



# CHALLENGED ATHLETES FOUNDATION

## 2022 IMPACT REPORT





# TABLE OF CONTENTS

**LETTER FROM JEFFREY ESSAKOW**

**A FUTURE IGNITED BY SPORT**

**NATIONAL PROGRAMS**

**REGIONAL PROGRAMS**

**SIGNATURE EVENTS**

**IMPACT + INNOVATION**

**AWARENESS + MARKETING + PR IMPACT**

**FINANCIALS**



# MESSAGE FROM JEFFREY ESSAKOW, CAF CO-FOUNDER + CHAIRMAN OF THE BOARD

This year, CAF played a critical role in breaking down barriers that exist for people permanent physical challenges by exposing the world to what this group of people can do when given the resources they need.

We granted a **record \$6.2M in grants** to more than 3,200 athletes for equipment and training expenses.

We hosted clinics across **10 states** offering **14 different sports**.

We have partnered with **leaders in tech, mobility and sport** such as Zwift, Strava, Toyota, EOS Fitness, 100% and Nike to improve adaptive athletic experiences and provide products to CAF grantees.

We experienced CAF's biggest media year ever with **over 2,200 National Broadcast News hits** and **8.1 Billion** reach with print and on-line articles.

Last October, we held our Community Challenge powered by Strava, featuring the 29<sup>th</sup> San Diego Triathlon Challenge at Community Challenge presented by Dan + Geof in Mission Bay, bringing more than 900 families together to experience how transformational the power of sport can be.

There was laughter, there was sweat, there were tears of joy, and hugs and high fives around every corner. Bringing the community together is powerful. It gives our athletes, their families, donors, partners, sponsors, fundraisers, volunteers, and staff an opportunity to embrace each other and form bonds that last a lifetime.

As you read through this report, we hope you are reminded of why you decided to join TeamCAF, whether that's getting on a bike to ride 620 miles down the coast of California, attended an Össur + CAF Running and Mobility Clinic to watch your child learn how to run, tried rock climbing in the great outdoors for the first time, or took the podium in a race at the elite level.

We are grateful for your continued support and look forward to our shared journey forward as CAF celebrates its 30<sup>th</sup> anniversary of empowering lives through sport.

Yours in Sport,

Jeffrey Essakow  
CAF Co-Founder, Chairman of the Board



# A FUTURE IGNITED BY SPORT







# CHALLENGED ATHLETES FOUNDATION

## A FUTURE IGNITED BY SPORT

The Challenged Athletes Foundation (CAF) believes that sports create purpose and fuel dreams. That is why we are committed to providing athletes with physical disabilities life-changing access to sport in the following ways:



**GRANT PROGRAMS**



**ADAPTIVE SPORTS CAMPS + CLINICS**



**COMMUNITY CONNECTION + MENTORSHIP**

In 2022, CAF was focused on creating a future ignited by sport, shining a bright light on the adaptive sports movement and the achievements of our athletes. We offered even more opportunities for our athlete community to participate in events and adaptive sports clinics, experience invaluable mentorship and social engagement, and feel empowered to chase their goals and reimagine their dreams. We are proud to share our accomplishments with you.

## NATIONAL PROGRAMS





# NATIONAL PROGRAMS – GRANT PROGRAM

## GRANT PROGRAM

CAF's Grant Program continues to grow and gain momentum, eliminating barriers to sport for athletes around the world. As the costs of adaptive sports equipment and participation continue to rise, this life-changing support is CAF's unique differentiator.

### HIGHLIGHTS + UPDATES:

- Together with our global partner **Össur** and their prosthetist and clinician network, we granted a record high 171 people with sports feet and the gift of mobility!
- CAF's collaboration with adaptive sports organizations across the country has helped bring a record 33% of first-time grantees.
- CAF works with adaptive sports equipment vendors to negotiate the best pricing.
- Grantees who completed applications received a free pair of Nike FlyEase shoes.
- NEW global partner, EōS Fitness, is offering free gym memberships to CAF athletes across the country where they have gyms.

### GENERAL FACTS & FIGURES

- ▶ 50 States + Puerto Rico
- ▶ 29 Countries
- ▶ 2 Years old - youngest
- ▶ 78 Years old - oldest
- ▶ 36% Female
- ▶ 63% Male

3,256

GRANTS AWARDED  
in 2022

27%

YOUTH GRANTS  
Under age of 18

83

# OF SPORTS

33%

FIRST-TIME  
GRANT RECIPIENTS

### INCOME BREAKDOWN



Households earning under  
\$20,000/year



Households earning between  
\$20,000 – \$50,000/year



### PHYSICAL CHALLENGES

- 19% Amputation
- 12% Spina Bifida
- 10% Cerebral Palsy
- 9% Spinal Cord Injury
- 8% Paraplegia
- 4% Visual Impairment
- 2% Quadriplegia

### GRANT REQUESTS BY SPORT

- ▶ Wheelchair Basketball | 294
- ▶ Track & Field | 143
- ▶ Beep Baseball | 128
- ▶ Cycling | 128
- ▶ Sled Hockey | 111
- ▶ Wheelchair Tennis | 84
- ▶ Hiking | 82
- ▶ Triathlon | 71
- ▶ Swimming | 69
- ▶ Surfing | 63
- ▶ Handcycling | 61
- ▶ Wheelchair Rugby | 61
- ▶ Wheelchair Racing | 44
- ▶ Personal Training | 43
- ▶ General Fitness | 43
- ▶ Power Soccer | 42
- ▶ Equestrian/Dressage | 38
- ▶ Alpine Skiing | 31
- ▶ Golf | 27
- ▶ Basketball | 26
- ▶ Rock Climbing | 22
- ▶ CrossFit | 21



## OVERALL HIGHLIGHTS

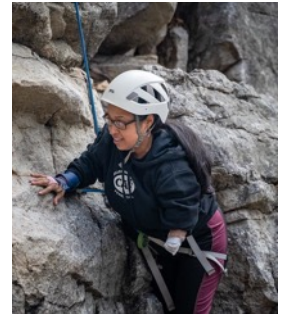


**GRANT PROGRAM:** Operation Rebound has distributed 434 grants to date totaling over \$655,000 that includes 216 new grantees (50%).

**WEEKLY SURF CLINICS:** The surf stoke returned with weekly morning Operation Rebound surf clinics at 17th St in Del Mar, CA. The event hosts around 10 athletes each Wednesday and supports the San Diego VA.

**COLLABORATION:** Operation Rebound is collaborating with VA hospitals across the country by providing clinic support to veterans across the US. Key clinics this year were San Diego, CA -rock climbing, horseback riding, golf, and surfing; Atlanta, GA –boccia; Charlotte, NC -blind bowling and Dallas, TX –hockey.

## OUTDOOR ADVENTURE EXPERIENCE



New Paltz, NY was the site of the second Operation Rebound Outdoor Adventure experience which featured 10 athletes from the region. In April 2022, participants rock climbed, hiked, practiced yoga, and cycled in and around the beautiful Shawangunk Mountains, many for the first time. The camp was supported by the RAW Endurance team who conducts triathlon camps in the area and has embraced CAF's mission, forming long lasting friendships.

[Clinic Photos](#) + [Clinic Video](#)



# NATIONAL PROGRAMS — CLINICS OVERVIEW AND HIGHLIGHTS

CAF's adaptive sports clinics are designed to not only provide increased opportunities for athletes to try new sports, but to also provide a community of mentorship in support. CAF created a robust program that thoughtfully meets the interests of our athletes by expanding the types of clinics we offer including more lifestyle sports like golf, fly-fishing, beach volleyball, and rock climbing.

25  
CLINICS

14  
DIFFERENT  
SPORTS

10  
STATES





## REGIONAL PROGRAMS







# REGIONAL PROGRAMS

## NORTHERN CALIFORNIA

With the addition of a dedicated programs and community outreach manager in the region, CAF-NorCal is creating increased awareness and opportunities for deeper athlete engagement and connection with a community that shares a passion for our mission.

### HIGHLIGHTS:

- **NEW** Golden State Warriors Wheelchair Basketball Academy Training Program
- CAF's First Adaptive Golf Clinic
- Adaptive Yoga
- CAF-Northern California Cycling Club
- Landis Sims: Just Watch Me Movie premiere + first pitch at the SF Giants Game
- CAF's Million Dollar Challenge



## NORTHEAST

CAF-Northeast has served the region through new adaptive sports clinics and athletic events, community outreach and awareness opportunities that bring everyone together for competition and fun.

### HIGHLIGHTS:

- Össur Running and Mobility Clinic – DC + New Hampshire
- Riverdale Country School Field Day
- Tri-State Wheelchair and Ambulatory Regional Games
- New York City Triathlon
- Swim Clinic
- Empire State Run Up
- Westchester Triathlon





# REGIONAL PROGRAMS

## IDAHO

CAF-Idaho continued its work in growing opportunities for adaptive athletes by making the state an inclusive destination through new camps, clinics, community outreach, and collaborations with local adaptive sports organizations.

### HIGHLIGHTS:

- Rock Climbing Clinic
- Mountain Biking Clinic
- Sled Hockey Clinic
- Adaptive Swim Clinic
- Landis Sims + CAF Adaptive Baseball Clinic
- Cycling Clinic
- Rebecca's Private Idaho



Special thanks for the [J.A. and Kathryn Alberston Family Foundation](#) for their partnership and support for Challenged Athletes Foundation – Idaho.



## SIGNATURE EVENTS







# FUNDRAISING GALA EVENTS



Last year's Celebration of Heart presented by the Golden State Warriors was held at the spectacular Chase Center in San Francisco. **More than 350 Bay Area CAF community members** came together to support challenged athletes and celebrate the organization's regional impact.

Bay Area Sportscasters Therese Vinal and Laura Britt hosted the evening's program followed by an exquisite food station experience in the United Club. The powerful program finished with entertainment by the Warrior's own DJ D-Sharp at the turntables and CAF's own Breezy Bochenek.

The heart-filled evening **raised \$650,000** to support the expansion of programs, adaptive sports offerings, and grant distributions.



[PHOTOS](#)

[VIDEO](#)



On a stunning summer evening at Ludlow Farms in Southampton, **over 350 supporters, athletes, business leaders and donors** mingled and embraced the night to empower more individuals with physical challenges to pursue an active lifestyle. Heroes, Heat, and Hope hosted by Chairman and Gala Founder Scott and Emily Stackman and honorees Richard and Christine Mack, the extraordinary evening showcased the healing and transformational power of sports within the community.

As the sun set over the water, the evening featured stories of heroism, triumph over adversity, mentorship and community. CAF athlete and amputee, Breezy Bochenek joined a dynamic 20-person choir on stage for a memorable closing performance of "You Will be Found" from Dear Evan Hansen. Following the extraordinary program, The River Town Band and DJ Danja brought guests to the dance floor for a memorable night in Southampton, celebrating the transformational power of sport.

The Celebration of Heroes, Heart, and Hope **raised over \$2 million dollars**.



[PHOTOS](#)

[VIDEO](#)



# COMMUNITY CHALLENGE WEEKEND FEATURING 29<sup>th</sup> SAN DIEGO TRIATHLON CHALLENGE

Just over **900 CAF supporters, athletes, and families** came together in Mission Bay, San Diego to experience at this year's **Community Challenge Weekend powered by Strava**. The weekend was filled with a host of inclusive sports and extraordinary events with the shared goal of empowering individuals with physical challenges.

Friday and Saturday athletes had the opportunity to experience a variety of clinics and connect with one another at various including: adaptive open water swim with USAT, first-ever USABA blind soccer, adaptive tennis, pickleball, Ossur running + mobility clinic, wheelchair basketball, USABA Goal Ball, and adaptive surf.

Sunday kicked off with the 29<sup>th</sup> **San Diego Triathlon Challenge presented by Dan + Geof** featuring a one-mile bay swim, 40-mile bike ride, and 10-mile run. Other Sunday highlights included two events presented by **EoS Fitness: Yoga by the Bay** and **Tour de Cove Stationary Cyclethon**.

Athletes were also able to get their walk or roll on at the **5K Fitness Walk** and the **Jami Marseilles Challenged Athletes Kids Run and Roll, presented by Philadelphia Insurance Companies** for youth with physical challenges. Kids kicked into high gear during the kids run & roll, climbed to new heights on the rock wall, paddled out in the bay on kayaks, and got a little sandy playing beach volleyball.

Together, we **raised over \$1.4 million dollars** to help more adaptive athletes gain access to sport.

[PHOTOS](#) [VIDEO](#)







# COMMUNITY CHALLENGE WEEKEND FEATURING 29<sup>th</sup> SAN DIEGO TRIATHLON CHALLENGE



## THANK YOU TO OUR SPONSORS

PRESENTING SPONSORS				
COMMUNITY CHALLENGE TITLE SPONSOR		SDTC TITLE SPONSOR		
STRAVA		SAN DIEGO TRIATHLON CHALLENGE OFFICIAL OF SAN + DEEP		
OFFICIAL EYEWEAR SPONSOR		TOUR DE COVE TITLE SPONSOR		OFFICIAL PARKING SPONSOR
				
OFFICIAL APPAREL SPONSOR	OFFICIAL PROSTHETICS SPONSOR	OFFICIAL KID'S RUN AND ROLL SPONSOR	OFFICIAL SMOOTHIE SPONSOR	OFFICIAL MOBILITY SPONSOR
				
XTERRA BICYCLES				
PLATINUM SPONSORS				
OFFICIAL BURGER SPONSOR				
				
				
Where Paralympic Journeys Begin				
WatkinsWellness Feel good. Live well.				
GOLD SPONSORS				
OFFICIAL SUNSCREEN SPONSOR				
				
OFFICIAL TIBI KIT SPONSOR				
				
				
SILVER SPONSORS				
				
				
FRIEND SPONSORS				
				






# MILLION DOLLAR CHALLENGE

What an unforgettable year for the 16<sup>th</sup> **Million Dollar Challenge presented by Sully Entertainment!** Over 130 riders participated in the 620-mile ride down the California coast from San Francisco to San Diego building relationships, riding hard, and raising support for CAF. There were 27 adaptive athletes on route, a record number for the Million Dollar Challenge community. Be it the last three days, or the entire seven, every rider and supporter played a role in creating and enhancing the CAF community.

Together we **fundraised over \$1.9 million dollars** to help more athletes gain access to sport.




[PHOTOS](#) [VIDEO](#)




MILLION  
DOLLAR  
CHALLENGE

THANK YOU TO OUR MDC SPONSORS



PRESENTING





DIAMOND




GOLD




SILVER



TOYOTA



FRIENDS OF MDC



The Feed.



## IMPACT + INNOVATION







# IMPACT + INNOVATION – DRIVING THE MISSION FORWARD

CAF continues to drive our mission forward through key partnerships with others who are also committed to diversity, equity, and inclusion. We are proud of the role we have been trusted to play in creating a stronger community awareness and supporting positive, innovative change.

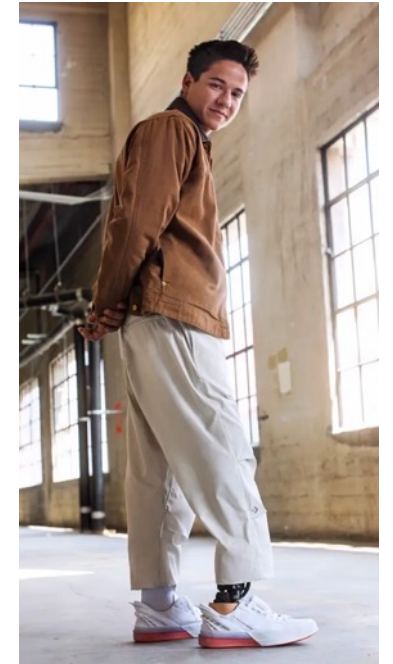
## IDAHO OUTDOOR FIELDHOUSE



**COMING FALL 2023!** Thanks to the J.A. and Kathryn Albertson Family Foundation, the Idaho Outdoor Fieldhouse is the future headquarters of CAF-Idaho and Mission43. The 7-acre Boise campus will be a place where everyone can physically, mentally, and professionally realize to their full potential.

## NIKE | CONVERSE FLYEASE

**CONVERSE STEP  
INTO THE FUTURE  
WITH THE CHUCK  
TAYLOR ALL STAR  
CX FLYEASE**



Through CAF's partnership with Nike, their new advertising campaign launch of the Converse FlyEase accessibility shoe featured CAF athlete, Alex Ruiz.



# IMPACT + INNOVATION – DRIVING THE MISSION FORWARD

## PLAY LA YOUTH ADAPTIVE SPORTS PROGRAM

CAF is helping to make history in Los Angeles, CA, having been selected by the City of Los Angeles Department of Recreation and Parks to provide consistent youth adaptive sports programming leading into the LA28 Olympic and Paralympic Games through the PlayLA Program.

The PlayLA Youth & Adaptive Sports Program is a city-wide initiative that provides access to quality sports programming for youth of all abilities between the ages of 5 and 17. Made possible by an investment from the LA28 Olympic and Paralympic Games Organizing Committee and the International Olympic Committee (IOC), PlayLA is the single largest commitment to youth sports development in California and serves as a legacy before, during, and after the LA28 Olympic and Paralympic Games.

CAF is currently hosting Para Surf Clinics and Adaptive Skateboarding Clinics.

[CLINIC PHOTOS](#) + [VIDEO](#)





## REPRESENTATION + AWARENESS

### ZWIFT



#### HANDCYCLE AVATAR

CAF partnered with Zwift to introduce a handcycle avatar into the cycling training game. Using insights from CAF hand cyclists and our team, this launched September 2022.

Zwift is featuring a weekly CAF Ride Series and giving complimentary memberships to CAF ride leaders.

### APPLE WATCH ACCESSIBILITY

05-17-22

#### The Apple Watch is about to get more accessible, in a whole new way

Apple's smart timepiece already packs powerful features for people with disabilities. Its next act: Leveraging already-popular iPhone accessibility tools.



[Source images: Apple; Moanas/Getty Images]

➡ The company also works with organizations such as the **Challenged Athletes Foundation**, which introduces it to testers who can provide input on features in development. “We love that we’re in continued conversation with Apple, and we can continue to be a resource for them as they continually evolve their technology,” says CAF chief executive director Kristine Entwistle.

### STRAVA



The CAF Strava Challenge brought even greater awareness to adaptive athletics. Through this challenge, participants who donated \$100 received a CAF Nike tech shirt and a free pair of 100% lifestyle sunglasses. Efforts like this connect users to CAF’s mission and athletes.



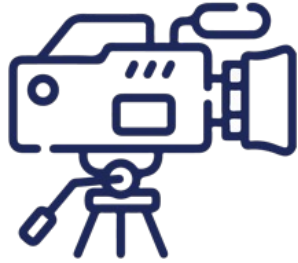
# AWARENESS + MARKETING + PR IMPACT







# INCREASED AWARENESS + MARKETING + PR IMPACT



## BROADCAST HITS

Over 2,200 National Broadcast News Hits

*Data from TV Eyes*



## PRINT & ONLINE ARTICLES

1,893 Articles | 8.1 Billion Reach

*Data from Meltwater*



# INCREASED AWARENESS + MARKETING IMPACT + PR IMPACT

## CAF'S MAJOR MEDIA MOMENTS

### ZACH SHERMAN MEETS SHAUN WHITE



CAF athlete and snowboarding enthusiast, Zach Sherman, received a sports expense grant to start his competition training from Olympic snowboarding legend, Shaun White. This moment captured the hearts of thousands and the attention of some of the largest media outlets.

[Video: Olympic Snowboarding Legend Shaun White Gives CAF Grant to Zach Sherman](#)



People

Facebook: 101k likes  
CAF Instagram: 18k likes  
You Tube: 9.3k views  
Shaun's Instagram: 67k likes

### LANDIS: JUST WATCH ME MOVIE LAUNCH



1,480 National Broadcast News Hits



507 Articles | 1,789,865,295 Billion Reach



Landis: Just Watch Me chronicles the journey of an Indiana teenager and CAF athlete who strives to make his varsity high school baseball team. The movie and press tour included CAF activations and clinics in various baseball stadiums and locations across the country.



[Video: Landis Sims – Good Morning America](#)





# INCREASED AWARENESS + MARKETING IMPACT + PR IMPACT

## CAF'S MAJOR MEDIA MOMENTS

### CAF VOYAGES TO ANTARCTICA WITH JOE MUSGROVE



The stage was set on a stunning continental landing site in Antarctica when MLB All-Star pitcher Joe Musgrove fired an 86 mph four-seamed fastball to teammate Sean Manaea. In an effort to raise awareness for CAF, he sailed to Antarctica with several CAF athletes to push limits and help change perceptions in the most extreme environment on Earth. He also set a world record for the fastest pitch ever thrown on the continent of Antarctica.



429 Online & Print Articles  
846 Million Reach



149 National  
Broadcast News Hits

### RODERICK SEWELL, LANDIS SIMS & JUSTIN PHONGSAVANH



*"This trip exceeded every expectation I had. "There are so many moments throughout this trip that I'll never forget, and the group of people that we came with couldn't have been a better collection of people. I'm just so grateful that I was given the opportunity to make a little bit of an impact."*

*- Joe Musgrove, San Diego Padres All-Star Pitcher*



# FINANCIALS

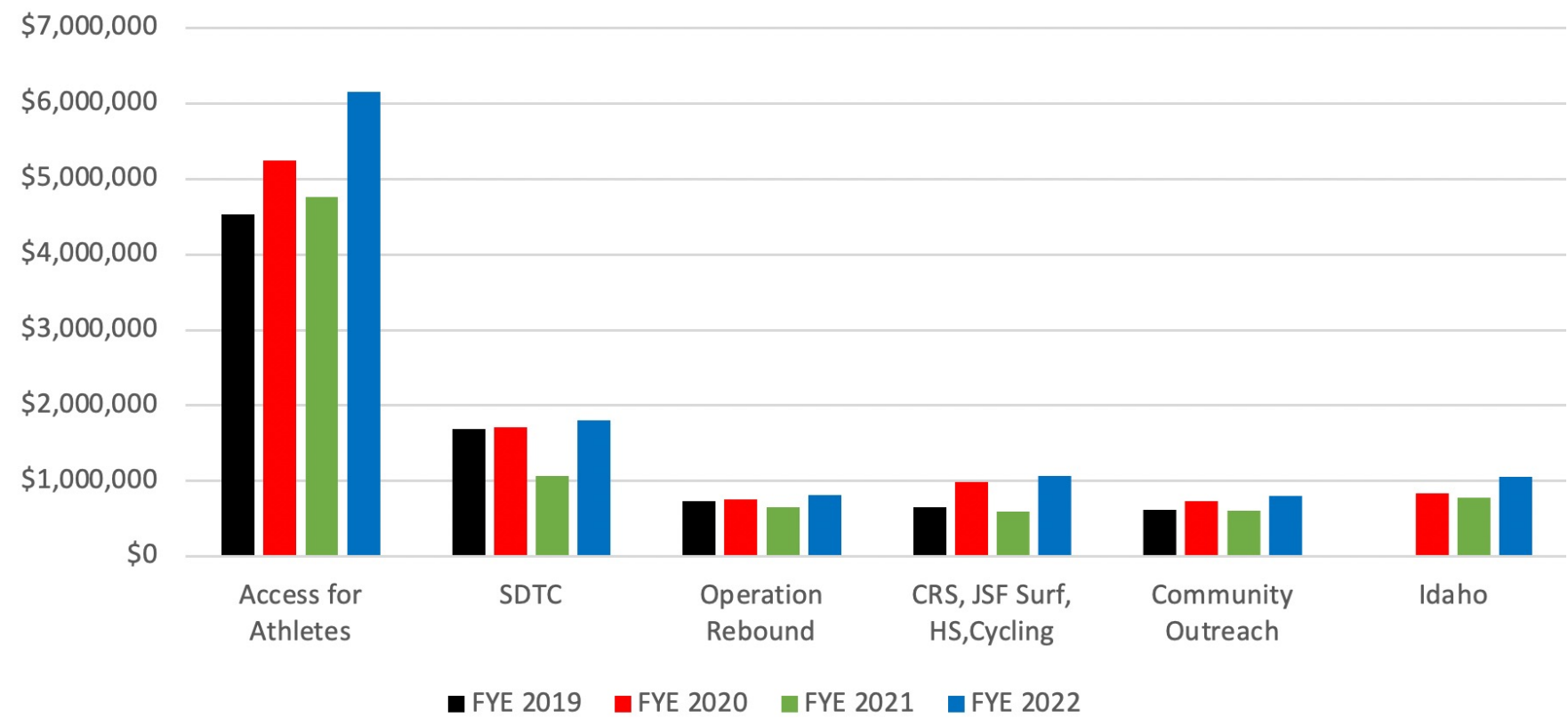




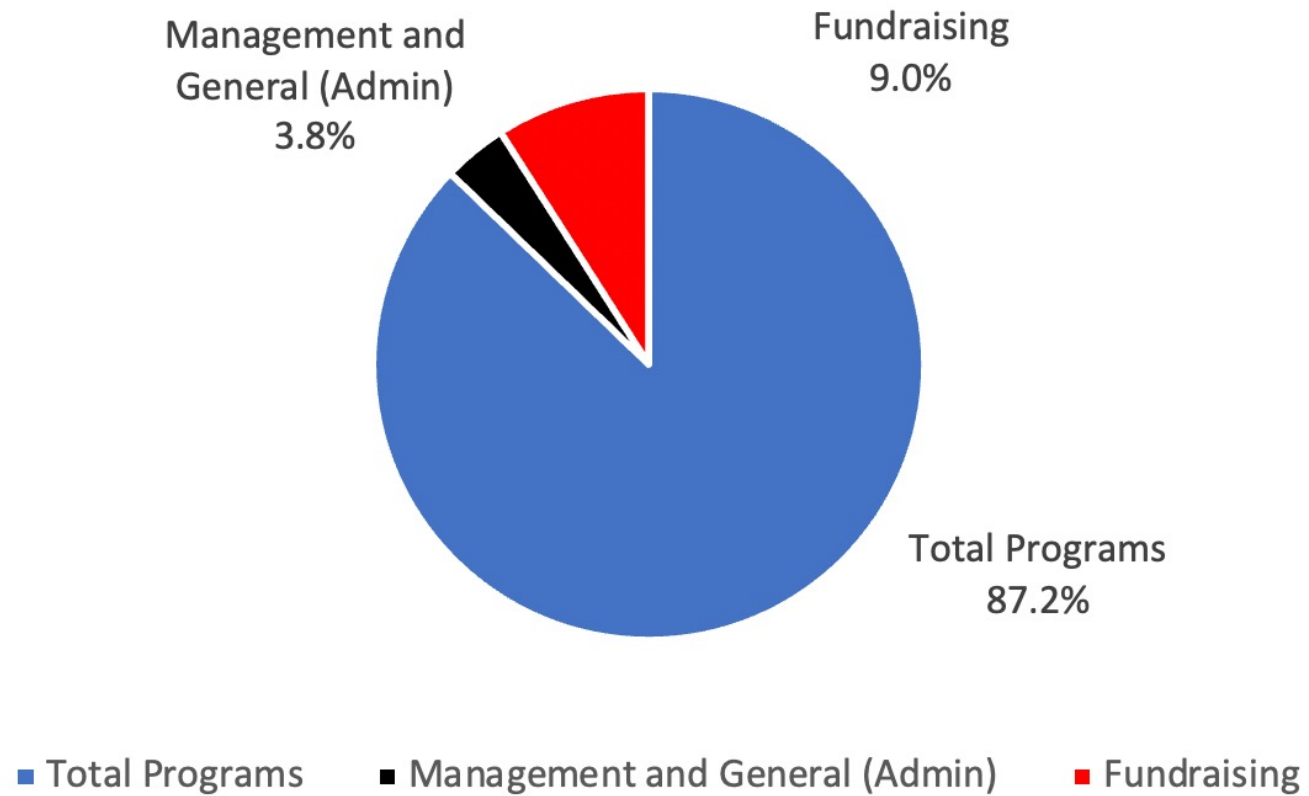


# FINANCIALS

## CAF SPENDING BY PROGRAM



## CAF SPENDING OVERVIEW BY PERCENTAGE

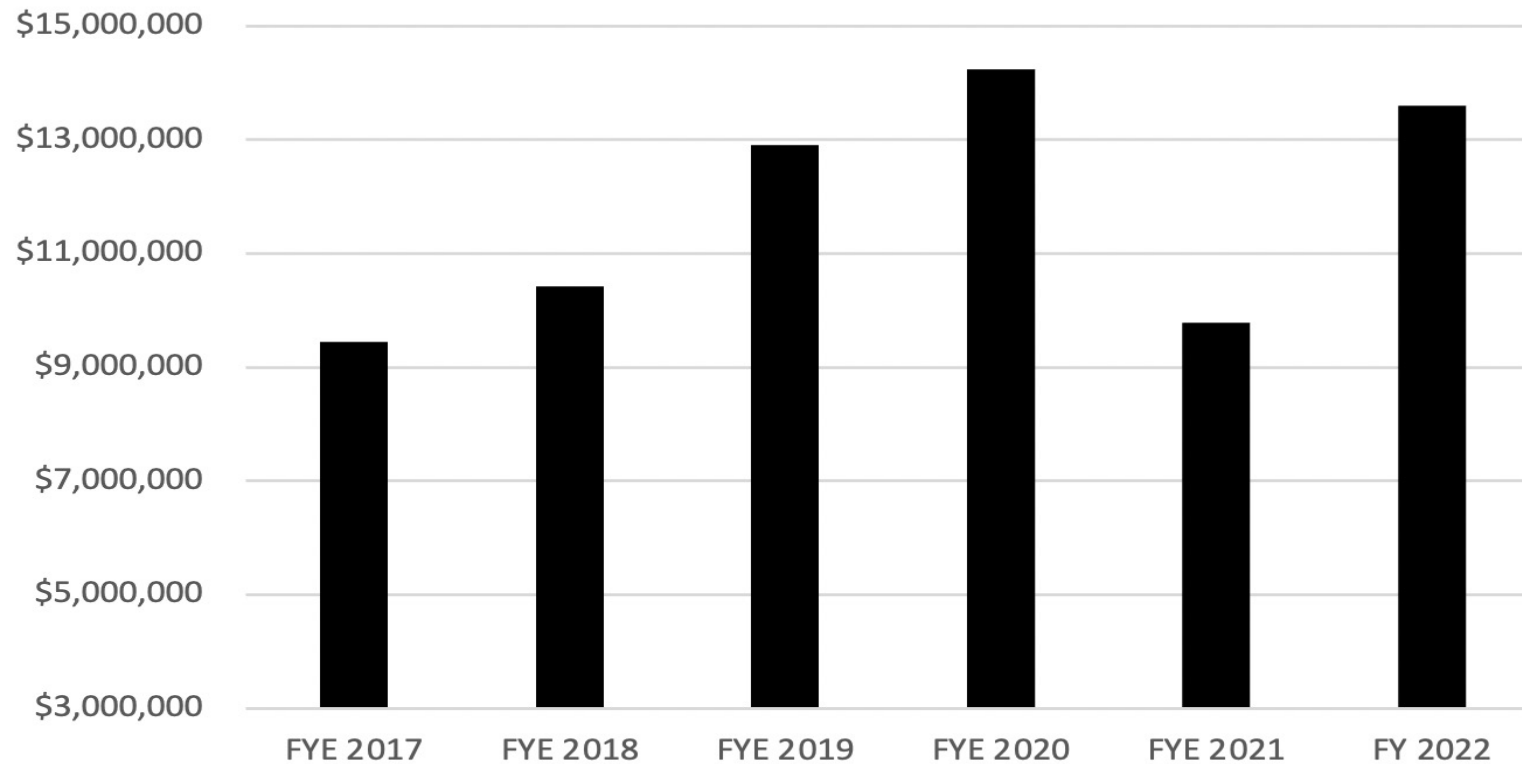






# FINANCIALS

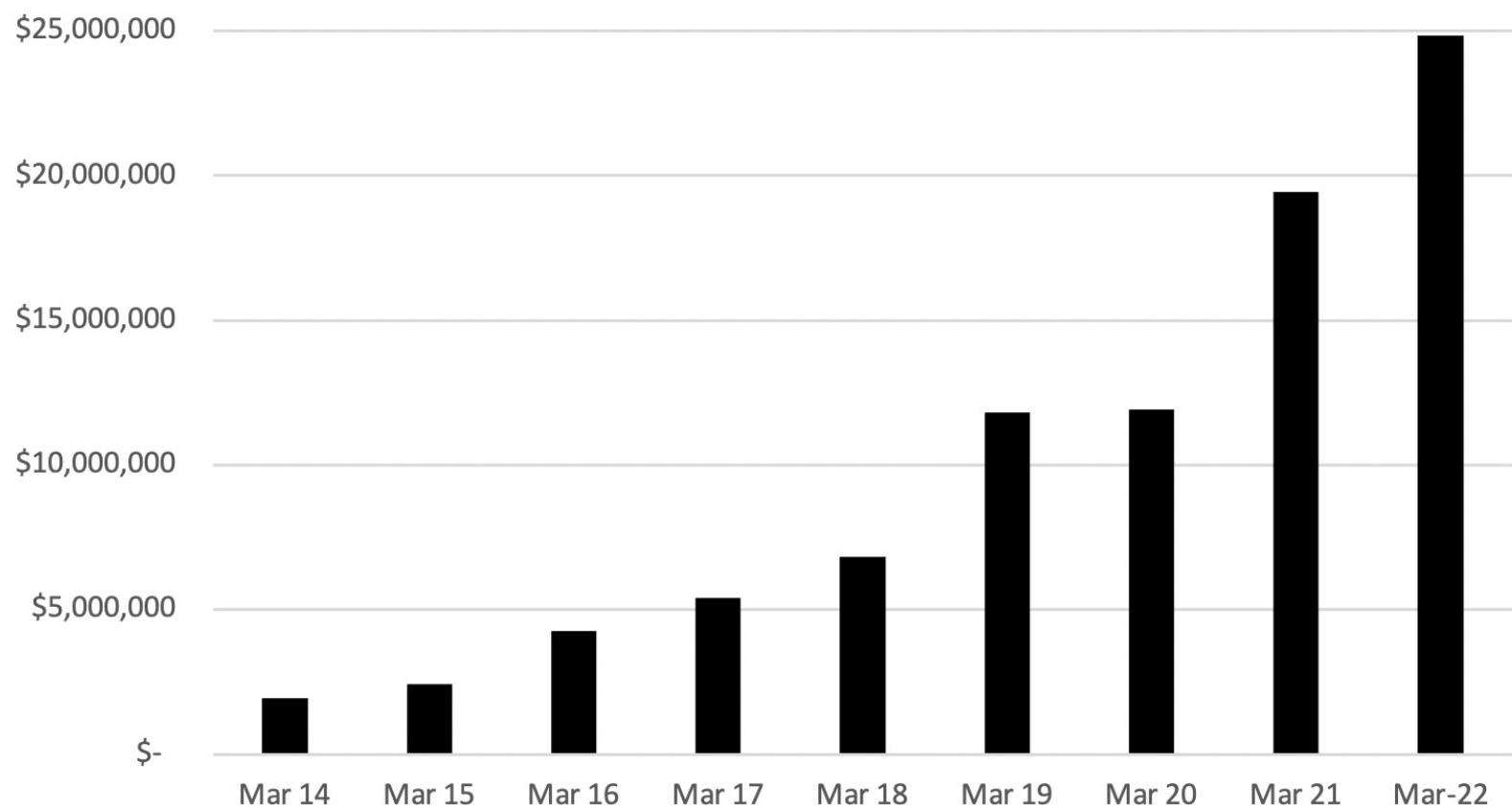
## CAF REVENUE





# FINANCIALS

## CAF TOTAL ENDOWMENT







GLOBAL PARTNERS

