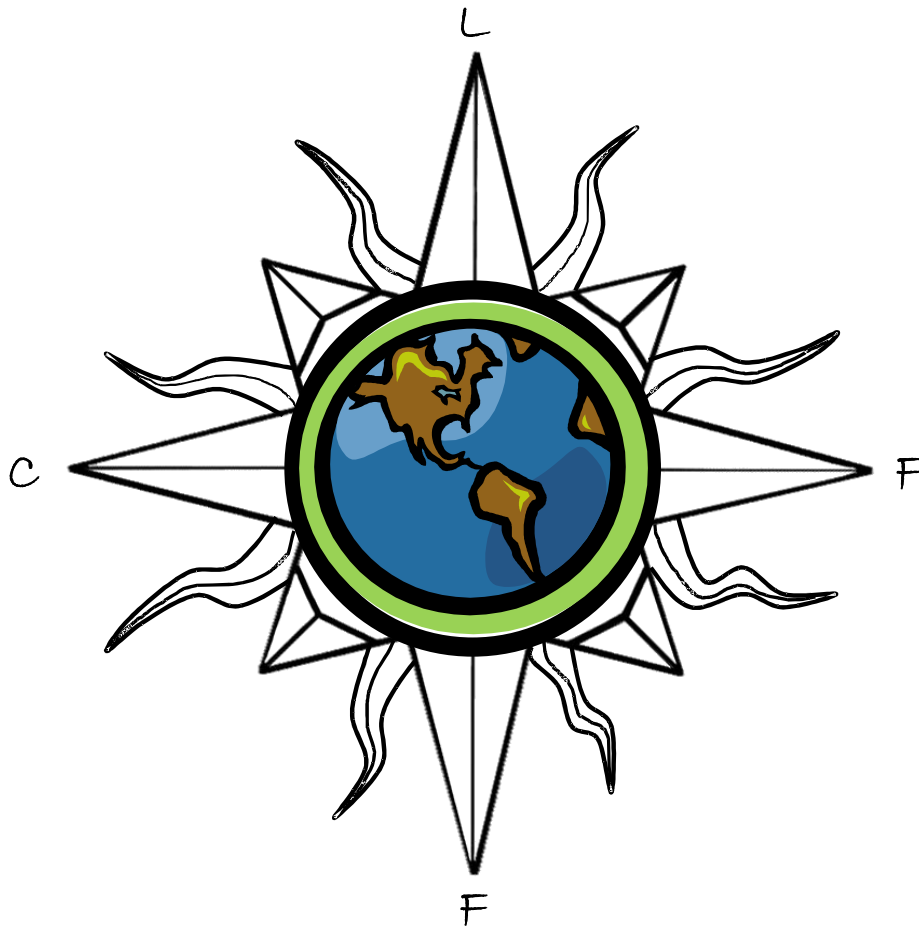


Cycling for Cystic Fibrosis



Sponsored by:

Cystic Fibrosis Lifestyle Foundation

Cycling for Cystic Fibrosis

Project Plan

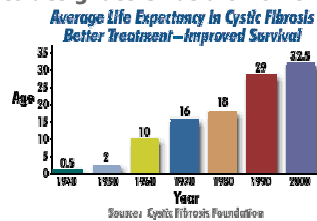
(August 2006)

I. About Cystic Fibrosis

- Cystic fibrosis is a fatal genetic disorder that affects over 30,000 Americans, usually the most vulnerable among us: our children. This terrible disease is marked by chronic infections, clogged airways and reproductive problems. Thirty years ago, children struck by the disease were not expected to reach their 8th birthday. Today, thanks to incredible developments in treatments and medicine, many people with CF now live into their 30s and beyond, having fuller more comfortable lives. Although scientists are beginning to explore various avenues for a cure – the first ever report of CF gene therapy partially restoring lung function was reported a few months ago, we must not slow down our efforts at this crucial stage. The adult CF population continues to grow, and individual responsibility and lifestyle play a more crucial role in addressing the development of complications with age. The attached article describes some of the psychological and social implications of CF as they pertain to treatment adherence. Promoting exercise as a form of physical, social and emotional therapy is needed as an integral part of comprehensive treatment for CF.

- "Today, it is more appropriate to designate CF as a chronic illness rather than a fatal disease."

Source: [EP Magazine, Nov. 2001](#)



II. Participants

- Brian Callanan is a 30 year old with Cystic Fibrosis who founded CFLF in 2003. He has acquired his BA in Psychology and Masters in Education. Currently he is director of a charitable non-profit in Burlington, VT and maintains his health at an optimal level through medicine and physical therapy, including an active lifestyle. His interests include cycling, sailing, snowboarding, hiking, rock-climbing, swimming, traveling, lifting weights and helping others.
- Stephen Trull is a 29 year old working in real estate financing. Stephen is an avid athlete competing in numerous marathons and triathlons. Having recently completed the Burlington City Marathon, he is looking forward to the Marine Corps Marathon in October. He is the drive behind the physical component of this project. His interests include cycling, running and weight training.

III. Training

- Riding Schedule
 - June: 3-4 days/wk (~20-30 mi.), 1x/wk (50-100mi.)
 - July: 4-5 days/wk (~30+ mi), 2x/wk (70-100mi.)
- Lifting Schedule
 - June 1-15: 3 days/wk (strengthening: shoulders/abs, biceps/back, triceps/legs)
 - June 16-30: 4 days/wk (endurance: pulling, pushing, aerobic)
 - July: 2-3 days/wk (maintenance: shoulders, back, arms)

IV. Marketing

- Bike Clubs
 - Solicitation of 2-5 bike clubs per state to engage in sections of the trip. The reality of most clubs ability to participate will fall on weekends, however, planning of pickups as half-way through a route, or as a morning portion of a ride will enable participation during the week.
 - T-shirts will be printed with both local and national sponsors. Depending on the number of sponsors at the time of printing shirts, there could be regionalized t-shirts printed (i.e., Northeast, Mid-Atlantic, South Atlantic, Florida) with local sponsors associated with each region in addition to national sponsors.
 - Letters will be mailed to bike clubs in the first week of June to solicit participation, and follow-up calls will be made by the end of June to bike clubs to assess interest in participating. Interested organizations will be provided date that itinerary will be passing through that area.
- Newspapers
 - Press releases will be sent by July 15th to major newspapers along route (i.e., Boston Herald, NY Times, USA Today, Washington Post, etc.) to solicit major metropolitan coverage either prior to ride or during ride. Interviews will be able to be conducted by phone, or in person when located in the area of coverage.
- Radio Stations
 - Radio stations will be contacted by mail, e-mail and phone call to solicit media support of “Cycling for CF”. Where and when possible, on-air interviews will be scheduled.
 - Satellite providers including XM and Sirius Satellite will be contacted to request financial sponsorship and/or coverage for programs.
- Television Shows
 - Contact will be made with news stations in network stations (i.e., CBS, NBC, ABC) for interviews on morning stations or stories on evening

- news. Called John Callanan to inquire in Boston region. Called John Fitzgerald to inquire in NY region.
- Send request to Oprah show.
- Network stations will be solicited for coverage of the entire trip, especially in passing through localities of major broadcasting stations.
- Corporate Sponsorships
 - Mailing packets to 50+ corporate sponsors with itinerary, maps, project plan and proposed outline of funding needs and budget expenses.
 - Focus on bicycle industry, food & beverage companies, media industry, local bike shops, pharmaceutical (CF) industry, outdoor equipment companies, restaurant corporations, and transportation corporations as well.
- Website Design & Updates
 - CFLF.org will be updated regularly with pictures, daily accounts, fundraising status, itinerary progress, and health reports.

V. Logistics

- Route Planning
 - See itinerary. Days, dates, states, maps, destination points, distances and routes are specified according to an 80-100 mile progress per day.
 - Adventure Cycling maps will be utilized for the majority of the trip with detail of specific secondary roads, turns and stops with amenities. The alternate routes have been reviewed and approved by ACT.
- Accommodations & Lodging
 - A large portion of the trip will consist of camping in sites listed by ACT maps. Campsites will be contacted in advance to request donation of a site for one night stay. Timing will be estimated according to itinerary.
 - Family and friends along route within ~50 miles of destination points will be contacted to request accommodation for one night, or as designated in itinerary.
 - Starwood Resorts will be asked to provide reasonable accommodation where neither camping nor personal accommodation may be available.
- Food & Drink
 - Necessary food and drink will be carried by the support vehicle. This will include non-perishable protein supplies, carbs, power bars, water, electrolyte drinks, and can milkshakes. A gas stove will be carried in the car as will a cooler. There are also funds budgeted for meals in Starwood properties and cities. Meals will be prepared by support car driver whenever possible to manage costs.

- Support Vehicle & Driver
 - Support car will be driven entire route from ME to FL carrying necessary supplies and back-up equipment including tools, extra bikes, wheels, tires, cables, etc.
 - The driver(s) will be responsible for:
 - checking in with riders every 20 miles and carry both a cell phone and 2-way radio for communication.
 - Locating and awareness of nearest hospital/emergency services for each leg of travel.
 - Setting up camp sites where needed
 - Setting up therapy machines in homes and hotel rooms as needed
 - Packing up materials in morning
 - Maintaining daily log of events and compiling stories, pictures and health records.
 - There will be one driver for sections of the trip. Flights will be arranged through donation from American Airlines for the driver to be flown home from the destination in Key West, and a replacement driver to drive the car back to Vermont.

- Equipment
 - Spare bicycles will be carried by support car incase of complete frame failure. A stock of parts will be carried by car incase of needed repairs along the route. Local cycle shops will be contacted in advance by letter and phone for in-kind support.

- Bike Repair
 - Minor repairs will be conducted by riders both on the road and during evening hours. Support car driver will also be trained in minor repair work to assist with after hour repairs.
 - Major repairs will be held until cycle shops can be accessed, and spare bikes will be used in the interim. When possible, shops will be called ahead, and the support car will drive the equipment ahead in order to be repaired. If necessary, the support car will stay behind to retrieve the repaired equipment and catch-up on the road.

- Alternate Transportation (Ferries, Flights, etc.)
 - Ferries
 - Cape May-Lewes Ferry, MD – 8/12/06, 6:45am reservation for 1 car & 4 adults, \$62.50 paid, conf #
 - Tangier Isl. Ferry, MD – 12:30 pm daily, no reservation, \$25 per person. Fax donation request to 410-968-3571, attn: Mary
 - Reedsville Ferry, VA – visit <http://www.virginiadot.org/comtravel/ferry.asp> for contact information. \$25 per passenger.
 - Hatteras Ferry, NC – 8:00am ferry, free – every hour
 - Cedar Island Ferry, NC – 10:45 am ferry - \$15/car, \$3/biker; reservations

- Flights
 - American Airlines will be solicited as a CF sponsor for providing return transportation from Key West to Vermont for the three cyclists and driver, and to fly a return driver to Key West.

- Emergency Plan
 - Emergency funds will be allocated for unexpected circumstances due to weather, health, injury, equipment, or family situations resulting in need for extra accommodation, food, EMS transportation or immediate transport home.
 - Insurance will be required for all participants in the trip. This may be available through CFLF.
 - As stated above, the support driver will be responsible for location of nearest hospital facilities for each leg of trip.
 - Additional emergency flights will be requested from American Airlines in the event of death of an immediate relative, severe illness, or predicted weather catastrophe.
 - Two riders are trained in EMT services.
 - CF centers along the itinerant route will be contacted incase of CF related health issues. A copy of medical records for all participants will be carried in the support car.

- Communications
 - Between riders and support car, Sprint cellular services and two-way radios will be utilized.
 - Nextel will be solicited for in-kind sponsorship of GPS, cellular and walkie-talkie services for the extent of the trip.
 - Garmin GPS will also be approached for in-kind support.
 - E-mail and website updates will be made from host homes and/or Starwood properties with internet services through laptop.

- Budget Planning
 - Fundraising – The fiduciary goal of this project is raise \$58,000 toward CFLF programming and operating costs.
 - \$15,000 - Corporate Sponsorships
 - See attached sponsor list for categories and companies approached for corporate support.
 - \$8,000 - Personal donors
 - Each rider is given a goal of raising personal sponsorships of \$1.00 per mile. This will equate to \$2700 per rider, or \$8100 total funds raised.
 - \$35,000 - Grants
 - Balance Bar - \$25,000 community grant proposal submitted; \$10,000 personal/team grant submitted
 - FedEx - \$25,000 grant submitted

- Budget

<u>Budget Items</u>	<u>Budget Amount</u>
Food(assuming \$250/person/wk.)	\$5000
Miscellaneous Supplies(first aid, toiletries, camping supplies, etc.)	\$500
Accommodation (assuming 16 nights camping @ \$50 and occasional unexpected hotel/motel @ \$150-\$200)	\$1500 high
Transportation (gas @ \$3/gal and 22mpg round trip, ferries, misc.)	\$1200 low
Emergency expenses (flights, ambulance, ER, medicine, etc.)	(\$5000)
Marketing (shirts, web-design/updating, printing materials, etc.)	\$1000
Equipment/Repairs	\$1000
Total	\$10,200
Cost per participant (4)	\$2,550

- Projected Revenue

▪ Fundraising	\$58,000
▪ Expenses	<u>- \$10,200</u>
▪ Revenue	\$47,800