



Maj Friday receives her award from Col Suzanne LeClere, 10th ABW Commander.

Major Rebekah Friday was honored as the region's Military CFC Hero. She led the region's "extreme makeover" campaign at the Air Force Academy. Maj Friday understands giving on several personal levels. Her roots are the foundation for her giving nature. Her grandmother, dependent on social security, modeled contribute first, then pay the bills. She learned anybody could give. She became a nurse, giving the best care to her patients is her mission every day. She's a caring administrator, admired by her staff, and always there to support them. Her operating philosophy is "just call me, and I'll come get ya, no matter the circumstances." She volunteered for the additional duty of campaign installation project officer and endured personal hardship and emergency family illness during the campaign.. Her husband underwent emergency brain surgery and recovery. Irregardless, she refused to be replaced. Her "can do" attitude overcame any concern about her ability to continue to lead, and she succeeded doing it from 1200 miles away, never missing a beat. She developed and led a highly effective campaign team working closely with the Unit Project Officers (UPOs) and Keyworkers ensuring their success. Maj Friday insisted on meaningful face-to-face contact and at least one follow-up from her keyworkers. She personally briefed senior leadership at the commanders' call weekly with campaign status slides, goal progress updates, and enthusiastic promotion of the campaign theme, "Every One of Us!" She embraced and exemplifies the campaign administration principle, Steven Covey's 8th Habit—from Effectiveness to Greatness.

Maj Friday's efforts resulted in 21% increase in donations; 14% over goal and the 5th consecutive Air Force Academy record campaign. She led the Academy to the highest participation in Academy history (39.5%) which was a 13% increase in one year. She doubled Cadet participation (1/2 of 8000 population) from 26% to 50.3%. She raised Cadet per capita gift from \$17.53 to \$34.75 promoting payroll deduction. In addition, 82% of units attained award status of which 58% were gold awards.