

# Adding Tomorrows

Corporate Engagement  
with the



**CYSTIC FIBROSIS  
FOUNDATION**  
ADDING TOMORROWS



I am a  
**Fighter.**

KENNEDY, age 8

Typically a person with cystic fibrosis must complete at least 30 minutes of therapy and take dozens of pills every day just to stay healthy.

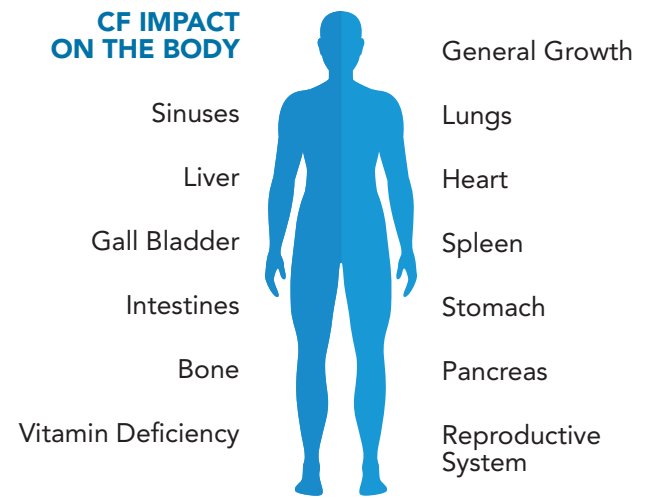


WAYLON, age 5

### CYSTIC FIBROSIS

Cystic fibrosis (CF) is a life-threatening genetic disease that causes persistent lung infections and progressively limits the ability to breathe.

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 infections, extensive lung damage and eventually, respiratory failure. In the pancreas, the mucus prevents the release of digestive enzymes that allow the body to break down food and absorb vital nutrients.

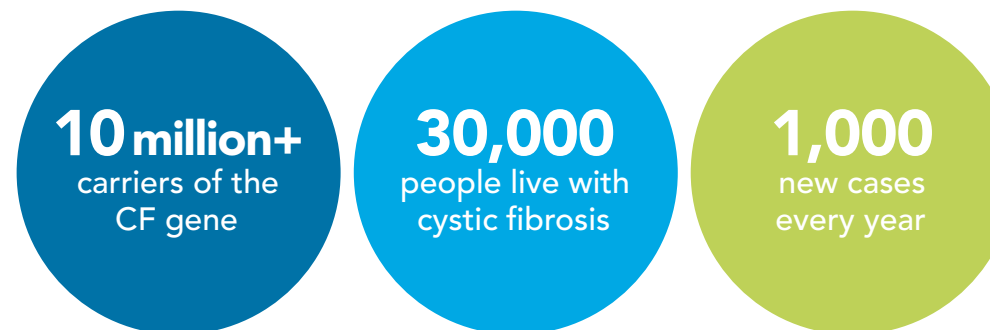


Cystic fibrosis is an inherited disease that leads to respiratory and digestive decline. It tragically shortens lives.

ANNA, age 16



### IN THE UNITED STATES



Cystic fibrosis is a genetic disease. People with CF have inherited two copies of the defective CF gene—one copy from each parent. Both parents must have at least one copy of the defective gene.

It is estimated that 1 in 31 Americans are carriers of the cystic fibrosis gene.





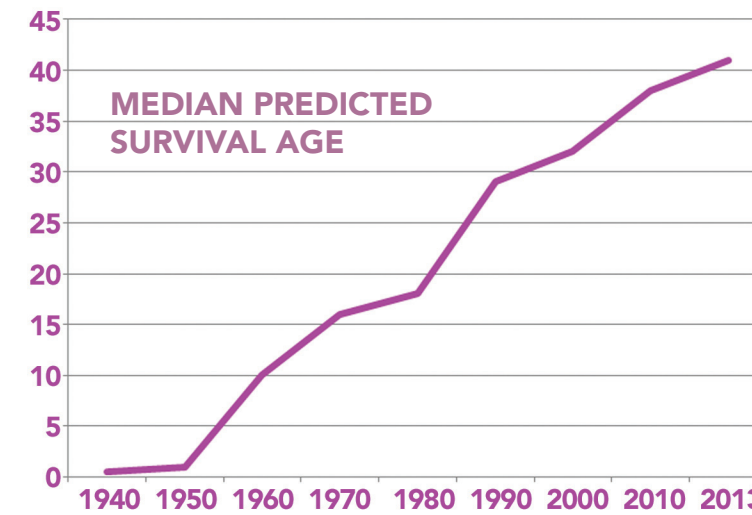
## 60 YEARS OF INNOVATION AND SUCCESS

Faced with insurmountable odds, but determined to save the lives of their children, a group of concerned parents came together in 1955 to form the Cystic Fibrosis Foundation.

At the time, very little was known about cystic fibrosis, but the tenacity and strength of CF families laid the groundwork for monumental progress in research, care and treatment of a rare disease.

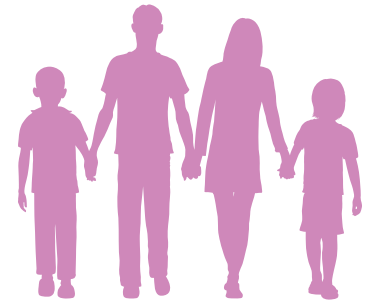
Today, because of their foresight and the hard work and dedication of thousands of families and volunteers across the country, the CF Foundation is the world's leader in the search for a cure for cystic fibrosis.

Recognizing that more people with CF are growing into adulthood, the Foundation recently expanded its focus to more fully enable patient access to treatment and quality care, and engage more actively with the CF adult community.



When the CF Foundation was established in 1955, people born with the disease weren't expected to live to attend elementary school. Today, people with CF are living into their 30s, 40s and beyond.

40.7  
years  
**Median predicted survival age in 2013.**



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...

JADACI, age 6

...by funding research and drug development, promoting individualized treatment and ensuring access to high-quality, specialized care.



## VENTURE PHILANTHROPY

In 1989, a team of scientists supported by the CF Foundation discovered the cystic fibrosis gene and opened the door to understanding the disease at its most basic level.

Yet pharmaceutical companies were reluctant to get involved in rare disease research until the Foundation began directly funding the transformation of scientific knowledge from the laboratory into effective CF treatments.

This pioneering "venture philanthropy" model has generated breakthrough treatments and serves as a model for many other nonprofits.

## DRUG DEVELOPMENT PIPELINE

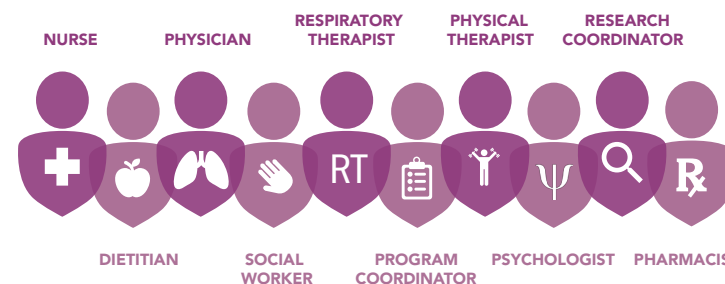
Nearly every CF drug available today was made possible because of the CF Foundation's support and its ongoing work with researchers and leading biotech and pharmaceutical companies.

In 2015, a CF Foundation-supported breakthrough drug that treats the underlying cause of the disease was approved for use in one-third of all people living with CF in the U.S.

## CARE CENTER NETWORK

The Cystic Fibrosis Foundation funds a nationwide network of more than 120 pediatric and adult care centers. Multidisciplinary teams of dedicated health care professionals partner with individuals and their families to help people with CF live longer, healthier and more productive lives.

### THE MULTIDISCIPLINARY CARE TEAM



## PATIENT ASSISTANCE RESOURCE CENTER

To make sure people with CF have the support, information and access to resources they need to take advantage of the best treatments available, the CF Foundation has developed a comprehensive range of access-to-care programs that include:

- Helping patients, their families and CF care centers understand and navigate insurance and reimbursement terms and coverage.
- Providing guidance with coordination of benefits, prior authorizations, appeals and network exceptions.
- Helping patients to meet their co-pay requirements and connecting those in need with resources for financial assistance.

## A COMMUNITY OF PASSION

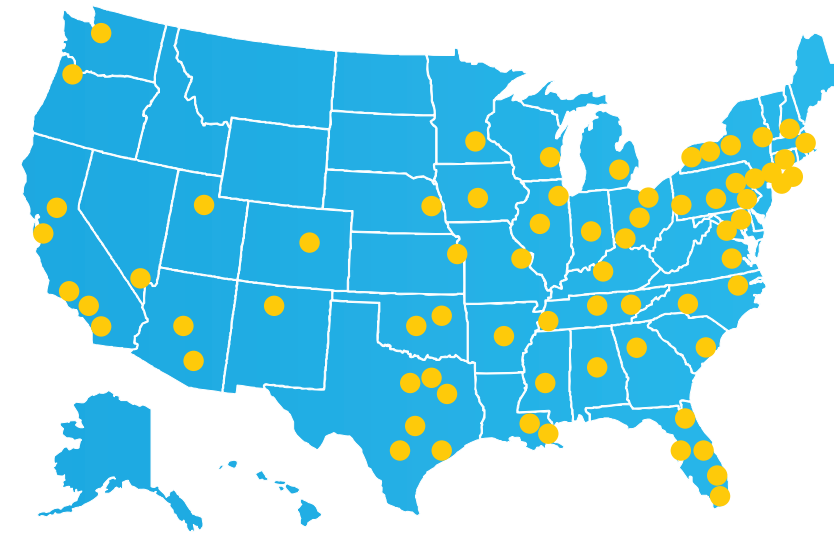
Since our beginning, enthusiastic donors and volunteers have consistently brought their passion, time and connections to their local chapter events and community gatherings that occur throughout the year.

Many donors and volunteers know a person with CF personally and, as outreach and awareness efforts grow, more and more people are joining the cause to end this disease and help add tomorrows.

"The Cystic Fibrosis Foundation was started by people like us — a group of concerned parents who refused to take no for an answer.

"We're proud to be part of the journey to end this disease and are confident the Foundation will find a cure for our son Andy, and for all people living with CF."

CHARLES AND EVA LIPMAN, CF parents



## NATIONAL FOOTPRINT

The Cystic Fibrosis Foundation's 70 chapters and branch offices across the country work closely with volunteer leaders to raise funds and awareness in support of a cure.

Through advocacy, local care center relationships, education about CFF services and working with CF adults, the chapters support the community and reach out to new audiences.



The Cystic Fibrosis Foundation's core values of innovation, passion, commitment and discovery are blended with efficiency and a history of success, making it one of the nation's leading nonprofits.

ERIN and ALEX, Great Strides walk participants



As persons with CF grow into adulthood, many are taking on important roles as ambassadors and advocates to generate public support for a cure for everyone with this disease.

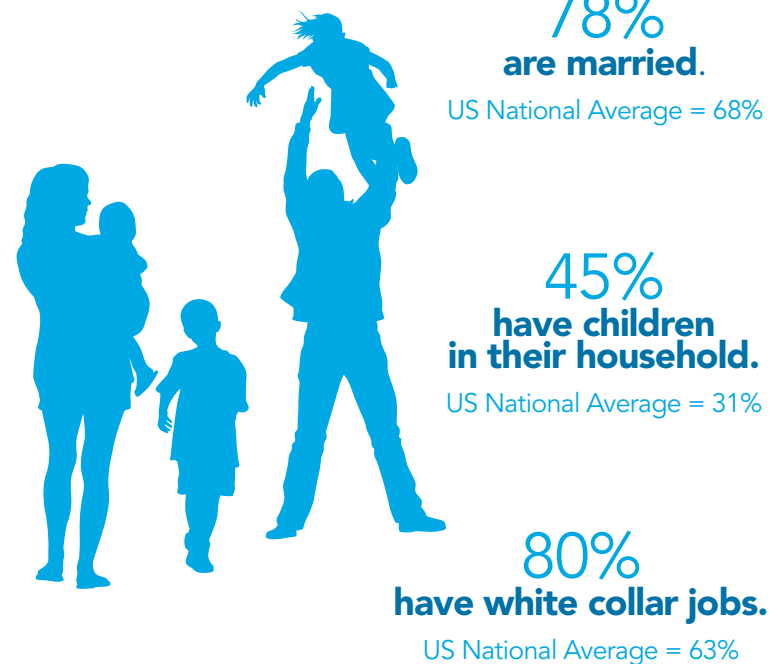
DANA, age 31

## WHO ARE CF FOUNDATION DONORS?

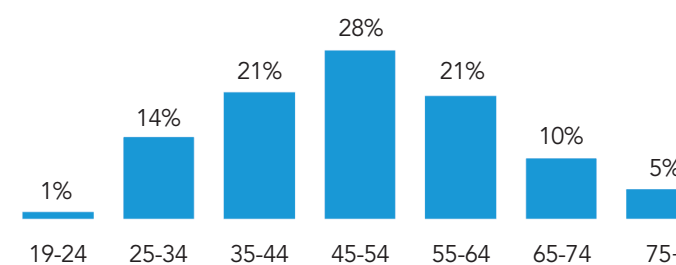
Determined to sustain the Cystic Fibrosis Foundation's progress in the search for a cure, volunteers, donors and friends across the country generously give their time and talents to help add tomorrows for people with CF.

Day after day, these selfless individuals work to raise the funds needed to support lifesaving research and medical programs, and provide critical services for people living with the disease.

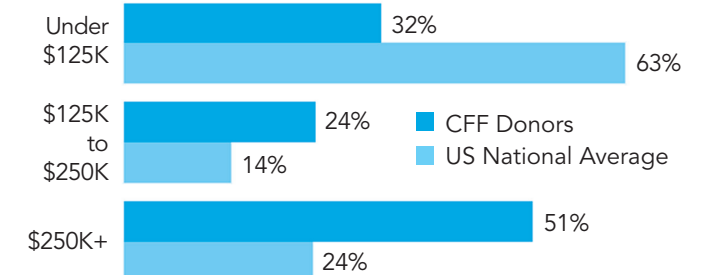
Every step we take is possible because of their support.



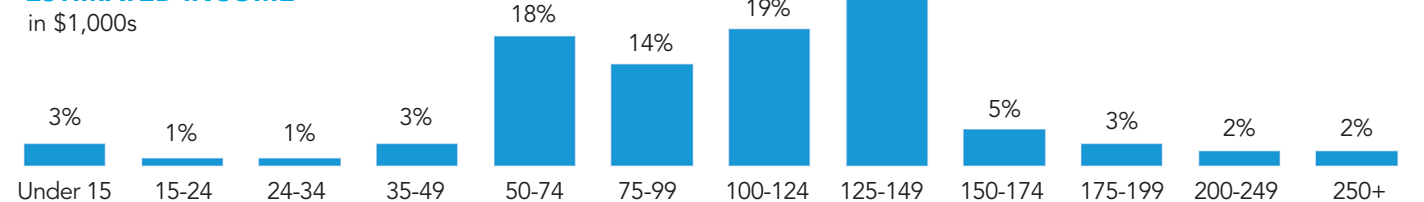
### ESTIMATED AGE



### ESTIMATED NET WORTH



### ESTIMATED INCOME



Demographic data based on comparing CFF donors to the U.S. consumer database managed by CAS, Inc.



## ENGAGING WITH THE CF COMMUNITY

The Cystic Fibrosis Foundation is well-known for its success in special-event fundraising. This includes walks, sports and endurance events, as well as galas and dinners.

Companies can actively engage with the CF community by sponsoring one of the Foundation's many national or local events, joining corporate fundraising teams and encouraging their employees to volunteer.



Great Strides is the Cystic Fibrosis Foundation's largest national fundraising event. Each year, more than 125,000 people participate in over 500 walks across the country to raise funds for cystic fibrosis research and drug development.

## INVOLVEMENT WITH THE LOCAL CHAPTER

By working with CFF staff locally, corporate leaders can make a big impact in the communities where they are headquartered or do business. Some of these opportunities include:

- Serving on local Boards or event committees.
- Providing facilities for events or meetings.
- Providing auction items for events.
- Introducing the CF Foundation to industry peers and other community leaders.

"American Airlines has a strong spirit of giving and, for more than 30 years, we have been proud to add tomorrows by supporting the CF Foundation's search for a cure."

BERNIE WILLETT, Director of Citizenship and Community Programs, American Airlines

American Airlines donates millions of AAdvantage Miles for luxury vacation packages at local gala auctions.

Participation in CFF events allows the entire community to connect with each other and generate funds to help change the history of cystic fibrosis.

THE STANFORD FAMILY  
with KENNEDY, age 16 months



Corporate fundraising teams are a great way to build employee morale, leadership and teamwork while making a difference.



## NATIONAL EVENTS

Local chapters host a number of CFF-branded events. Corporations can become national sponsors or focus their efforts on local activities.



CF Cycle for Life offers the perfect opportunity for cycling enthusiasts of all skill levels to come together and ride in support of a worthy cause in dozens of cities across the country.



Each year in CF Climb events, thousands of participants race the stairs of a tall building or stadium in a challenge of will and endurance to raise funds to fight cystic fibrosis.



The Xtreme Hike program takes hikers through some of the most scenic trails in the nation to raise funds and awareness. Hikers participate in a training program to prepare them for this ultimate endurance challenge.

## ENABLING YOUR CUSTOMERS TO PARTICIPATE WITH US

Retailers and manufacturers are helping build awareness about cystic fibrosis and aligning their brands with the CF Foundation's exciting record of innovation and success through their regular marketing channels.

Creative cause marketing opportunities are available. These opportunities include: encouraging customers to make donations to the Foundation at their retail locations, hosting CF Awareness events at restaurants or stores and inviting customers to add a donation at checkout when purchasing products online.



## SOME OF OUR NATIONAL CORPORATE LEADERS

We are proud to acknowledge these important brands and outstanding industry leaders, who have aligned with the Cystic Fibrosis Foundation's legacy of innovation and success.



## THE CF FOUNDATION'S ONLINE FOOTPRINT



160,500 average monthly unique visitors to [www.cff.org](http://www.cff.org)



197,000 Facebook likes



20,000 Twitter followers



1,300,000 YouTube channel views



3,000 Instagram followers

## CF Fact



Try breathing through a straw. Hard, right? This is what breathing can feel like for people with cystic fibrosis.

May is #CFAwarenessMonth

WHAT TOUCHES ME IS THAT SO MANY CARING PEOPLE HAVE SIGNED ON TO THIS BATTLE SIMPLY OUT OF THE GOODNESS OF THEIR HEARTS. I ALWAYS STAND IN THE SHADOW OF THEIR NOBILITY, IN THE GREATEST OF GRATITUDE, BECAUSE WE FAMILIES WHO HAVE BEEN CURSED WITH CF CANNOT WIN THIS FIGHT ALONE.

FRANK DeFORD — Sportswriter, CFF Board Chair Emeritus





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[www.cff.org](http://www.cff.org)