



**Stop
Foodborne
Illness**

ANNUAL REPORT

2024



TABLE OF CONTENTS

1. WELCOME MESSAGE
2. BOARD OF DIRECTORS
3. ABOUT STOP
4. VISION AND MISSION
5. CORE VALUES
6. MEET OUR TEAM
7. 2024 HIGHLIGHTS
9. ALLIANCE TO STOP FOODBORNE ILLNESS
11. CONSTITUENT APPRECIATION
12. FINANCIAL POSITION STATEMENTS
13. FINANCIAL ACTIVITY STATEMENTS
14. GET IN TOUCH

WELCOME MESSAGE

Dear Friends of Stop Foodborne Illness (STOP),

As we look forward to continued successes in 2025, this report reflects on STOP's accomplishments in 2024 – in fact, over the six years of Mitzi Baum's tenure as CEO. Under her leadership, the organization became stronger and more effective. We thank her for all she did for STOP and wish her the best in her future endeavors.

In 2024, STOP continued its advocacy to improve the safety of the food supply, with a particular focus on poultry and fresh produce. We supported FSIS's proposal to declare *Salmonella* an adulterant in certain chicken and turkey products and will continue to push for government policies and industry practices that will make these products safer. STOP leadership participated in a number of initiatives aimed at improving the safety of raw fruits and vegetables, including the Produce Safety Dialogue sponsored by the Reagan-Udall Foundation, requested by FDA.

With industry groups and in the media, STOP Constituents continued to share their stories in 2024, underscoring the terrible toll a serious foodborne illness can take – physically, emotionally, and financially. Our initiative – the Alliance to Stop Foodborne Illness – has produced a wide range of materials (including videos and a toolkit) and has shared them with food companies large and small to communicate the importance of “food safety culture” in their operations. We continued to focus on improving food recall notifications and we look forward to the completion in 2025 of a related research project, which will guide our recommendations on how to improve this vital information tool.

Food plays a central role in our lives – it is sustenance, it connects us with family, culture, and celebration. At the same time, food should not make us seriously ill . . . or worse. STOP will continue to work with government agencies and the food industry to better ensure the safety of the food supply.

Kind regards,



Sandra Eskin
Chief Executive Officer



Mitzi Baum
Chief Executive Officer



Gillian Kelleher
Board Co-Chair



Mary McGonigle-Martin
Board Co-Chair

BOARD OF DIRECTORS



Mary McGonigle-Martin
Board Co-Chair
Constituent



Benjamin Chapman
Board Co-Chair
North Carolina State University



Robert Swenson
Board Treasurer
Ostrow Reisin Berk & Abrams,
Ltd



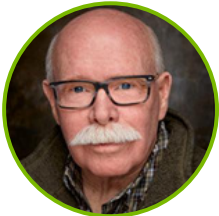
Kiley Doherty
Marin County Department
Health & Human Services
& Constituent



Gillian Kelleher
Kelleher Consultants, LLC



Lisa Robinson
Ecolab



Craig Wilson
IEH Laboratories and
Consulting Group



Stephanie Fogel
DLA Piper, LLP



Joyce Williams
Hatch Consulting, LLC



Mary Heersink
Author & Constituent



Lone Jespersen
Cultivate SA



Michael Taylor
FDA Deputy Commissioner,
retired



Patricia M. Griffin
Centers for Disease Control
and Prevention, retired





ABOUT STOP FOODBORNE ILLNESS

The inception of Stop Foodborne Illness can be traced back to a group of concerned parents and families, whose children fell ill or died from *E. coli* in the 1993 Jack in the Box outbreak. They were driven to prevent others from experiencing and enduring the pain that their loved ones suffered.

Established in 1994, our organization has steadfastly pursued the goal of championing enhanced food safety protocols while offering assistance to individuals who have fallen victim to antiquated regulations not in sync with modern science.

Presently, our commitment remains unwavering in advocating for the welfare of everyone who eats. We continue to give survivors and the families of survivors and victims opportunities to share their stories and advocate for modernizing systems through coalitions, collaboration, and social media education campaigns.

The ensuing report offers a comprehensive overview of our ongoing efforts to stop foodborne illness.



MISSION AND VISION

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

A world without foodborne illness.



CORE VALUES



COMPASSION

Leading with compassion and insight to engage and support individuals and families impacted by foodborne illness.

COLLABORATION

Working in partnership with other organizations to achieve our mission.



INTEGRITY

Operating with honesty and openness. Maintaining highest standards of accountability and stewardship of resources.

EQUITY

Promoting fairness, opportunity and diversity.



LEARNING

Using science, data, and discovery to guide our actions.

ENVIRONMENTAL RESPONSIBILITY

Supporting sustainable practices that reduce the spread of foodborne pathogens and promote a healthy environment.



MEET THE TEAM



SANDRA ESKIN
CHIEF EXECUTIVE OFFICER



MARIA KRYSCIAK
DIRECTOR OF OPERATIONS



VANESSA COFFMAN
ALLIANCE DIRECTOR



STANLEY RUTLEDGE
DIRECTOR OF CONSTITUENT
SERVICES & COMMUNICATIONS



KELLY LOMBARDO
ORGANIZATIONAL ADMINISTRATOR



LILY YASUDA
ALLIANCE MANAGER



MICHELLE HURLEY
SOCIAL MEDIA & SPECIAL
PROJECTS MANAGER

2024 HIGHLIGHTS

30 YEARS OF STOP FOODBORNE ILLNESS

Stop Foodborne Illness celebrated its 30-year anniversary since its founding as Safe Table Our Priority. Since our inception, STOP has remained dedicated to empowering victims and their families to tell their stories and advocate for effective food safety policy.



30

SALMONELLA IN POULTRY

In 2024, we effectively advocated for USDA to propose a *Salmonella* in poultry framework to improve food safety policies and consumer confidence.

STOP3000 FUNDRAISER

Our STOP3000 Fundraiser raised just over \$40,000, which was 133% of our original goal of \$30,000! Over 50 individual donations came in, raising \$15,000 in just 30 days. We raised \$10,000 in sponsorships for the event and reached over 101,000 profiles across social media platforms.



REACHING OUT ON SOCIAL PLATFORMS

Video views on all social platforms increased by 9.3%, reaching 48,457, and total followers grew by 7.2%, with the organization now boasting 28,573 followers. TikTok emerged as a standout performer, leading in video views and demonstrating its value as a platform for educational and awareness campaigns.



2024 HIGHLIGHTS



MEDIA FEATURES

Stop Foodborne Illness made over 1 BILLION media impressions through multiple article mentions, podcast features, public interviews, and quotes. This highlights our commitment to making sure STOP remains a trusted and relevant source of information about food safety.

CONSTITUENT PARTICIPATION

Thirteen constituent advocates graciously volunteered their time representing Stop Foodborne Illness around the United States, to meetings and other events calling for safe food practices and policies by sharing their foodborne illness experiences.



WEBSITE UPDATES

Our website was redesigned to enhance accessibility, streamline navigation, and improve the mobile user experience. Key updates included a more intuitive resource library, updated constituent stories, and a refreshed homepage that better highlights ongoing campaigns and news.

NEW CEO WAS HIRED

2024 marked the beginning of a leadership transition, as we welcomed Sandra Eskin as our new CEO in February of 2025. A nationally recognized food safety advocate and former Deputy Under Secretary for Food Safety at the USDA, Sandra brings decades of experience in public health policy and food system reform.



THE ALLIANCE TO STOP FOODBORNE ILLNESS



In 2024, The Alliance to Stop Foodborne Illness celebrated its sixth birthday. Through the Alliance, STOP is provided the unique opportunity to work in innovative ways with the food industry to foster continued improvement in food safety.

Five working groups continued to create and explore a wide range of areas. This includes a constituent video series for a multitude of audiences that underscored the importance of food safety culture which was the culmination of our Food Safety Culture Webinar Series alongside FDA, recall modernization, eCommerce, and the ongoing development of the Alliance's free Food Safety Culture Toolkit.

At the end of 2024, a total of 1,320 participants have used The Toolkit since it's release, with 523 new registrants in 2024.



ALLIANCE 2024 HIGHLIGHTS

IAFP INNOVATION AWARD

The Food Safety Culture Toolkit was the recipient of the 2024 IAFP Food Safety Innovation Award! At the Annual IAFP Meeting, The Alliance was presented a personalized plaque and \$2,500 Honorarium in Long Beach, California.



THREE NEW MEMBERS!

Throughout the year, the Alliance welcomed three new members: Kellanova, W.K. Kellogg, and the International Dairy Farmers Association.



Kellanova

W.K. Kellogg Co



IDFA
International
Dairy Farmers Association

FOOD SAFETY CULTURE WEBINAR SERIES

In partnership with the FDA, this 11-part accredited webinar series focused on strengthening food safety culture within the food industry. It explored best practices, scientific metrics, and related policy measures.



HIRED A NEW MANAGER

Lily's hire amplifies our strategic focus on storytelling, community-driven engagement, and developing practical resources to embed food safety culture across the food system. Her leadership and creative approach made 2024 a transformative year for the Alliance.



IN-PERSON MEETING SUCCESS

Conagra Brands hosted our third annual in-person meeting in November, designed to strengthen member relationships, celebrate progress, and chart a path forward on key Alliance priorities. This meeting re-energized members to continue implementing policies and programs that protect consumers and save lives.



CONSTITUENT APPRECIATION

Thank you to our constituent advocates!

Their willingness to give their time and service is greatly appreciated.

By sharing their stories and experience they propel the mission of Stop Foodborne Illness.

Trissi Bennett

Suzie Braymen

Charlene Brown

Barbara Chamberlin

Chrissy Christoferson

Amanda Craten

Colette Dziadul

Mary Graba

Ricky Simpson

Jay Simpson

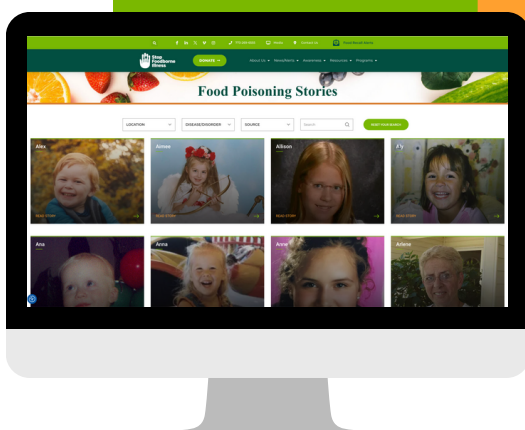
Tony Simpson

Scott Shields

Richelle Shields

Mari Tardiff

[READ THEIR STORIES HERE.](#)



STATEMENT OF FINANCIAL POSITION

ASSETS

	<u>2024</u>	<u>2023</u>
Cash	\$588,660	\$560,354
Unconditional Promises to Give, without donor restrictions	\$28,597	\$30,895
Unconditional Promises to Give, with donor restrictions	\$1,345,833	\$316,250
Prepaid Expenses	\$13,994	\$11,065
Property & Equipment, net	\$2,894	\$5,995
ROU Assets, net	\$867	\$4,313
Deposits	\$1,350	\$1,350
TOTAL ASSETS	\$1,982,195	\$930,222

LIABILITIES

	<u>2024</u>	<u>2023</u>
Accounts Payable & Accrued Expenses	\$15,704	\$33,750
Lease Liability	\$867	\$4,313
TOTAL LIABILITIES	\$16,571	\$38,063

NET ASSETS

	<u>2024</u>	<u>2023</u>
Without Donor Restrictions	\$6,048	\$80,025
With Donor Restrictions	\$1,959,576	\$812,134
TOTAL NET ASSETS	\$1,965,624	\$892,159

TOTAL LIABILITIES & NET ASSETS

	\$1,982,195	\$930,222
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STATEMENT OF FINANCIAL ACTIVITIES

	<u>WITHOUT DONOR RESTRICTIONS</u>	<u>WITH DONOR RESTRICTIONS</u>	<u>TOTAL</u>
<u>SUPPORT & REVENUES</u>			
Contributions			
Businesses	\$172,754	\$358,433	\$531,187
Individuals	\$15,830	-	\$15,830
Foundations & Others	\$297,161	\$1,250,000	\$1,547,161
Interest Income	\$19	-	\$19
In-Kind Donations	-	-	-
Other Income	-	-	-
Net Assets Released from Restrictions			
Satisfaction of Program Restriction Expenditures	\$460,991	(\$460,991)	-
TOTAL SUPPORT & REVENUE	\$946,755	\$1,147,442	\$2,094,197
<u>EXPENSES</u>			
Programs	\$855,319	-	\$855,319
Support Services:			
General & Administrative	\$70,465	-	\$70,465
Fundraising	\$94,948	-	\$94,948
TOTAL EXPENSES	\$1,020,732	-	\$1,020,732
INCREASE IN NET ASSETS	(\$73,997)	\$1,147,442	\$1,073,465
NET ASSETS, BEGINNING OF YEAR	\$80,025	\$812,134	\$892,159
NET ASSETS, END OF YEAR	\$6,048	\$1,959,576	\$1,965,624



THANK YOU

Contact us:

www.stopfoodborneillness.org

@stopfoodborneillness

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