

**Stop Foodborne Illness (STOP) is initiating a major gift campaign to build on and expand its legacy of public service and inclusive collaboration to make food as safe as possible for everyone.**

## STOP's Unique Contribution to Consumers and Food Safety

STOP is the only organization in the country dedicated to supporting and mobilizing survivors of foodborne illness in their desire to make food safe. STOP does this by bringing the compelling and motivating stories of individuals and families impacted by serious foodborne illness – “why food safety matters” – into public policy discussions and the food safety culture programs of companies working to make their products safe. **STOP and its many partners believe the personal motivation and behavior of each individual involved in food safety is the foundation for stopping foodborne illness.**

## STOP's Strategic Opportunity

As we look to the future, STOP has tremendous opportunities to strengthen current programs and create new collaborations to improve food safety.



Rustin Brown, *E. coli* survivor, and his mom, Charlene, are engaged constituent advocates for the prevention of foodborne illness.

## STOP Programs & Collaborations



### FOOD SAFETY CULTURE

- Establishing the Alliance to Stop Foodborne Illness (“Alliance”), an unprecedented collaboration between STOP’s individual constituents, families, and leading food companies to strengthen food safety cultures across the food system.
- Initiating a video library project as a resource for Alliance members and their suppliers.
- Collaborating with Alliance members and FDA leaders on a food safety culture webinar series and resources designed for small and medium-size companies.



### CONSTITUENT SUPPORT

- Relaunching the STOP website to include actionable information and a roadmap for families navigating a severe foodborne illness.
- Collaborating with four leading research universities to develop a National Institute of General Medical Science grant proposal on early clinical detection of foodborne illness.
- Developing a young adult food safety advocacy and leadership program led by a STOP constituent.



### FOOD SAFETY ADVOCACY

- Providing strategic policy direction and mobilizing STOP constituents to modernize control of *Salmonella* and *Campylobacter* in USDA’s poultry safety regulatory program.
- Collaborating on a leafy green safety initiative with leading retailers.
- Leading a collaborative initiative to improve recall effectiveness, involving FDA, consumers, industry, and academic stakeholders.

# STOP is the only organization in the country dedicated to supporting and mobilizing survivors of foodborne illness in their desire to make food safe.

Our programs and collaborations are made possible by the strong continuing commitment of STOP's constituents and the expanding interest of food companies and FDA to work with STOP. Taking full advantage of these and other opportunities requires STOP to urgently engage new donors and grow our core operations so we can maximize the voices and stories of those impacted by foodborne illness, for the benefit of all consumers.

## STOP's Operations and Funding

STOP operates with a small staff (currently 5 full-time employees), but it accomplishes a great deal through the volunteer efforts of its board of directors and, most important, its volunteer constituents. STOP's core operating budget is small (about \$600,000) and has historically come predominantly from one generous family foundation. In collaboration with the foundation, STOP is launching an effort to diversify our funding base and create a more sustainable revenue model. The foundation is supporting this effort by offering us a three-year matching challenge grant, while also phasing down their core support

of STOP to a level that allows the family to support other philanthropic priorities. This requires us to secure new core funding totaling \$1,500,000 over these three years.

## STOP's Funding Strategy and Immediate Goal

STOP can become more sustainable and grow through a combination of funding techniques, including peer-to-peer fundraising, deeper partnership with Alliance member companies, foundation support for select projects, and creating a community of major donors committed to our mission. Diverse funding is key to STOP's sustainability, but the above-mentioned strategies take different amounts of time to build and develop into significant revenue streams. A fully diverse funding stream will take at least 3 years to develop. STOP thus seeks to immediately build relationships with a small community of potential donors who can make 2 to 3-year commitments at a level that will allow us to meet our goal of raising \$1,500,000 in new support over the next 3 years.

Everyone deserves to live their life without the worry of foodborne illness. Survivors and victims' families no longer have that privilege.



**Thank you for considering an investment in STOP. Together, we can build on a quarter century of progress and collaboration to achieve a safe food future for everyone.**

Learn more at [stopfoodborneillness.org](http://stopfoodborneillness.org)