



ROCHESTER'S FINEST

CYSTIC FIBROSIS FOUNDATION

2020 Rochester's Finest Program Overview

<https://finest.cff.org/Rochester>

Cystic Fibrosis Foundation – WNY/Rochester Chapter

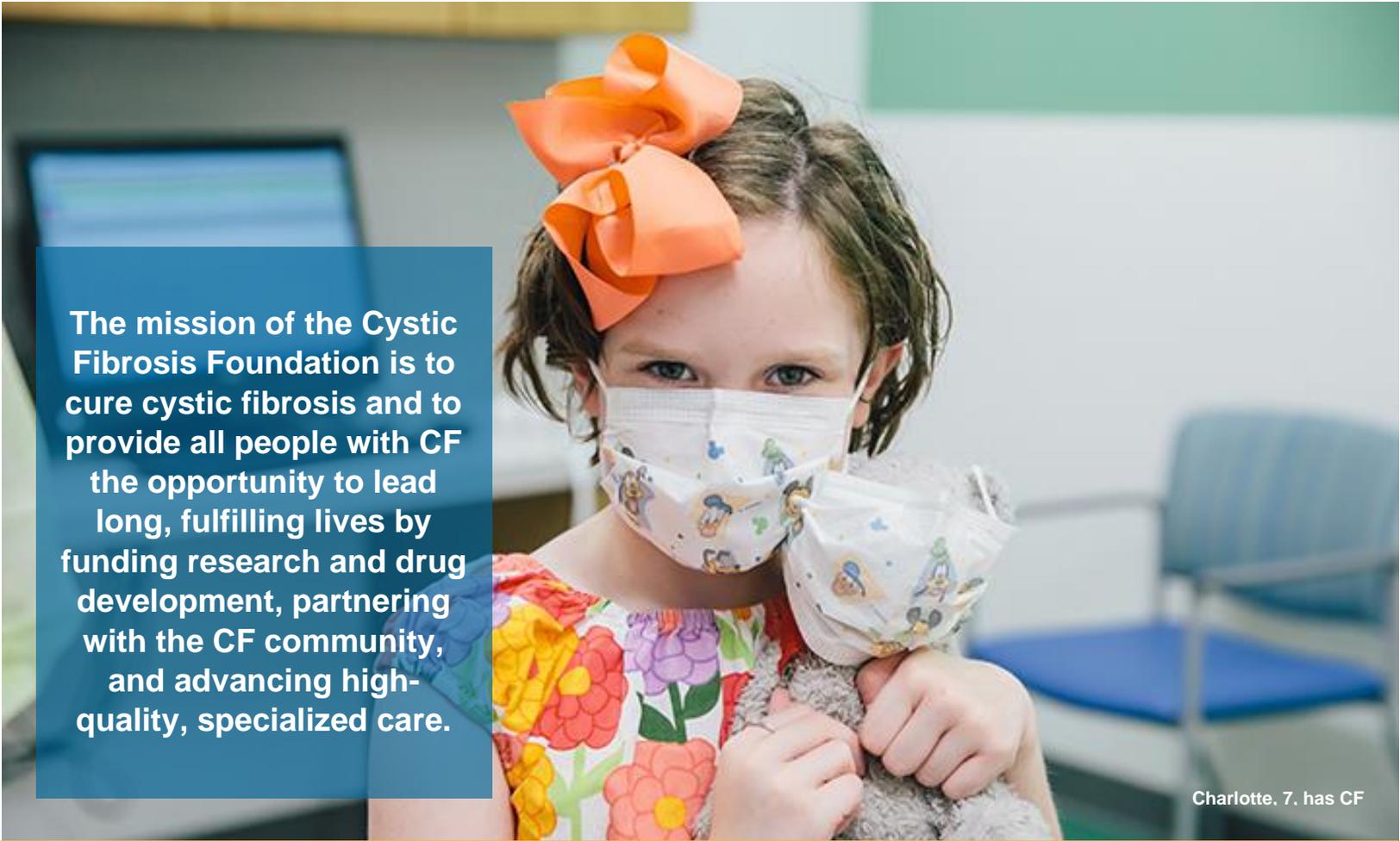
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The mission of the Cystic Fibrosis Foundation is to cure cystic fibrosis and to provide all people with CF the opportunity to lead long, fulfilling lives by funding research and drug development, partnering with the CF community, and advancing high-quality, specialized care.

Charlotte. 7. has CF

THE CYSTIC FIBROSIS FOUNDATION,

leading the way

ABOUT THE CYSTIC FIBROSIS FOUNDATION

Founded in 1955, the Cystic Fibrosis Foundation is the world's leader in the search for a cure for cystic fibrosis. The Foundation was started by parents desperate to save their children's lives. Their relentless and impassioned determination to prolong life has resulted in tremendous strides, and this year we celebrate 65 years of accelerating innovative research and drug development, as well as advancing care and advocacy. Virtually every approved cystic fibrosis drug therapy available now was made possible because of the Foundation and its supporters. Still, we believe no one should have to die at a young age. **We will not rest until we have a cure for *all* people living with CF.**

While people with CF are living longer than in the past, we still lose precious lives every day.

ABOUT CYSTIC FIBROSIS

Cystic fibrosis is a rare, genetic, life-shortening disease that affects every organ in the body and makes breathing difficult. Some people with the disease say it's like breathing through a narrow straw. In people with CF, a defective gene causes a thick buildup of mucus in the lungs, pancreas, and other organs. In the lungs, the mucus clogs the airways and traps bacteria, leading to life-threatening lung infections. Sixty-five years ago, most children did not live long enough to attend elementary school, but thanks to Foundation-based research and care, people with CF are now living into their 40s.



Desi and her mom, Jamie

MEET DESI

After learning that their 10-day-old daughter, Desi, was diagnosed with cystic fibrosis, Jamie and her husband Ross resolved that they would do all they could to share her story and find a cure.

“We went into warrior mode,” said Jamie. “We made a promise that we would do everything possible, in any way possible, to help her thrive, survive, and live the dreams that she decides she wants to live.”

But we’re not done, and we won’t stop fighting until there is a cure for Desi and for all people living with CF.

Despite tremendous progress, we are not yet done. Our story will not be finished until we find a cure for all people with CF.

A CURE FOR ALL

There are now four FDA-approved therapies that treat the underlying cause of CF and more than 25 potential new medications in the CF research pipelines.

Yet, we are not done. Not everyone can benefit from current therapies, so we are committed to exploring all science that has real potential to deliver a cure. We know that no pace is fast enough when you or your loved one are living with the challenges of CF. Advances in new gene-based technologies represent an unprecedented opportunity to end CF as we know it. This will take many years and sustained investment. That’s why community support remains vital.

Together, we can make CF stand for Cure Found.

Your involvement matters as much as ever before to reach our goal towards a cure.

1 in 31

Americans are symptomless carriers of the defective CF gene.

Median predicted age is into the

40s

0

cures exist for cystic fibrosis.

overview

ABOUT THE EVENT

The Western New York/Rochester Chapter of the Cystic Fibrosis Foundation (CFF) and Rochester's Finest will be honoring Rochester's best and brightest young professionals. These honorees show exemplary leadership, are active in their communities and have excelled in their profession or business. These leaders are not only making a positive local impact, they're also committed to supporting the CFF mission – to cure cystic fibrosis.

Those who participate are given the opportunity to display their community involvement and highlight their professional achievements while raising funds to help provide all people with cystic fibrosis the opportunity to lead long, fulfilling lives.

The CFF Rochester's Finest campaign begins with a virtual kick-off reception where the 2020 honorees and the CFF Rochester chapter leadership will meet and mingle. Each honoree will also be assigned a mentor and a CF ambassador. Throughout the campaign, one-on-one virtual meetings and fun, informational networking events will take place. The campaign culminates with a celebration event in October where honorees are recognized!

HONOREE CRITERIA

Each honoree must:

- Demonstrate leadership
- Be successful in their chosen career
- Exhibit willingness to make a commitment to a worthy cause
- Be under 40 years of age

HONOREE BENEFITS

- Helping to provide all people with cystic fibrosis, a life-threatening disease, the opportunity to live long, fulfilling lives
- Recognition in your community as a leader in business and philanthropy
- Networking with elite young professionals
- Having a significant award on your resume and business and social networking sites
- Highlighted as an honoree in the local CFF chapter website, social media and e-news
- Featured in local media (if/when available)
- Recognition as one of the successful honorees and Rochester's top young professionals during the Finest Celebration Event
- Receiving the CFF Finest Young Professional award
- Inclusion in Tomorrow's Leaders, the CFF traditional YP program for one year, starting in October 2020

HONOREE REQUIREMENTS

Each Honoree is asked to secure a suggested minimum of:

- \$2,000 by October 1st

In addition to the financial commitment, each honoree shall:

- Complete and turn in the application
- Provide a short bio to the CFF by July 1, 2020
- Connect by phone with your CFF Finest mentor and CF ambassador before July 14th when possible
- Participate in the honoree virtual kick-off on Tuesday, July 14, 2020
- Join three or more networking events throughout the campaign
 - Finest 101 – learn about CF, and the Finest program, Thursday, July 23, 2020
 - Tour of the Pediatric CF Clinic
 - Professional Development Opportunities
 - Session 1: August 4, 2020: Leadership Performance Workshop
 - Session 2: September 2020 (TBD) Achieving Success
 - Virtual events/social gatherings including happy hours and coffee chats
- Join the Rochester's Finest Celebration Event on Thursday, October 8, 2020
- Support fellow honorees in their CFF awareness and fundraising campaigns
- Provide contact names and addresses to add to the event invitation mailing list
- Be an active alumnus for the 2021 CFF Rochester's Finest campaign

THE NOMINATING PROCESS

- A nominating committee comprised of local business and civic leaders and Finest alumni identifies potential honorees and actively recruits them to participate in the campaign
- Nomination forms are posted online and in other appropriate areas for community and self-nominations
- The nominating committee reviews all nominations and interviews potential candidates if needed; chooses and mentors honorees, notifies those chosen and sends a letter of regret to those who are not chosen



Important Note on Attendance at Foundation Events: To reduce the risk of getting and spreading germs at CF Foundation-sponsored events, we ask that everyone follow basic best practices by regularly cleaning your hands with soap and water or with an alcohol-based hand gel, covering your cough or sneeze with a tissue or your inner elbow and maintaining a safe 6-foot distance from anyone with a cold or infection. Medical evidence shows that germs may spread among people with CF through direct and indirect contact as well as through droplets that travel short distances when a person coughs or sneezes. These germs can lead to worsening symptoms and speed decline in lung function.

To further help reduce the risk of cross-infection, the Foundation's attendance policy recommends inviting only one person with CF to attend the indoor portion of a Foundation-sponsored event at a specific time.

For the outdoor portion, the Foundation recommends that all people with CF maintain a safe 6-foot distance from each other at all times.