



2023

COMMUNITY
CHALLENGE

Fueled By



TOYOTA

MARKETING PERFORMANCE OVERVIEW

BY THE NUMBERS

- Total Raised \$5,351,971
- \$133,586 raised by challenged athlete participants
- 925 total CCC weekend participants
- 800 volunteers
- 7.25 billion reach through 1,607 PR placements
- 3,573,242 impressions from 146 social media posts from CAF accounts
- 4,352 new social media followers
- CCC Highlight Reel [VIDEO](#)
- CCC [Photo Collection](#)

UNIFIED CREATIVE + BRANDING

Event branding incorporated the 30th anniversary throughout the venue including: 30th specific fencing, sport court graphic, signage, photo booth, apparel, and a new welcoming entrance with giant wall graphics on 8' tall fencing.





DIGITAL RECAP

social media | email | web



Tour de Cave

SOCIAL MEDIA

146 POSTS

3,573,242 IMPRESSIONS



4,352 NEW FOLLOWERS

Date Range: Sep-Nov 2023


Data from Sprout Social





HIGHLIGHTS: CAF INSTAGRAM PAGE





cafoundation
 Fri 10/20/2023 8:36 am PDT

It's happening! Today's incredible activities for adaptive athletes during the CAF Community...




Total Engagements	1,050
Likes	992
Comments	15
Saves	9










cafoundation
 Mon 10/23/2023 1:46 pm PDT

What an amazing and powerful weekend we just experienced! The CAF Community Challenge fueled ...




Total Engagements	626
Likes	603
Comments	17
Saves	6










cafoundation
 Mon 10/30/2023 8:55 am PDT

The annual Celebration of Abilities awards honors remarkable individuals and partners who play a...




Total Engagements	590
Likes	571
Comments	10
Saves	9








cafoundation
 Sat 10/21/2023 8:53 am PDT

Yesterday was a blast! We played HARD at the CAF Community Challenged fueled by Toyota with...




Total Engagements	533
Likes	524
Comments	5
Saves	4


105,183 IMPRESSIONS | 7,938 ENGAGEMENTS | 75 POSTS

Data from Sprout Social



HIGHLIGHTS: CAF FACEBOOK PAGE


 **Challenged Athletes ...**
 Fri 10/20/2023 7:06 am PDT

It's happening! Today's incredible activities for adaptive athletes during the CAF Community...




Total Engagements	65,925
Reactions	50,694
Comments	753
Shares	1,526
Post Link Clicks	—
Other Post Clicks	12,952



 


 **Challenged Athletes ...**
 Mon 9/25/2023 1:42 pm PDT

During the CAF Community Challenge fueled by TOYOTA, energize your spirit and expand your perspective at the Toyota...




Total Engagements	7,732
Reactions	6,464
Comments	98
Shares	163
Post Link Clicks	4
Other Post Clicks	1,003



 


 **Challenged Athletes ...**
 Tue 9/5/2023 1:39 pm PDT

Join us for the CAF Community Challenge fueled by Toyota! 🏊 Swim, bike, and your own or as a relay team in the Sa...




Total Engagements	7,604
Reactions	6,008
Comments	64
Shares	92
Post Link Clicks	11
Other Post Clicks	1,429



 

 **Challenged Athletes ...**
 Tue 9/19/2023 8:06 am PDT

Get your friends, colleagues and family registered for our 5K Fitness Walk, Roll presented by Nike during the CA...



Total Engagements	3,891
Reactions	3,293
Comments	46
Shares	61
Post Link Clicks	8
Other Post Clicks	483

3,465,153 IMPRESSIONS | 156,789 ENGAGEMENTS | 114 POST LINK CLICKS

Data from Sprout Social


HIGHLIGHTS: CAF TWITTER PAGE

Twitter Post	Date	Total Engagements	Likes	@Replies	Retweets	Post Link Clicks	Other Post Clicks	Other Engagements
<p>Throughout the weekend of Oct. 20-22, 1100 sports legends, celebrities, professional athletes, supporters +...</p>	Mon 11/6/2023 8:32 am PST	43	7	0	4	—	32	0
<p>The CAF Community Challenge fueled by @Toyota and the 30th San Diego Triathlon Challenge presents...</p>	Sat 11/4/2023 6:29 am PDT	40	10	0	3	0	27	0
<p>What an amazing and powerful weekend we just experienced! The CAF Community Challenge fueled ...</p>	Mon 10/23/2023 1:49 pm PDT	30	11	0	1	—	18	0
<p>Yesterday was a whirlwind! We swam, paddled, cycled, played tennis and more. Today's even...</p>	Sun 10/22/2023 4:25 am PDT	27	8	0	0	—	19	0


9,304 IMPRESSIONS | 358 ENGAGEMENTS | 22 POSTS

Data from Sprout Social



HIGHLIGHTS: CAF LINKEDIN PAGE


 **Challenged Athletes ...**
 Mon 10/23/2023 1:47 pm PDT

What an amazing and powerful weekend we just experienced! The CAF Community Challenge fueled ...




Total Engagements	1,091
Reactions	132
Comments	5
Shares	3
Post Clicks (All)	951



 

 **Challenged Athletes ...**
 Sat 10/21/2023 8:54 am PDT

Yesterday was a blast! We played HARD at the CAF Community Challenged fueled by Toyota with...




Total Engagements	824
Reactions	98
Comments	1
Shares	2
Post Clicks (All)	723



 


 **Challenged Athletes ...**
 Mon 10/30/2023 9:24 am PDT

The annual Celebration of Abilities awards honors remarkable individuals and partners who play a...




Total Engagements	645
Reactions	77
Comments	1
Shares	0
Post Clicks (All)	567



 

 **Challenged Athletes ...**
 Fri 10/27/2023 10:52 am PDT

CAF is so appreciative of our presenting sponsor Toyota North America for making the 2023...



Total Engagements	372
Reactions	52
Comments	4
Shares	1
Post Clicks (All)	315

15,125 IMPRESSIONS | 3,879 ENGAGEMENTS | 12 POSTS

Data from Sprout Social

EMAIL

11 EMAILS SENT

4 Past Participants 31K AVG

2 Full DB 79k AVG

2 SoCal 45k AVG

3 Individual Event Email (5k, TDC, SDTC)

46% OVERALL AVG OR

1.1% AVG CTR

SOURCE: Luminate Online



WEBSITE

87,888 PAGE VIEWS

32,302 USERS

49,420 SESSIONS

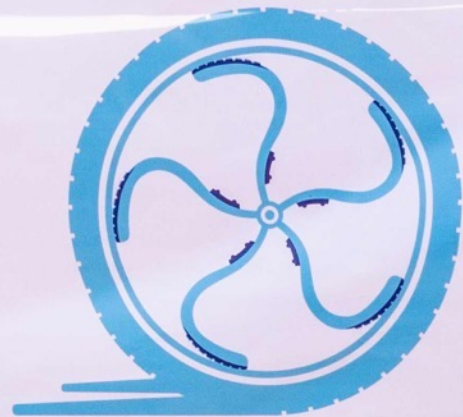
Date Range: October 2023

Google Analytics



WEBSITE DATA: TOP 10 MOST VISITED PAGES

	Page title and screen class ▼ +	↓ Views	Users	Views per user	Average engagement time	Event count
		87,788 100% of total	32,302 100% of total	2.72 Avg 0%	1m 07s Avg 0%	256,866 100% of total
1	Challenged Athletes Foundation	19,491	11,275	1.73	30s	58,590
2	Annual Grant Program: 2024 Grant Application is now open Challenged Athletes Foundation	11,921	6,628	1.80	49s	37,678
3	Grants Challenged Athletes Foundation	6,141	3,473	1.77	42s	16,627
4	Events Challenged Athletes Foundation	3,535	2,273	1.56	40s	8,696
5	Celebrate 30 Years of Empowering Lives Through Sport Challenged Athletes Foundation	3,106	2,643	1.18	7s	8,937
6	Community Challenge Challenged Athletes Foundation	2,652	1,460	1.82	52s	7,239
7	San Diego Triathlon Challenge Challenged Athletes Foundation	2,603	1,670	1.56	39s	6,930
8	Million Dollar Challenge Challenged Athletes Foundation	2,349	1,342	1.75	1m 01s	6,796
9	CCC Schedule of Events – without COA Challenged Athletes Foundation	2,190	1,045	2.10	59s	5,399
10	Grant Program FAQ (NEW) Challenged Athletes Foundation	1,899	1,305	1.46	1m 35s	4,944



JAMI MARSEILLES Kids Run+Roll

presented by



PHILADELPHIA
INSURANCE COMPANIES

A Member of the Tokio Marine Group



INVITES

TEAM CAF AMBASSADOR ENGAGEMENT

activities | promotion

ATHLETE ENGAGEMENT: OVERVIEW

Team CAF Ambassadors were invited to participate in Community Challenge Weekend events to represent CAF and provide a sense of community between athletes and families.

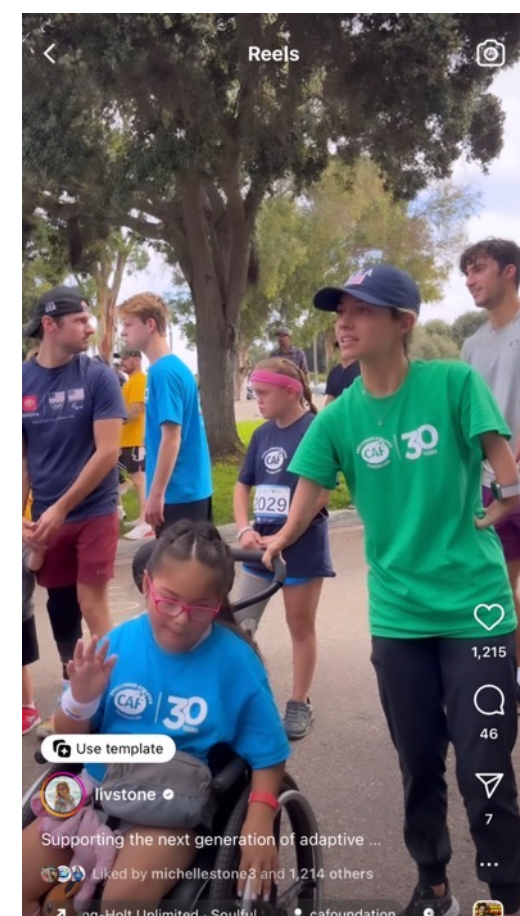


TEAM CAF AMBASSADORS: ACTIVITIES OVERVIEW

Dani Aravich	Travis Ricks	Roderick Sewell	Willie Stewart	Olivia Stone
Attended MDC Ride in	Youth Family Welcome Dinner	Celebration of Abilities	Celebration of Abilities	Youth Family Welcome Dinner
Celebration of Abilities	MDC Ride-in	Open Water Swim Clinic	Adaptive Paddle Boarding Clinic 2 / Ossur Running and Mobility Clinic	Celebration of Abilities
Kids Run Stretch Leader	Celebration of Abilities	Chairman's Dinner	Chairman Dinner	Adaptive Paddle Boarding Clinic 1 & 2
Team Colrich Dinner	Chairman's Dinner	Pool Swim Clinic	SDTC Relay Run	Team Voltron Dinner
Adaptive Paddle Boarding Clinic 2	Ossur Running & Mobility Clinic	Team Colrich Dinner	Kids Run & Roll	Led parade of Athletes
Parade of Athletes	Ossur Running & Mobility Clinic		Hospitality Tent Hang	Kids Run & Roll
5K Participant				Tour de Cove Appearance & Ride
Tour de Cove Appearance & Ride				

TEAM CAF AMBASSADORS: SOCIAL MEDIA SHARES

TOTAL REACH: 247,000



[Watch Reel](#)



[Watch Reel](#)

Additional Social Media Mentions: 1.9 Million

Zion Clarke – 1 Million
Evan Strong – 6.4k
Breezy Bochenek – 2.5k
Olympus Sports Group – 1.5k
Amy Purdy – 526k
Grace Normal Taylor – 19.3k

Danelle Umstead – 11.1k
Lera Doederlein – 3.7k
Ossur – 50k
Andrew Kurka – 10.8k
Allysa Seely – 7.4k
Alex Parra – 240k



MEDIA RECAP

broadcast | news articles | press releases

BROADCAST HITS

166 BROADCAST NEWS STORIES

Date Range: October 2023
Combined from Meltwater



TOP NEWS STORIES

2023 CAF COMMUNITY CHALLENGE



TOP BROADCAST HITS



[WATCH HERE: Challenged athletes from across the US meet in Mission Bay for final day of triathlon](#)



TOP BROADCAST HITS



[WATCH HERE: See how the Challenged Athletes Foundation enriches lives](#)



The LOCAList SD SIGN UP

News Sports Weather Seen On FOX 5 Contests About Jobs More

The LOCAList SD

Want to be featured on the show? [Click here](#)

THE LOCALIST SD

See how the Challenged Athletes Foundation enriches lives

by: Ashley Jacobs
Posted: Nov 3, 2023 / 04:02 PM PDT
Updated: Nov 3, 2023 / 04:02 PM PDT



#LOCAList SD LIV STONE THREE-TIME PARA-SURF WORLD CHAMPION



TOP BROADCAST HITS



[WATCH: CAF Celebrates 30 Years](#)



[WATCH: Ivan Chaban Receives COA Award](#)



[WATCH: KUSI Interviews Team Zach](#)



[WATCH: KUSI at SDTC Interviews Rudy Garcia Tolson](#)

NEWS ARTICLES

1,607 NEWS ARTICLES PLACED

7.25 BILLION REACHED

Date Range: October 2023

Combined from Meltwater



TOP NEWS ARTICLES

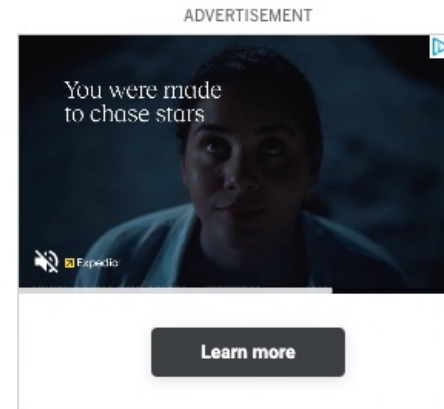
The San Diego Union-Tribune

The San Diego Union-Tribune

Bryce Miller: Rudy Garcia-Tolson, countless others show the power of Challenged Athletes Foundation



Rudy Garcia-Tolson competes in the 2019 Ironman Triathlon in Oceanside. (Rich Cruse/CrusePhoto.com)



MOST READ SPORTS STORIES >



THE CHRONICLE OF PHILANTHROPY



<https://www.philanthropy.com/article/it-started-with-friends-helping-a-friend-now-a-group-helps-thousands>

[READ HERE: Bryce Miller: Rudy Garcia-Tolson, countless others show the power of Challenged Athletes Foundation](#)

PRESS RELEASES

October 11, 2023 11:00 ET

Source: [Challenged Athletes Foundation](#)

CELEBRATING 30 YEARS: CHALLENGED ATHLETES FOUNDATION HOSTS ULTIMATE INCLUSIVE SPORTS EXPERIENCE FOR ATHLETES WITH PHYSICAL DISABILITIES

SAN DIEGO, CA, Oct. 11, 2023 (GLOBE NEWSWIRE) -- Challenged Athletes Foundation (CAF), the global leader in adaptive sports, is gearing up for an unforgettable celebration of its 30th anniversary...



Distribution

The locations where your press release has been published online and the amount of views it has generated.

8.6K

TOTAL VIEWS

2277

UNIQUE READERS

750

FULL-TEXT PLACEMENTS

3.572B

POTENTIAL REACH

CELEBRATING 30 YEARS: CHALLENGED ATHLETES FOUNDATION HOSTS ULTIMATE INCLUSIVE SPORTS EXPERIENCE FOR ATHLETES WITH PHYSICAL DISABILITIES



October 25, 2023 10:00 ET

Source: [Challenged Athletes Foundation](#)

CHALLENGED ATHLETES FOUNDATION'S 30TH ANNIVERSARY SURPASSES \$5.3 MILLION FUNDRAISING MILESTONE THROUGH SPECTACULAR LINE-UP OF INCLUSIVE...

SAN DIEGO, CA, Oct. 25, 2023 (GLOBE NEWSWIRE) -- The Challenged Athletes Foundation (CAF) wrapped up a full line-up of dynamic fundraising events which collectively raised over \$5.3 Million to...



Distribution

The locations where your press release has been published online and the amount of views it has generated.

6.3K

TOTAL VIEWS

156

UNIQUE READERS

855

FULL-TEXT PLACEMENTS

3.643B

POTENTIAL REACH

CHALLENGED ATHLETES FOUNDATION'S 30TH ANNIVERSARY SURPASSES \$5.3 MILLION FUNDRAISING MILESTONE THROUGH SPECTACULAR LINE-UP OF INCLUSIVE EVENTS TO EMPOWER INDIVIDUALS WITH PHYSICAL DISABILITIES

