



Dear Veggie U Supporter:

We appreciate your willingness to host a Supper Club event to benefit Veggie U. We acknowledge your commitment and dedication to affecting significant change in our world ~ where we strive to change the way our nation approaches eating forever.

As you know, Veggie U is a non-profit organization dedicated to teaching good nutrition to elementary and special needs students across our country. Our hectic, fast-paced, lifestyles have left us choosing between nutrition and convenience. Evidence shows that both children and adults today are not choosing nearly enough fresh fruits and vegetables in their daily diets. Health problems in a nation of undernourished people are rising in epidemic proportions!

Veggie U, with offices in Oberlin and Shaker Heights, Ohio, is committed to fostering a synergy between educational and nutritional goals to combat this epidemic. We continually strive to identify partners and focus our combined efforts to achieve this goal.

To this end, we have defined guidelines to facilitate the process of hosting and promoting these Supper Club events for the benefit of Veggie U. We encourage you to review the attached information to provide you with the basics needed to launch your event. Should you decide to host a benefit, please complete the enclosed event form and send it to our attention at your earliest convenience so that we can confirm the date(s) on our calendar.

We are excited about the potential of collaborating on this project. Your commitment will benefit the goals of Veggie U, and help children across America develop healthy lifestyles. We thank you for your philanthropic work and your support of Veggie U!

Sincerely,

Nadia Clifford, Executive Director



Supper Club Events Overview

We are honored that you are considering hosting a Supper Club event to raise funds for Veggie U. Veggie U is dedicated to increasing children's awareness of healthy food options, and teaching them how real food reaches their plate. We believe children who are exposed to growing their own food are more likely to include vegetables in their diet. Our national non-profit organization supplies Classroom Gardens and a standards based, five-week science program to elementary and special needs students.

Program Objectives

1. Raise awareness of Veggie U programs among current and potential new donors
2. Assist in creating a pipeline of prospective volunteers and supporters for Veggie U
3. Raise funds for Veggie U

The Veggie U Message

Veggie U is a not-for-profit, 501 (c) 3 founded in 2003. Since then, its classroom garden program has been placed in 6500 classrooms in 36 states.

The Veggie U Classroom Garden is a turn-key, standards-based science curriculum that engages 3rd graders in a hands-on, seed-to-planting-to-harvesting-to-eating experience. The Veggie U Classroom Garden provided to each classroom includes: a Teacher Instructional Manual (with daily lessons, reproducible work sheets and activities, supplemental materials, an educational DVD, and a Special Needs Addendum), a grow light, root viewers, potting soil, soil samples, planting flats and seeds to plant and observe. Live worms are shipped to the school to allow each classroom to assemble their own worm farm. Additionally, Veggie U provides teachers funds and guidelines for purchasing fresh vegetables for their classroom tasting.

Veggie U aims to spark curiosity and excitement that nurtures children's attitudes towards vegetables in a healthy direction. Since the garden grows in the classroom, during the five weeks of lessons students witness the day-by-day growth and development of their plants and learn first-hand where vegetables come from. Lessons on nutrition emphasize the importance of including vegetables in their daily diets like the ones they are growing and empowers children with the knowledge needed to make wiser food choices for a lifetime. Veggie U is an avenue to reverse the epidemic of childhood obesity by providing opportunities for children to learn and practice healthy eating behaviors.

Children cannot be forced to eat healthy foods. It doesn't work. Giving them the opportunity to experience growing food, tasting what they've grown and learning about the benefits of eating healthy are the successful paths to changing attitudes and mindsets to more healthful eating.

Only 6% of schools fund their Veggie U program. The remaining 94% are funded through the generous donations and contributions of individual sponsors, corporate sponsors, and grantors.

Financial Considerations

Proceeds raised by the Supper Club fundraising events will be donated to Veggie U's Classroom Garden Program. To provide you with additional guidelines and realistic expectations, below is a general summary and range of proceeds that may be derived from a Veggie U Supper Club event:

20-40 Guests @ \$50 (and up) per guest dependent on menu and venue
Vitamix raffle (based on discretion of host) ~ \$200 ~ \$800

Vitamix has pledged to donate one Vitamix blender to every host of a Supper Club event. It is left to the discretion of the host as to how the Vitamix gift is used. Possible scenarios include: it may be kept by the host, raffled off to the guests, awarded to the highest donor of the night, etc...

\$1500 ~ \$4000 Dinner Total
\$2300 ~ \$4800 Dinner Total + Vitamix Raffle

Expenses

By hosting, you have volunteered to cover all expenses incurred for event. However, following are suggestions to help to control costs:

Participating guest chef(s) should be asked to donate their services.

While host is responsible for all food and beverage costs, participating chef(s) may be able obtain donations for goods and services. Chef(s) will work to plan cost-efficient menus that utilize food products they may be able to obtain through donations. The host(s) and chef(s) will work together to finalize all items donated and all costs incurred.

Planning Suggestions

Determine the size of your event. Will this be a smaller seated dinner or a strolling reception?

Here are a few ideas:

- Cocktail party with passed appetizers. Themed?
- Seated dinners featuring local chef(s).
- Reception ("walk-a-bout") featuring guest chefs (example 3-4 chefs, each with a serving table).
- Winemaker dinner or reception: highlight one winemaker for entire event versus several vintners.
- Comparative Food or Wine Tasting.
- Host or guest(s) pair up to cook with chef(s)
- Cooking class or demonstration.
- Involve Supper Club Host's or guest's children in the event (shopping for ingredients and/or cooking)

Timing

- Ultimately, allow four to six weeks lead-time for planning and coordination.
- Confirm date with Veggie U staff. Complete attached function form.
- Select a convenient time for you – host and chef(s)

Obtaining Donations: Considerations for hosts and chefs

- Wines for dinner ~ also: complimentary aperitifs and other beverages.
- Food products for dinner: check with local purveyors for donations.
- Party favors to hand out to guests: gift bags from local retailers, chocolates or specialty candies from local confectioners, etc.
- Flowers and decorations: Consider table decorations that may incorporate fresh product.

Event Details

Invitations

- We recommend that invitations be emailed or mailed 3 to 4 weeks in advance of the event.
- Contact the Marketing Department at Veggie U to assist in the creation of the invitations. The Supper Club Host(s) and Veggie U marketing will work together to insure that all expectations are met relative to appropriate messaging within the invitation.

Publicity

- Any and all outside publicity will be approved in advance by all entities (the Supper Club Host, Chef, and Veggie U).
- If approved and appropriate, the Marketing Department at Veggie U will generate press releases and social media posts to publicize event.

Essentials for the event

- Create an Agenda
If appropriate to your event, identify and confirm your speakers and the order in which they will deliver their presentations. Ensure that your speaker(s) know his/her topic in advance and has all the appropriate background information to support the content of their speech.
- Determine who will serve, if appropriate, as master of ceremonies.
- Confirm that Veggie U representative(s) attending your event has reviewed the itinerary and timetable in advance.

Veggie U Display Table

- We request that a table be set up in a prominent location to display the Veggie U Classroom Garden.
- Coordinate one person (Veggie U staff representative) to talk about Veggie U, its purpose, its mission, and funding need.

Capturing Guests' Contact information

- Coordinate with Veggie U staff to identify the best way to capture the contact information of your Supper Club guests. Although one of our goals is to build and sustain brand awareness, we want to insure that both you and your guests are comfortable with any process that captures that contact information.

Printed Menus

- We recommend that your menu be printed to reflect the objectives of the fundraiser and include information on the guest chef(s), restaurant name, address, and descriptions of menu items. Veggie U marketing will assist in creating the menu.
- The menu should also include any additional speaker (vintner, purveyor, etc.) and should list the name and affiliation of each guest speaker, guest chef, and guest(s) of honor. We suggest that the menu also include one or two paragraphs about Veggie U - its history, its purpose, and its mission.
- Companies that donate products or services should be listed on the event menu.

Acknowledgment of Chefs, Sponsors, and Hosts

- It is recommended that ten (10) minutes be allotted prior to or during dinner to allow the Veggie U representative to present the program and its goals to the attendees.
- The host should also bring the guest chef(s) and other VIPs (if applicable) forward for recognition. This presents an opportune time for taking photographs (if applicable).

Complimentary Gifts and "Goodie Bags"

- All guests enjoy receiving a small token or gift, in acknowledgement of their contribution and attendance, when they leave. Also, inside each bag, will be information pertaining to Veggie U. The staff at Veggie U may be able to help coordinate this effort.

Volunteers

- We recommend that you (collaborating with your guest chef) make sure you have enough assistance to help set up, plate, serve, clean-up, decorate and hand out gift bags (if applicable).
- The members of the Advisory Committee have committed to help support the volunteer efforts and needs for the Supper Club events.

Post Event

- Please forward to Veggie U any completed donation forms or requests for processing.
- Please send Veggie U any event photographs (with identification) for possible inclusion in our newsletter and/or website.
- **Please forward to Veggie U the event guest list (with addresses, phone and e-mail if available) for follow-up correspondence.**

Veggie U Contacts

- Nadia Clifford, Executive Director [nadiac@veggie.u.org]
440-774-8344 EXT. 13
- Megan Granson, Business Development [megang@veggie.u.org]
216-789-8111
- Vicki Jenkins, Marketing Manager [VickiJ@VeggieU.org]
440-774-8344 EXT. 12
- John Huff, Board Chairman [jhuff@goodgreensbars.com]
- Patti Schaar, Board Secretary and Advisory Committee Liaison [patti.schaar@gmail.com]
- John Bartels, Board Member and Advisory Committee Liaison [john@invernesswealth.com]

Advisory Committee

Patti Schaar - Shearling

Toni Bacon - Assistant District Attorney

Ann Marie Barta - American Greetings

John Bartles - Inverness Wealth

Tom Kennedy - Inverness Wealth

Michelle Buhr - Inbloom Consulting

Aubree Cox Greico - Entrepreneur

Isabelle DeConingh - Towers Watson

Kellie Emrich - Tri C

Kim Gesci - UH

Holly Hacker - Vitamix

Chad Jones - Detroit Shoreway Community Development

Megan Jones - LAND Studio

Shannon Marimon - Connecticut State Department of Education

Elcin Riza - Real Estate Agent

Jen Rome - WhyCle Blogger

Lisa Ryder - Key Bank

Stacy Smith - Destinations By Design

Vicki Jenkins - Veggie U

Nadia Clifford - Veggie U

Megan Granson - Veggie U

Tia Reed Davis - Inbloom Consulting

Suggested Agenda

A step-by-step agenda details all of the specifics, outlining a plan for what is going to be happening. Once you have identified your chef, it will make sense to take the time to create and write an agenda (as early in your planning process as possible). It will help you with the planning of your details and will insure professional results.

Sample Agenda:

- 5:30 p.m. Make certain all props/gifts/ are ready and available.
- 6:00 p.m. Guests start to arrive. Greeter is assigned to check off names, give table assignments (if applicable)

Champagne is served to guests as they arrive.
- 6:20 p.m. Hors d'oeuvre trays passed among guests.
- 6:30 p.m. The event host introduces Veggie U Rep to guests (one-on-one)
- 6:45 p.m. The event host and the wait staff signals guests to be seated.
- 6:50 p.m. First course is served.
- 7:00 p.m. The event host introduces the Chef(s)
- 7:05 p.m. Host chef speaks to course and ingredients.
- 7:25 p.m. Second course is served. Host chef(s) speaks to course and ingredients
- 7:40 p.m. Introduction is made of Veggie U's Representative. Ten minute presentation is given.
- 7:55 p.m. Third course is served. Dinner continues through remainder of courses.
- 8:15 p.m. Fourth course is served. Host chef(s) speaks to course and ingredients
- 9:00 p.m. Dessert and coffee are served.
- 9:15 p.m. Vitamix is raffled (if applicable)
- 9:50 p.m. Host thanks everyone. Brings up Chef(s) and Veggie U rep. Chef thanks and acknowledges all sponsors and purveyors and wishes everyone a good night. At this time, may solicit for further engagement.
- 10:00 p.m. Gift bags are distributed as guests leave

Supper Club Fundraiser for Veggie U

Please complete and fax or email to Veggie U

Phone (440) 774-8344

Fax (440) 774-8348

Email: MeganG@VeggieU.org

Host Name _____

Phone _____

Email _____

Date and time of Event _____

Host Address: _____

Chef(s) (Full name/affiliation): _____

Proceeds from this benefit will be donated to benefit the goals and objectives of Veggie U.

For further information on Veggie U, please visit VeggieU.org

Print Name _____

Signature _____

Date _____