



To: Mayor John Koniar
Vickey Southern
City of Foley Council Members

From: Cheryl Kirby, Director SHMILY Pack / Pastry Chef SHMILY Tree Bakery

Date: November 25, 2013

RE: Soup-Off Fundraiser for SHMILY Pack

My name is Cheryl Kirby and I am the director of SHMILY Pack. SHMILY Pack is a backpack program that sends food home with children for the weekend that might not otherwise get anything, or much of anything, to eat while away from school. It is put in place to supplement these children's meals over the weekend. We are also developing a mentorship program that forms relationships through community projects and outreach. It is meant to add value to their lives, so that they are not simply receiving a hand out, but learning how to do things for others and help them become productive members in their school, which in turn, helps them see value in becoming productive members in society.

In partnership with SHMILY Tree Bakery and Prisila Hughes with the Coastal Alabama Farmers & Fishermens Market (CAFFM), we are proposing a fundraising effort to raise funds and collect food to benefit the SHMILY Pack program I direct and administer at Magnolia Elementary School.

The soup-off competition would be held on the grounds of the CAFFM outside the market structure proper on December 14, 2013, 8AM to 3PM. This time includes set up, event, and tear down, with the actual event open to the public 11 AM to 2 PM.

Teams of professional and amateur cooks will submit an application and \$20 entry fee to participate. Attendees will donate goods or a small fee to taste and vote for the best soup in the soup-off. Awards and supplies will be garnered from local business and individuals through donations.

This event will not only raise funds and food for SHMILY Pack's significant mission to feed and equip at risk children with important leadership skills, but will also bring attention to the new farmers market. Additionally 50% of the ingredients for all soups entered in the contest must be purchased and certified from participating vendors at the Coastal Alabama Farmers & Fishermens Market, supporting our local farmers, fishermen, and meat producers.

Thank you for your consideration. I can be reached for questions at: 251-978-4993 or ckirby@shmilytreebakery.com.