marathon group. Questions were asked as to where the runners were coming from and Dave responded that the majority were local runners but we have runners from outside IL and the US, including Canada. The Imerman Angels Brunch run/walk July 23 was shared and the committee requested a media kit that they could distribute. Dave also requested that Committee Members use their LinkedIn account to promote events and offered the opportunity to speak to large groups to share our mission and recruit runners.

Program Update

Jeanne Long, Director of Development and Outreach, provided the current YTD numbers of connections (1,176) and matches (769). She also shared the news of the hiring of a cancer support specialist for Programs. Additionally she addressed new partnership opportunities with Patient Advocate Foundation and Mylifeline.org. Introductions to hospitals made by Imerman Angels Medical Advisory board members were shared.

Development, Marketing and Communications

Erin Leyden, COO and Director of Development, provided an overview of third party events and how they are handled through the assistance of Eileen Fitzgerald and

Volunteer Manager Stephanie Chapman. Erin stated that a grant researcher was being hired on a contractual basis to help in identifying new grant opportunities.

Beth Bond asked if in-kind donations were accepted and what might be needed for the organization. Coffee, office supplies, alcohol for events were mentioned. John Hage spoke of his connection with Naked Wines and a beverage distributor in the Northern suburbs that he will contact.

Nandan Shah stated that he had financial advisor contacts that would be helpful resources for estate planning etc.

Discussion of the need to fill events such as the Gala with people who can easily bid on the larger ticket items and what marketing efforts are in place to reach them. Erin explained the work being done with Target Data will allow Imerman Angels to identify funding sources.

Further comments were raised regarding trying to reach suburban audiences and Jeanne explained that we are doing more socials in suburban hospitals and increasing outreach efforts. John Hage on events in the Northern suburbs that would be interested in the mission of Imerman Angels. John also volunteered to become an Imerman Angel Ambassador.

Imerman Angels Impact Committee Road Map

An outline of the specific efforts needed by the Committee was circulated, particularly in the areas of Engagement, Personal Outreach and Event Outreach, which will capitalize on the talents of the Committee Members. Erin and Jeanne had a conversation with committee member Natalie Stolarski and it was agreed that subcommittees with leaders would lead to tangible results. The Committee would take on the structure of more project-focused leadership and less committee focus. Conversation evolved on the topics of the needs for the committee members. It was agreed that specific goals need to be set perhaps on a monthly basis.

Committee members signed up for the following areas:

Engagement

Beth Bond
Lisa Frank
Gina Nolan
Zach Nold
Laura Tiggs

Personal Outreach

John Hage
Jason Milton

Event Outreach

Nandan Shah

If do you not see your name listed please contact Jeanne at jlong@imermanangels.org

Call to action items:

1. Consider leading a focus group in Programs, Outreach, or Development
2. **Team IA** - Please forward this attachment to colleagues, family and friends. Reach out to runners interested in joining Team IA for the Chicago marathon.
3. **Upcoming Events:**

[Golf Outing, June 14](#)

[Brunch 5k Run and Walk, July 23](#)

[Wings of Hope Gala, September 17](#)

Next meeting scheduled for Tuesday, May 10th at 6 p.m.