

Team Initiatives Take *Race For A Reason* to the Next Level

In 2007, the Challenged Athletes Foundation's (CAF) Race For A Reason (RFAR) fundraising program was a big part of the organization's overall drive towards diversification and expansion. Thanks to the development and launch of a number of team-based initiatives, RFAR experienced exponential growth in participation and raised almost \$450,000. The outlook is even brighter for 2008.

RFAR remains one of the most flexible fundraising programs around for individuals. Anyone seeking who wants to raise money for challenged athletes in conjunction with their event can register for RFAR, draw inspiration from CAF-supported athletes, use CAF's easy online fundraising tools to meet fundraising goals, and earn great incentive prizes for their efforts. It's simple, easy and rewarding.

But now RFAR offers options for those seeking a "team" experience, as well. It started with a model created by CAF's Florida Chapter to raise money for Operation Rebound (CAF's program that helps our wounded troops "get back in the game") at Ironman Florida 70.3 last year. Led by Major David Rozelle, "Team Operation Rebound Florida 70.3" raised almost \$200,000 for CAF. The success and team-based approach of the Florida model was quickly replicated at the Nautica Malibu triathlon and at the *Men's Health* Urbanathlon's in New York and Chicago. Look for the opportunity to join additional RFAR teams at more events in 2008 – starting at Ironman California 70.3 in March.

A couple of other groups were very successful in raising funds for CAF using the RFAR program. Credit Suisse put together a team of employees to participate in the Manhattan Island Marathon Swim. Led by below-knee amputee triathlete Alan Shanken, these eight swimmers raised more than \$17,000. One of the most heart-warming stories of the year was the RFAR effort of the University High (Irvine, CA) School Boys' Water Polo Team. Inspired by quadriplegic swimmer Joe McCarthy, they held a swimathon that raised more than \$9,000 for CAF and Joe's training expenses as he seeks to represent the United States in a third-straight Paralympic Games in Beijing.



Overall, the addition of the team initiatives helped raise a significant amount of funds for CAF. CAF thanks the individuals on these teams – and all the individuals in the RFAR program – for their hard work and commitment to CAF's mission. Thanks to the fundraisers and their donors, CAF can continue to fulfill its important mission of getting more and more challenged athletes to the starting line.

The Top 10 2007 RFAR Fundraisers were:

| Name | Event/Initiative/Affiliate | '07 Total |
|------------------|-----------------------------------|------------------|
| Cole Braun | Team OR Florida 70.3 | \$43,420 |
| Martha Long | Team OR Florida 70.3 | \$23,403 |
| David Samson | Florida Marlins | \$15,900 * |
| Brendan Driscoll | Challenged Athlete | \$14,159 ** |
| Ann McLindon | Team OR Florida 70.3 | \$12,502 |
| Josh Spector | Ironman Lake Placid | \$12,396 |
| Sean McKenna | Wildflower & Team CAF Malibu | \$11,251 |
| Sharon Sheremata | Ironman Wisconsin | \$10,055 |
| Ray Farrell | Team OR Florida 70.3 | \$7,935 |
| Deborah Bowling | Tour de Banff (Planet Ultra) | \$7,059 |

*David Samson has raised \$58,765 since 2006

**Brendan Driscoll has raised \$17,860 since 2006