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MISSION STATEMENT

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

It's all smiles and high fives as Team CAF athletes Rudy Garcia-Tolson and Roderick Sewell Jr. head down the transition shoot at the Aspen Medical Products San Diego Triathlon Challenge (SDTC)



MANIFESTO

We believe in empowering the athlete in us all. We provide the tools and community to support everyone's journey of fulfillment through opportunity. Together, we redefine what's possible.

A warm embrace at the finish of the Mazda Foundation Million Dollar Challenge (MDC)

BRAND ESSENCE

The core beliefs that differentiate our brand:

We believe in empowering the athlete in everyone.

We believe in turning obstacles into opportunities.

We believe that an active lifestyle, leads to fulfillment in life.

We believe that one transformational moment can lead to a lifetime of support.



Team CAF athlete Hunter Pochop shreds at a CAF Wheelchair Motocross (WCMX) clinic



CAF Operation Rebound® athlete Chappie Hunter celebrates finishing the 1-mile swim, leaning on two of the 500+ volunteers at SDTC

BRAND PILLARS

These are the tenants of our brand essence that support our brand personality. These are the most important attributes and principles to communicate through the brand.

- AUTHENTIC
- EMPOWERING
- STRONG
- COMMUNITY

AUTHENTIC

Real moments. Real life.
Real people. Real victories.



Sometimes all you need is a little push. WCMX legend Aaron Fotheringham (AKA Wheelz) gives a fellow Team CAF athlete an extra push

EMPOWERING

Amazing triumphs come
from opportunity.

*CAF Operation Rebound® athlete Dan
Riley catches air on his custom monoski*

STRONG

Strength doesn't come from what you can do; strength comes from overcoming what you thought you couldn't.

Team CAF athletes Kelly Ray, Breezy Bochenek, Haven Shepherd and Alex Henry lift each other up through life's ups and downs

COMMUNITY

Team CAF is without boundaries. Together we grow bigger and stronger.

Team CAF ambassador Bill Walton and MDC riders triumph in conquering 620-miles cycling down the coastline of California



Team CAF athlete Braylon O'Neill gets a stretch in before the Philadelphia Insurance Kids Run

5 STRATEGIC INITIATIVES

Through these five strategic initiatives, we will strengthen the CAF brand while furthering its purpose and fostering public engagement.

- 1 FOCUS ON PURPOSE DRIVEN INITIATIVES THROUGH EVENTS, PROGRAMS AND DEVELOPMENT
All activities serve as a gateway to life-time stakeholders. Target, capture, collect, cultivate and sustain.
- 2 DEMONSTRATE AND QUANTIFY HOW CAF IMPACTS LIVES
Research that quantifies impact.
- 3 PROACTIVELY DEVELOP OTHER REGIONS WHERE LEADERSHIP IS IDENTIFIED
Leverage data and CRM for cultivation.
- 4 STRENGTHEN INFRASTRUCTURE TO SUPPORT GROWTH
Data, development, marketing, research.
- 5 ESTABLISH CAF AS A NATIONAL BRAND WITH GLOBAL REACH
First call, corporate partnerships, deliver brand promise.



Team CAF athlete Morgan Pixley gives high fives to the cheering crowd through the finish line with support from mentor Robert Ramm at the Philadelphia Insurance Kids Run

MESSAGING PRINCIPLES

No challenge is too great with the right support. That’s why our goal is to provide challenged athletes with the tools they need to pursue active and healthy lifestyles. We advocate for all levels of physical activity as a way to enhance quality of life for all. CAF’s principle is simple: We Are Team CAF.

TEAM CAF

Through Team CAF, greatness occurs. CAF is made up of athletes, families, volunteers, partners, supporters, and staff. CAF is never a single entity. That’s why it’s the collective that makes up the team.

YOU-BASED

‘You’ based messaging is vital to ensure all members of Team CAF are represented and valued.

PEOPLE FIRST LANGUAGE

Physical challenge does not define who you are as a person. On Team CAF, we’re mothers, comedians, track stars, and nacho lovers.

COLOR PALETTE

To maintain consistency across multiple print and electronic applications, these two PMS colors have been selected for the main logo treatment:

- PMS 281
- PMS 116

PRIMARY PRINT & WEB COLORS



PMS 7597 U
R:221
G:107
B:78



PMS 280 U
R:36
G:64
B:123



PMS 2915 U
R:70
G:184
B:247

LOGO COLORS



**C:100
M:70
Y:0
K:30**



**C:0
M:15
Y:95
K:0**

SECONDARY PRINT & WEB COLORS



PMS 5463 U
R:23
G:42
B:82



PMS 285 U
R:77
G:136
B:204



PMS 367 U
R:161
G:217
B:106



PMS COOL GREY 2 U
R:200
G:201
B:203



PMS 656 U
R:235
G:235
B:235



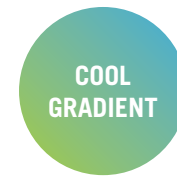
APPROVED SILVER AND GRADIENTS



**PMS 877
SLIVER**



**PMS 871
GOLD**



**COOL
GRADIENT**



**WARM
GRADIENT**

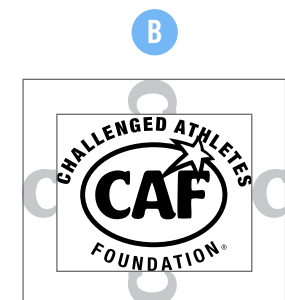
LOGO

A MINIMAL PERIMETER SPACE

Always keep the logo free and clear with a minimum of one “C” space around the logo.

B SIZING

When applications require smaller usage of the logo it is best to use the 1 or 2-color reversed logo. For optimal readability the logo should appear no smaller than 1” in width.





A



B



C



E



F



LOGO COLOR VARIATIONS

A 1-COLOR - BLUE / BLACK

Designed for small or single color applications when grayscale is not an option. Preferred color is CAF blue (PMS 281), but secondary single color usage is permitted. Use this logo embossed on injection molded products or on small silkscreened applications like ball-point pens, etc.

B 1-COLOR - WHITE

Designed for apparel and limited print applications that require the logo used on a darker background.

C 2-COLOR FLAT - BLUE AND YELLOW

Designed for use in applications where color is limited. Use this logo embroidered or silk-screened on apparel.

D 2-COLOR INVERSE - WHITE AND YELLOW

Designed for apparel and limited print applications that require the logo used on a darker background. These logos include white with gold star (1-color tints of PMS 116), and white with a 4-color CMYK star.

E 2-COLOR GRADIENT - BLUE AND YELLOW

Designed for use in applications where color is limited. Use this logo embroidered or silk-screened on apparel.

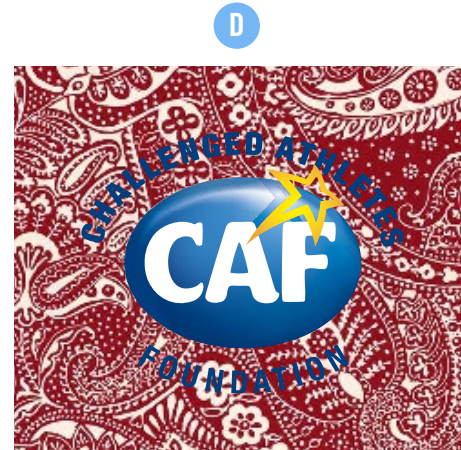
F FULL-COLOR PREMIUM LOGO

Designed for use in premium applications where full-color printing or high-resolution display is available. Use this logo in full-color print ads and digital or web formats.



LOGO DO NOT...

- A CHANGE LOGO ORIENTATION
- B PLACE LOGO ON POOR BACKGROUND COLOR
- C OUTLINE THE LOGO
- D PLACE ON BUSY PATTERNS OR IMAGES
- E REMOVE LOGO ELEMENTS
- F CROP THE LOGO
- G CHANGE LOGO COLORS
- H SQUISH AND STRETCH





Rudy Garcia-Tolson runs a track workout with fellow Team CAF athletes

APPAREL GUIDELINES

These are the rules behind using the CAF logo to create various pieces of apparel. All CAF logo usage on apparel must be approved by CAF Marketing department. Please submit mock-ups to Marketing@challengedathletes.org for approval.

EMBROIDERY

- Registration mark on CAF logo MUST be included on all embroidery.
- 3” Logo to be used on polos (over heart or opposite other brand logos i.e. Nike swoosh).
- 3” Logo to be used on hats (center).

SCREEN PRINTING

- Registration mark on CAF logo MUST be included on all screen printing.

3-INCH LOGO

- T-shirts (over heart or opposite other brand logos i.e. Nike swoosh).
- Polos (over heart or opposite other brand logos i.e. Nike swoosh).
- Shorts (bottom right leg or opposite other brand logos i.e. Nike swoosh).
- Athletic Pants (upper right thigh or opposite other brand logos i.e. Nike swoosh).
- Hats (centered).

5-INCH LOGO

- T-shirts (center chest).
- Pullover Sweatshirts (center chest).

6-INCH LOGO

- T-shirts (center upper back).
- Pullover Sweatshirts (center upper back).
- Jackets (center upper back).

IMAGERY

When it comes to selecting the imagery used for CAF, remember to follow the brand pillar of AUTHENTIC. It is important to show that these athletes are pushing themselves to the limit, however difficult that may be, so show the sweat and the tears. This also means that we want to try to show the entire body of the athlete in order to show the disability. One more aspect of AUTHENTIC to keep in mind is to not select images that are stylized or over edited. Avoid high contrast, HDRI, over saturation, images with gradients or vignettes, and images with cloudy skies. Always strive for candid photos and stay away from staged images in front of studio backdrops, unless the context makes sense (Holiday Campaign).

Another important consideration when selecting images is to try and keep it simple. Sometimes these images will have text over them, so stay away from images with complex/complicated background. Also avoid images that have a lot of text and logos within the environment in order to make the athlete the focal point.



SDTC announcer Eric Gilsenan and Sammy's Super Friends finish the Philadelphia Insurance Kids Run with super smiles



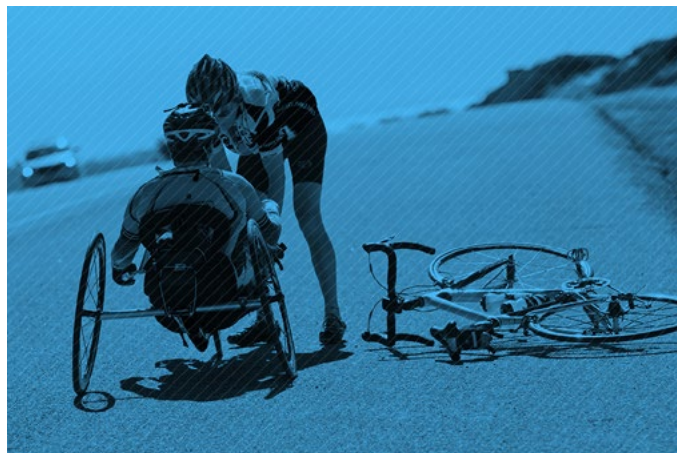
A



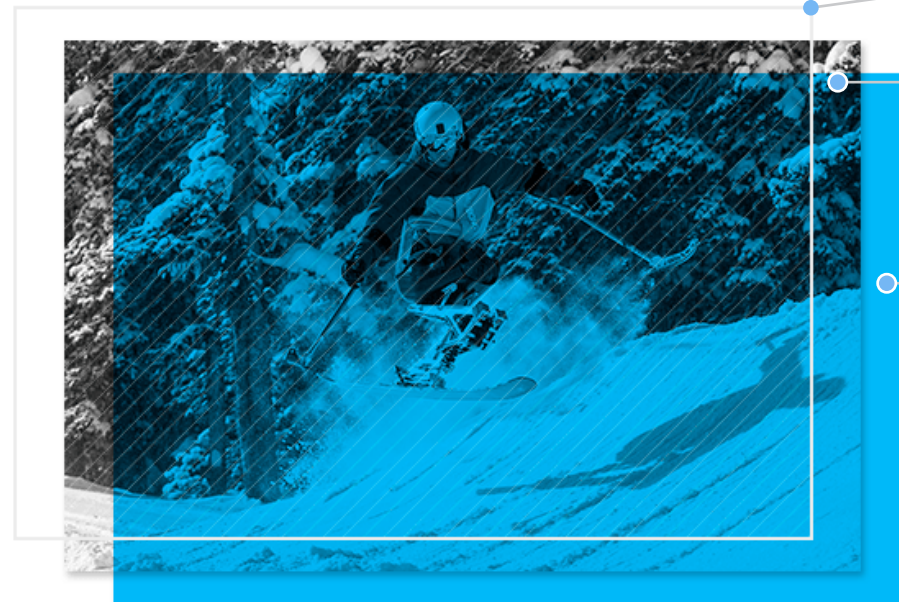
B



C



D



A ON BRAND IMAGE CHOICE

B OFF BRAND IMAGE CHOICE
This is an example of an overly stylized image.

C TOUT IMAGE

D TOUT IMAGE CONSTRUCTION
These are instructions to produce Tout Images.

● **WHITE LINES**
photo-lines.psd
25-35% opacity depending on the image.

● **SELECTED IMAGE**
Add a Black and White adjustment.
Set the blending mode to multiply.
Images usually need to be brightened.

● **LIGHT BLUE BACKGROUND**
#46b8f7
r:70 g:184 b:247

TYPOGRAPHY

The typography used for the CAF print and digital is **Trade Gothic**.
The use of italics is for headlines and calls-to-action while the condensed treatment is primarily used as navigation.

Aa

Trade Gothic LT Std Bold Condensed No. 20

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Trade Gothic LT Std Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Trade Gothic LT Std Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Trade Gothic LT Std Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

H1

LOREM IPSUM DOLOR

Trade Gothic LT STD: Bold Oblique
Size: 48 px
Leading: 48 pt
Uppercase

This is used for large, bold section headers.

H2

LOREM IPSUM DOLOR

Trade Gothic LT STD: Bold Oblique
Size: 30 px
Leading: 30 pt
Uppercase

This is used when h1 headers are too dominant or if h1 cannot fit comfortably.

H3

LOREM IPSUM DOLOR

Trade Gothic LT STD: Bold Oblique
Size: 21 px
Leading: 21 pt
Uppercase

This is used as a header within a tout.

BRAND TAGLINE

LOREM IPSUM DOLOR

Trade Gothic LT STD: Bold Oblique
Size: 14 px
Uppercase

This is used for the brand tagline within the website navigation.

NAME - LARGE

LOREM IPSUM DOLOR

Trade Gothic LT STD: Bold Condensed No. 20
Size: 30 px
Leading: 30 pt
Uppercase

NAME - MID

LOREM IPSUM DOLOR

Trade Gothic LT STD: Bold Condensed No. 20
Size: 21 px
Leading: 21 pt
Uppercase

NAME - SMALL

LOREM IPSUM DOLOR

Trade Gothic LT STD: Bold Condensed No. 20
Size: 18 px
Leading: 18 pt
Uppercase

NAME INFORMATION - LARGE

LOREM IPSUM DOLOR

Trade Gothic LT STD: Regular
Size: 16 px
Tracking: 0
Uppercase

NAME INFORMATION - SMALL

LOREM IPSUM DOLOR

Trade Gothic LT STD: Regular
Size: 10 px
Tracking: 25
Uppercase

This is used on the name of an event or program for said event or program on its details page. It is also used to display the main title header on the blog article page.

This is used for the names of athletes and ambassadors over portrait images. This is also used for event/program names when they are displayed in a list or a tile format.

This is used when the Mid version is too large on event list format.

This is used for secondary information that follows the Name - Large. Used to display time and location of events, authors of blog posts, etc.

This is used for secondary information that follows the Name - Small.

BODY COPY ON WHITE BACKGROUND

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
In vestibulum magna nec nisi sagittis luctus.

Trade Gothic LT STD: Regular
Size: 14 px
Leading: 21 px
Sentence Case

BODY COPY ON DARK BACKGROUND OR IMAGE

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
In vestibulum magna nec nisi sagittis luctus.

Trade Gothic LT STD: Regular
Size: 16 px
Leading: 24 px
Sentence Case

NAV LINKS

LOREM IPSUM DOLOR

Trade Gothic LT STD: Bold
Size: 14 px
Uppercase

UTILITY NAV LINKS

LOREM IPSUM DOLOR

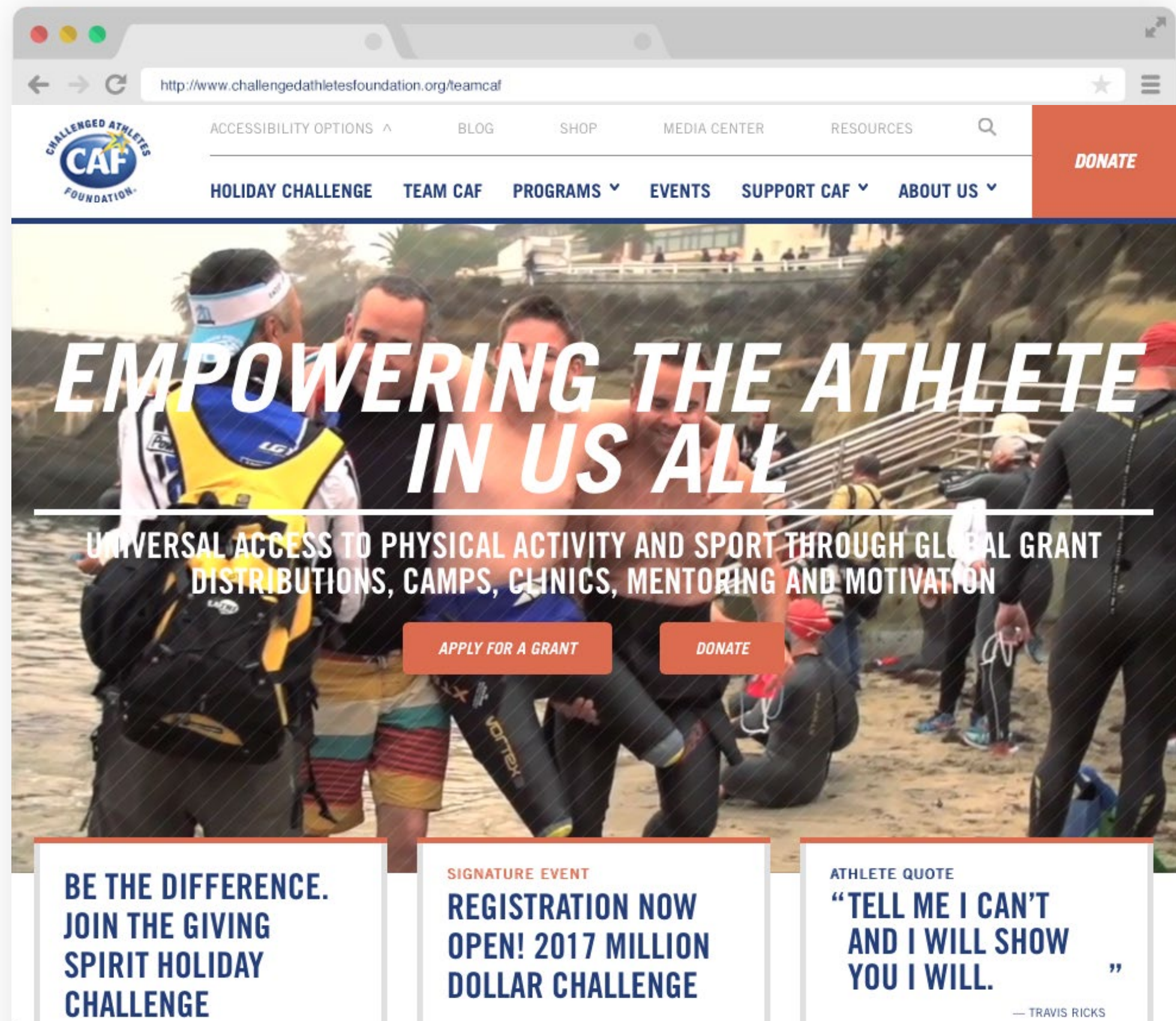
Trade Gothic LT STD: Bold
Size: 12 px
Uppercase

This is used for body copy when the type color needs to be lighter than the background.

This is the default body copy style.

This is used for the Primary Global Navigation links.

This is used for the Utility Navigation links.



GUIDING WEB PRINCIPLES

From designing the structure of web pages, to crafting the content that goes within those pages, these simple principles should be top-of-mind whenever creating new web experiences for CAF.

SHOWCASE TRANSFORMATIONAL MOMENTS

Fuel awareness and growth through unique programs and events.

TELL POWERFUL STORIES

From event wrap-ups to athlete blogs — authentic stories from #TeamCAF deserve to be heard.

WAYS AND REASONS TO GIVE

Team CAF does amazing things. Let's provide multiple avenues for people to get involved.

MAKE INFO EASY

Some people just need answers. Simple requests deserve a simple process.

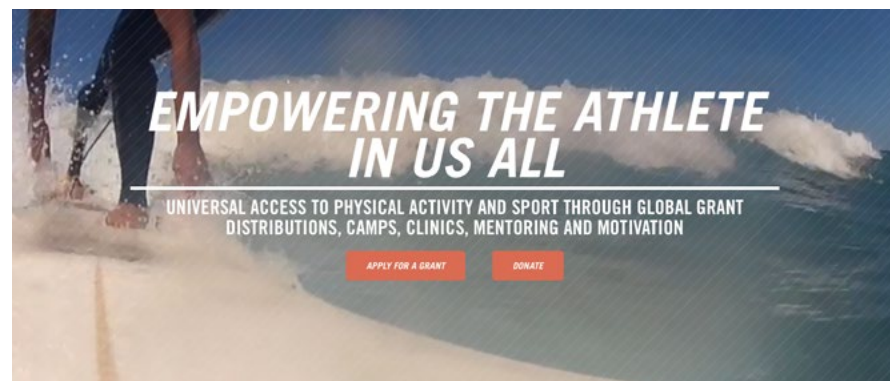
A



D



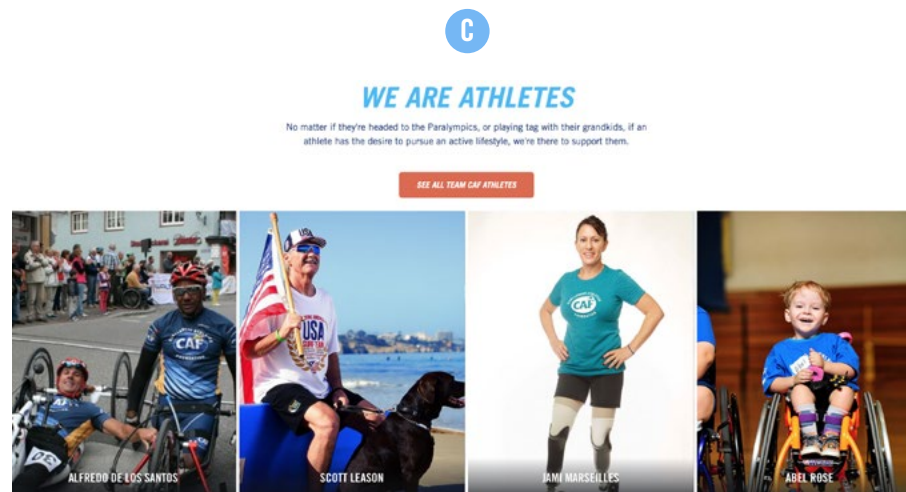
B



E



C



KEY WEBSITE ELEMENTS

A HOME PAGE CURRENT EVENT TABS

These tabs are meant to keep viewers coming back to the page. Can populate with current events, upcoming signature events, blog posts, podcasts, etc.

B HOME PAGE SLIDER

Section to define what CAF is for new audiences. Video b-roll plays behind brief defining text of CAF. Not meant to change any CTA's.

C TEAM CAF PAGE: WE ARE ATHLETES

Athletes can manually change frequently, so long as there is a plethora of gender, race, and disability represented. Also the same for 'We Are Supporters' section on the same page. Fixed image size is 470px x 709px.

D HEADER IMAGES WITH KEY WORDS

Header images of the Programs, Events, Support CAF, and About Us pages feature a matching key word to define the importance of that part of CAF. Image size is 16:9 ratio.

E HEADER IMAGES

To best tell CAF's story, imagery is meant to be big and bold on pages. Banner images are fixed size. Image size is 16:9 ratio.

UI ELEMENTS

A BUTTON ANATOMY

Buttons should have a minimum of 30px horizontal padding. Buttons should contain a maximum of 25 characters and the copy should be direct and clear.

B PRIMARY BUTTON

C SECONDARY BUTTON

This button is used for the less important link when there is already a primary button present. However, two or more Primary Buttons can be displayed at once.

D INACTIVE STATE

E ACTIVE UNSELECTED BUTTON ON DARK BACKGROUND

F INACTIVE BUTTON ON DARK BACKGROUND

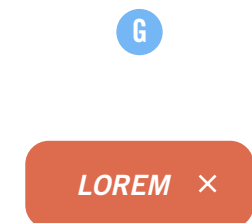
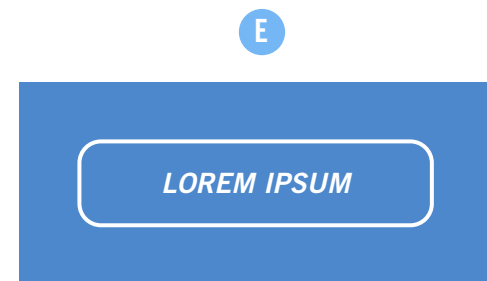
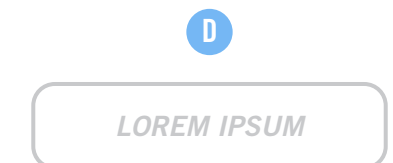
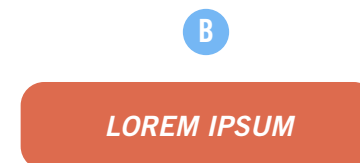
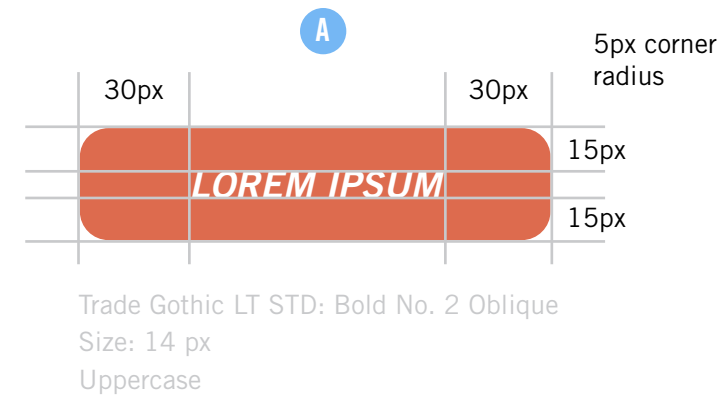
G TAG

This is a tag to show the user the conditions they have set. The construction of the tag is different than the button, the tag's overall padding is a consistent 15 px.

H VIDEO PLAY BUTTON

This can be displayed with or without text, but always over a video still or image. The bottom version is when a video is displayed within a media grid.

F LARGE BUTTON



A



B



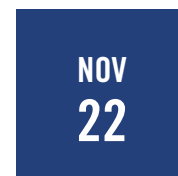
C



D



E



F



TYPES OF CARDS

A EVENT CARD

B BLOG CARD

C PROGRAM CARD

D HOTEL CARD

F DATE SQUARE - SMALL
 This is used in ALL Event Cards.

F DATE SQUARE - LARGE
 This is reserved for Event Details page.

A

OCT
23**SIGNATURE EVENT****ASPEN MEDICAL PRODUCTS SAN DIEGO TRIATHLON CHALLENGE**

6:30AM | SAN DIEGO, CALIFORNIA

B

**EMPIRE STATE BUILDING RUN-UP 2016**November 16, 2015
New York, NY

C

DEC
10**ÖSSUR RUNNING AND MOBILITY CLINIC – ARIZONA**

9:00AM | SAN DIEGO, CALIFORNIA



D

OCT
23**SIGNATURE EVENT****YMCA OF SAN DIEGO COUNTY TOUR DE COVE**

9:00AM | LA JOLLA, CALIFORNIA



E

JUN
13**SIGNATURE EVENT****A CELEBRATION OF HEROES, HEART & HOPE**

6:00PM | NEW YORK CITY, NEW YORK

EVENT CARD VARIATIONS

A

SMALL EVENT CARD

This is the default Event Card for the list view.

B

SMALL EVENT WITH IMAGE CARD

Small Event Cards can be paired with an image. The date is now displayed in the Name Information under the Event Title.

C

DEFAULT EVENT CARD

This is the default Event Card. It has a light blue date square and the border-top is green.

D

SIGNATURE EVENT CARD

This card is reserved for Signature Events only. These cards have different styling than the Default Events Cards. It is denoted with the “Signature Event” text as well as the Date Square being dark blue and the border-top is orange.

E

SIGNATURE EVENT LARGE CARD

This card is reserved for the Signature Events Carousel.



SPONSOR POST EXAMPLE:

Important to make the sponsor feel as though they are the hero making a difference in the lives of Team CAF athletes. Rather than a sales pitch or typical “thank you” post, authentic and motivational content stands out and reaches a broader audience. Important to note as well, Facebook algorithm analyzes amount of tags and hashtags and assesses the amount of “promotional” material in post.



EVENT POST EXAMPLE:

Important to remember our platforms have a worldwide audience. Making an ask to sign-up for an event must also have a general appeal to remain relevant, and keep consistent with motivational brand content.



BIO / AUTHENTIC POST EXAMPLE:

Important to note that athlete bios should focus on the positive, fighter, and motivational spirit of Team CAF athletes. Common bio structure: (1) sentence about challenge, (1) motivational quote from athlete or sentence about how the athlete persevered, and (1) quote about where they are now.

Important to capture the raw and authentic content from various athletes. CAF online audience loves to hear about experiences from the perspective of Team CAF athletes.

SOCIAL MEDIA GUIDELINES

Across all social and digital channels, it's imperative to maintain brand consistency in messaging and imagery.

IMAGERY THAT TOUCHES THE HEART

We rely on authentic and impactful imagery that inspires the audience.

AUTHENTIC CONTENT

From event wrap-ups to athlete blogs — authentic stories from #TeamCAF deserve to be heard.

TAGS

It's a movement - #TeamCAF incorporates all volunteers, partners, supporters, participants and athletes.

LOGO PLACEMENT

CAF logo prominent on all imagery and content for brand and shareable social integrity.

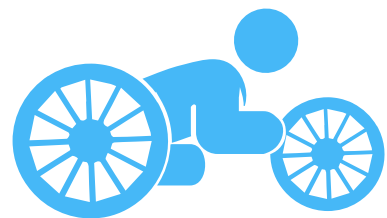
PROGRAMS

Challenged Athletes Foundation recognizes the athletic greatness inherent in all people with physical challenges and supports their goals by providing unparalleled sport and physical fitness opportunities that lead to success in athletics and in life.



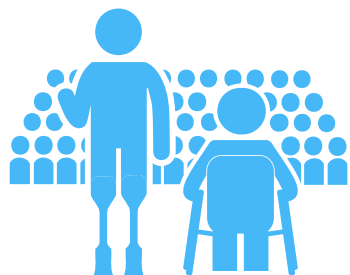
GRANT PROGRAM

Expensive equipment or training shouldn't be the biggest hurdle athletes face in their endeavors. The Access for Athletes Grant program is committed to helping athletes overcome financial impediments by providing funding grants for equipment, training, coaching and competition costs.



CAMPS + CLINICS

Rising Star Camps + Clinics allow each participating individual to develop the confidence they need to reach their personal and fitness goals through a variety of sport camps and clinics.

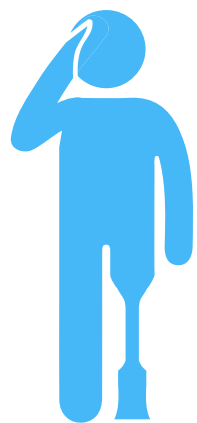


COMMUNITY + EDUCATION

The Reach High Community + Education program was created in an effort to change perceptions about people with physical challenges. CAF provides key information, resources and opportunities through community outreach, awareness and education programs.



Team CAF athlete Sam Day catches a wave at the inaugural Junior Seau Foundation Adaptive Surf Program presented by CAF



CAF OPERATION REBOUND® FRONTLINE TO FINISHLINE™



CAF's Operation Rebound® program strengthens the mental and physical well-being of veterans, military personnel and first responders with permanent physical injuries by providing them opportunities to use sports and fitness to re-integrate into their communities and by empowering them through sports.

U.S. Army veteran, 2016 Paralympian and CAF Operation Rebound® athlete Freddie De Los Santos leads the pack at the inaugural CAF Back to Back Cycling Challenge New York

SIGNATURE EVENTS

Challenged Athletes Foundation puts on unique, first-class fundraising events as an avenue to get involved and make a difference. CAF events are challenging and rewarding, but most importantly allow people to see first-hand how they are changing the lives of challenged athletes.



Team CAF athlete Rui Webster guided by his hero Dan Riley during the Philadelphia Insurance Kids Run



ASPEN MEDICAL PRODUCTS SAN DIEGO TRIATHLON CHALLENGE

Celebrated as the “Best Day in Tri”, this challenge distance triathlon (1-mile swim, 44-mile bike and 10-mile run) attracts hundreds of challenged, able-bodied and professional athletes, celebrities, sports legends and spectators.

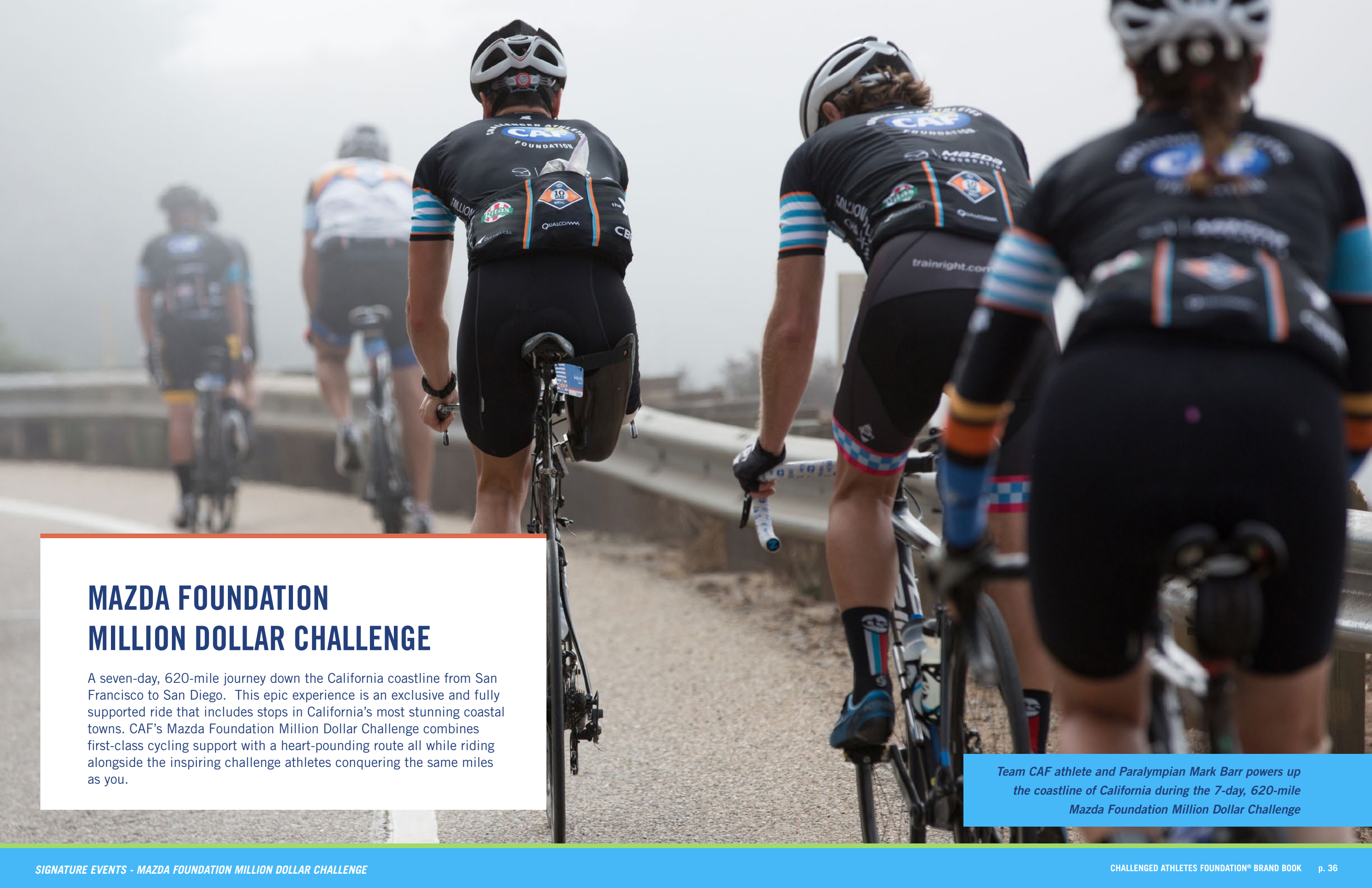
Team CAF athlete Jake Frank is helped by his father through the swim transition area at SDTC



BACK TO BACK CYCLING CHALLENGES

CAF Back to Back Cycling Challenges offer luxury cycling rides at iconic locations across the United States, including Ojai, California, Northern California and West Point, New York. These adventures connect challenged and able-bodied riders who share an inspirational and memorable journey together.

Team CAF athlete Ricky James leads a group of riders at the CAF Back to Back Cycling Challenge



MAZDA FOUNDATION MILLION DOLLAR CHALLENGE

A seven-day, 620-mile journey down the California coastline from San Francisco to San Diego. This epic experience is an exclusive and fully supported ride that includes stops in California's most stunning coastal towns. CAF's Mazda Foundation Million Dollar Challenge combines first-class cycling support with a heart-pounding route all while riding alongside the inspiring challenge athletes conquering the same miles as you.

Team CAF athlete and Paralympian Mark Barr powers up the coastline of California during the 7-day, 620-mile Mazda Foundation Million Dollar Challenge



A CELEBRATION OF HEROES, HEART AND HOPE GALA (HHH)

Held at the Waldorf Astoria NYC for the past ten years, the Today Show's and HHH's host's Willie Geist and Natalie Morales call the gala their favorite night of the year. HHH is an evening filled with stories of hope and inspiration, lively entertainment and transformational moments. Chairman Scott Stackman has created this amazing evening and as of 2016, the gala has raised over \$13 million to support CAF athletes.

courage
hope

*800 supporters gather in New York City to celebrate
an evening of unbreakable spirit and strength*

TEAM CAF

Where others see obstacles, we see opportunities. This is the philosophy of every person on Team CAF, and it's what inspires us to redefine what's possible. We are athletes, we are families, we are volunteers, we are partners, and we are supporters. But above all us, we are the ones bold enough to finish a challenge, and ask "what's next?"

- A WE ARE FAMILIES**
NOAH AND LUCAS ALDRICH PERSONIFY THE POWER OF BROTHERLY LOVE
- B WE ARE PARTNERS**
ASPEN MEDICAL PRODUCTS TEAM, THE PROUD TITLE SPONSOR OF SDTC FOR 16 YEARS AND COUNTING
- C WE ARE SUPPORTERS**
BASKETBALL LEGEND BILL WALTON RIDES 620-MILES DOWN THE COAST OF CALIFORNIA EACH YEAR TO SUPPORT CAF'S MISSION
- D WE ARE STAFF**
AS AN ACCOMPLISHED CHALLENGED ATHLETE HIMSELF, TRAVIS RICKS IS ALSO AN IMPACTFUL MENTOR
- E WE ARE VOLUNTEERS**
THE HEART OF CAF, THEY GENEROUSLY DONATE THEIR TALENTS AND TIME



ADAPTIVE SPORTS

We support active lives for everyone, with our reach extending across a wide range of sports.

- | | |
|----------------------|-------------------|
| ARCHERY | ROWING |
| BASEBALL | RUNNING |
| BASKETBALL | SAILING |
| BIATHLON | SCUBA |
| BOCCIA | SHOOTING |
| BOWLING | SKATEBOARDING |
| CANOEING | SLED HOCKEY |
| CYCLING | SNOWBOARDING |
| CROSS-COUNTRY SKIING | SNOWSHOEING |
| CURLING | SOCCER |
| DOWNHILL SKIING | STRENGTH TRAINING |
| EQUESTRIAN | SURFING |
| FISHING | SWIMMING |
| GOLF | TABLE TENNIS |
| HANDCYCLING | TAI CHI |
| HIKING | TENNIS |
| HUNTING | TRACK AND FIELD |
| KAYAKING | TRIATHLON |
| MARTIAL ARTS | VOLLEYBALL |
| MOUNTAIN BIKING | WATERSKIING |
| PADDLING | WHEELCHAIR RACING |
| RAFTING | WINDSURFING |
| ROCK CLIMBING | YOGA |



Team CAF athlete Samuel Nehemiah helps a fellow wheelchair basketball athlete up at the Bill Walton Basketball Festival

SPECTRUM OF ATHLETES

CAF athletes are defined by their spirit, will and positive 'can-do' attitude - not their disabilities. They are mothers, fathers, sons and daughters; firefighters, movie stars, veterans and veterinarians; students, professors, physicians and technicians. They are all classes, ages and ethnicities.

- A** **ALANA**
PARALYMPIAN, PIONEER, SHREDDER
SPORT: SKI, KAYAK, BASKETBALL, SURFING
- B** **BRAYLON**
SPEEDSTER, TEAMMATE, TV-STAR
SPORT: BASEBALL, TRACK, ACROBATICS
- C** **DARTANYON**
COMPETITOR, POWERHOUSE, MUSICIAN
SPORT: JUDO
- D** **HAVEN**
WINNER, FASHIONISTA, DYNAMO
SPORT: SWIM, TRACK
- E** **LEROY**
VICTOR, MOTIVATOR, JOKESTER
SPORT: WRESTLING
- F** **ANTHONY**
SOLDIER, LEADER, ENTREPRENEUR
SPORT: BASKETBALL, MARTIAL ARTS
- G** **ABEL**
CHARMER, SKATER, ADVENTURER
SPORT: WCMX
- H** **MAYLI**
CHAMPION, ANGEL, #BESTIE
SPORT: CHEER, DANCE, VOLLEYBALL



SARAH REINERTSEN

SPORT: MARATHON, TRIATHLON

A former Paralympic track athlete and first amputee woman to complete Ironman Kona, current triathlete, Sarah Reinertsen, has served as motivation for countless athletes by demonstrating what she could accomplish in spite of being born with a bone growth disorder.

Sarah has won accolades for the USOC and ESPN Best Female Athlete with a Disability (in 1991 and 2006 respectively), as well as been named USAT Best Physically Challenged Triathlete of the Year in 2006.

Sarah has also been featured on the cover of Runner's World among numerous other publications, including ESPN's The Body Issue.

Sarah makes a living as a motivational speaker, showing others that no matter your challenge, you can achieve your dreams. Now an author, she also acts as a CAF and Nike spokesperson, sharing her knowledge and experience with kids and other challenged athletes.

 @ALWAYSTRI



SCOUT BASSETT

SPORT: TRACK AND FIELD

A fire took away Scout's right leg during her infancy and a government orphanage threatened to take away her childhood as well. Thankfully, Scout was adopted at the age of seven and brought to the States.

By the age of 13, Scout was looking to sports as a medium to transcend social and cultural barriers. An introduction to Challenged Athletes Foundation and a grant for a running prosthetic reinforced Scout's dedication to athletics.

Shortly after, Scout was competing in the Track and Field World Championships. It became the first step towards a track career that would take her to multiple championships and trials as she prepared for her first Paralympic appearance in Rio in 2016.

Scout has also been on the USA Paratriathlon National Team, where she won three silver medals and a bronze medal at the ITU Paratriathlon World Championships.

An elite sprinter, triathlete, and world record holder, Scout is also a spokesperson for CAF and Nike, as well as advocate for adaptive athletics worldwide.

 **@SCOUTBASSETT**



RUDY GARCIA-TOLSON

SPORT: SWIMMING, TRACK AND FIELD

A three-time Paralympic swimmer and track athlete, Rudy is also a motivational speaker championing the message that “A Brave Heart is a Powerful Weapon”.

Rudy believes his lack of legs is a gift. After all, it is his circumstance that defines his drive and gives his determination direction. At 8-years-old, Rudy vowed he would swim in the 2004 Paralympic Games.

At 16-years-old, Rudy brought home with a gold medal in the 200 meter individual medley, leaving only his name as the world record holder for the SM7 class. Rudy would make equally impressive showings at the 2008, 2012 and 2016 Paralympics, consistently breaking his own records.

A spokesperson for Challenged Athletes Foundation, Rudy has helped countless adaptive athletes find themselves through sport and opened their door to greatness. Both Challenged Athletes Foundation and Rudy are honored to be in partnership with each other since Rudy was only 8-years-old.

 @RUDYGTCAF



WILLIE STEWART

SPORT: CYCLING, TRIATHLON

In 1980, a construction accident resulted in Willie's arm being ripped out of the socket. Because of rush hour traffic, Willie ran a mile on foot to the hospital while trying to hold his left bicep muscles in with his remaining arm.

The former all-state wrestler showed his enduring grit by competing in a host of endurance and extreme sports. Willie captained the Washington Rugby Football Club a few short years after losing his arm and turned that experience into a catalyst that launched him into the world of endurance sports.

Willie's sport resume includes winning the Catalina Marathon overall, completing the Ironman and Xterra world championships, and winning a Paralympic medal in cross country skiing. Willie is also a 15-time Escape from Alcatraz Triathlon finisher and current course record holder, two-time finisher of the grueling HURT 100 mile run in Honolulu, Hawaii, and has kayaked the Grand Canyon with one arm. Willie has finished at the Blueprint for Athletes Leadville Trail 100 MTB six times.

Willie serves as a spokesperson and advocate for Challenged Athletes Foundation and plays a key role in facilitating events such as the San Diego Triathlon Challenge and Heroes, Heart, and Hope Gala in New York. Willie has mentored countless adaptive athletes and pushed them into achieving their true potential.



BOARD OF DIRECTORS

The exceptional Board of Directors of the Challenged Athletes is a huge part of the success of the organization. Each Board Member devotes countless hours and offers various strengths and expertise to ensure that CAF has a comprehensive strategic plan and vision for success. The Board Officers (Founders) are the individuals responsible for the vision that created what is now the Challenged Athletes Foundation.



JEFFREY ESSAKOW
CAF Board Chairman,
Founding Member
President
Protea Holdings



BOB BABBITT
CAF Board Vice President,
Founding Member
Co-Founder, Competitor
Publishing
CEO, Babbittville Media
Group.
Creator Muddy Buddy Ride
and Run Series



RICK KOZLOWSKI
Founding Member
Retired President
KOZ Enterprises



TOMMY KNAPP
CAF Board Treasurer
Entrepreneur and
Associate Professor
USC



DEAN ROEPER
CAF Board Secretary
Managing Partner
Teel & Roeper, LLC



BILL GEPPERT
Retired Senior Vice
President
Cox Communications



JEFF JACOBS
Co-Owner
Rancho Valencia
Resort & Spa



DAVID JOCHIM
Managing Director
Professional Services
Group, MUFG Union Bank



ROBERT KAPLAN
Partner
Torrey Pines Health
Group, Inc.



STATH KARRAS
Executive Director
Burnham-Moores Center
for Real Estate at
University of San Diego



TABI KING
Group Marketing Director,
Functional Bracing
DJO Global



DAVID SAMSON
President
Miami Marlins



ALAN SHANKEN
Senior Vice President
UBS Private Wealth
Management



SCOTT STACKMAN
Managing Director,
Investments & Private
Wealth Advisor UBS Private
Wealth Management

THE DIFFERENCE OUR PARTNERS MAKE

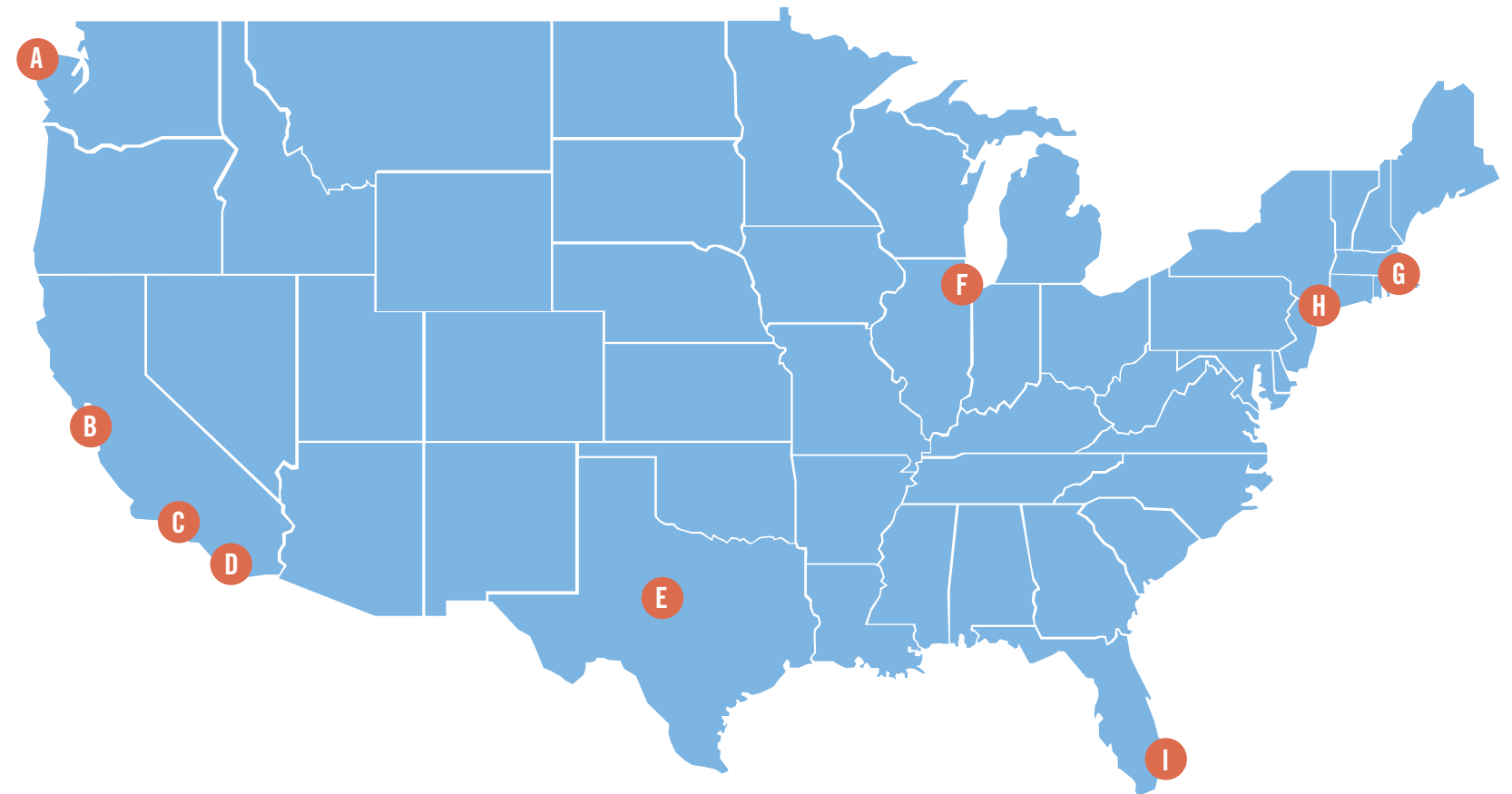
CAF strives to connect and develop long-term relationships with corporate partners, private foundations and other funders who share our commitment to improve the lives of others through sports and physical fitness. We believe that a successful relationship has several points of intersection in terms of shared value, employee engagement, transformational moments and a genuine understanding of what each party brings to the table. We thank our many sponsors and partners for helping us fiscally, through in-kind product donations and by creating shared value through our brand connection.

Select major partners include:



REGIONAL GROWTH

- A** SEATTLE, WASHINGTON
- B** SAN FRANCISCO, CALIFORNIA
- C** LOS ANGELES, CALIFORNIA
- D** SAN DIEGO, CALIFORNIA
- E** DALLAS, TEXAS
- F** CHICAGO, ILLINOIS
- G** BOSTON, MASSACHUSETTS
- H** NEW YORK, NEW YORK
- I** MIAMI, FLORIDA



MARKET RESEARCH

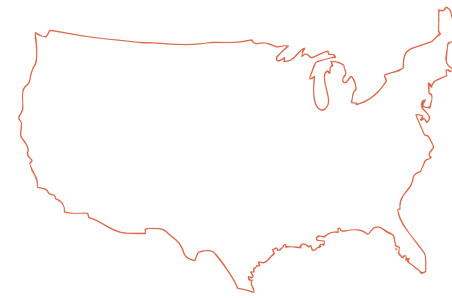
As awareness of CAF grows, we are excited to receive more and more grant applications every year. However, even with successful events, generous support from sponsors and donors, and committed fundraisers, there is a continued need to raise funds that will help support every challenged athlete who applies for a grant.

¹ Stitch Marketing & Research, 2015

² Spinal Cord Injury Model System, 2015

³ Amputee Coalition, 2015

*For High Tetraplegia (C1-C4) Spinal Cord injury



21 M

[MILLION]

INDIVIDUALS LIVING WITH PERMANENT
PHYSICAL CHALLENGES IN THE UNITED STATES ⁴



<\$35K

AVERAGE HOUSEHOLD
INCOME OF 55% OF CAF
GRANT APPLICANTS ¹



\$2.28M

ADDITIONAL DOLLARS
NEEDED TO FULFILL 100% OF
2015 GRANT REQUESTS ¹



291

GRANT APPLICANTS
WHO WILL **NOT** RECEIVE
A CAF GRANT THIS YEAR ¹

\$4.7M+

ESTIMATED LIFETIME COST FOR AN
INDIVIDUAL WHO SUFFERED A SPINAL
CORD INJURY AT AGE 25* ²

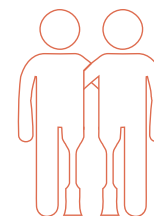
\$500K+

ESTIMATED LIFETIME HEALTHCARE
COSTS FOR INDIVIDUALS WITH
LIMB LOSS ³



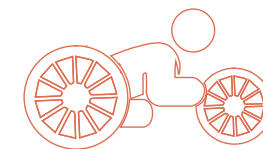
8/10

INDIVIDUALS REPORTED INCREASE
IN HAPPINESS, CONFIDENCE AND
EMOTIONAL SATISFACTION AFTER
RECEIVING A CAF GRANT ¹



8/10

INDIVIDUALS REPORTED
INCREASE IN PARTICIPATION
IN SOCIAL ACTIVITIES AFTER
RECEIVING A CAF GRANT ¹



7/10

INDIVIDUALS REPORTED
INCREASE IN HOBBIES AND
NEW INTERESTS AFTER
RECEIVING A CAF GRANT ¹



94%

INDIVIDUALS REPORTED AN INCREASE
IN LIFESTYLE IMPROVEMENTS AND
CAPABILITIES DIRECTLY ATTRIBUTED
TO CAF SUPPORT ¹

MILESTONES

The Challenged Athletes Foundation is proud to have played a pivotal role in not only changing the lives of thousands of challenged athletes, but in changing the world and the way it perceives and accepts those with physical challenges.

1992
A LEGACY BORN IN THE LAVA FIELDS
Jim MacLaren finishes Kona in an impressive time that sets the Ironman record for amputees and finishes in the top 20% of all competitors including able-bodied athletes. His record would stand for 10 years and inspire many other amputees to follow in his Iron footsteps.

1994
FROM ONE CAME MANY
After Jim MacLaren is paralyzed from a tragic second accident, Jeffrey Essakow, Bob Babbitt and Rick Kozlowski organize the first San Diego Triathlon Challenge (SDTC) to help Jim buy an adaptive van and regain his independence. The goal: raise \$25,000. The results: \$49,000 raised (almost double the target) and ultimately the formation of the Challenged Athletes Foundation.

1997
IT'S OFFICIAL
In the years following the first SDTC, numerous challenged athletes reach out to the three friends, demonstrating the need to provide other physically disabled individuals with the support and funding needed to participate in sports. To meet that need, CAF was officially established as a 501c3 nonprofit organization.

1998
A BRAVE HEART IS A POWERFUL WEAPON
Robin Williams makes his first SDTC appearance and participates on Team Braveheart with Rudy Garcia-Tolson and Scott Tinley. He becomes a fixture at the event, helping to raise the profile of the SDTC.

1999
A GROWING DEMAND
CAF distributes more than 200 grants through its Access for Athletes Grant program.

2001
ONE. MILLION. DOLLARS.
The \$1 million mark in annual fundraising is surpassed for the first time.

2002
THE STARS AMONG US
SDTC attracts participants from around the world, including celebrities like Jim Carrey, Will Farrell, Robin Williams and David James Elliot. Celebrities have come to participate in other CAF events as well.

2004
MENTORSHIP. AWARENESS. AND SUPPORT FOR OUR TROOPS
CAF launches three new programs to support its mission: Rising Star Camps + Clinics provides confidence-building fitness clinics and mentorship; Reach High Community + Education provides community outreach and increases awareness of what challenged athletes can do; and Operation Rebound provides support and funding to injured troops and first responders.

2005
A MAN. A BIKE. A WORLD OF CHANGE.
The release of Emmanuel's Gift brings national attention to CAF. CAF granted Emmanuel a bike, which he pedaled using just one leg on a 370-mile cycling journey across Ghana, appealing to politicians and his countrymen on behalf of the disabled.

2006
CHANGE GEARS. CHANGE LIVES.
The Million Dollar Challenge cycling event is created. Some laughed when the CAF team said they wanted to recruit 100 riders, raise \$10,000 each, and ride 620-miles down the California coast in seven days, with challenged athletes riding side-by-side along the route. The event has now raised more than \$13 million dollars and in 2013 sold out in a record time of 8 hours.

2007

• 2007

CELEBRATING HEROES, HEART & HOPE IN NYC

CAF hosts its inaugural A Celebration of Heroes, Heart and Hope gala in New York City. The event dramatically increases CAF's annual fundraising, while introducing the CAF message to a new market of supporters in New York City and setting the stage for the creation of CAF's Northeast Region.

• 2008

MONUMENTAL SUPPORT

More than 656 athletes receive Access for Athletes grants in 2008, totaling more than \$1 million.

ON THE WORLD'S STAGE

CAF supports 21% of the U.S. Paralympic Team at the Beijing Summer Paralympics.

• 2009

THE BEST DAY IN TRIATHLON

A record number of 200 challenged athletes take part in the SDTC experience, making it the most successful SDTC to date and helping CAF reach a new fundraising milestone of \$5 million in one year.

• 2010

HOPE FOR HAITI

CAF responds to the earthquake in Haiti that caused nearly 3,000 Haitians to become amputees. CAF challenged athlete mentors and elite coaches travel to Port-au-Prince to host first-ever CAF running clinic in another country.

QUEST TO CONQUER/SUMMITS FOR CAF

The CAF flag flies on top of Mt. Everest thanks to Paul & Denise Fejtek and the "Everybody to Everest" challenge. This was the first expedition of their quest to conquer "7 Summits for CAF" and the climb raised \$110,000.

• 2011

BUILDING A BETTER FUTURE FOR CHALLENGED ATHLETES

The Deni & Jeff Jacobs Challenged Athletes Center opens its doors. CAF's National Headquarters, featuring the R.C. Baker CAF Education Center and the Matrix Adaptive Training Facility has hosted more than 500 events since 2011 and will serve as a home for challenged athletes for years to come.

• 2012

IN SPORT - WE ARE ALL EQUAL

For the first time, prize money is offered at the Paratriathlon event at the Accenture Challenged Athlete National Championship, hosted by CAF, Accenture and Korff Enterprises at the Aquaphor New York City Triathlon. More than 40 challenged athletes participated and the event continues annually.

THE BEST PARALYMPICS YET

The Summer Paralympic Games in London generate unprecedented levels of international support and interest. Eighty-seven CAF-supported athletes compete, winning 35 medals.

ON THE ROAD TO RIO

CAF forms the CAF Elite Paratriathlon Team, which focuses on the development of top-performing CAF-supported physically challenged athletes in anticipation of Paratriathlon's debut at the 2016 Rio Paralympic Games.

THE N.EX.T. GENERATION

Project N.Ex.T. mentorship program is launched to connect physically disabled mentees in San Diego County with similarly disabled mentors to provide one-on-one support as role models and partners.

CAF SUPPORTS TEAM USA

CAF supports an impressive 45% of the U.S. Paralympic Team at the Vancouver Winter Paralympic Games.

HIS LEGACY LIVES ON

Jim MacLaren (1963-2010) passes away, leaving a legacy that will carry on through the mission of CAF.

• 2014

SOCHI

Supported X Sochi Paralympians who won Y total medals (will look up, placeholder for now, big names include Amy Purdy, Mike Shea, Evan Strong, Alana Nichols).

• 2015

SURF'S UP

Co-Hosted first International Adaptive Surf Championship. 3 members of CAF's Elite ParaTriathlon team have qualified for Rio in the sport's debut. Hosted first San Diego Gala in honor of Robin Williams' Legacy, raising over \$3 million.

• 2016

A NEW WAVE OF ATHLETES

Junior Seau Foundation generously donates \$250,000 to begin the Junior Seau Adaptive Surf Program presented by CAF, which provides instructional clinics for kids with physical challenges to learn how to surf.

2016



If you have additional questions, please contact us at:
MARKETING@CHALLENGEDATHLETES.ORG