



CYSTIC FIBROSIS FOUNDATION

2021 Virtual Milwaukee's Finest Program Overview

Cystic Fibrosis Foundation ~ Wisconsin Chapter
400 S Executive Drive, Suite 109
Brookfield, WI 53005

Contact:
Julia Nilsen, Senior Development Director
jnilsen@cff.org
262.798.2060, ext. 2819

The **MISSION** of the Cystic Fibrosis Foundation is to **CURE CYSTIC FIBROSIS** and to provide all people with the disease the **OPPORTUNITY TO LEAD FULL, PRODUCTIVE LIVES** by funding **RESEARCH AND DRUG DEVELOPMENT**, promoting **INDIVIDUALIZED TREATMENT** and ensuring **ACCESS TO HIGH-QUALITY, SPECIALIZED CARE**.



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 drive and determination to prolong life has resulted in tremendous strides, accelerating innovative research and drug development, as well as advancing care and advocacy. People with CF are now reaching milestones once thought not possible. Yet not everyone can benefit from existing treatments. We believe every person with CF should have the chance to live a long, healthy life – a life free of cystic fibrosis. **Together, we will make CF stand for Cure Found.**

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. Today, children who once would not have lived long enough to attend elementary school are growing up into adults, graduating from college, pursuing careers, having children of their own. Thanks to Foundation-based research and care, many people with CF are now living into their 30s, 40s, and beyond.

We are driven by a dream that one day – every person with cystic fibrosis will have a chance to live a long, healthy lives.

WHY SUPPORT THE FOUNDATION?

Many people with CF are living long enough to realize their dreams of attending college, pursuing careers, getting married, and having children. This is due in large part to the work of the Foundation and the amazing CF community. We helped discover the gene that causes CF, created a state-of-the-art model for CF care, and have funded groundbreaking research. But we're not done. We are working every day to build on this incredible momentum, and we won't stop until there is a cure for *all* people living with CF.



Despite tremendous progress, we are not yet done. Our story will not be finished until we have achieved normal life spans and have a cure for 100 percent of people with CF.

Research Advances

Drugs that treat the genetic cause of CF are rapidly becoming available to more individuals as a result of the Foundation's efforts. There are now three FDA-approved therapies that treat the basic defect in cystic fibrosis for more than half of the population. Perhaps most exciting, more and more people will be helped by these treatments in coming years. In fact, by 2026, we expect that close to 95 percent of people with CF will benefit from similar drugs.

Better Today's

In addition to adding tomorrows by pursuing innovative treatments, we're also committed to helping people with CF live the best lives that they can today. Along with new therapies and a one-time cure, we're still steadfast in our efforts to develop treatments that address the symptoms of CF. We are continuing to invest in CF care by increasing our support for the 120 centers in our innovative care network, with a focus on adult care and mental health. And we're actively focused on lung transplant initiatives for the many adults with CF who need them. We are enabling efforts by and for people with CF. And we're working diligently in the policy arena to ensure that people with CF have access to the care they need. In addition, CF Foundation *Compass*, exists to help people with CF and their families with insurance, financial, legal and other complex issues they are facing.

A Cure For All

But we don't just want to treat CF. We want to end CF – for everyone, including those with rare or nonsense mutations. To bring that vision to life, we are focused on a very high-tech and experimental process called gene editing. Gene editing will remove the genetic mutation that causes CF and replace it with a normal sequence of DNA. Research into using gene editing to cure CF is already underway. Although there are many hurdles, with time and continued effort, we believe we will see a permanent, one-time cure in our lifetimes.

We need your involvement now as much as ever before to reach that goal.

WE ARE ONE, UNTIL IT'S DONE

leaving no one behind

About cystic fibrosis



Americans have CF.

1 IN 31

Americans
are symptomless carriers
of the defective CF gene.

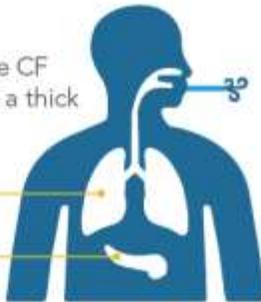
Median predicted
survival age is:

41

years.

Living with CF is a struggle

The defective CF
gene causes a thick
buildup of
mucus in
the **lungs**
and the
pancreas.



Some with CF
say it feels
like they are
**breathing
through
a straw.**



hours a day are spent
doing treatments.
(That's 1 month a year.)

A long, costly road to a cure

MORE THAN

25

promising therapies are
currently in development.

NEARLY

\$3B

was spent by the CF Foundation on
its mission and advancing new
therapies over the past 25 years.

0

cures exist
for cystic fibrosis.

We will not rest until we have a cure for those living with cystic fibrosis.

The CF Foundation is a proven leader in the field of rare disease research and is recognized globally for its unprecedented advancements. The Foundation will continue to invest heavily in science supporting its mission so that we can add tomorrows to the lives of those with this disease – and help improve quality of life today.

overview

ABOUT THE EVENT:

The Wisconsin Chapter of the Cystic Fibrosis Foundation (CF Foundation) and Milwaukee's Finest will be honoring Milwaukee'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 Foundation's mission – to find a cure for all people living with cystic fibrosis (CF).



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 full, productive lives.

The CF Foundation's Milwaukee's Finest campaign begins with a virtual honoree kick-off reception where the 2021 honorees and their respective nominators will be introduced. Honorees will also receive a fundraising packet and will be assigned a CF ambassador and fundraising mentors. Throughout the campaign virtual one-on-one meetings and informational networking events will take place. The campaign culminates with a virtual celebration event 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 lead full, productive lives
- Recognition in your community as community leader in business and philanthropy
- Networking with elite young professionals
- Having a significant award on your resume and business and social networking sites
- Receiving a professional photo to use on your business and social networking sites/materials
- Highlighted as an honoree in the local CF Foundation chapter web site, social media and e-news.

- Featured in local media such as magazines, newspapers, radio, television, community web sites and other social media sites (if available)
- Recognition on (the virtual) stage as one of the successful honorees and Milwaukee's top young professionals at the final celebratory event
- Receiving the CF Foundation's Finest Young Professional award/trophy
- Eligible for prizes based upon fundraising success

HONOREE REQUIREMENTS:

Each Honoree must secure at minimum:

- \$2,500 by the finale

In addition to the financial commitments, each Honoree shall:

- Complete and turn in the application including short bio to the CF Foundation by Thursday, February 4, 2021.
- Attend the virtual honoree kick-off reception on Thursday, March 4, 2021.
- Attend a virtual one-on-one fundraising meeting with your CF Foundation mentor and ambassador
- Attend two – three virtual networking events throughout the campaign
- Attend the virtual Milwaukee's Finest Celebration Event on Thursday, April 22, 2021.
- Support fellow honorees in their CF Foundation awareness and fundraising campaigns
- Provide contact lists for which CF Foundation staff can mail the event invitations
- Be available for pre and post media promotions
- Be an active alumni for the 2022 CF Foundation's Milwaukee's Finest campaign

THE NOMINATING PROCESS:

- A nominating committee comprised of local business and civic leaders 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.