



**TOYOTA**

**CHALLENGED ATHLETES FOUNDATION**  
**2023 TOYOTA ANNUAL IMPACT REPORT**



# AGREEMENT OVERVIEW



## ACTIVATIONS

6

CONTRACTED ACTIVATIONS



7

ACTUAL ACTIVATIONS

## SOCIAL MEDIA

24

CONTRACTED POSTS



34

ACTUAL POSTS

## ORIGINAL CONTENT

3

CONTRACTED CONTENT PIECES



2

ACTUAL CONTENT PIECES

2

CONTRACTED SPONSORSHIPS

**CAF COMMUNITY CHALLENGE  
SPONSORSHIP + BENEFITS**



**MILLION DOLLAR CHALLENGE  
SPONSORSHIP + BENEFITS**



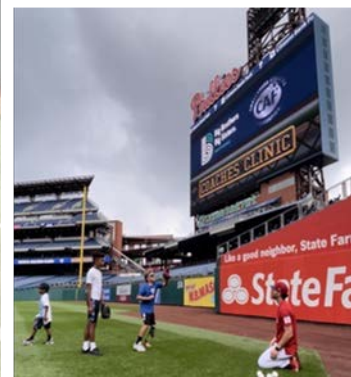
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ACTUAL SPONSORSHIPS

## PHILADELPHIA PHILLIES CLINIC + GAMEDAY EXPERIENCE

AUGUST 12, 2023

- Thanks to our partnership with the Tri-State Toyota Dealers Association, CAF youth athletes were invited to attend a Phillies Coaches clinic as part of the Toyota Phillies Alumni Weekend.
- After the clinic, #TeamCAF supporters, athletes and team members were invited to attend the Phillies game as they took on the Minnesota Twins. Toyota provided an accessible suite for our athletes which allowed everyone to enjoy the game together.
- CAF athlete and rising star, Logan Marmino, threw out the first pitch. Strike!
- Media: [Ring the Bell: Youngsters Get Treated to a Phillies Coaches Clinic from Toyota](#)



## SAN DIEGO PADRES GAMEDAY EXPERIENCE

AUGUST 14, 2023

- Thanks to our partnership with the San Diego County Toyota Dealers, two CAF athletes had a once in a lifetime experience when the Padres hosted the Orioles at Petco Park on August 14th.
- Anthony Pone, CAF Operation Rebound and 2024 Paralympic hopeful, was invited to throw out the first pitch and Mikey Manka kicked the game off with the “Play Ball!” announcement.
- If that wasn't special enough, they had a chance to meet Padres star pitcher, Blake Snell and ran into a few other Padres stars while on the field before the game for batting practice.



# ACTIVATIONS



## SAN DIEGO GAS & ELECTRIC EV DAY OCTOBER 14, 2023

- At the annual SDG&E EV Day at Snapdragon Stadium, Toyota provided a brand new bZ4x, adapted with hand controls, to allow people of all abilities the opportunity to test drive the latest EV models.
- Toyota Mobility was also onsite with a fully adapted Toyota Sienna to give the community a chance to see the latest features and technology in the world of adaptive vehicles.
- Toyota helped bring the CAF mission to life by providing the Toyota Sport Court.
- Para Gold Medalist Liv Stone participated in an adaptive yoga practice led by EōS Fitness and joined other members of the community in a wheelchair basketball expo.
- Paralympian Trenten Merrill presented two grants to local athletes and tried sitting volleyball led by former gold medal Team USA Sitting Volleyball coach, Jon Aharoni.
- Link: [CAF + SDG&E EV Day Photos](#)



# ACTIVATIONS



## CAF COMMUNITY CHALLENGE – TOYOTA SPORTS FESTIVAL + ATHLETE LOUNGE OCTOBER 20-22, 2023

- Toyota was the title sponsor of CAF’s Community Challenge, fueling the dreams of athletes with physical disabilities.
- CAF’s Community Challenge welcomed 925 participants, 186 of those participants had physical disabilities. The event raised \$1,626,964 for CAF’s mission.
- The event featured the Toyota Sports Festival which included something for everyone: wheelchair basketball, sitting volleyball, sled hockey, and curling.
- Athletes participating in CAF’s Community Challenge were treated to an elite experience in the Toyota Athlete Lounge with opportunities to meet Team Toyota Paralympic athletes.
- Link: [More About Toyota’s Sponsorship Benefits](#)
- Link: [Toyota Sports Festival Photos](#)
- Link: [Toyota Athlete Lounge Photos](#)



## CAF COMMUNITY CHALLENGE - ADAPTIVE SURF (PADDLEBOARD) CLINIC

OCTOBER 20 + 21, 2023

- San Diego County Toyota Dealers sponsored two adaptive surf and paddle boarding clinics on Friday and Saturday Mornings.
- Due to unexpected weather conditions, the surf clinics were moved to the bay; however, that did not stop the fun and joy of learning a new sport for the 30 athletes in attendance on Friday and the 38 athletes in attendance on Saturday.
- The Toyota team was on site with an interactive booth set up for participating athletes and their families.
- Media: [The LOCALIST San Diego – See how the Challenged Athletes Foundation Enriches Lives](#)
- Link: [Friday Clinic Photos](#)
- Link: [Saturday Clinic Photos](#)





## PHILADELPHIA FLYERS CLINIC + GAME TIME MILITARY APPRECIATION NOVEMBER 3-4, 2023

- Toyota Tri State Dealers and the Philadelphia Flyers partnered with Challenged Athletes Foundation to offer a Sled Hockey clinic coached by Flyers legend Bob Kelly and Team USA Sled Hockey gold medalist, Rico Roman.
- 15 CAF youth athletes worked on gaining skills and confidence playing sled hockey, while having lots of fun as a community. In a surprise moment, the participants were joined by Flyers mascot, GRITTY, on the ice!
- Link: [Sled Hockey Clinic Photos](#)
- The following evening, all clinic attendees were invited as the Flyers took on the LA Kings.
- In a special military appreciation tribute at the game, three CAF athletes were in attendance – Colin Smith (hometown hero), Bill Cooper, and Stacy Dolla. Bill and Stacy were introduced to CAF through the Philadelphia VA’s Amputee Support Coordinator. →



### MORE ABOUT COLIN SMITH

Chief Warrant Officer Colin Smith retired in 2020, after serving 20 years in the United States Coast Guard. During his time in the Coast Guard, Chief Warrant Officer Smith was deployed several times to the Eastern Pacific, prosecuting the Coast Guards Counter Drug mission, and effectively disrupting the cartel drug trade in the western seaboard transit lanes. Chief Warrant Officer Smith is actively involved in the VA peer group, supporting veterans transitioning back into civilian life and has more recently become involved with CAF.



## LOS ANGELES AUTO SHOW + TOYOTA SPORTS FESTIVAL NOVEMBER 17-26, 2023

- Toyota invited CAF and various sports partners to highlight the value athletics plays in the world as part of the Toyota Sports Festival at the 2023 L.A. Auto Show.
- Athletes and family members from the community attended a wheelchair basketball demonstration led by Rancho Halos team members.
- Following the demo, four deserving athletes were surprised with brand-new, custom fit Per4Max basketball chairs. By providing these chairs, Toyota will allow these athletes to pursue their dreams of one day playing for Team USA at the Paralympic games.
- Link: [LA Auto Show – Toyota Sports Fest Photos and B-Roll](#)



# SOCIAL MEDIA CONTENT



## IMPACT THROUGH CONNECTION BY THE NUMBERS

34

ACTUAL POSTS

111

TOTAL POSTS ACROSS FIVE PLATFORMS

998,959

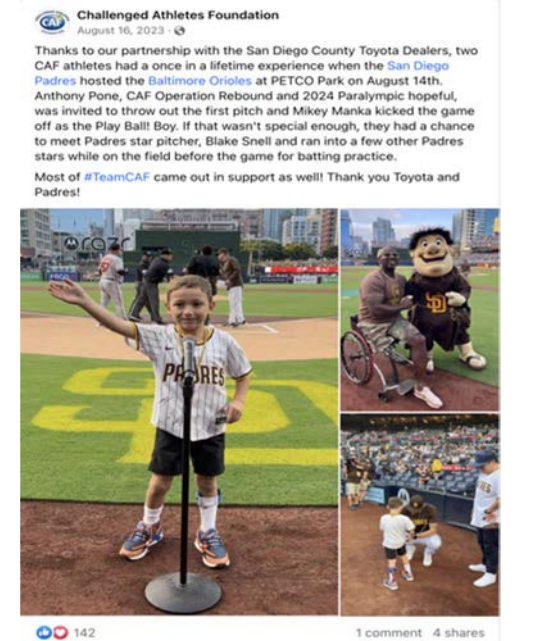
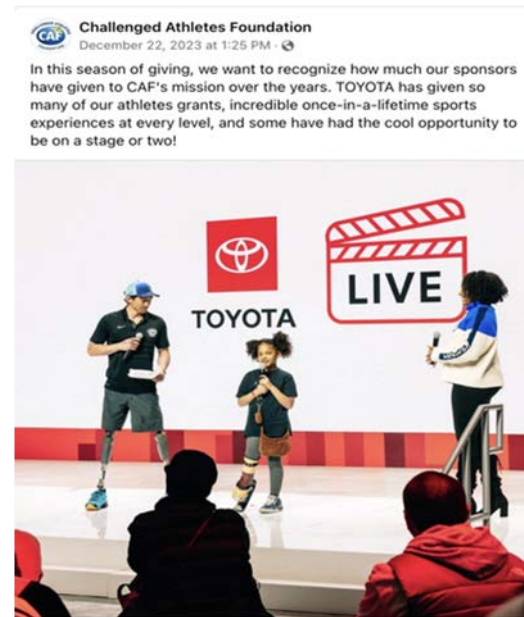
IMPRESSIONS

44,715

ENGAGEMENTS

LINK:

[FULL SOCIAL MEDIA TRACKING SPREADSHEET](#)





## KEY PRESS AND MEDIA HIGHLIGHTS

### Youngsters Get Treated to a Phillies Coaches Clinic from Toyota

August 24, 2023



It was a special day for more than 100 youngsters from the Challenged Athletes Foundation and Big Brothers Big Sisters Independence Region, who all got the chance to train with Phillies coaches on the field before the Phillies-Twins game on August 12.



[MLB.com "Youngsters Get Treated to a Phillies Coaches Clinic from Toyota"](#)



[New York 1 News: Young Athletes Awarded Mobility Wheelchairs](#)

### northjersey.com Daily Journal

#### NJ youth athletes with disabilities will get an assist from surprise grants

Toyota and the Challenged Athletes Foundation will be presenting surprise grants to five young athletes with disabilities at the Toyota Sports Festival held at the New York Auto Show on April 15.

The grants, which aim to provide life-changing adaptive sports equipment and training expenses, will be presented by Steve Serio, a Team USA Wheelchair basketball two-time gold medalist.

The New Jersey winners are Mikhail "MJ" Catuncan, 12, of Union, who was diagnosed at birth with achondroplasia – the most common form of dwarfism – and Lodi's Melanie Mejia, 13, who has Guillain-Barre syndrome.

Catuncan, "a true competitor" who participates in many sports, will receive \$2,500 to cover competition and training expenses.



[NJ Youth Athletes With Disabilities will get an Assist from Surprise Grants](#)



UPFRONT

#### Lessons learned in Park City help Toyota take new Olympic Sports Festival on the road to auto shows

BY CHRIS SMITH  
4.10.2023



[Lessons learned in Park City help Toyota take new Olympic Sports Festival on the road to auto shows](#)



## KEY PRESS AND MEDIA HIGHLIGHTS



SDG&E Chief Commercial Officer Miguel Romero and an EV driver himself, thanked San Diegans for driving change and the electric revolution. "This year's Electric Vehicle Day was a huge success and a testament to the progress our region is making toward a more sustainable future," he said. "The turnout was incredible, and we're thrilled to see so many in our community embracing the electric revolution. We're grateful to everyone that stopped by and helped us grow this event."



A grant award winner

EV Day wasn't just about electric cars; it was also a place to learn about EV rebates, incentives and pricing plans. Attendees had the chance to chat with local dealers, pick the brains of experienced EV owners, and even learn the ins and outs of at-home and public charging. The day was jam-packed with highlights as local athletes and Paralympians showcased wheelchair basketball and sitting volleyball. The Challenged Athletes Foundation awarded several grants and was the catalyst for inclusive conversations.

"CAF is proud to be a part of this electric vehicle day, where accessibility meets innovation, and where we celebrate the importance of inclusion,

said Kristine Entwistle, Chief Executive Officer at Challenged Athletes Foundation. "Challenges can be overcome, both on and off the road and the adaptive test drive experience demonstrates that electric mobility is for everyone, regardless of their unique abilities."

[Revving Up the Fun for EV Day](#)



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



## Santa Barbara local receives surprise grant from the Challenged Athletes Foundation



Photo by: Challenged Athletes Foundation

Participants in the 17<sup>th</sup> Million Dollar Challenge bike ride stopped in Santa Barbara.



[Santa Barbara local receives surprise grant from the Challenged Athletes Foundation](#)

## KEY PRESS AND MEDIA HIGHLIGHTS

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...



[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...

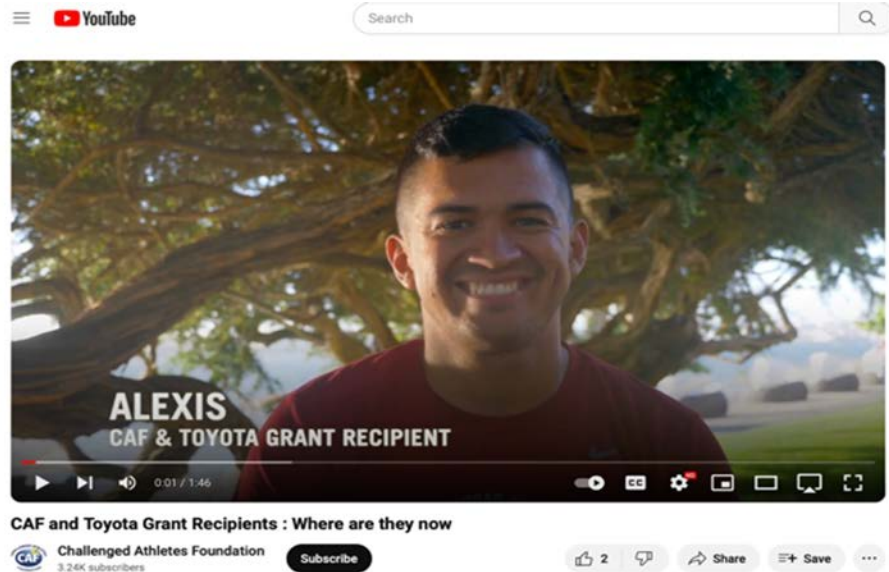


[CHALLENGED ATHLETES FOUNDATION'S 30TH ANNIVERSARY SURPASSES \\$5.3 MILLION FUNDRAISING MILESTONE THROUGH SPECTACULAR LINE-UP OF INCLUSIVE EVENTS TO EMPOWER INDIVIDUALS WITH PHYSICAL DISABILITIES](#)

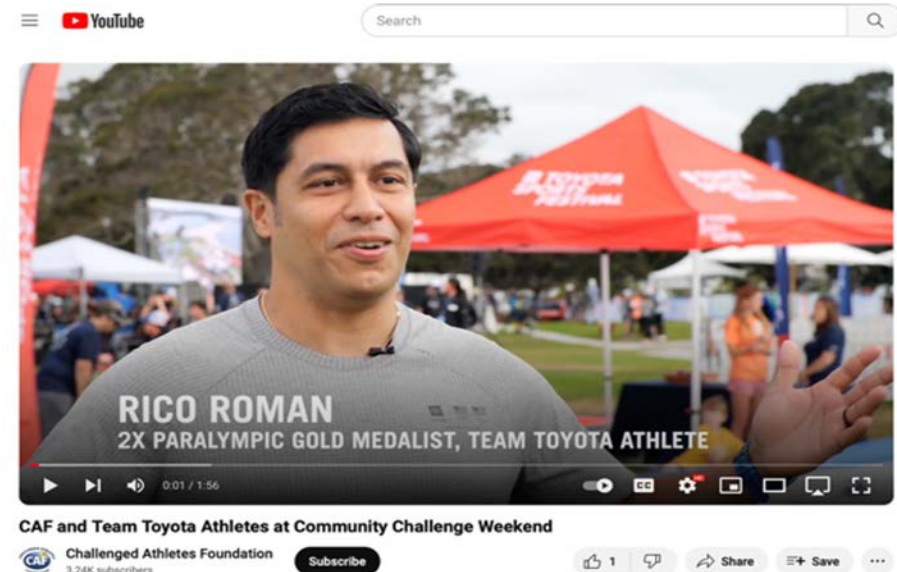
# ORIGINAL PARTNERSHIP CONTENT



## ORIGINAL VIDEO CONTENT



[CAF + TOYOTA GRANT RECIPIENTS:  
WHERE ARE THEY NOW](#)



[CAF + TEAM TOYOTA ATHLETES AT  
COMMUNITY CHALLENGE WEEKEND](#)

# SPONSORSHIPS



## CAF COMMUNITY CHALLENGE FUELED BY TOYOTA TITLE SPONSOR (\$100,000 VALUE)

- Known for being one of the most inclusive weekends in sports, CAF's 2023 Community Challenged was proud to be fueled by Toyota.
- As part of the Title Sponsorship, Toyota received several other recognition and benefits leading up to the event and throughout the weekend.
- Toyota also took to the main stage to present a sports expense grant to Derek Loccident to support his training as he takes aim at making the Paralympic games in Paris 2024.





# SPONSORSHIPS



## CAF COMMUNITY CHALLENGE WEEKEND ADDITIONAL CONTENT AND CREATIVE

### ADDITIONAL EVENT CONTENT

Video:

[2023 CAF Community Challenge Overview](#)

Photos:

[2023 CAF Community Challenge Photo Album](#)

Recap:

[2023 CAF Community Challenge Sponsor Recap](#)



### ADDITIONAL EVENT CREATIVE

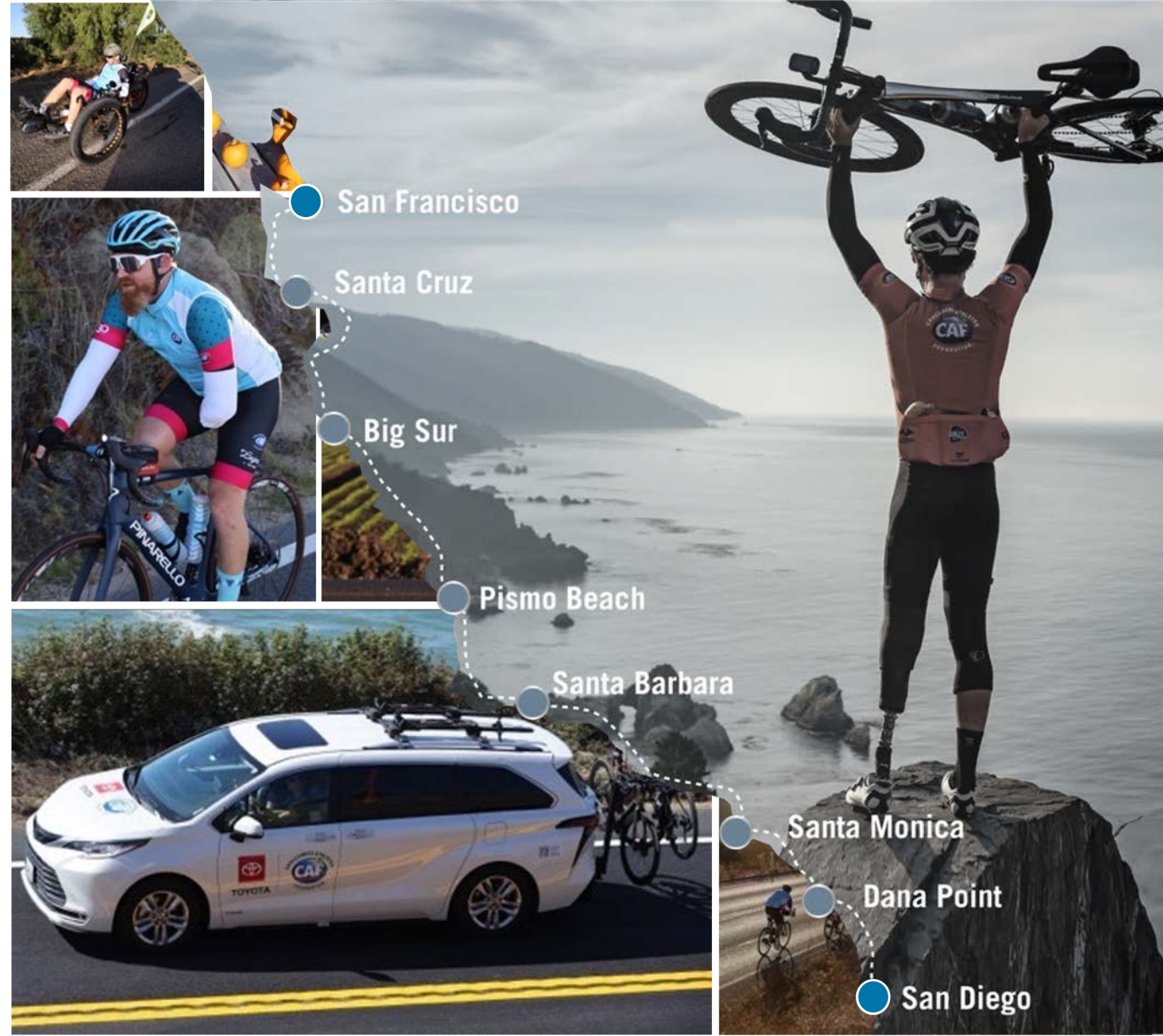


# SPONSORSHIPS



## CAF MILLION DOLLAR CHALLENGE PRESENTING SPONSOR (\$30,000 VALUE)

- CAF's Million Dollar Challenge (MDC) ride welcomed 169 riders, 28 of whom have physical disabilities. Riders took to the coast of California, tackling 597 miles over seven beautiful days.
- MDC is one of CAF's signature fundraising events. This year, MDC raised \$3,744,451.
- Toyota supported every mile as a Presenting Sponsor. Toyota vehicles accompanied riders through each coastal city as a vital part of the event's race crew.
- Toyota received several recognition benefits as part of your Presenting Sponsorship.
- Photos: [MDC: The Legacy Ride Photos](#)
- Link: [MDC Supporter Recap](#)



# SPONSORSHIPS



## CAF MILLION DOLLAR CHALLENGE ADDITIONAL CONTENT AND CREATIVE

TITLE SPONSOR		DIAMOND SPONSOR	
PRESENTING SPONSORS			
FRIENDS OF MDC			



## CURRENT CAF TOYOTA VEHICLE FLEET VEHICLES

- Toyota Tundra – San Diego, CA
- Toyota Sienna – San Diego, CA
- Toyota Sequoia – San Diego, CA
- Toyota Sequoia – Boise, ID

## CURRENT MILAGE

- Toyota Tundra: 14,941 (San Diego)
- Toyota Sienna: 24,880 (San Diego)
- Toyota Sequoia: 27,633 (San Diego)
- Toyota Sequoia: 42,478 (Idaho)

