



## CASES FOR FUNDING – THE NEED FOR URGENCY

### THE CASE TO EXPAND OUR GRANT PROGRAM - \$5 MILLION TO FUND GAP FOR 3 YEARS

- Close the funding gap to ensure we fund each qualified candidate including injured troops.
- Provide full funding support for adaptive sports equipment, stop administering partial grants.
- Administer grants year-round (verses once a year).
- Hire additional staff to manage growing program.
- Market program to disability sport programs, hospitals and rehab centers to raise awareness of support to those in need.

#### **Need:**

- Raise \$800,000 by February 1, 2019 to bridge the gap in our 2018/19 grant cycle.
- Raise an additional \$1,700,000 by Feb 1, 2020 to fully fund 2019/20 grant requests.
- Raise final \$2,500,000 by Feb 1, 2021 to fully fund 2020/21 grant requests.

### THE CASE TO INCREASE ACCESS TO HIGH SCHOOL SPORTS - \$1,500,000 OVER THREE YEARS

- High School Track and Field is a Spring Sport. The goal is to conduct 6-week pre-season track clinics for athletes with disabilities and their coaches prior to track season. These clinics will be held in five CIF sections throughout California (Sacramento, Bay Area, Bakersfield, Los Angeles, San Diego). Loaner equipment is needed in each section. Students who excel in the sport would qualify for their own adaptive sports equipment and opportunity to race at national events for challenged athletes.

#### **Need:**

- Winter 2019 - \$200,000
  - Conduct one 6-week pre-season track clinic in San Diego; have loaner equipment available.
  - Lay the foundation for clinics and loaner equipment to be offered in four other sections.
  - Develop educational videos on how to coach athletes with disabilities in the sport of track and field.
  - Develop marketing campaign and materials to promote athlete participation.
- Winter 2020 - \$500,000
  - Expand 6-week pre-season track clinics to other four CIF sections.
  - Create partnerships with adaptive sport programs in each section.
  - Purchase loaner equipment for each section.
  - Make grants for adaptive sports equipment available to students who excel in sport.
  - Travel grants available for athletes to participate in national disabled sports events.
  - Execute marketing campaign.
- Winter 2021 - \$800,000
  - Grow program offerings to accommodate larger numbers of students participating: bigger pre-season clinics, more equipment available to try, more education for coaches, educators, more grants to students.
  - Continue marketing campaign to encourage more students with disabilities to participate.



# CASES FOR FUNDING – THE NEED FOR URGENCY – A DOCUMENT FOR DISCUSSION

## THE CASE TO GROW REGIONAL IMPACT - \$750,000 PER REGION (NORTHERN CA AND NORTHEAST USA)

- Create a local community in both Northern CA and the Northeastern USA to encourage success for the local disabled population through programing, networking, introduction to all adaptive sports clubs in the region and encouraging health and wellbeing through sports and fitness.

### **Need:**

- Spring 2019 - \$250,000 per region
  - Goal is to establish a physical office in each region by Summer 2019.
  - Hire a local Program Manager.
  - Host four community events focused on building a local network of challenged athletes.
  - Conduct four local sports clinics, partner with local adaptive sport groups.
  - Create marketing campaign to promote the programs.
  - Discretionary grant fund available for local challenged athletes.
- Spring 2020 - \$250,000 per region
  - Build on year one activations.
  - Partner with local hospitals and rehab facilities to establish CAF mentorship program.
  - Recruit and train 5-10 mentors.
- Spring 2021 - \$250,000 per region
  - Expand and strengthen existing offerings.