

Elizabeth Hallgren
JPEC Faculty, University of Iowa
Iowa Western Community College,

December 3, 2015

Re: Statement of Support

To Whom It May Concern:

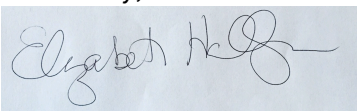
I eagerly submit Brooke Brockman to the InnovateHER Challenge. Brooke's concept, **Is there anything I can do?**, is an online registry for people who are going through times of grief or great suffering. The registry can be shared with friends and family, so anyone who wants to can offer help and support, regardless of where they are located.

The registry will be available to anyone suffering, but specifically targeted toward parents whose children have life threatening or life changing diseases. Parents will be able to register for a wide variety of services provided by volunteers or local service providers - from house cleaning, to babysitting, to driving services, to meal delivery. This service will directly impact the lives of women and families as they deal extremely difficult circumstances by enabling their community, regardless of location, to support them in their time of need.

50,000 children die in the US annually and 500,000 kids cope with life threatening conditions each year. On average each person 40 friends or family members who regularly volunteer. If each of these 40 individuals contribute an average gift of \$20 to the family in need, this business has a potential of generating over \$440 million annually for the participating vendors. **Is there anything I can do?** will collect 15% from vendors as a service fee resulting in an annual revenue potential of over \$65 million a year.

I believe that **Is there anything I can do?** Would make a very positive impact on the lives of women and families when they need it the most.

Sincerely,

A handwritten signature in black ink, appearing to read "Elizabeth Hallgren", is written over a light blue rectangular background.

Elizabeth Hallgren