



Sedona Xtreme Hike

April 19 – April 21, 2024



The Cystic Fibrosis Foundation is proud to host the

2024 SEDONA XTREME HIKE

The Xtreme Hike is a three-day destination experience that includes one full day of hiking. It is a fundraising event that challenges people to test both their fitness and philanthropic capacity.

fightcf.cff.org/2024SedonaXtremeHike





Hello Xtreme Hiker,

Thank you for joining the 2024 Sedona Xtreme Hike. Congratulations on taking the first step on your journey. The Cystic Fibrosis Foundation's Xtreme Hike is about reaching new heights. It's a journey of passion, determination, and personal triumph as much as it is an opportunity to make a difference in the lives of people living with cystic fibrosis.

Our Xtreme Hike promises to be an extraordinary experience. You will make new friends while hiking through the spectacular desert landscape, while raising awareness, and helping to further our mission of a cure for ALL with cystic fibrosis.

Xtreme Hike is a challenge of monumental proportions. It is a physical and philanthropic commitment unlike any other, and our staff and volunteers are here to ensure you receive the support you need.

Your Xtreme Hike begins with the enclosed packet. It includes important information to help you prepare for this one-of-a-kind hike. Topics include:

- Fundraising Strategies
- Tentative Itinerary
- Transportation and Lodging
- Hike Gear

Please contact me with any questions or if you require any assistance leading up to the hike. I am here to support you.

Toni Bauman
Senior Development Director
tbaum@cff.org
Arizona CFF Office: 602-224-0068

The CF Foundation is committed to ensuring the health and wellbeing of individuals attending Foundation events. Individuals attending CF Foundation events must abide by the Foundation's Event Attendance Policy (www.cff.org/attendancepolicy), which includes guidance for event attendees living with cystic fibrosis.

We want your experience with the 2024 Xtreme Hike to be as fulfilling as possible. Please contact your local chapter office or the Arizona Chapter office with questions or comments.

Fundraising Checklist: 8 Steps to Success

✓ 1. Set your fundraising goal

- Log in to your personal webpage and select your personal fundraising goal.
- Set a goal of at least \$5,000 to be a 'top hiker'. Once you have raised \$5,000, a special award badge will display on your web page and you'll be acknowledged at our post-hike Victory Breakfast on Sunday morning. If you are a team leader, set a team goal. Teams that raise at least \$20,000 will be recognized as a 'top team' with a badge on each team member's personal web page and acknowledgment at our post-hike Victory Breakfast.

✓ 2. Set up your personal web page

- It only takes a few minutes to set up a personalized Xtreme Hike web page. Use your own story and photographs to inspire family and friends to support your fundraising efforts.
- Those who want to support you can donate online, join your team virtually (to help you fundraise!) or forward your page on to their friends.

✓ 3. Write a fundraising email

- Inform your family, friends, and colleagues that you have signed up and made a commitment to help find a cure for all with cystic fibrosis.
- Tell them why you are hiking and ask for their support.
- Use your participant center to manage your fundraising emails and donor 'thank you' notes.

✓ 4. Go Mobile

- Download the **Xtreme Hike** mobile application to fundraise on the go! You can download the app from the Apple or Android store.

✓ 5. Invite your friends to be virtual hikers on your team

- Everything is more fun with friends! Ask a friend, or two, or more to join you in the fight against CF. Anyone can sign up as a virtual hiker, set up their own web page, and ask their friends and family to support our search for a cure.

✓ 6. Follow up with the people you asked

- Most people donate within three days of receiving your email.
- If one of your prospective donors doesn't reply to your email, send out a reminder and ask again.

✓ 7. Ask your employer about matching gifts – (and ask your donors to do the same!)

- Find out if your employer has a matching gift program and ask if they will match the total you raise. Many Xtreme Hikers have doubled their fundraising in this way!

✓ 8. Thank your donors and tell them about the event

- Share the fun and challenge you experience at the event. Tell them how much you raised. Those who support you will appreciate knowing their contribution made a difference.

Mission of the CF Foundation:

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.

Let's Get Started

Set a Fundraising Goal

Decide how much you are going to raise and make it known to your family, friends, and colleagues. People are eager to support you reaching your goal.

Hikers are asked to raise a minimum of \$3,000. Many hikers raise more than the minimum.

CF Foundation staff are here to help you succeed. Please reach out if you have questions!



Set up your Hike page

Upon registration, you received your own Xtreme Hike fundraising page. Your page is most effective when customized with your own story and pictures. Use it to start fundraising now! Each registered Xtreme Hiker has access to the Participant Center. The Participant Center tools assist you in sending emails and texts to friends and family and editing your personal page. This is also where you track your fundraising progress.



Fundraising Materials

To assist you in raising awareness and promoting your fundraising efforts, materials are available to download from the hike website or through your local chapter.

Need help? Contact your local chapter or the Arizona Chapter at office: tbauman@cff.org or 602.224.0068.

Get Social!

One of the easiest ways to gain support and increase donations for Xtreme Hike is to share your personal web page link with friends and family. Use your social media accounts to post about your participation in Xtreme Hike and include your web page link to make it easy for your followers to donate. You can now use Facebook Fundraising! Log into your Participant Center, click 'Fundraise on Facebook', then invite your Facebook friends to donate. It's fun to watch your progress and spread awareness about our Xtreme Hike.

Event Information:

HIKER AGE POLICY

Safety on the trail for the day of the Xtreme Hike is the CF Foundation's number one concern. Please help us maintain a safe environment for all registered participants. **All participants must be registered and at least 18 years of age.**

- Restrictions are imposed by the trail authorities on the number of event participants allowed on the trail on the day of the hike (including our hikers, volunteers, and staff). Fees could be assessed against the CF Foundation for exceeding the number of event participants, volunteers, and staff allowed.
- For safety concerns, we ask that 'guests' or unregistered participants NOT be invited to join registered hikers during the Xtreme Hike. Additional unregistered hikers could compromise safety resources on the trail and diminish the experience for registered Xtreme Hike participants.
- Please note that the CF Foundation has the right to ask any participant to leave the event at any time if this policy or other CF Foundation policies are not followed.

Our staff is happy to answer any questions you may have regarding this policy.

TRANSPORTATION

Our Xtreme weekend begins on Friday morning as our entire group boards the motorcoach and departs for Sedona. Our staff and team of Hike Guides may cover important information during the ride and you'll have time to get to know your fellow Hikers. It's an added benefit to get up and move during the drive and alleviate pre-Hike anxiety by speaking with our Guides. We encourage all Xtreme Hikers to experience this part of the event.

TENTATIVE ITINERARY (all times approximate and will be updated)

Friday, April 19

- | | | |
|-----------------------|---|--|
| 9:00 am | - | Check in, load the bus – light breakfast
CFF Office – 2777 East Camelback Road, Suite 330
Phoenix, AZ 85016 |
| 10:00 am | - | Leave CFF chapter office |
| 12:30 pm | - | Opportunity to explore uptown Sedona, grab lunch, departure time TBD OR
continue on to Poco Diablo Resort & Spa for some quiet, relaxation time |
| 4:00 pm | - | Check in at Poco Diablo Resort & Spa |
| 6:00 - 8:00 pm | - | Pre-hike Dinner
Safety presentation and hikers and volunteers share their CF connection |

Saturday, April 20

- | | | |
|-----------------------|---|--|
| 5:00 am | - | Hikers check-in on the bus and travel to trailhead |
| 6:00 am | - | Group photos and hike begins! |
| 3:00 - 7:00 pm | - | Hike concludes - Celebration Time!
Post hike dinner on your own |

Sunday, April 21

- 8:00 am - Victory Breakfast
- 10:00 am - Bus departs for Phoenix
- 1:00 pm - Bus arrives at CFF office in Phoenix (time approximate)

LODGING - Poco Diablo Resort & Spa 1752 AZ-179, Sedona, AZ 86336

Due to limited lodging availability, we request that you room with registered hikers within your family or friends when possible. Please contact Toni Bauman at tbauman@cff.org to provide your lodging details. Lodging is reserved on a first come basis.

HIKE VOLUNTEERS

We are very proud of our team of volunteer Hike Guides who provide support and guidance to our Xtreme Hikers. They are experienced hikers who know the terrain and how to successfully complete the hike. They are available leading up to Xtreme Hike weekend and throughout the Hike to answer questions and provide support.

Xtreme Hike is a unique experience in our mix of CF Foundation events. Each Xtreme Hike provides the opportunity to share your story, bond with others, and experience a mental and physical challenge unlike any other. Many of our Xtreme Hikers say it is the perfect metaphor for the daily fight of those with cystic fibrosis.

WHAT TYPE OF HIKING GEAR DO I NEED?

Below you will find suggested gear for the hike. Please reach out to your Hike Guide, local hiking community or the CFF office for additional information. **BOLD** items are critical for this hike.

- ___ **Hiking boots/Trail Shoes** (please make sure these are well fitting and broken in – not brand new!)
- ___ **Hydration pack/bladder – 3 Liters (leakproof!)**
- ___ **Headlamp (sunrise is at 5:47 am so we may start out in the dark)**
- ___ **Brimmed hat**
- ___ **Trekking poles**
- ___ Lip protection (highly recommended)
- ___ Suntan lotion (highly recommended)
- ___ Sunglasses (highly recommended)
- ___ Medication you may need during the hike
- ___ Moleskin
- ___ Extra socks
- ___ Bandana
- ___ Plastic water bottle for electrolyte powder/drink
- ___ Identification i.e., driver's license
- ___ Tissue/Wipes
- ___ Cell phone to take fabulous photos of your journey!!