TAKE YOUR TEAM VIRTUAL!
Support the Cystic Fibrosis Foundation's 65 Roses Challenge through virtual efforts that energize and inspire your colleagues!

While we will not be together in person, we can be together in spirit and participate virtually - showing the strength of our community and passion to find a cure for all people living with cystic fibrosis. The 65 Roses Challenge, organized by the Cystic Fibrosis Foundation, encourages our corporate supporters to help us reach our goal of raising $65 million in 2020. Since our founding 65 years ago, we've made extraordinary progress for people with CF - but there is still no cure.

In this time of uncertainty, supporters like you will help us stay the course as we work to cure CF.

You can participate in the challenge through virtual corporate team fundraising! There are exciting and innovative ways to build camaraderie, and bring colleagues, friends, and family together to support the mission of the CF Foundation. Invite your colleagues to join your efforts to help support the 65 Roses Challenge!

“I dream of the day that the CF Foundation puts an end to this disease. I want to see my loving son have a long and healthy life, like all children deserve.”

KIRAN’S DAD
GET INSPIRED!

Here's an example of how a passionate and steadfast corporate supporter shifted their efforts to a dynamic virtual campaign.

People's United Bank

People's United Bank employees have supported the CF Foundation for years, and while they were unable to sponsor in-person events this year, they still wanted to support the Foundation's mission and recognize our 65th anniversary.

When their normal plans shifted, People's United leadership challenged their employees to raise CF awareness and pledge to virtually walk or run for a minimum of 65 minutes in honor of the CF Foundation's 65th anniversary. Employees were encouraged to do this in their neighborhood and on their own time.

With the focus on employees having fun, staying active, and raising CF awareness, the company kicked-off their virtual campaign with a $6,500 corporate donation to show their continued commitment to the cause.

People's United was excited to have dozens of employees from across the country embrace the challenge and raise awareness of CF. The company looks forward to expanding their involvement in 2021 through teams, volunteering, and event support.

STEP 1: Promoted the campaign on their company's intranet.

STEP 2: Encouraged employees to register for the company's challenge.

STEP 3: Participants were asked to snap a photo of how they were participating in the challenge and share on social media. Suggested hashtags were provided.

STEP 4: Employees were asked to get creative and wear either People's United swag or Cystic Fibrosis Foundation branded clothing from prior events.

STEP 5: People's United shared the CF Foundation's website to further their employees' understanding of CF and the CF Community Blog to read personal stories from members of the CF community.
NEED SOME IDEAS?

For all campaigns, a virtual kick-off is a great way to jump start your efforts!

This can be created as an online event to build excitement, share goals, and engage your employees in this challenge. Your local CF Foundation chapter can help provide support and tips for achieving success.

Opportunities to deepen your company's relationship with the Foundation:
- Add a sponsorship to your team's fundraising
- Apply matching gifts to your donations
- Create a custom company match based on your fundraising goal
- Ask your chapter about a CF ambassador for your company

Below are a few ideas to inspire your team-based fundraising efforts. We'd love to hear about other ideas that you and your colleagues have.

<table>
<thead>
<tr>
<th>Fitness and Sports</th>
<th>Outdoor and Miscellaneous</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Run 65 miles in 65 days</td>
<td>• Organize a car parade in your neighborhood</td>
</tr>
<tr>
<td>• Swim 6,500 yards or meters</td>
<td>• Host a virtual talent show or comedy hour</td>
</tr>
<tr>
<td>• Walk 65,000 steps in a week</td>
<td>• Livestream a virtual game night</td>
</tr>
<tr>
<td>• Cycle 65 miles in a weekend</td>
<td></td>
</tr>
</tbody>
</table>

Become a National Corporate Team!

Take your corporate team to the next level by joining the more than 40 remarkable companies that made the decision to become a Cystic Fibrosis Foundation national corporate team.

National teams receive additional and meaningful recognition while making a difference in their communities and for people living with cystic fibrosis.

To learn more, contact your local CF Foundation chapter or email corpdev@cff.org.