

OPEN COMMITTEE MEETING

NOV 2021



PIPER'S ANGELS FOUNDATION
CROSSING FOR CYSTIC FIBROSIS 2021
Core Committee Meeting
Tuesday, November 2nd, 2021
6:15 PM ~ 7:45 PM

AGENDA

PIPER'S ANGELS FOUNDATION

- **The Mission of the Piper's Angels Foundation** is to support and improve the lives of families in the cystic fibrosis community through grassroots advocacy and socially innovative programs, raising awareness through education, offering life-expanding activities, providing urgent financial support, and funding critical developments.

INTRODUCTION

- We are in the home stretch! **221** days and counting down!
- **Welcome to the Piper's Angels office and 'David Scarola Gallery'**
 - Rules of Venue:
 - Please be careful and respect the gallery space and our neighbors. Please keep the noise level down when outside the gallery.
 - ECO Footprint
 - Please bring your own drinking vessel to keep things environmentally responsible.
 - Please clean up after yourselves and put all trash in trash can
 - Parking is limited in the front and back of the building. Secondary parking is located across the street on the North East side (Duffy's).
 - Guidelines of Meeting:
 - Please respect the time schedule. Arrive early. Meetings will start promptly at 6:15 PM and it's our goal to be finished by 7:45 PM latest. If you arrive late, please enter quietly and join meeting.
- **PAF Today**
 - One of the most impactful grassroots CF nonprofits in the country paving the way with socially innovative methods to serve the highest good of our CF community.

INTENTION

- Rallying for recruitment of committee and subcommittee members.

BIG GOALS

- Fundraising Goal **\$650,000**: Current at **\$24,900**
 - 79 registered participants (including paddlers, captains, crew, staff)
- Sponsorship Goal **\$200,000**: Current at **\$80,000**
 - Celsius: \$75,000 (verbally confirmed)
- Produce short film documentary 'Double or Nothing' about Scott Johnson, our first double lung transplant paddler. Updates: Presentation deck completed & teaser trailer. Approaching Celsius & Natera about Co-Exec Producer sponsorship. Possible kickstarter campaign in spring to build an audience and for additional marketing dollars.

NEW ANNOUNCEMENTS:

- NEW LOCAL OFFER: Jhoel Gaona at Restore Wellness
- NEW LOCAL OFFER: MADabolic fitness
- NEW SPONSOR - Gordon & Partners: Beach Level \$5,000
- Garden of Life interview for their Extraordinary Health magazine - print date TBD

- Member of NEW Ultra Paddle League

IMPORTANT UPDATES

- Guardian Angels Alliance Membership Annual Fund Fundraising Goal \$150,000 for 2022 / Current at \$42,460

TEAM LEADERSHIP INTRODUCTIONS & UPDATES

- Lead Event Directors - Travis Suit, Aiyana Sugerman, Tatiana Tims
- Logistics, Safety, & Communications
 - Ocean Safety Logistics - Scott Dehoogie, Josh Ferris, Tony Brazzale
 - Captain Communications - Giovanna Shaw
 - Captain Recruitment - TBD
- Beach Operations - Jen Napolitano, Gary Allen
 - Volunteer Coordination - Heidi Kaye & Denise Tims
 - Sponsor Liaison - TBD
 - Staging - TBD
 - Breakdown - TBD
- Bimini Operations - Aiyana Sugerman, Kimmy Cohen
 - Pre & Post Production Asst (x2)
 - Co-Lead (SI)
 - Co-Lead (NI)
 - Team Lead (SI)
 - Team Lead (NI)
 - Equipment Distribution
 - Bimini Lodging - Kim Cohen & _____
 - Shuttle Boats
 - Volunteer Team
 - (Skill set needed: Physically capable of hard labor in heat, good people skills with communication, problem solving, self starter)
- Sponsorship - Tatiana Tims
- Mentorship
 - Paddlers: - Ryan Burgess, Buzz & Katie Ruscher, Julie Allen
 - Captatin - TBD
 - Crew - TBD
- Competitive Division - Casey Kiernan, Josh Lanphear
- Communication
 - Crossing Countdown/ Q&A - Travis Suit, Tatiana Tims
 - Social Media - Tatiana Tims, Chelsea Payne
- Graphic Design - Dani Diaz, TBD
- Sustainability - Vanessa Calas
- Fundraising
 - Fundraising Stretch Goals - Travis Suit & Tatiana Tims
 - Fundraising Mentorship - Romi Wallach, TBD
- Merchandise: Design & Distribution - Aiyana Sugerman
- Videography & Film - Makayla Wheeler, TBD
- Media / PR - Olivia Bishop: May Marketing Relations
- Tracking & Technology - Travis, Aiyana, Carolyn Stash
- Medical Director - Dr. Ray Vazquez
- Special Event Production Team
 - Pre-Party (May 2022)
 - Awards Ceremony (June 2022) -

ON THE HORIZON

- Dec. 10th-12th, 2021 - Garden of Life Marathon
 - Need volunteers to man booth in shifts all three days
- Dec. 11th, 2021 - City of Lake Worth Beach Holiday Parade!
 - Need decorating team volunteers
 - Need participants to walk along the boat handing out bracelets and Celsius wearing X4CF or PAF gear.

- Jan 15-22, 2022 - Eco Trail Trekker event in Boca Raton with an in-person event Sunday Jan 23, 2022 at Embassy Suites Hotel by Hilton in Boca: <https://www.ecotrailtrekker.com/>
 - Individual 5k, 10k and the 2k Family Fun Walk as virtual events on the run sign up page. <https://runsignup.com/Race/FL/BocaRaton/EcoTrailTrekker>