



## ***JOIN THE 25K CLUB***

A unique opportunity to continue the impact.



The Challenged Athletes Foundation (CAF) is celebrating our 25-year anniversary this year. What started as a grassroots effort by friends to improve the life of one man has now helped thousands of people with physical challenges of all ages and abilities globally to become whole through sports.

Through the growth of the foundation, CAF's mission has remained intact: to provide opportunities and support to people with physical disabilities so they can pursue active lifestyles through physical fitness and competitive athletics. Over the past 25 years, our core principle remains the same, to be at the recognized leader in a movement where physically challenged athletes are accepted and respected at the same level as able-bodied athletes.

Each athlete we help opens doors for the next generation and we build on the legacy of the original challenged athlete, Jim MacLaren. With growth comes more need and we have a lot of work to do to provide funding and opportunities to more individuals each year. According to the U.S. Paralympics, there are 21 million individuals living with a disability in the United States today. Only one in 10 takes part in fitness activities on a daily basis – a major impediment being that insurance doesn't cover the cost of expensive adaptive equipment.

Your support will help us broaden our reach and increase the number of grants given to further our mission and enhance the quality of life for thousands of individuals. Join CAF to celebrate our 25th anniversary and help ensure continued success for the next 25 years!



# GROW OUR IMPACT

As awareness of CAF continues to grow, we can't meet every request from qualified grant applications. In 2018 alone, we were short \$400,000 to fully fund qualified grant requests. And that's with minimal outreach to the community we aim to serve. With 21 million people in the US living with a permanent physical disability, there is a growing need to provide access and support for those wishing to compete and live an active lifestyle.

## What is the 25K Club?

As part of our 25th Anniversary year, we are encouraging our supporters and partners to do more and be recognized as part of our celebrated "25K Club" of those who reach or surpass \$25,000 in support to help CAF make a significant impact in the lives of others.

For CAF's 20th Anniversary, there were 62 members of the 20K Club (each contributing/raising \$20,000+) that collectively generated over \$2.75 million.

## What does \$25K do for CAF?

- **\$25K** can directly impact up to 25 lives by providing grants for adaptive sports equipment, training and competition expenses.
- **\$25K** can fund sport wheelchairs for an entire Wheelchair basketball team
- **\$25K** can get 15 youth athletes to a junior competition for their favorite sport.
- And so much more . . .



“I wondered if I would ever be happy again after losing both of my legs. Now I wonder if I was ever really happy before.”

**Andre Kajlich**

2017 Race Across America (RAAM) Solo Finisher

# WHAT 25K CLUB MEMBERS RECEIVE

## Perks

- Exclusive invitation and 2 tickets to 25K Club party with recognition (early 2019)
- Special 25K Club jacket
- Exclusive Signature Event upgrades
- Opportunities to connect with challenged athletes
  - Present a CAF grant to athlete during 2019 Grant Season
  - Host a challenged athlete speaker at 1 fundraising or corporate event
- 25K Club Experience at SDTC –VIP swim viewing, special lounge, photo ops

## Public Recognition

- Scrolling event/digital/web recognition, inclusion in event communications, and exclusive building recognition
- Recognition at the 2018 Celebration of Abilities Dinner



# ELIGIBILITY

\$25,000 total starting from April 1, 2018 through November 1, 2018 from one or combination<sup>†</sup> of the following contribution options:

- **\$25K** gift/donation
- **\$25k** fundraisers of one or more events
- **\$25k** donors/contributors to fundraising campaign
- **\$25k** sponsors/partners
- Beneficiary campaigns
- Planned gift donors
- Major Gift Campaign donors

<sup>†</sup>\$25k can be raised/donated as a combination of participation in multiple CAF initiatives or events (ex. \$10,000 sponsorship of HHH + \$12,500 raised for MDC + \$2,500 year-end donation = \$25k)



# ELIGIBLE CAF EVENTS AND CAMPAIGNS



## CAF Signature Events

- 2018 A Celebration of Heroes, Heart & Hope Gala (HHH)
- 2018 Million Dollar Challenge (MDC)\*
- 2018 Aspen Medical Products San Diego Triathlon Challenge (SDTC)\*
- 2018 YMCA of San Diego County Tour de Cove (TDC)\*

## CAF Partner/Fundraising Events\*

- 2018 IRONMAN Oceanside 70.3
- 2018 Escape from Alcatraz Triathlon
- 2018 Leadville 100 MTB
- 2018 NYC Marathon

- **Fundraise Your Way with our new fundraising tools**



## ***RULES AND REGULATIONS***

**Time Frame:** To be eligible for 25K Club recognition and benefits, all fundraising/contributions must occur between April 1, 2018 and November 1, 2018 or if your fundraising event falls within this stated time frame.

**Recognition/Benefits:** In order to receive benefits and recognition associated with the 25K Club (listed above), the \$25,000 threshold must be reached. Note that time-specific benefits (ex. recognition at a CAF event) may not be provided if participant reaches \$25,000 after the date of benefit/recognition has passed.

**Joint Contributors:** Joint contributions in the same household (ex. husband and wife) can achieve 25K Club status together. In this instance, benefits will be shared (ex. 2 jackets will be awarded, and 2 total tickets provided to the 2018 25K Club party).

**Partners/Sponsors:** Partners or Sponsors who contribute at a \$25,000+ level will also be recognized as part of the 25K Club. Naming recognition will be provided to the company, while individual benefits will be provided to the selected primary Partner/Sponsor contact.