



BEYOND SPORT

25TH ANNIVERSARY CAMPAIGN





BEYOND SPORT

Challenged Athletes Foundation (CAF) was founded on the belief that access to sports and an active lifestyle transforms lives.

The impact of sport and physical activity transcends far beyond the finish line. Along with the thrill of pushing past limits, sports unleash inner confidence, independence, connection, fulfillment and a greater quality of life.

Challenged Athletes Foundation knows the power of sport to motivate, to inspire, and to heal. In honor of our 25th anniversary, we are raising the bar higher to ensure CAF programming can help more individuals with physical challenges across the world, in any sport, at every level, to achieve the impossible; in sports and beyond.

WHY YOUR SUPPORT IS NEEDED

- ▶ 21 million people in the U.S. are living with a permanent physical disability
- ▶ Adaptive sports equipment is not covered by health insurance
- ▶ 50% of all adults with a disability get no aerobic physical activity
- ▶ Obesity rates for children with a disability are 38% higher than for children without one
- ▶ In the U.S. there are an estimated 606,000 kids under the age of 18 living with a permanent physical disability

THE CAMPAIGN ▶ PROGRAMS FOR FUNDING

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THE CASE TO EXPAND THE GRANT PROGRAM

OVERVIEW

Securing additional funding for our grant program will allow CAF to actually meet the current demand and prepare for the future. CAF could approve more qualified grant applications, support each qualified applicant with the full support requested and promote the grant program to qualified individuals.

We've had to reduce our average grant amount and have had to turn down many qualified grant applications each year. New funding will help to increase access to sports through adaptive sports equipment, training and competition expenses needed to play and compete.

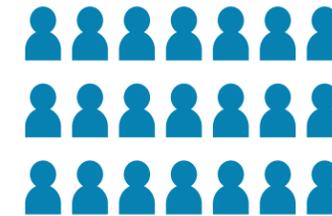
This program is a real differentiator for the Challenged Athletes Foundation. We are the ONLY organization throughout the world that serves people with a wide variety of permanent physical disabilities who reside throughout the United States, and globally, with the individual support this grant program provides.

WHY IT MATTERS



61%

Of our program recipients have a household income of \$40,000 or less¹



21 MILLION

People in the U.S. are living with a permanent physical challenge²



ZERO

Health insurance does not pay for adaptive sports-related equipment

OUR PLAN OF ACTION

- ▶ Close the funding gap to ensure we fund each qualified application
- ▶ Provide full funding support to each qualified applicant and stop administering partial grants
- ▶ Market the grant program to disability sports organizations, hospitals, rehab centers and community partners so those in need become aware support is available
- ▶ Help athletes find the right equipment for their needs

THE COST

\$5,000,000 over three years



THE CASE TO INCREASE ACCESS TO HIGH SCHOOL SPORTS

OVERVIEW

Through sports, we develop both physical and interpersonal skills that are essential to success throughout life's journey. But studies show that youth with physical disabilities are significantly more likely to become less active in their teen years.

Through a combined strategy of coaching and equipment support, educational and awareness content, and connecting the network of stakeholders in the community, we will increase participation by athletes with physical disabilities on their high school teams, enhancing the life of the student athlete, the school, and the community.

WHY IT MATTERS



Youth with a disability are 4X less active than their peers without³



An estimated
606,000

Youth under 18 are living with a permanent physical challenge in the U.S.⁴



Children and youth with a disability are 38% more likely to be obese³

OUR PLAN OF ACTION

- ▶ Allocate adaptive equipment that can be loaned to student athletes
- ▶ Identify coaches and develop their ability to work with challenged athletes
- ▶ Develop educational content and resources to share with school administrators, counselors, Adaptive PE teachers, health officers and students
- ▶ Conduct pre-season Track & Field clinics designed to educate coaches, athletes and parents
- ▶ Allocate funds for individual grants for equipment and travel
- ▶ Identify partner organizations, especially adaptive sports clubs to increase awareness and resources
- ▶ Develop and launch the program in California with an intent to expand to other states in the future

THE COST

\$1,500,000 over three years



THE CASE TO GROW REGIONAL IMPACT

OVERVIEW

By building on our regional efforts in Northern California and the Northeast, we will have a greater impact on the lives of individuals. CAF can help connect people with resources and with each other, forming a strong community that will help more people rediscover the power of sports and a healthy lifestyle.

WHY IT MATTERS



People with spinal cord injuries determine their coping strategies by week 12 post-injury⁵



An estimated
700,000

Physically challenged individuals in the Northeast would benefit from CAF programs⁴



An estimated
130,000

Physically challenged individuals in the Bay Area would benefit from CAF programs⁴

OUR PLAN OF ACTION

- ▶ Host quarterly camps and clinics in each region
- ▶ Develop partnerships with local adaptive sports organizations
- ▶ Cultivate relationships with local hospitals/clinics/rehab facilities
- ▶ Invite trained and credentialed mentors for hospital visits
- ▶ Assist with grant applications and promote CAF grant programs
- ▶ Develop local mentors and make connections with physically disabled individuals in the community
- ▶ Organize social/networking gatherings for challenged athlete community
- ▶ Offer training for interested coaches or event directors who want to work with or include adaptive athletes

THE COST

\$1,500,000 over three years



THE CASE TO SECURE THE CAF ENDOWMENT

OVERVIEW

Over our 25-year history, we are proud to have established CAF Endowment and Donor Advised funds totaling close to \$11 million with the purpose of securing our mission for perpetuity.

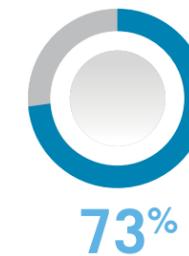
In 2015, we established the “Challenged Athletes Foundation Endowment in Memory of Robin Williams” to honor the priceless contributions Robin Williams made to CAF during his lifetime. Our long term goal is to build our Endowment funds primarily through designated gifts and estate gifts so challenged athletes everywhere always have the funding they need.

Planned giving can help individuals with their personal, financial and estate giving in ways that benefit both the donor and CAF. Bequests, insurance policies, IRAs, gifts of securities or property and charitable remainder trusts are just a few examples of how your generosity can help CAF secure our future.

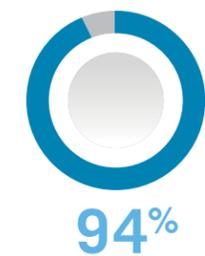
WHY IT MATTERS



Of our program recipients have a household income of \$40,000 or less¹



Of athletes supported agree CAF helps them live a more independent life¹



Of athletes supported agree CAF is having a serious impact on the disability community¹

OUR PLAN OF ACTION

- ▶ Build the endowment to fund CAF programs, especially grants, in perpetuity
- ▶ Provide an opportunity for supporters to arrange a gift in the future that leaves a legacy and allows them to experience the fulfillment of CAF community today
- ▶ Ensure our donors have an easy experience setting up planned giving, giving from donor advised funds, stock option giving and all other gifts
- ▶ Encourage donors to help secure our future as an impactful force in the lives of individuals with physical challenges.

THE GOAL

\$4,000,000



challengedathletes.org

OUR MISSION

It is the mission of the Challenged Athletes Foundation (CAF) to provide opportunities and support to people with physical challenges, so they can pursue active lifestyles through physical fitness and competitive athletics. The Challenged Athletes Foundation believes that involvement in sports at any level increases self-esteem, encourages independence and enhances quality of life.

1 From CAF surveys and grant applications

2 US Paralympics, <https://www.teamusa.org/us-paralympics/about>

3 <http://www.committoinclusion.org>

4 Cottingham, M., Lee, D., & Lee, M. (2018) Estimates of population sizes of individuals with disabilities Presented to Challenged Athletes Foundation

5 Pollard, C., & Kennedy, P. (2007). A longitudinal analysis of emotional impact, coping strategies and post-traumatic psychological growth following spinal cord injury: A 10-year review. *British Journal of Health Psychology*, 12(3), 347-362.