

## Sponsorship Task Force Request

On Jul 1, 2015, at 4:47 PM, Patricia Babjak <[PBABJAK@eatright.org](mailto:PBABJAK@eatright.org)> wrote:

Hello Kathy,

Thank you for your continued leadership as the Sponsorship Task Force Chair. We would be happy to discuss your requests at the upcoming Board retreat. I can confirm for you that the message we shared with the HOD and the membership is that all *new* industry sponsorships are on hold pending the follow-up recommendations from the Academy Sponsorship Task Force, anticipating a final report no later than the October HOD meeting at FNCE. We have continued to work with existing and potential sponsors but we have not brought forward to the Board any new sponsors for approval. This is not to say that we aren't open to communication with these potential funders. We have moved forward on a few new FNCE exhibit sponsors. These are entry-level sponsorships aligned with FNCE 2015 only available to exhibitors who meet the criteria for participating in FNCE 2015. Their key FNCE 2015 exhibitor sponsor benefits are limited to exhibit space, a choice of a culinary demo or Expo Briefing (note: 20 minute Expo Briefings do not hold CPE), various recognition touchpoints on-site, program book ad, inclusion in the New Product Showcase (if applicable), along with access to pre and post attendee registration lists pending approval by Academy Knowledge Center RDNs (excluding all requests for no-contact). I can see from the notes you provided that the Sponsorship Task Force does not plan to address the FNCE exhibit sponsors in the short term. I'm sure you can appreciate our need to move these opportunities forward to meet our financial goals for this October meeting. Current FNCE 2015 Exhibitor Sponsors are: Canadian Lentils, ConAgra Foods, Hass Avocado Board, Kellogg's, Nature Made, Sunsweet Growers, FruitStreet (a digital wellness and telemedicine platform) and a2 Milk Company (which is in review to verify nutrition claims). Below is a partial list of current and pending sponsors for both the Academy and the Foundation. We can provide you a list that includes the DPGs/MIGs as well in time for your next scheduled call in July. I would ask that you continue to treat this sponsorship information as confidential and that it not be distributed beyond the sponsorship task force. I know that would never be your intent or theirs but it never hurts to remind people.

As you and your group review this list please note that we included Foundation sponsors and Foundation donors. We believe it is important to distinguish between these two types of support.

Sponsorship: When a company pays a fee to the Academy/Foundation in return for Academy/Foundation defined specific rights and benefits.

Donor/Grantor/ Supporter: A company or individual that makes a charitable contribution with no expectation of a commercial return.

***The following is a draft list and does not include information regarding DPG sponsorships. FY15 DPG/MIG sponsorships generated just under \$1.2 million in revenue (actual was \$1,152,549). The DPG/MIG list of sponsors pending and signed has been requested.***

### Current Academy Sponsor Status FY16

#### 1. National Dairy Council:

Opportunity in renewal discussions since January 2015. Package being discussed includes support for both the Academy and the Foundation to continue the collaborative work around food, nutrition and agriculture.

Renewal \$405,000 per year (three year term)

Current three year agreement ends December 31, 2015; \$340,000 per year.

## 2. Abbott Nutrition:

Two year agreement ends in 2017; \$150,000 per year.  
Renewal/ renegotiation conversations to start fall 2016.

## 3. Beverage Institute for Health &amp; Wellness:

Current two year agreement retires December 31, 2015; \$111,000 per year.

## 4. PepsiCo:

Current two year agreement runs to spring 2016; \$132,000 per year.  
Renewal/ renegotiation conversations to start fall 2015.

## 5. Unilever:

Opportunity in renewal negotiation, potential funder for sustainability initiative jointly with the Foundation around the Healthy Planet website hub.

Discussing in the \$405,000 per year range however trying to firm up the actual package – requires further discussion with Unilever and working on that with RDN contact.

Current two year agreement ends December 31, 2015; \$111,000 per year.

## 6. ConAgra Home Food Safety Initiative:

Current three year campaign runs to summer 2016; \$355,000 per year.

Renewal/ renegotiation conversations to start fall 2015.

## 2015 FNCE Exhibitor Sponsors

*Two levels of Exhibitor Sponsors; larger investment level includes either a culinary demo or expo briefing*

1. Canadian Lentils; \$25,000
2. ConAgra Foods; \$15,000
3. [FruitStreet.com](http://FruitStreet.com); \$80,000\*
4. Hass Avocado Board; \$25,000
5. Kellogg's; \$25,000
6. Nature Made; \$15,000
7. Sunsweet Growers; \$25,000
8. A2 Milk Company \$25,000 (in review)

\*includes an expanded booth space of 20 x 60 and list access

## Recent conversations:

- Peditasure (an Abbott brand): Collaboration including both the Academy and the Foundation around the FNPA (Family Nutrition and Physical Activity Self-Assessment) tool and usage in pediatrician office's with tie to RDNs; plus a retailer program (Wal-Mart, Target) with RDN support into the community funded by the retailer campaign – beginning conversations.
- Partnership for a Healthier America: Discussed PHA as the sponsor with aligning access to the Academy's National Spokespeople deliverables for PHA corporate sponsors, such as Dannon, Birds Eye or DelMonte – discussions since fall 2014.
- Subway: Agency approached the Academy and during the initial call they stated they are looking for an organization that will 'endorse' the healthier product offerings. Discussion closed.
- Compass Group: Initial discussion about Premier level – in the follow up stage.
- Mars Symbioscience: the global health and life sciences segment of Mars, Inc. Current brand, CocoVia (science of cocoa flavanols). Conversation related to FNCE opportunities; possible Premier level.

**Current Foundation Sponsor Status FY16**

1. PepsiCo - pre FNCE symposium; \$50K
2. The Walnut Commission -- pre FNCE symposium;
3. ConAgra - Gala; \$10K
4. HAAS Avocado -- KER culinary demo; \$7K (part of shared FNCE sponsor package with Academy)
5. Agriculture Alliance: Support for Healthy FoodBank Hub, \$25K NDC, Pork \$5K, NCBA \$5K. Pending renewal, considering pre-FNCE symposium.

**Recent Foundation Donors (Grants):**

1. Elanco, RD Parent Empowerment Program (June) \$75, 845; funding for RDNs to deliver nutrition education to local food banks.
2. Feeding America Healthy Cities evaluation, \$66,350 ; evaluate effectiveness of Feeding America programs.
3. Unilever; Future of Food Healthy Families, Healthy Kids micro-site; \$405,000 (joint project with Academy under consideration).
4. USAID, \$13,000, funds to support Academy/Foundation work on the nutrition care manual for adolescents and adults living with HIV. Potential additional funding for a field test of the manual in Africa this fall.

**Foundation Donations/Grants pending:**

- Monsanto, \$175,000, currently exploring RDN participation in WEMA/Gates program, documenting outcomes of RDN interventions to improve nutritional health through agriculture. Project on hold.
- General Mills Foundation, \$1,000,000 + to support expansion of Champions Grant globally.
- Gates Foundation proposal, \$200,000, Amplifying Nutrition Impact of Agriculture in India.

**Foundation Donor/Grants in process:**

- Newman Foundation -- project to-be-determined

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**From:** Kathleen McClusky [<mailto:hoboisit@gmail.com>]

**Sent:** Friday, June 26, 2015 9:28 AM

**To:** Evelyn Crayton; Lucille Beseler; Sonja Connors; Aida Miles; Linda Farr; Elise Smith

**Cc:** Mary Pat Raimondi; Patricia Babjak

**Subject:** Request from SATF

Good Morning everyone. I look forward to speaking briefly with all of you in a few weeks, but we would like to submit a request related to our recent meeting. Please contact either Mary Pat or me for additional information, or we can discuss this in more detail during our informal conversation in July.

Thanks so much for all of your support.

Kathleen W. McClusky, MS, RDN, FAND  
Chair, Sponsorship Advisory Task Force  
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## **Background Information and Funding Request for SATF June 26, 2015**

Thanks so much to all of you for your ongoing support for the Sponsorship Advisory Task Force (SATF). And, once again, a particular thanks to the House of Delegates for their thoughtful consideration and feedback on the issue of sponsorship.

The SATF meeting was held on June 18 and 19<sup>th</sup> at the Academy's Washington office. Following up immediately on suggestions from the HOD, two new members were added--a representative from the Consumer Protection and Licensure Subcommittee of the Legislative and Public Policy Committee (CPLS) and one from the Ethics Committee (Wendy Phillips and Lisa Dierks). Following the resignation of Chris Wharton, Ashley Colpaart, a past chair of HEN, joined the Task Force. Chris was also a past chair of HEN, and he suggested her as his replacement. All members completed a Conflict of Interest disclosure. We reviewed all of these at the beginning of the meeting.

Milton Stokes was unable to attend the meeting in person. Milton and I spoke by phone after the meeting, and he sent the following note after we talked: "After much reflection, I have decided it's best for me to resign my position in the SATF. While I thoroughly enjoy the work and think this is a positive endeavor for our professional society to analyze policies and procedures pertaining to sponsorship, it's best that I'm not part of the work given the possible perceptions of conflict of interest. As you know, my employer, Monsanto, has been in conversation with the Foundation to discuss a future collaboration pertaining to the convergence of dietetics and agriculture." We are very grateful for Milton's contributions to the Task Force. He also suggested some possible replacements for our consideration.

All of us want to thank Mary Pat Raimondi and her staff for never missing a beat in picking right up on the work of the Task Force.

Our meeting was very positive and allowed all views to be heard and respected. Past actions were reviewed or clarified and we then moved on to the next steps.

The purpose for the meeting was to review the HOD motion and the detailed comments and feedback, and to determine our workload with our amended task, as reflected in HOD Motion #1. I am certain you are all very familiar with the motion, but I have attached it for your reference.

We identified a few issues needing clarification and/or support and they follow.

1. It has been our understanding that all discussions and decisions with prospective sponsors are "ON HOLD" until the BOD makes a decision on

the final SATF Report. Could you let us know that this is a correct assumption and define what “on hold” means? It would also be helpful to know what groups or corporations this might include without jeopardizing any proprietary conversations. We do not want to hold up any important work of staff in this area but the Committee would like awareness and clarification in the spirit of transparency.

2. According to the HOD motion, the guidelines produced by the SATF will be applicable to The Academy, its Foundation, the DPG’s, and MIG’s. Just to clarify this, we may need to develop separate interpretive guidelines for these groups based on the bylaws and operating policies.
3. Realizing affiliates are independent and considering our bylaws, has discussion taken place regarding how Sponsorship guidelines may be applied to them or how they might accept them? Our discussions included the possibility that the affiliates would follow these guidelines at minimum and could decide to develop stricter guidelines. Is enforcement an issue?
4. We have discussed FNCE exhibitors and sponsors but do not plan to include them at this time. We discussed the potential for future guidelines, but will probably suggest that this occur at a later time, since FNCE and exhibitors present a different set of issues.
5. HOD Speaker, Aida Miles, communicated that the Fall HOD Saturday morning session has been set aside for our report, as well as discussion and feedback. We realize that the HOD will need to digest the report before taking action, so we hope to receive this formal feedback and/or motions as quickly as possible after FNCE. FNCE also presents an ideal opportunity to provide an update to the DPG leadership on the process. Considering all of this, I would like to propose the following projected needs:
  - a. We respectfully request that the Task Force be funded to attend the HOD meeting in Nashville. We foresee the Task Force being present and actively involved in our presentation to the HOD. We would also use this opportunity to have individual SATF members present at DPG and MIG meetings. We also would like to briefly update the Affiliate Presidents’ meeting as well. Thus we request funding for travel, and per diem for at least 2 nights, although 3 would be preferable, to give us a chance to be available for member interaction as well.
  - b. In addition to this request, we will require at least one more Face to Face meeting, probably in December or early January, to prepare for our BOD presentation. I believe this would be travel and 2 nights per diem as well.
6. One of the major areas we discussed at our meeting was the need for full transparency and communication with our members which is included in the HOD motion, and we would like to “hit the ground running” on this issue. Therefore we would like to request the following access/support:

- a. Establish an e-mail address for [SATF@eatright.org](mailto:SATF@eatright.org), for Academy members to contact us as we continue our work. This would hopefully help those who expressed “fear” of being attacked for expressing divergent opinions and establish an open channel for tracking communications from members.
- b. We would like to begin submitting status updates on our work which would not provide details on content but rather the process and timeline. We could post to some or all of the following communication channels:
  - i. A designated area on eatrightpro
  - ii. The Academy Facebook page (if appropriate)
  - iii. Eatright Weekly updates when warranted
  - iv. Updates to the BOD, HOD, Foundation BOD and DPG/MIG chairs, and Affiliate Presidents.

We are trying avoid the misimpression that nothing is being done or that information is not being shared. Depending on a realistic time frame for such access, anything prior to our HOD report would be introductory and/or procedural. We are aware of the need to avoid the appearance of releasing conclusions before they have been voted on or accepted by the HOD or BOD.

We did receive the communication regarding the fact that we will not be formally presenting to the July BOD meeting. Thank you for that decision. Thanks also for the invitation to provide a brief update regarding our June meeting, including a brief review of procedural details and a review of the Task Force members.

SATF members left our June meeting fully engaged ready to tackle their assignments, Our next meeting is scheduled as a call on July 20 with members working on their assignments during this time. Please let me know if you have any questions and thanks for your consideration of our requests.

Respectfully submitted: Kathleen W. McClusky, MS, RD, FAND  
Chair, SATF