



Claire's Place

FOUNDATION FOR CYSTIC FIBROSIS SUPPORT™

PRESS KIT

THE CLAIRE'S PLACE FOUNDATION STORY

At the age of 13, Claire Wineland founded Claire's Place Foundation, Inc., a 501(c)(3) non-profit organization providing support to children and families affected by cystic fibrosis (CF). Claire lived with CF her entire life.

Claire was an activist, speaker, philanthropist and author. She committed her life to traveling the world and speaking about her experience, from the beautiful and humorous, to the painful parts of her life. She inspired all who followed her journey and broke down barriers for those who live every day with a chronic illness.

Claire's inspirational outlook led her to be a social media star and TEDx Speaker. She spoke at leading events across the globe, as well as at top universities and companies such as Zappos and Philips. To truly feel the power of Claire, please watch her [talk at Zappos](#).

In September 2018, Claire passed away at the age of 21. Claire's Place Foundation was a way for Claire to give back with hope, strength and joy. The foundation gave meaning to her life experience. In her own words, "I know my life will be shorter so every day has meaning." She was driven to find new ways to help the CF community and other children afflicted with chronic illness.

Claire was honored as [Glamour Magazine's](#) 2018 "College Women of the Year" grand prize winner and she received numerous other awards including one of Seventeen Magazine's "17 Power Teens" of 2016, Fox Teen Choice Awards 2015, Global Genes' RARE Champion of Hope Award, World of Children Youth Award, the Gloria Barron Prize for Young Heroes and winner of Los Angeles Business Journal's "Small Nonprofit of the Year," among others. She was featured on The Dr. Oz Show, CNN, Huffington Post, ABC News, Cosmopolitan, People, Ladies' Home Journal and more.

Claire's family and the foundation's board members proudly continue to carry Claire's remarkable legacy forward by providing emotional and financial support to families living with CF.

CLAIRE'S PLACE FOUNDATION MISSION

Vision

Providing emotional and financial support to families living with cystic fibrosis (CF)

Mission

Claire's Place Foundation provides heartfelt support to the families of children and to individuals diagnosed with CF. The foundation works to heighten awareness and provide: education, skills, financial and emotional support.

Programs to Fulfill the Mission

- The Foundation has three programs:
 - **Extended Hospital Stay Fund**: The fund provides grants to families with children that are experiencing a hospital stay of at least 14 consecutive days. Extended stays are a financial stress and often the children are in a city far from home. The grants cover essential expenses such as rent, mortgage and groceries.
 - **Family Support Program**: The program connects families living with CF to communicate with each other and share their experience, strength and hope with newly diagnosed or isolated families looking for support. In fact, CF patients cannot be in the same room with another due to cross infection, which makes video and social media so powerful to these families.
 - **Work Proudly Program**: The foundation's newsets program provides job training and equipment needed for work-from-home employment to adults with CF and caregivers.

- Educate the community by engaging in public speaking, newsletters, press and media related to CF
- Encourage individuals, families and businesses to partner with us to fulfill our charitable goals
- Attract and enlist an active, qualified and professional board of directors who are involved in all of the business practices and assist in fulfilling our mission

THE CLAIRE'S PLACE FOUNDATION WORK PROUDLY PROGRAM

Claire's Place Foundation Launches Work Proudly Program for People with Cystic Fibrosis

Pilot program helps individuals with cystic fibrosis and their caregivers identify careers & funds tools needed for work-from-home employment

LOS ANGELES, CA – August 11, 2020 – [Claire's Place Foundation](#), a non-profit organization providing support to children and families affected by cystic fibrosis (CF), is pleased to announce the launch of their [Work Proudly Program](#). The pilot program provides job training and equipment needed for work-from-home employment to adults with CF and their caregivers. Through the Work Proudly Program, CF patients and caregivers will see reduced unemployment and increased earning potential and self-esteem.

“Parents of children with CF often struggle to keep jobs while balancing hospital trips and daily care needs of their child,” said Claire's Place Foundation Executive Director Melissa Yeager. “As life expectancy and lung function for those with CF continues to improve, many patients face losing their Social Security Disability Insurance income and need to find a way to support themselves financially. CF caregivers and adult patients both need flexible, mobile jobs that allow them to continue working while dealing with the intense regimen of CF care. We are always listening to our community and trying to find better ways to support them. To meet this need we have created the Work Proudly Program to provide financial support and expertise needed to gain and maintain meaningful, remote employment.”

Claire's Place Foundation will pilot the Work Proudly Program through June 2021, serving 15 individuals with CF or caregivers of children with CF. The program will help participants identify potential careers, cover the cost of certificate job training and provide them with tools and equipment for remote work. This will allow participants to gain the skills to be competitive in the job market and acquire flexible, work-from-home employment or hospital employment. Participants will be recruited through a social worker referral.

The Claire's Place Foundation Work Proudly Program was a recent recipient of this year's [Cystic Fibrosis Foundation \(CFF\) Impact Grants](#). The grants support and empower the CF community through four new virtual programs focused on engaging and connecting patients.

“Like all of our programs, my daughter and our late founder, Claire Wineland, inspired the program,” said Yeager. “Claire personally experienced how difficult it was as a young adult with CF to find flexible employment that would provide her with a sustainable income. As Claire always said, ‘Live a life that you are proud of.’ We are committed to carrying on her legacy by helping CF patients and caregivers live proudly and that includes having a fulfilling career.”

To help support the Claire's Place Foundation [Work Proudly Program](#) please [visit here to donate](#).

“CLAIRE” THE DOCUMENTARY

Just before Claire’s passing in September 2018, she had been working with two filmmakers on a special documentary that feels more like a long conversation about her feelings on life, making an impact, having purpose and accepting the reality of living with a terminal illness. Watch the YouTube Original film on [Claire Wineland’s YouTube channel](#). Here is the press release:

Claire Wineland Documentary By Oscar Award-Winning Filmmaker Premieres September 2nd Exclusively on YouTube

The film “CLAIRE” features Claire’s Place Foundation founder’s inspiring outlook & life with cystic fibrosis

LOS ANGELES, CA – August 28, 2019 – [Claire’s Place Foundation](#), a non-profit organization providing support to children and families affected by cystic fibrosis (CF), is proud to announce the September 2, 2019 release date of the documentary CLAIRE exclusively on YouTube. Directed by Oscar-winning filmmaker Nick Reed and Ryan Azevedo and Produced by Paul Foley, the film tells the story of Claire’s Place Foundation Founder Claire Wineland through interviews and footage, exploring her fight with CF and how she has inspired millions to find purpose and to live proudly.

The film is being released on the one year anniversary of Claire’s passing. At 21 years old Claire had over 35 surgeries and spent thousands of hours in the hospital, but that is not what defined her. Claire was an activist, speaker, philanthropist and author. She committed her life to traveling the world and speaking about her experience, from the beautiful and humorous, to the painful parts of her life. She inspired all who followed her journey and broke down barriers for those who live every day with a chronic illness.

“Claire taught us to not run from the terrifying parts of life and to live a life that you are proud of,” said Co-Director Nick Reed. “Claire is our angel warrior, she opens us up to a more fulfilling life.”

"I'm a much better person because of Claire," said Co-Director Ryan Azevedo. "I think everyone that worked on the film is a better person because of Claire. That's the effect she has on people. Claire made more of an impact in 21 years than most people ever will."

“My daughter Claire turned down many filmmakers before accepting the opportunity with Nick and Ryan,” said Claire’s Place Foundation Executive Director Melissa Yeager. “The difference was they were willing to do it the way Claire wanted. Since her passing last September, Nick and Ryan have been driven and passionate about completing the film the way Claire envisioned it. They have done an incredible job in encapsulating Claire’s mission to share with the world. We bare so grateful to have this film to carry on Claire’s work and legacy.”

MAJOR MOTION PICTURE INSPIRED BY CLAIRE

Claire, and her undying passion for living a life to be proud of, even inspired a major motion picture, [Five Feet Apart](#), directed by her dear friend [Justin Baldoni](#), who she met while filming CW's *Our Last Days*. Although Claire inspired *Five Feet Apart*, consulted on the script, attended table reads with the actors, etc., the story is not her life story. It is, however, the first major motion picture to cast a spotlight on people living with CF. Claire, unfortunately, was never able to see the final film. We know she would be proud of raising awareness about truly living life fully, regardless of whether you are lucky enough to be born healthy, and especially if you are faced with CF or other chronic illnesses.

LEADERSHIP BIOS

Co-Founder, Executive Director and Board Secretary Melissa Nordquist Yeager

Since the planning stages of Claire's Place Foundation, Melissa has spent countless hours working for the cause and, of course, raising her two children, Claire (the Foundation's namesake) and Ellie. With many years experience in project management and event planning, she has the drive and the experience needed to get the foundation off the ground as well as the personal history of raising a child with cystic fibrosis. Melissa is also a strong supporter of many charities and fundraising activities in her community.

Founding Claire's Place Foundation has been a way for Melissa to give back and share her experience with other families living with cystic fibrosis. "We have always been blessed with a supportive family and a wonderful group of friends. It is my hope that we can provide the same type of support to families walking this path alone. It definitely takes a village or in this case a foundation to raise a child with a chronic, life threatening disease like cystic fibrosis."

As the Executive Director of Claire's Place Foundation, Melissa reports to the board of directors and is responsible for the organization's consistent achievement of its mission and financial objectives. Maintaining official records and documents to ensure compliance with federal, state and local regulations is also an important job duty. Melissa constantly strives to develop a climate which attracts, keeps and motivates a diverse group of top quality board members, volunteers and supporters. In addition, it is her responsibility to publicize the activities of the organization, its programs and goals to supporters, community members and potential corporate partners. "The most rewarding function of my job is reaching out and making a difference in the lives of families and children living with cystic fibrosis."

Laura McHolm, Chairman of the Board

Featured in Ladies' Home Journal as one of 16 women making the world a happier place and one of the few women at the helm of a moving company, Laura McHolm had an unlikely start as co-founder and marketing director of NorthStar Moving Company.

Laura began university at the age of 16. After graduating from the University of California at Berkeley, she taught basic programming on Apple computers, then worked in marketing for Atari while the company was still in its infancy. After law school, she worked at Intel as a corporate intellectual property lawyer. In the mid-1990s, she moved away from the Fortune 500 to fulfill her more creative, entrepreneurial spirit and co-founded NorthStar Moving® Company in Los Angeles.

Today, NorthStar Moving is the largest independent moving company in California, executing over 8,000 moves a year and is the go-to mover for A-List celebrities, world leaders and landmark institutions: The Getty Museum, Prime Minister Benjamin Netanyahu, Angelina Jolie, Derek Fisher, Eva Longoria and more. The company has built a national reputation featured in top publications such as *Vanity Fair*, *Fortune Small Business*, *NBC National News* and has earned over 100 awards for their community work, green practices, leadership and growth.

As a marketing consultant, public speaker and business owner, Laura uses the podium to spread her unique outlook and share tactics on how to disrupt your business and industry for positive change. Laura was lead speaker at Los Angeles Mayor Eric Garcetti's LA Women's Entrepreneurship Day 2019. She is also a regular contributor to multiple media outlets including *Huffington Post* and *Thrive Global*.

Over the course of her career, Laura has earned dozens of accolades including: Entrepreneur of the Year 2019 by the Los Angeles Business Journal; Top Women-Owned Business 2019 by the Los Angeles Business Journal; Community Leader 2019 by The National Association of Women Business Owners – Los Angeles (NAWBO-LA); World Refugee Day Award 2019 from Miry's List; and The Hunger Fighting Hero Award by Move for Hunger for her annual Let's Send Hunger Packing Food Drive.

Laura has been a member of the Claire's Place Foundation Board since its founding and was elected Chairman of the Board in March 2016.

ANNUAL FUNDRAISERS

Glow Ride: The short 3.4 mile ride makes a big scene on the California Hermosa Beach and Manhattan Beach Piers; and makes an even bigger impact on families with CF struggling to make ends meet while dealing with extended hospital stays. In addition to bikers all decked out in their glow gear, the event includes virtual riders from across the globe to celebrate and fundraise in their own neighborhoods, on their own decorated bikes.

The Glow Ride raises funds specifically to support the Claire's Place Foundation Extended Hospital Stay Grant Program. This program funds the essential living expenses for individuals and families living with CF during extended hospital stays.

Clairity Ball: In 2019, the Clairity Ball was held at the Fairmont Miramar Hotel & Bungalows in Santa Monica, California. The ball featured hors d'oeuvres and cocktails served under the twinkling iconic Moreton Bay fig tree, plated dinner, incredible auctions, celebrity guests and performances including Wicked's Amanda Jane Cooper who performed Claire's favorite song "For Good." At center stage of the evening were awards given to longtime Claire and Claire's Place Foundation supporters.

The Clairity Ball raises needed funds to help hundreds of more families living with CF. The event celebrates Claire's light and life, as well as the remarkable individuals and organizations that are moving her mission forward.

The 2021 Clairity Ball will be held on October 16, 2021 at the Fairmont Miramar Hotel & Bungalows in Santa Monica, California.

SOCIAL

Claire's Place Foundation Social Following

[Instagram](#): 70.7K

[Facebook](#): 32K

[Twitter](#): 24.8K

Claire Wineland YouTube

482,000 Subscribers

3.1 Million Views for “Claire” The Documentary

Total Lifetime Impressions

Twitter: 18,283,246

Facebook: 12,736,275

Instagram: 24,941,237

IMAGES

To request images and the Claire's Place Foundation logo or for other press inquiries please contact:

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DONATE

To assist Claire Place Foundation's mission, please visit the [website](#) to make a tax-deductible donation.