

# 2021 XTREME HIKER GUIDE

30.1 MILES - ONE DAY - A LIFETIME OF HOPE

September 24-26, 2021 - Lake of the Ozarks State Park, MO

<http://fightcf.cff.org/gatewayxtremehike>



The Cystic Fibrosis Foundation Gateway Chapter

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**CYSTIC FIBROSIS  
FOUNDATION®**

**XTREME HIKE**  
CYSTIC FIBROSIS FOUNDATION

# WHAT IS THE XTREME HIKE?

In 2009, avid hikers and longtime Foundation supporters, John Barlow and Amos Beason presented themselves with a challenge: to hike 30.1 miles, Art Loeb Trail in a single day to give hope to those who may never have the opportunity to experience the thrill of climbing a mountain because they are limited by cystic fibrosis. After a long and grueling day of hiking in the North Carolina Mountains, they accomplished their goal and their passion has inspired hikers throughout the CF community, across the nation, and beyond to continue hiking until a cure is found.



In 2013 the XTREME HIKE program launched in Missouri with the Gateway Chapter and has raised more than \$1.5 Million for vital CF research, development of new therapies, care, and education. Chapters across the country have been inspired to start an Xtreme Hike and today our National Xtreme Hike Program has raised more than \$16 Million in over 22 different CF Chapters.

## NATIONAL XTREME HIKE PROGRAMS



186

Xtreme Hike  
Events Since 2009

21

Number CFF Chapter's  
that host the Xtreme Hike

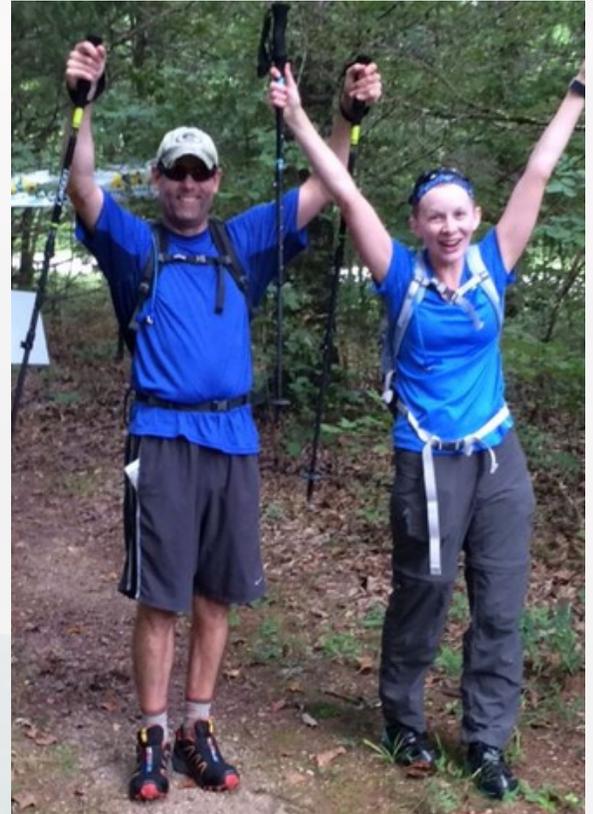
\$20

Million Dollars Raised  
Nationally Since the Inception  
of Hike in 2009

# WHAT IS THE XTREME HIKE?

In just one day a dedicated team of Xtreme Hikers will hike a 30.1 mile stretch of the famed Appalachian Trail to raise funds and awareness for the CF Foundation's mission to find a cure for cystic fibrosis. The Xtreme Hike Team will meet in the mountains and the CF Foundation will take over everything from there!! Your experience will include the following:

- Accommodations for 3 days & 2 nights
- Transportation to and from the trail on Hike Day
- Aid Stations every 8-10 miles stocked with nutrition, hydration, volunteers, first aid & support
- Xtreme Hike Shirt & Bag
- Pre-Hike Carb-Load Pasta Dinner
- Finish Line Celebration
- Post Hike Dinner, Celebration, and Drinks
- Victory Awards Breakfast
- Daily Workout Calendar/10 week Training Program
- The Xtreme Hike Coaching Team to assist you
- An Xtreme Hike Fundraising page to help funnel your generated donations to the XH Team Goal
- The ability to make CF stand for CURE FOUND!!



## FUNDRAISING & TRAINING COMMITMENT

Recommitting to XTREME HIKE to Cure Cystic Fibrosis signals that you feel confident you will meet your goal of raising \$2,500 and completing the Hike program. Recommitment is a pledge to yourself and the Cystic Fibrosis Foundation that you will raise at least \$2,500 by one-month post-event or have communicate to staff on plan to reach your goal by year end.

If you do not wish to recommit to the XTREME HIKE program by the Recommitment date, you will not be held responsible for raising any additional funds. Any donated funds raised to date for the Cystic Fibrosis Foundation will remain 100% tax-deductible to all of your donors but are non-refundable.

**RECOMMITMENT 08/23/2021 - 08/27/2021**

# WHY WE HIKE

Cystic fibrosis is a genetic, life-shortening disease that affects every organ in the body and makes breathing difficult. A defective gene causes a thick, buildup of mucus in the lungs, pancreas, and other organs leading to infections, extensive lung damage, and eventually, respiratory failure.



## MILESTONES

- We helped discover the gene that causes CF, created a state-of-the-art model for CF care, and have funded groundbreaking research. Nearly every drug to treat CF that is available today was made possible because of the Foundation's support.
- Because of the work of the Foundation and our community of supporters, there are now four FDA-approved therapies that treat the basic defect in cystic fibrosis for more than half of the population.
- The FDA has approved the first triple-combination therapy Trikafta™. The approval of this drug means that approximately 90 percent of people with CF could eventually have a highly effective treatment for the underlying cause of their disease.

## A CURE FOR ALL

We don't just want to treat CF, we want to end CF. For everyone, including those with rare or nonsense mutations. Although there are many hurdles, with time and continued effort, we believe we will see a permanent, one-time cure in our lifetimes -- but we need your help.

# READY TO COMMIT? NEXT STEPS:

- Register for the Xtreme Hike
- Get to Know Your Participant Center
- Customize Your Hike Webpage & URL
- Set Your Fundraising Goal
- Send a Fundraising Email
- Share to Social Media
- Go Mobile, Download the FIGHT CF App
- Invite Friends to Participate with You
- Make a Plan - Plan a Fundraiser!!
- Follow-Up & Thank People Who Have
- Do Your Donors Match Gifts?
- Raise Money on the Trails
- Thank Donors & Tell Them About the Experience



## 1. REGISTER FOR THE XTREME HIKE

Sign up and join the Xtreme Hike as a team or register as an individual. Go to [fightcf.org/gatewayxtremehike](https://fightcf.org/gatewayxtremehike) to join the Xtreme Hike. Registering creates your own personal fundraising page where people can go to donate! For further detailed registration, instructions click [here](#).

## 2. GET TO KNOW YOUR PARTICIPANT CENTER

Your Participant Center contains many resources to help you along your fundraising journey. You log in through the Xtreme Hike website with the username and password you created. This is the place where you can send fundraising solicitations and thank you emails, update your goal and track your progress. [Click here for a Participant Center overview](#).

## 3. CUSTOMIZE YOUR HIKE WEBPAGE & URL

It takes just a few minutes to set up your own personalized Xtreme Hike page, and it's quick and easy to share with friends. You can edit your page from the 'Personal Page' tab in your Participant Center. This can be customized with a picture of someone you are hiking in honor of, or a picture of you! Take the time to shorten your fundraising link so that it is easy to share with friends and family. Need more help?

[Click here](#).

#### **4. SET YOUR FUNDRAISING GOAL**

Select your personal fundraising goal to start, each hiker is asked to set their goal at a minimum of \$3,000 per hiker. Set a goal of \$5,000 to become a Top Hiker or even \$20,000 for a real challenge! Once you reach your goal, be sure to increase your goal and keep fundraising! The earlier you get started, the better.

#### **5. SEND A FUNDRAISING EMAIL**

Tell your friends, family, and colleagues that you have signed up and made a commitment to help fund a cure for CF! Use the email template included in your Participant Center on the Xtreme Hike website or write your own message to let everyone know why you are hiking and asking for their support. No donation is too small, and every gift is 100% tax-deductible.

#### **6. SHARE ON SOCIAL MEDIA**

The Xtreme Hike is a unique event, and your friends and family on social media will want to hear about it! Post your training progress, fundraising updates, and thank people publicly for their donations. Try our new Facebook Fundraising feature, but make sure to set this up in your Participant Center so that it links to your fundraising page! Also, make sure to join the [Xtreme Hike Facebook Group](#), this is a great resource for all hikers.

#### **7. MAKE A PERSONAL DONATION**

The best way to encourage other people to donate to your cause is to set an example and make a self-donation! It is easier to get started fundraising with money in the bank!

#### **8. GO MOBILE - FIGHT CF APP**

Download the [FIGHT CF](#) mobile application to fundraise on the go! This user-friendly mobile app can help you solicit and thank people for their donations on the go via text, email, and social media with pre-written messages. It also now tracks your activity and lets you deposit checks with only a snapshot!

#### **9. INVITE FRIENDS TO PARTICIPATE WITH YOU**

Everything is more fun with a friend! Ask a friend, or two, or more to join you in the fight against CF.

## 10. PLAN A FUNDRAISER

Great fundraising events always begin with a passion! Create an event inspired by your favorite hobbies or develop a unique fundraising event or opportunity. Use our [Passion Fundraising](#) website to make your fundraising dreams become a reality!

## 11. FOLLOW-UP WITH YOUR CONTACTS

Reach back out to the people you contacted about supporting your fundraising efforts and thank the ones who have already donated. Most people donate within three days of receiving your email, so if one of your prospective donors doesn't reply, your email might have been lost in the shuffle. Send out a friendly reminder and ask again!

## 12. CHECK TO SEE IF YOUR DONATIONS ARE ELIGIBLE FOR MATCHING GIFTS

Find out if your employer or the employer of one of your donors has a matching gift program for an easy way to double a donation. [Click here](#) to view our Matching Gift database to see what companies are eligible for matching gifts.

## 13. EVENT DAY & POST-EVENT FUNDRAISING

What does the Xtreme Hike really look like? From the moment you wake up until you cross the Finish Line share your hike journey with your people on social media on event day! Along with pictures and posts illuminating your experience, be sure to tell them how much you have raised or how much you have left to raise.

## 14. THANK YOUR DONORS

Thank every donor! Tell your donors how much you raised and once again share photos of your triumph in a post-hike email. This is not only a thank you but one last post-hike donation solicitation. Sending a thank-you email or writing a personal letter to each donor will mean a lot to those who supported you!





# DONATION FORM

Name of Donor: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_

I would like to make the following donation to the CF Foundation in support of

Xtreme Hiker: \_\_\_\_\_ Donation Amount: \$ \_\_\_\_\_

Note to Hiker: \_\_\_\_\_

Circle method of payment: Check OR Credit Card  
Amex / Discover / MC / VISA Last 4 digits \_\_\_\_\_

**\*\*Please make all checks out to CFF\*\***

Cardholder's Signature: \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_

The information on the bottom of this page will be securely destroyed after processing

Simply mail this form with your donation to:

**Cystic Fibrosis Foundation**  
**Attn: XTREME HIKE - Anna Kusnierkiewicz**  
**8251 Maryland Ave., Ste 16**  
**Saint Louis, MO 63105**

Or donate securely online at

**<http://fightcf.cff.org/gatewayxtremehike>**

Click "Donate Now" and you will be given the option to enter your hiker's name.