



ROCHESTER'S FINEST

CYSTIC FIBROSIS FOUNDATION

2023 Rochester's Finest Program Overview

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

Cystic Fibrosis Foundation – WNY/Rochester Chapter

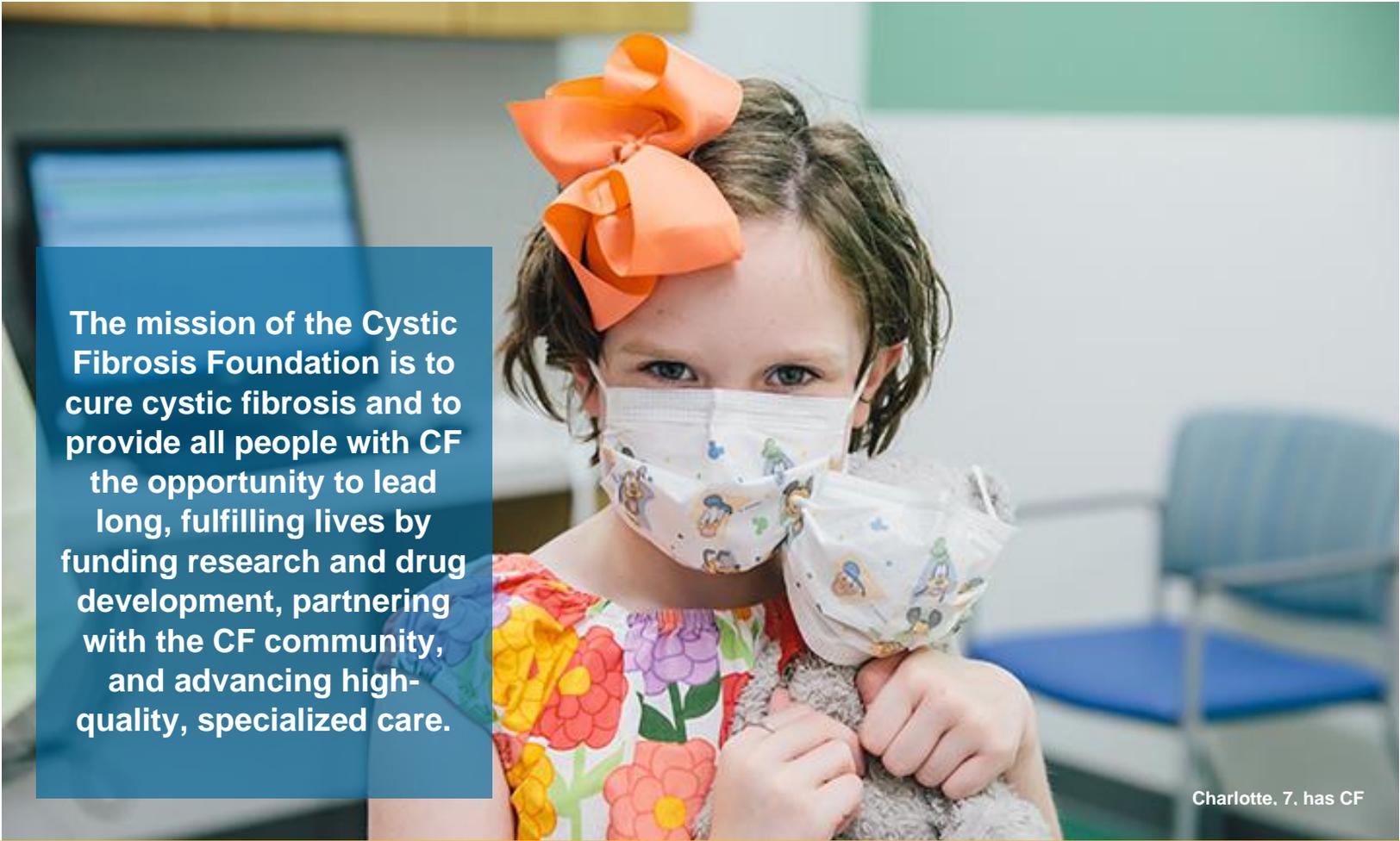
100 College Parkway, Suite 280
Williamsville, NY 14221
www.cff.org

Contact: **Patty Schwarzweller**, Associate Executive Director

pschwarzweller@cff.org

585-326-0448





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

We are driven by a dream that one day – every person with cystic fibrosis will have the chance to live a long, healthy life. Recognized globally, the Cystic Fibrosis Foundation has led the way in the fight against cystic fibrosis, fueling extraordinary medical and scientific progress. The life expectancy of someone born with CF has doubled in the last 30 years. Despite this progress, many people with CF do not benefit from existing therapies.

Our vision is a cure for every person with cystic fibrosis and a life free from the burden of this disease. We will not leave anyone behind. You are an important part of our progress. Together, let's make CF stand for Cure Found.

ABOUT CYSTIC FIBROSIS

In people with cystic fibrosis, a defective gene causes a thick buildup of mucus in the lungs, pancreas and other organs. In the lungs, mucus clogs the airways and traps bacteria, leading to infections, extensive lung damage and respiratory failure. Many people with CF do not benefit from existing therapies, either because their disease is too advanced or because their specific genetic mutations will not respond.

Those who can take current therapies continue to face challenging complications – leading to hospitalizations, missed school and work, and significant interruptions in their daily routine. And, many children and adults with CF still face the sobering prospect of a shortened life span.





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

Winning the fight means working harder and faster. Genetic therapies – our best hope for curing cystic fibrosis – are more complex than anything we have ever done. Progressing a genetic therapy could cost the Foundation 10 times more than the development of a novel therapy a decade ago. The Foundation is leading the way in applying this emerging science to CF.

In addition to CF, there are more than 1,000 diseases caused by this type of genetic mutation, virtually all of which have eluded researchers seeking FDA-approved therapies. While our focus is on cutting-edge research for CF, our hope is that future genetic-based therapies could also benefit many others living with genetic diseases. You are an important part of our progress. Individual and corporate donations help accelerate scientific advancements.

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 survival age for
someone born with CF – More than
doubled since the start of the
CF Foundation.

53

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, but 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 kick-off reception where the 2023 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 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 2023

HONOREE REQUIREMENTS

Each Honoree is asked to secure a 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 15th
- Connect by phone with your CFF Finest mentor and CF ambassador by July 15th when possible
- Participate in the honoree kick-off in July
- Join three or more networking events throughout the campaign
 - Finest 101 – learn about CF, and the Finest program
 - Professional Dev. Opportunities
 - Events/social gatherings including happy hours and coffee chats
- Join the Rochester's Finest Celebration Event in October
- 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 2024 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

