



**THE INTEGRATED
ATHLETIC INITIATIVE**

BUILDING BRIDGES, BUILDING FUTURES CAPITAL CAMPAIGN 2025





Mission of The Integrated Athletic Initiative

The Integrated Athletic Initiative is dedicated to bridging the gap between underserved, special needs, and mainstream youth and young adults through quality sports instruction, teams, events, and leagues. Our mission is to build sports skills, confidence, self-esteem, and sportsmanship in an inclusive environment, meeting the diverse needs of our community.

Our Values

- ▶ *Inclusivity:*
- ▶ *Empowerment:*
- ▶ *Community Building*
- ▶ *Commitment to Excellence:*
- ▶ *Health and Wellness Focus:*

The Campaign ▶ Programs for Funding

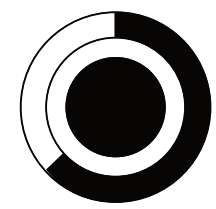
- ▶ *The case to serve special needs page 5*
- ▶ *The case to increase access to underserved page 7*
- ▶ *The case to secure the endowment page 11*



Overview

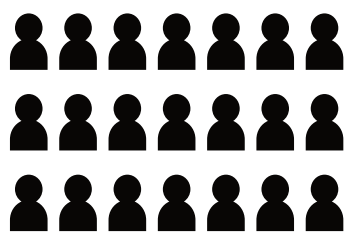
The Building Bridges, Building Futures capital campaign is a transformative initiative dedicated to creating Staten Island’s premier sports center. This state-of-the-art facility will serve as a cornerstone for inclusivity, providing underserved, special needs, and mainstream youth with opportunities to engage in sports, education, and community activities. Designed to foster personal growth, confidence, and well-being, the center will bridge gaps in access and empower young people to achieve their full potential. Through the support of our donors and partners, this campaign aims to build a brighter future where every young person can thrive.

Why it Matters



61%

Of our program recipients have a household income of \$76,000 or less¹



21 MILLION

People in the U.S. are living with a permanent physical challenge²



ZERO

Health insurance does not pay for adaptive sports-related equipment or instruction



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Our Approach

- ▶ *Secure the necessary resources to fully fund the construction and operation of the sports center, ensuring all program elements are realized.*
- ▶ *Deliver robust programming and infrastructure that meets the needs of all participants, avoiding compromises in quality or accessibility.*
- ▶ *Promote the initiative through targeted outreach to schools, disability organizations, and community groups to ensure broad awareness and engagement.*
- ▶ *Invest in top-quality sports equipment and facilities tailored to the diverse needs of participants, fostering inclusivity and excellence.*

The Costs

The Cost:\$5,000,000 over the next four years.



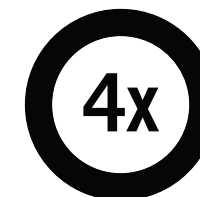
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Overview

Sports are more than physical activity, they are a platform for developing essential life skills such as teamwork, perseverance, and leadership. However, studies reveal that youth with physical disabilities are significantly more likely to experience a decline in activity levels during their teenage years.

The Building Bridges, Building Futures campaign aims to reverse this trend by implementing a multifaceted approach. Through professional coaching, equipment support, educational and awareness programs, and fostering connections among community stakeholders, we will significantly increase the participation of athletes with physical disabilities in sports. This initiative not only enriches the lives of student-athletes but also strengthens their schools and the broader community.



*Youth with a disability
are 4X less active than
their peers without³*



An estimated

606,000

*Youth under 18 are living
with a permanent physical
challenge in the U.S.⁴*



*Children and youth with
a disability are 38%
more likely to be obese³*





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Our Plan Of Action

- ▶ *Allocate adaptive equipment that can be loaned to student athletes*
- ▶ *Identify coaches and develop their ability to work with challenged athletes*
- ▶ *Develop educational content and resources to share with school administrators, counselors, Adaptive PE teachers, health officers and students*
- ▶ *Conduct pre-season Track & Field clinics designed to educate coaches, athletes and parents*
- ▶ *Allocate funds for individual grants for equipment and travel*
- ▶ *Identify partner organizations, especially adaptive sports clubs to increase awareness and resources*
- ▶ *Develop and launch the program in California with an intent to expand to other states in the future*

7





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Overview

New York City is home to approximately 425,500 children from families living below the federal poverty level, many of whom face significant barriers to accessing organized sports. Nationally, only 31.2% of children from low-income families participate in sports, compared to 70.2% from higher-income households. These disparities highlight the urgent need to create equitable opportunities for underserved youth in grades 1-12.

The Building Bridges, Building Futures campaign is dedicated to bridging this gap by providing access to quality sports programs, equipment, and community support. By fostering inclusivity and addressing economic barriers, this initiative aims to empower youth to thrive physically, socially, and emotionally, ensuring they can benefit from the transformative power of sports. Together, we can build a future where every child has the opportunity to succeed on and off the field.



An estimated
1,120,000

Financial constraints and time commitments are primary barriers to participation for these students participating in sports.



Only 31.2% of NYC parents from lower-income families reported that their children in grades 1-12 participated in sports



An estimated
425,000

Data from the Centers for Disease Control and Prevention (CDC) indicates that only 31.2% of children from families earning less than 100% of the federal poverty level engage in organized sports in NYC.



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Our Plan Of Action

- ▶ *Conduct surveys and focus groups with underserved families and schools to identify specific barriers to sports participation for youth*
- ▶ *Launch a targeted fundraising campaign to raise \$5 million over four years, focusing on individual donors, corporate sponsors, and grants to support program development.*
- ▶ *Collaborate with local schools, community organizations, and sports leagues to create accessible pathways for underserved youth to join sports programs.*
- ▶ *Develop a financial aid system to cover costs such as registration fees, equipment, and travel expenses for youth from low-income families.*
- ▶ *Recruit and train coaches to deliver high-quality, inclusive sports programs tailored to the diverse needs of participants.*
- ▶ *Raise awareness about available opportunities through targeted marketing in schools, community centers, and online platforms, emphasizing the benefits of sports participation.*
- ▶ *Create workshops and informational sessions to involve parents and guardians, ensuring they feel supported and encouraged to enroll their children in sports programs.*
- ▶ *Develop metrics to track participation rates, physical and emotional well-being improvements, and community engagement to demonstrate program success and identify areas for improvement.*
- ▶ *Expand successful initiatives to reach additional schools and neighborhoods, ensuring sustained access and growth for underserved youth citywide.*





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Capital Campaign Donors

We offer several opportunities to support the development of The Integrated Athletic Initiative Sports Center, each designed to recognize our donors' generous contributions and to provide lasting value in return. Below are the proposed donation levels and their associated benefits, reflecting our gratitude and commitment to acknowledging the impact of your support.

Proposed Donation Levels

Platinum - \$6,000 (3-year commitment)

As a Platinum sponsor, your \$6,000 commitment, each year, over three years provides significant value and prominent visibility for your brand. Your sponsorship includes:

Recognition on the Website Header: Your logo will be prominently displayed on our website, which is expected to receive substantial traffic from our marketing efforts and community engagement initiatives. This exposure translates to thousands of impressions monthly.

Prominent Recognition in the Lobby of the Building: Your name will be prominently featured in the lobby of our state-of-the-art sports center, seen by an estimated 10,000 visitors annually, including athletes, families, and community members.

A Foursome at the Annual Golf Outing (Value \$1,000): Enjoy a day of networking and relaxation at our annual golf outing, attended by key community leaders and influencers.

Two Tickets to the CASA Belvedere Event (Value \$450): Attend this prestigious event, providing further opportunities for networking and community engagement.





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Gold - \$2,500 (3-year commitment)

As a Gold sponsor, your \$2,500 commitment, each year, over three years offers excellent value and visibility within the community. Your sponsorship includes:

Recognition in the Lobby of the Building: Your name will be displayed in the lobby of our sports center, viewed by an estimated 10,000 visitors annually.

Tee Sign at the Annual Golf Outing (Value \$150): Your company will be recognized with a tee sign at our annual golf outing, attended by local business leaders and community members.

One Ticket to the CASA Belvedere Event (Value \$225): Enjoy attending this exclusive event, allowing for networking and increased community presence.

Silver - \$600 (3-year commitment)

As a Silver sponsor, your \$600 commitment, each year, over three years ensures valuable recognition within our community. Your sponsorship includes:

Recognition in the Lobby of the Building: Your name will be featured in the lobby of our sports center, visible to an estimated 10,000 visitors annually.

Return on Investment

The Integrated Athletic Initiative's sports center is expected to draw significant foot traffic and community engagement. With an estimated 10,000 annual visitors, high visibility at our events, and substantial web traffic, sponsors will benefit from widespread exposure. Our website and social media platforms are projected to generate thousands of impressions monthly, with high click-through rates due to targeted marketing campaigns. By supporting this initiative, sponsors will not only contribute to a worthy cause but also gain valuable community recognition and increased brand visibility.



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Sponsorship Opportunities

We are excited to offer a range of naming opportunities within The Integrated Athletic Initiative Sports Center. These sponsorship levels allow donors to leave a lasting legacy while contributing to the success of this community cornerstone. Below are the available sponsorship opportunities for specific sports facilities and spaces within our center:

Basketball Court - \$75,000

Naming rights for the main basketball court, which will be a focal point of the sports center, hosting practices, games, and community events.

Turf Field - \$70,000

This sponsorship provides naming rights for the turf field, a versatile space that can accommodate a variety of sports, including soccer, flag football, and other recreational activities.

Multi-Sport Courts - \$60,000

Naming rights for the multi-purpose courts, which will be used for various sports such as volleyball, futsal, and pickleball. This space will foster inclusivity and community engagement through diverse activities.

Tennis/Paddle Courts - \$50,000

Naming rights for the tennis and paddle courts, providing a dedicated space for tennis enthusiasts and promoting physical fitness for all age groups.



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Sponsorship Opportunities Continued

Bathroom Facilities - \$30,000

Naming rights for the sports center's bathroom facilities, ensuring a comfortable and accessible environment for all visitors.

Classrooms (4 Available) - \$15,000 Each

Each classroom will serve as a learning hub for educational programs, workshops, and community events. Sponsors will have their name displayed prominently at the entrance to each classroom.

Scoreboards (3 Available) - \$10,000 Each

Naming rights for one of the three digital scoreboards, which will be featured prominently during games and events, providing high visibility for sponsors.

Technology Center - \$15,000

Naming rights for the technology center, which will be equipped with state-of-the-art equipment to enhance learning and support digital literacy for participants.

Food and Beverage Area - \$10,000

Naming rights for the food and beverage area, where visitors can gather, socialize, and enjoy refreshments during events.

Score Tables (5 Available) - \$5,000 Each

Naming rights for one of the score tables used during events and games, providing visible recognition for sponsors during every competition.



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OUR MISSION

THE PURPOSE OF THE INTEGRATED ATHLETIC INITIATIVE IS TO PROVIDE QUALITY SPORTS INSTRUCTION, TEAMS, EVENTS, AND LEAGUES THAT BRIDGES THE GAP BETWEEN UNDERSERVED, SPECIAL NEEDS, AND MAINSTREAM YOUTH AND YOUNG ADULTS. THE PROGRAM HELPS BUILD SPORTS SKILLS, CONFIDENCE, SELF-ESTEEM, AND SPORTSMANSHIP WHILE MEETING THE NEEDS OF EACH INDIVIDUAL.