

2011



CAF Annual Report



CHANGING LIVES, ONE ATHLETE AT A TIME.



## Dear Supporter:

We have all heard the expression "sound body, sound mind."

But what if your body is not sound?

For 18 years, the Challenged Athletes Foundation® (CAF) has created opportunities for athletes with physical challenges to experience the healing power of physical activity and achieve success in sports and life.

In 2011, CAF enjoyed its finest year to date.

In January, we entered into a three year global partnership with Dodge which supports our signature events and programs and provides us with two new co-branded vehicles. In March, we closed the books on FY 2010-2011 having raised just over \$5.042 million. In April, we distributed 980 grants to challenged athletes in 45 states and 22 countries. In June, we held our Celebration of Heroes, Heart and Hope Gala in New York City, which raised \$1.4 million and in August, we launched an exciting new event in Northern California, the Back-to-Back Century Ride. And, in October, we executed three more signature events, the Dodge Million Dollar Challenge, the Aspen Medical Products San Diego Triathlon Challenge and the 24 Hour Fitness Tour de Cove, which collectively raised an additional \$2.6 million.

Across our fundraising successes, we never lost focus on our mission. Through CAF's various programmatic offerings, and with the help of our global partners Dodge and Össur, 23 clinics, camps and workshops were held in 2011. At these events, 495 physically challenged athletes were provided the skills and confidence they need to get in the game.

CAF continues to change perceptions and raise awareness about what is possible for those with physical challenges. Through our outreach and media relations efforts, we have touched millions with the inspiring stories of our challenged athletes and their achievements. With the opening of the Deni + Jeff Jacobs Challenged Athletes Center, we are now able to conduct exciting educational programming that has reached thousands more in Southern California.

As the London Summer Paralympic Games approach, we are excited about the future and about our ability to help even more challenged athletes in the years ahead.

Thanks to all our our donors and fundraisers for supporting our work and our athletes. Their will to overcome any challenge is a powerful example for us all.

Yours in Sport,

Jeffrey Essakow  
President, CAF Board of Directors



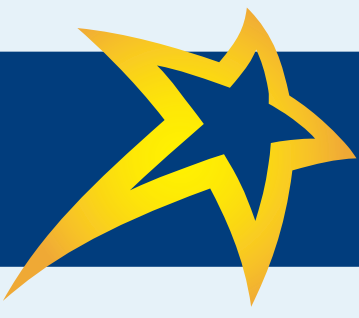
## CAF Mission

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

## CAF Vision

- > To be a recognized leader in a movement through which physically challenged athletes are accepted and respected at the same level as able-bodied athletes
- > To have a great and significant impact on each physically challenged athlete served
- > To reach out to the physically challenged community by providing inspiration, awareness and mentoring



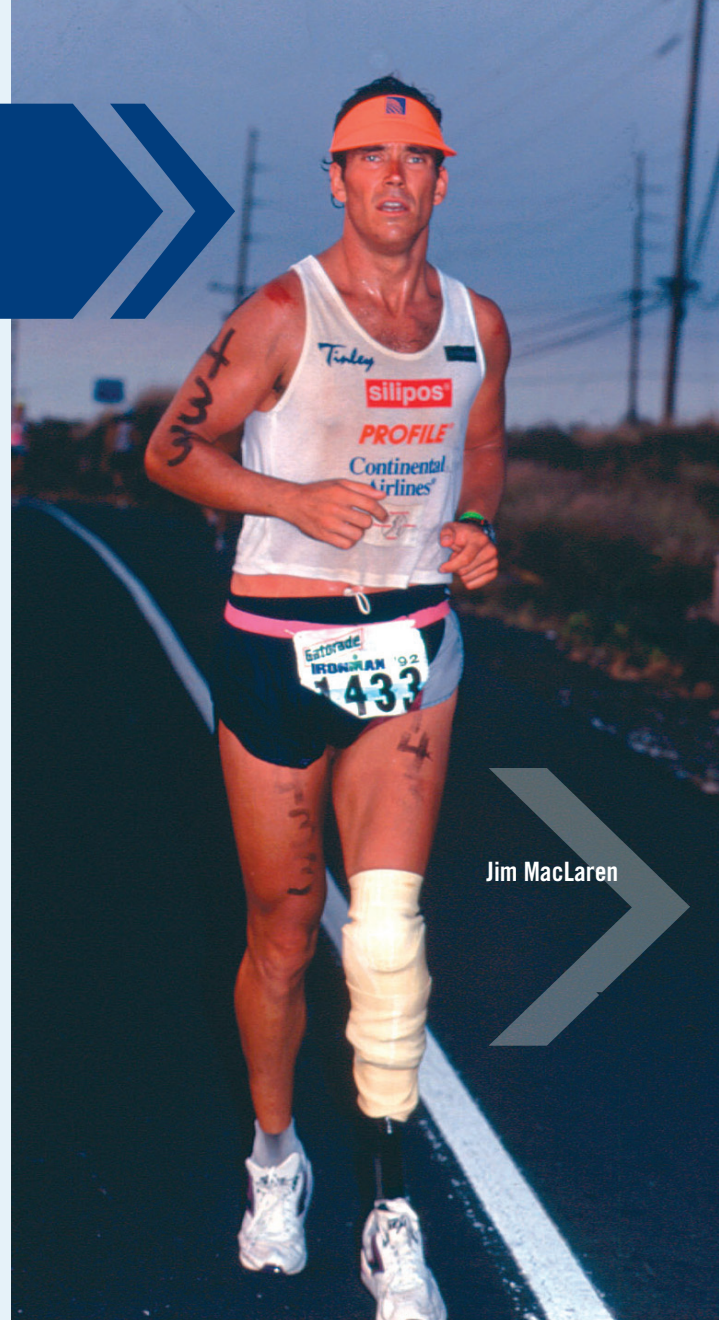


# CAF History

## From One, Came Many...

The Challenged Athletes Foundation began in order to help one challenged athlete. After Jim MacLaren – the “Babe Ruth” of amputee athletes – became a quadriplegic in a tragic second accident in 1993, his many friends decided to host a triathlon in San Diego to raise money to help him regain his independence through the purchase of an adapted vehicle. That first San Diego Triathlon Challenge raised \$49,000 and to this day, this unique, annual event provides hope, inspiration and motivation to challenged athletes around the world. It quickly became apparent there was a pressing need for funding to help make sports accessible to individuals with physical challenges.

In 1997, CAF was officially born and in the years that followed, we raised more than \$30 million to help physically challenged athletes become whole through sports. By providing grants for adaptive sports equipment, training and competition expenses, and through its innovative programs and world-class signature events, CAF helps athletes get off the sidelines and into the game.



Jim MacLaren

## CAF Values



**We Keep Our Promises**  
We deliver on our promises and offer reliable quality and unmatched value to our constituents

**Accomplishment**  
We help people (physically challenged and able-bodied alike) reach their goals

**Compassion**  
We exist to extend a helping hand

**Entrepreneurship**  
We create new and innovative ways to fund our athletes

**Independence**  
We celebrate the individual challenged athlete and their ability to participate in mainstream as well as disability sports

**Leadership**  
We are helping to create new opportunities for individuals with physical challenges

**Responsibility**  
We exercise fiscal restraint and programmatic discipline

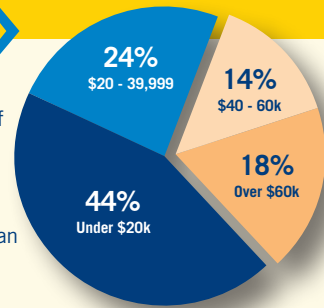
# CAF Impact

CAF exists to help individuals with physical challenges participate in sports and fitness activities. At our core, we believe that success in athletics can lead to success in life – providing essential opportunities to build confidence, grow self-esteem and to become a team player. CAF occupies an important position in the world of disability sports because of our sharp focus on the empowerment of individual athletes across our entire portfolio of programs.

## 2011 PROGRAM HIGHLIGHTS:

## Bringing Our Vision to Life

### Grant Distribution by Income



**ACCESS FOR ATHLETES** is CAF's flagship program. It provides critical funding for equipment, training and travel expenses, bridging the financial gap that prevents far too many challenged athletes from participating in sports.

**Results:** In 2011, Access for Athletes satisfied 980 funding requests from challenged athletes in 45 U.S. states and 22 countries. The grants, totaling more than \$1.4 million, were used by recipients – of all ages, from beginners to elites – to participate in 47 different sports.

**Key Fact:** 68% of 2011 CAF Access for Athletes grant recipients had incomes of less than \$40,000 per year.

**CATCH A RISING STAR** provides fun, interactive, nurturing clinics – led by recognized experts and authorities – that provide instruction in basic sports skills. These clinics, which include mentoring from elite CAF athletes, allow participants to develop the confidence and self-esteem required to reach their individual goals.

**Results:** In 2011, CAF held 23 clinics and camps across the United States, reaching 495 physically challenged athletes. Additionally, through regular programming at the Deni + Jeff Jacobs Challenged Athletes Center, an additional 48 athletes were served in San Diego.

**Key Fact:** Participation in Catch A Rising Star clinics increased by 54.7% over 2010.



**REACH HIGH** provides information, resources and opportunities to people with physical challenges, enabling them to make informed decisions about health, lifestyle and medical choices. The program also raises awareness within the broader community about the abilities of athletes with physical challenges.

**Results:** In 2011, dozens of referrals were made through Reach High to challenged athletes (and their families) seeking information about how they could engage in or return to sports.

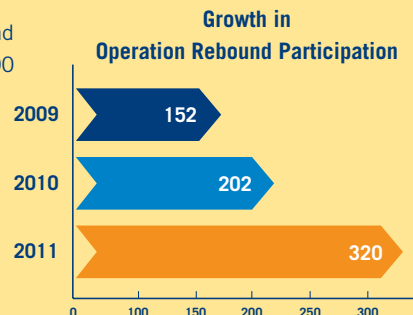
CAF "spokes-athletes" conducted 18 speaking events at schools reaching 2,466 people. An additional 3,600 individuals visited the R.C. Baker Foundation CAF Education Center at the Deni + Jeff Jacobs Challenged Athletes Center this year.

**Key Fact:** In 2011, the Aspen Medical Products San Diego Triathlon Challenge, one of CAF's signature events, generated more than 16 million media impressions. This event is instrumental in changing the perceptions of challenged athletes and their abilities.

**OPERATION REBOUND** is the premier sports and fitness program for American military personnel, veterans and first responders with permanent physical disabilities.

**Results:** In 2011, CAF Operation Rebound provided 240 grants injured troops and first responders and supported an additional 80 individuals through its Military Medical Center Physical Training Program and CAF events.

**Key Fact:** Operation Rebound has now served more than 800 permanently injured troops and first responders. The program's reach has almost doubled since 2009.



**PROJECT N.Ex.T. (New Expectations Today)** is a three-year San Diego County pilot program that connects physically challenged mentees with similarly challenged mentors. By educating recently injured or inactive individuals about available fitness and sports opportunities, we believe we can create better and more consistent outcomes for Project N.Ex.T. participants.

**Results:** Close to \$50,000 in grants for equipment and training were distributed to Project N.Ex.T. mentees in 2011.

**Key Fact:** In 2011, 28 successful mentor/mentee pairs were initiated.

# CAF Global Partners



In 2011, CAF proudly welcomed Dodge as a three-year Global Partner and as the Official Vehicle of CAF. Thanks to Dodge's sponsorship of CAF's signature events, swim clinics and Paratriathlon camps, challenged athletes are able to gain increased independence and enhanced quality of life through mobility.



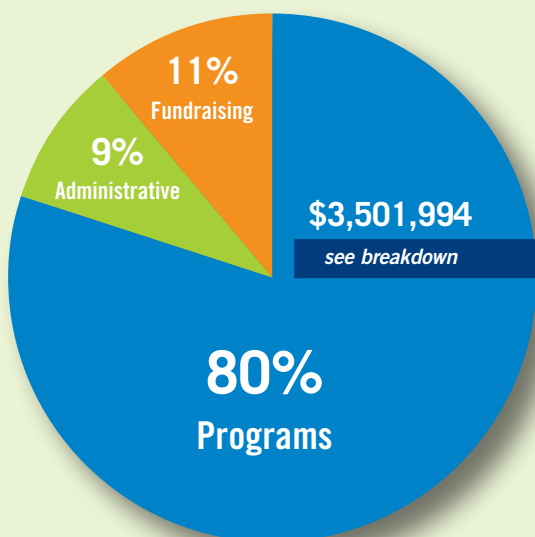
Through a partnership that began in 1997, Össur and CAF enable challenged athletes to pursue a life without limitations. Össur's advanced prosthetic technology, coupled with the expert coaching provided at CAF/Össur mobility clinics across the country, helps change lives before our very eyes.



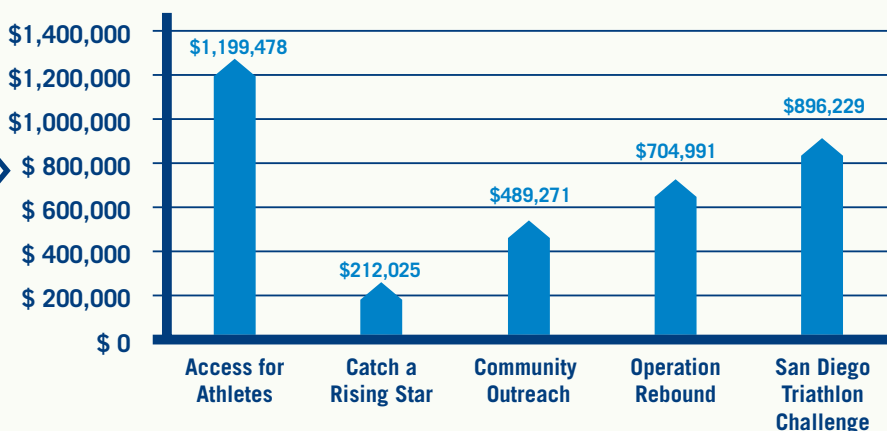
CAF is honored to continue its strong partnership with the Ironman brand, which began at the first San Diego Triathlon Challenge in 1994. Thanks to Ironman's provision of slots to sought after U.S. events, and its annual donation of two coveted slots to the Ford Ironman World Championship, \$180,000 was delivered to challenged athletes in 2011. Over the life of our 18-year partnership, \$2 million has been raised.

## CAF Financial Highlights

Based on our most recent audited financial results (Fiscal Year 2010 – 2011), CAF is pleased to report that 80 cents of every dollar expended by the Foundation goes to support the athletic and fitness activities of athletes with physical challenges.<sup>1</sup>



### CAF Spending by Program 2010-2011



<sup>1</sup> Does not include in-kind donations.

# CAF 2010-2011 Financials

## CONSOLIDATED STATEMENTS OF ACTIVITIES<sup>2</sup>

	2011	2010
<b>Operating Revenue and Support</b>		
Contributions & Other Income	2,729,580	2,342,668
Special Event Revenue	3,210,694	2,321,294
Less direct expenses	(1,675,387)	(1,268,791)
Grants	160,700	70,035
In Kind Income	576,286	594,735
<b>Net Operating Revenue and Support</b>	<b>\$5,001,873</b>	<b>\$4,059,941</b>
<b>Program Services</b>		
Access for Athletes	1,199,478	1,232,634
Catch A Rising Star	212,025	87,235
Community Outreach	489,271	423,767
Operation Rebound	704,991	432,520
San Diego Triathlon Challenge	896,229	876,046
<b>Total Program Services</b>	<b>\$3,501,994</b>	<b>\$3,052,202</b>
<b>Supporting Services</b>		
Management & General	337,101	391,351
Net Fundraising	447,815	359,555
<b>Total Supporting Services</b>	<b>\$784,916</b>	<b>\$750,906</b>
Total Operating Expenses	4,286,910	3,803,108
<b>NET ASSETS AT END OF THE YEAR</b>	<b>\$2,317,704<sup>3</sup></b>	<b>\$1,567,102</b>

<sup>2</sup> CAF's fiscal year runs from April 1 to March 31.

<sup>3</sup> Included in the net assets is a \$1.6 million non-endowment fund to ensure that challenged athletes can be funded in perpetuity.



### CAF Board of Directors

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Board President, Founding Member

Bob Babbitt  
Board Vice-President, Founding Member

David Jochim  
Treasurer

Dean Roeper  
Secretary

Rick Kozlowski  
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Bobby Bostic

Jeff Jacobs

Bob Kaplan

Tabi King

Tommy Knapp

Tim Maguire

Alan Romick

David Samson

Alan Shanken

Scott Stackman

### Advisory Board Members

Clive Essakow

Sari Levy-Schorr

Justin Model



### Challenged Athletes Foundation

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**Make a difference** in the life of a challenged athlete by making a donation, getting involved through a corporate partnership, fundraising, making a planned gift, volunteering, participating in a CAF signature event, shopping at the CAF store or by joining our community.

Learn more by visiting [www.challengedathletes.org](http://www.challengedathletes.org)



**CHALLENGED ATHLETES FOUNDATION**