

BACK TO OUR ROOTS

Annual Report 2021



**Stop
Foodborne
Illness**

The Voice for Safe Food





THE SEEDS FOR STOP FOODBORNE ILLNESS WERE PLANTED BY

parents and families who wanted to prevent others from experiencing and enduring the pain that their loved ones suffered.

Since 1994, our mission has been to advocate for better food safety policies and provide support to those who were failed by antiquated regulations that were not in sync with modern science.

Today, we continue to work for everyone who eats. This annual report provides the overview of our ongoing efforts to stop foodborne illness.

LETTER FROM CEO AND BOARD CO-CHAIRS

Dear friends,

The last year created many opportunities and challenges for Stop Foodborne Illness. As STOP launched new projects and began new engagements, the organization refreshed its mission, officially stated its vision and developed core values that provide guiding principles to approach our work.

Based on survey responses from our constituents and stakeholders, STOP is refocusing efforts on its roots in food safety policy. As we work for consumers' voices to be heard, STOP is developing durable relationships with other consumer advocacy groups, industry, and regulatory agencies. In 2021, we reaffirmed our dedication to being a trusted convener, collaborative partner, and change agent.

STOP's financial stability for the future has come into focus. The pandemic added challenges to our traditional fundraising efforts. Historically, STOP has been fortunate to have been sustained by a generous family foundation. However, for the health of the organization and to support growth, we must focus on increasing and diversifying our donor base and overall fundraising methods.

As an organization, we have celebrated our accomplishments and banded together to face financial obstacles that, at times, seemed insurmountable. We are eager to share our accomplishments with you in this annual report. As we move forward, we remain laser-focused on the work at hand and the impact we have on public health.

We thank you, our vital stakeholders, for your support now and through the future.

Sincerely,



Mitzi D. Baum
Chief Executive Officer



Benjamin Chapman
Board of Directors Co-chair



Mary McGonigle-Martin
Board of Directors Co-chair



OUR MISSION

As the voice of people affected by foodborne illness, we collaborate with partners in academia, the food industry, and government to prevent foodborne illness. We advocate for effective food safety policy and facilitate culture change to increase food safety.

VISION STATEMENT

A world without foodborne illness.

CORE VALUES

COMPASSION: STOP leads with compassion and insight to engage and support individuals and families affected by foodborne illness.

COLLABORATION: STOP works in partnership with other organizations to achieve its mission.

ENVIRONMENTAL RESPONSIBILITY: STOP supports sustainable practices that reduce the spread of foodborne pathogens and promote a healthy environment.

EQUITY: STOP promotes fairness, opportunity, diversity, and inclusion.

LEARNING: STOP uses science, data, and discovery to guide its actions.

INTEGRITY: STOP operates with honesty and openness by maintaining the highest standards of accountability and stewardship of its resources.



BOARD OF DIRECTORS

Thank you to our 2021 Board of Directors. They continue to provide immeasurable value to the organization by volunteering their time and thoughtful guidance as a governing body.

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Department Head of Agricultural and
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If only one person benefits from the horrific experience my family went through, then it won't be in vain. The Alliance has given our story and experiences a purpose. So that together, we can make a change.

-- Charlene Brown, Constituent and parent of a foodborne illness survivor



As a family that was directly affected by a foodborne illness, we are very pleased that the Alliance has expanded the outreach of STOP to bring awareness and opportunity for major improvements to the food supply chain. By partnering with food suppliers and working to set goals and standards the food supply will become safer for us all."

-- Scott and Richelle Shields, Constituent Advocates and parents of a foodborne illness survivor



THE ALLIANCE TO STOP FOODBORNE ILLNESS

In 2021, the Alliance to Stop Foodborne Illness celebrated its third birthday. The program focuses on promoting positive, mature food safety cultures within industry. It has grown in its membership and activities.

2021 ACCOMPLISHMENTS:

- Co-hosted the Maple Leaf Foods Food Safety Symposium where three constituent advocates shared their personal and powerful foodborne illness stories
- Kicked off a quarterly food safety culture webinar series with the U.S. Food and Drug Administration with 1,400+ virtual attendees
- Created four videos for Alliance members' internal food safety culture educational use
- Published a whitepaper detailing opportunities to improve recalls and recall announcements to better serve consumers
- Piloted the Adopt-a-Family program connecting a family who experienced a foodborne illness tragedy with a company who has also experienced a significant food safety event
- Held the first annual Alliance Member's Goal Setting meeting



Adding their thought leadership and energy to the growing mix of member companies across the food system, Kellogg's Company, Nestlé, and The Hershey Company joined the Alliance.

STOP welcomed back Vanessa Coffman, PhD as the Director of the Alliance in July. Vanessa previously worked for STOP on policy initiatives. In 2014, she left to complete her doctorate in epidemiology from the Johns Hopkins Bloomberg School of Public Health.

To learn more about the Alliance, please contact Vanessa at vcoffman@stopfoodborneillness.org.



Vanessa Coffman, Ph.D.
Director of the Alliance to Stop
Foodborne Illness

WHO WE ARE



STOP is here to amplify the many voices that have experienced great trauma from something as basic as eating; for those that understand that public health and food safety are synonymous; and, for the courageous individuals that share their personal tragedy to prevent others from having the same experience.

-- Mitzi Baum, CEO of Stop Foodborne Illness

NAVIGATING FOODBORNE ILLNESS

Returning to our roots, Stop Foodborne Illness is refocusing to provide meaningful resources to those whose lives have been altered due to foodborne illness. Early 2021, we unveiled the new website and it includes a significant new resource, the Navigational Map. The Navigational Map is for those in crisis, post-crisis or learning to manage the long-term impacts of surviving severe foodborne disease.

Creating a comprehensive, informative, and accessible support system was an idea long overdue. This project was the vision of Mary Heersink, a STOP founding mother, board member, and the parent of a foodborne illness survivor. Together with many other constituent advocates, this indispensable resource was created.

The Navigational Map is exceptionally informative detailing what may lie ahead in the odyssey of foodborne illness. Also included is the testimony of constituent advocates who have lived through these experiences.



Mary Heersink



“

The Fellowship has been a unique experience that I am certain I will think and talk about in future years. Having the opportunity to get involved in food safety discussions, coalitions, and research has enriched my knowledge on food safety and even public health.

-- Shrinidhi [Nidhi] Joshi, 2021 - 2022 Dave Theno Fellow

DAVE THENO FOOD SAFETY FELLOWSHIP

The Dave Theno Food Safety Fellowship was created after the food safety revolutionary's untimely death in 2017. Mr. Theno's response to the unprecedented 1993 deadly *E. coli* O157:H7 outbreak transformed food practices, standards, management, and leadership in the beef industry. As such, the fellowship's focus is to fuel the passion for food safety in young, accomplished scientists and to develop and encourage careers in food safety.

STOP, along with Michigan State University, has the honor of supporting the Dave Theno Food Safety Fellowship. Past fellows have benefited from the unique experiences and real-world knowledge the fellowship provides to further their career goals. The 2021 - 2022 fellow, Nidhi Joshi, graduated magna cum laude from Texas Tech University with a BS in

Microbiology and is attending medical school at Des Moines University College of Osteopathic Medicine. As a physician she plans on utilizing the knowledge she gained as the 2021 - 2022 Dave Theno Fellow to specialize in infectious disease medicine. Nidhi's ultimate goal is to reduce foodborne illness by improving public health initiatives and policies using her expertise.

Dave Theno's leadership in responding to the infamous 1993 *E. coli* O157:H7 outbreak undeniably changed the food and beef industry. The Dave Theno Food Safety fellowship continues his legacy by nurturing future food safety leaders and scientists to make a similar impact.



David Theno
Food Safety Pioneer (1950 - 2017)



Shrinidhi (Nidhi) Joshi
2021 - 2022 Dave Theno Fellow

OUR IMPACT

A man with a full beard and tattoos is sitting at a bar. He has his eyes closed and a slight smile. In front of him is a wooden board with food, including a small bowl of red sauce and some green garnishes. A glass of beer is visible in the background. The scene is lit with warm, bokeh-style lights.

It still shocks me that one illness, one meal, can quickly spiral into tragedy that lasts a lifetime.

-- Amanda Craten, STOP Board Member, Constituent Advocate and parent of a foodborne illness survivor

FOOD SAFETY POLICY - SALMONELLA

On January 25, 2021, Stop Foodborne Illness, five STOP constituent advocates, and four other leading consumer advocacy groups filed a petition with the United States Department of Agriculture's (USDA) Food Safety Inspection Service (FSIS). The petition called for FSIS to adopt new inspection standards that are enforceable, risk-based, utilize current science, and are tied to a public health outcome to reduce *Salmonella* and *Campylobacter* in poultry.

A coalition formed coalescing around the failure to reduce illness and death associated with *Salmonella* and *Campylobacter*. It includes academia, representatives from four of the leading producers of poultry in the US, former senior regulatory officials, and an expert industry consultant. It is important to note the composition of this coalition is extremely unusual.

In October 2021, USDA Secretary Tom Vilsack announced FSIS is “mobilizing a stronger, and more comprehensive effort to reduce *Salmonella* illnesses associated with poultry products.” The new initiatives will be under the supervision of USDA Deputy Under Secretary Sandra Eskin, who said, “Reducing *Salmonella* infections attributable to poultry is one of the Department's top priorities. Time has shown that our current policies are not moving us closer to our public health goal. It's time to rethink our approach.”

STOP and the coalition continue to work collaboratively with FSIS toward real modernization of poultry standards with the end goal of improving public health outcomes.



Amanda Craten, STOP Constituent Advocate and her son Noah

“Noah was one of the youngest victims of the Foster Farms *Salmonella* Heidelberg outbreak in 2013. He was only 18 months old when the *Salmonella* seeded in his brain and doctors had to perform a craniotomy in order to remove the large abscesses that were killing him. We count ourselves very lucky that Noah survived that battle. However, his journey is far from over.

He's ten years old now and in Noah's world, every day is a struggle to speak. We have spent six years in intensive therapy for neurocognitive disorder, sensory motor deficits, learning disabilities and expressive language disorder. The USDA must act to put enforceable *Salmonella* standards in place to prevent illnesses like Noah's.”



Very happy to support STOP's important work!

-- John Pfeiffer



Great cause and nice work!

-- Noah Ginsburg



Great work for an important cause!

-- Alyssa Berman-Cutler

STOP3000

In September 2021, we launched STOP3000 to raise awareness of National Food Safety Education Month. The event provides an easy, accessible way to expand awareness about the importance of food safety.

The inaugural year was modest with 29 individual pages created and just over \$6,100 raised. We envision exponential growth year over year for this unique activity that promotes health and wellness, expands awareness of food safety, and honors the ~3,000 individuals who die due to foodborne illness in the US each year.



“What do we have to do differently to win the battle against foodborne disease and ensure that consumers have access to a safer, more trusted food system?”

*-- Frank Yiannas, FDA Deputy Commissioner
Of Food Policy And Response*

ONLINE FOOD SAFETY CULTURE COURSE

In the spring of 2021, Stop Foodborne Illness, North Carolina State University (NCSU) and Cultivate SA, teamed up and were awarded a project for FDA's Office of Regulatory Affairs (ORA). We developed an online food safety culture training program delivered virtually to 1,200 Consumer Safety Officers.

NCSU's educational design team provided expert course design, guidance, and managed the online platform. Cultivate SA developed the content and case studies. STOP supported the course with videos featuring three of our constituent advocates and their powerful stories - providing grounding and impact for the course.

We delivered twenty-four live, 3-hour sessions. The ORA leadership was incredibly pleased with the course design, on-time delivery, and successful completion of the project ahead of schedule.





STATEMENT OF FINANCIAL POSITION

ASSETS	2021	2020
Current Assets		
Cash	\$ 544,926	\$ 392,765
Unconditional Promises to Give, without donor restriction	91,215	131,215
Unconditional Promises to Give, with donor restriction	350,000	260,000
Prepaid Expenses	24,143	24,378
Property and Equipment, net	1,958	1,729
Deposits	1,350	1,350
Total Assets	1,013,592	811,437
LIABILITIES		
Accounts Payable and Accrued Expenses	18,652	29,212
SBA Economic Disaster Loan	-	82,383
Total Liabilities	18,652	111,595
Net Assets		
Without Donor Restrictions	210,152	173,618
With Donor Restrictions	784,788	526,224
Total Net Assets	994,940	699,842
TOTAL LIABILITIES AND NET ASSETS	\$ 1,013,592	\$ 811,437

STOP Foodborne Illness is a 501(c)(3) tax-exempt organization. Donations are tax-deductible to the extent the law allows.

STATEMENT OF ACTIVITIES

	2021 Without Donor Restrictions	2021 With Donor Restrictions	2021 Total	2020 Total
SUPPORT AND REVENUES				
Contributions				
Businesses	\$ 11,076	\$ 390,208	\$ 401,284	\$ 366,600
Individuals	16,894	-	16,894	7,486
Foundations and Others	303,663	75,000	378,663	522,940
Interest Income	10	-	10	5
In-Kind Donations	5,500	-	5,500	-
PPP Loan Forgiveness	159,999	-	159,999	-
Other Income	433	-	433	870
Net Assets Released from Restrictions				
Satisfaction of Program Restriction Expenditures	206,644	[206,644]	-	-
Total Public Support and Revenue	704,219	258,564	962,783	897,901
Expenses				
Programs	589,043	-	589,043	635,140
Supporting Services:				
General and Administrative	53,953	-	53,953	57,033
Fundraising	24,689	-	24,689	28,637
Total Supporting Services	78,642	-	78,642	85,670
Total Expenses	667,685	-	667,685	720,810
INCREASE IN NET ASSETS	36,534	258,564	295,098	177,091
Net assets, Beginning of Year	173,618	526,224	699,842	522,751
Net assets, End of Year	\$210,152	\$ 784,788	\$ 994,940	\$ 699,842

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Our constituent advocates are the lifeblood of our organization and ground us in all the work we do.

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4809 N Ravenswood, Suite 214, Chicago, IL 60640
773-269-6555 | stopfoodborneillness.org