



# 20 IMPACT 20 REPORT

U.S. OLYMPIC & PARALYMPIC FOUNDATION



SIMONE MANUEL  
SWIMMING

THROUGH THE HARD TIMES  
WE FACED, TEAM USA  
ATHLETES UNITED AND  
INSPIRED US. WHATEVER  
THEY DID TO MAKE US  
PROUD IN 2020, IT WAS IN  
PART THANKS TO YOU.



**MELISSA STOCKWELL**  
PARA TRIATHLON

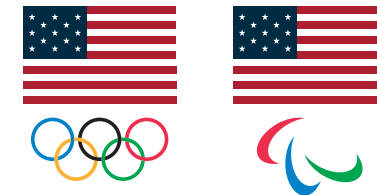
# DEAR FRIENDS,

## THANK YOU FOR YOUR INCREDIBLE SUPPORT OF TEAM USA ATHLETES IN 2020.

In a year filled with uncertainty and heartbreak, you showed up for our Olympic and Paralympic hopefuls in every way. Together, we exceeded our 2020 fundraising goal, raising \$21.4 million to surpass our quad goal of \$125 million.

On the field of play, your generosity empowered athletes to train safely at the Olympic & Paralympic Training Centers and at home. Though they couldn't compete in Tokyo in 2020, you made it possible for athletes to keep dreaming. You provided COVID-19 testing supplies as well as virtual and in-person nutrition, coaching, and strength and conditioning resources that ensured athletes could continue to prepare for the day they could take to the starting line again.

You also gave athletes what they needed to get through the off-the-field challenges of 2020. Your contributions to the COVID Athlete Assistance Fund delivered essential stipends to more than 1,200 athletes in need. As more Olympic and Paralympic hopefuls pursued their goals away from sport, you provided tuition assistance and career transition support. And when the challenges of 2020 seemed insurmountable, you helped athletes access mental health resources so they could focus on their mental and emotional well-being.



Through the hard times we faced, Team USA athletes united and inspired us. Some gave back to their communities through their work on the front lines of the pandemic, while others shared uplifting messages or at-home workout tips. Whatever athletes did to make us proud in 2020, it was in part thanks to you.

As we close out this quadrennium and look toward the next four years and beyond, I want to thank you for all you do to support Team USA and the athletes wearing red, white and blue. I look forward to seeing all we can accomplish for our athletes—together.

In the Olympic and Paralympic spirit,

**GORDY CRAWFORD**  
Chair, U.S. Olympic & Paralympic Foundation







**WHEN GYMS, POOLS AND WEIGHT ROOMS ACROSS  
THE COUNTRY CLOSED THEIR DOORS IN 2020, YOUR  
SUPPORT GAVE TEAM USA ATHLETES THE TOOLS THEY  
NEEDED TO CONTINUE TRAINING—AND KEEP BELIEVING.**

**HASSAN MEAD**  
TRACK AND FIELD

# UNRESTRICTED FUNDING

Unrestricted funding is critical to the U.S. Olympic & Paralympic Committee's ability to fulfill its mission: to empower Team USA athletes to achieve sustained competitive excellence and well-being.

Team USA Fund and Team USA Giving Circle donors, as well as U.S. Olympic & Paralympic Foundation Directors, Trustees and other major donors, contributed more than \$14.5 million in unrestricted funding in 2020. Over the course of the 2017-20 quadrennial, donors collectively gave more than \$60 million in unrestricted funds, representing an increase of nearly 64% over the previous quad.

Unrestricted dollars also allowed the USOPC to safely serve athletes at the U.S. Olympic & Paralympic Training Centers in Colorado Springs, Colorado, and Lake Placid, New York, and at the Elite Athlete Training Center in Chula Vista, California. Raising unrestricted support will continue to be a key focus area for the foundation leading up to the Olympic and Paralympic Games Los Angeles 2028.



## COVID TESTING

After its training sites closed due to local public health guidelines in March of 2020, the USOPC instituted COVID-19 countermeasures that allowed the organization to reopen the Olympic & Paralympic Training Centers in July of 2020. In order to create a safe environment for Team USA athletes to train at the OPTCs, the USOPC needed to perform hundreds of COVID-19 tests on athletes and staff.

Donors like you contributed test kits and funds to purchase them so that athletes could keep preparing to represent Team USA on sport's greatest stage. This gave hundreds of athletes who otherwise would not have had a place to train the opportunity to focus on their physical well-being without worrying about losing their progress.



U.S. ARTISTIC SWIMMING TEAM

## TECHNOLOGY & INNOVATION FUND

With many athletes shifting to at-home workouts and increasingly trying to understand their performance, the USOPC's donor-supported Technology & Innovation Fund offered more virtual resources and tracking tools than ever before.

In 2020, the fund prioritized several projects related to Athlete 360, the USOPC's athlete wellness database that uses subjective survey data to inform training frequency and intensity. One of these projects was a partnership with Notemeal, a tool for the USOPC's sport dietitians to provide virtual meal plans and communicate remotely with athletes.

The fund also continued to support Tokyo-focused projects. By investing in performance-impacting ideas that will benefit boxing, gymnastics, rugby, sailing, synchronized swimming, table tennis, triathlon, weightlifting and more, donors to the fund will see the result of their generosity when Team USA athletes shatter records and make history at the upcoming Olympic and Paralympic Games.



# TEAM USA AMBASSADORS

## SPORT AMBASSADORS

The National Governing Bodies that help prepare Team USA athletes to compete at the Olympic and Paralympic Games often don't have the resources required to invest in sport-specific projects that could improve athletes' performances. That's where Sport Ambassadors come in— by investing in projects identified by their chosen NGB and the USOPC's Sport Performance staff, Sport Ambassadors can give underdeveloped sports a boost and help athletes realize their full potential.

**NGBs BENEFITTED BY  
SPORT AMBASSADOR  
PROGRAM IN 2020**



## PROGRAM AMBASSADORS

In addition to the important work funded by Sport Ambassadors, the USOPC and Team USA athletes also benefit from programmatic support. The Program Ambassador initiative supplements organizational funding for critical resources that improve the lives of Team USA athletes. The USOPC welcomed its first Mental Health Ambassadors in 2020, and the USOPF will recruit ambassadors for winter sport, athlete services and more during the next quadrennial.



**EVAN STRONG**  
PARA SNOWBOARDING



IN A YEAR THAT CHALLENGED THE EMOTIONAL AND MENTAL WELL-BEING OF PEOPLE AROUND THE WORLD, YOU ENSURED THAT TEAM USA ATHLETES HAD THE RESOURCES THEY NEEDED TO PURSUE THEIR GOALS AWAY FROM SPORT AND TURN THE CHALLENGES OF 2020 INTO OPPORTUNITIES.



STANLEY KEBENEI  
TRACK AND FIELD

# COVID ATHLETE ASSISTANCE FUND

In the spring of 2020, 75% of athletes reported losing some income as a result of the COVID-19 pandemic, with one in four disclosing that they lost more than half their income.

To meet the overwhelming need of Team USA athletes, the USOPF launched the COVID Athlete Assistance Fund in July, encouraging both current supporters and fans of Team USA to go above and beyond for athletes in a time like no other. Donors answered the call—with a lead gift from Bill Ackman and **The Pershing Square Foundation**, 6,000 unique supporters gave \$1.42 million in just two months.

The result? More than 1,200 athletes received a supplemental stipend of \$1,163, above and beyond their Elite Athlete Health Insurance and direct athlete support stipends.

Through the COVID Athlete Assistance Fund, donors like you truly rose to the occasion to help Team USA athletes cope with the challenges of 2020.

## HOW ATHLETES SPENT THEIR STIPENDS



### NUTRITION

Athletes allocated stipend money towards focusing on quality nutrition during the pandemic



### BILLS

Athletes used their stipend money to pay rent, car payments, credit card debt and student loans.



### TRAINING EXPENSES

Athletes allocated stipend money towards training expenses such as private coaching or recovery costs.



### WORK

Athletes used their stipend money to switch to part-time work to focus on training.



### AT-HOME WORKOUTS

Athletes created at-home weight rooms to avoid contracting COVID-19 at the gym while training.





## ATHLETE SERVICES

The USOPC's Athlete Services division, funded in part by donors like you, tackles a variety of initiatives that are crucial to empowering Team USA athletes and improving their well-being. By supporting Athlete Services, you ensured athletes could advance their careers and access mental health resources when they needed it most.

## ATHLETE CAREER & EDUCATION

The uncertainty of 2020 sparked new goals and dreams for U.S. Olympians, Paralympians and hopefuls. Your support of the Athlete Career and Education (ACE) Program meant that as Team USA athletes contemplated pursuing higher education or changing career paths, they had the tools they needed to succeed.

In 2020, thanks to donors like you, 219 Team USA athletes received a record \$657,424 in tuition grant funding and used it to attend institutions like Dartmouth, Johns Hopkins, Rice, Stanford, the University of Virginia and more. Notably, 40 of them, inspired by the global fight against COVID-19, enrolled in programs in the medical field, the second-most popular major behind business. In addition to pursuing educational opportunities, Team USA athletes also pivoted in their

careers. With the help of ACE, 37 athletes snagged part-time jobs and 19 athletes secured full-time positions.

ACE also provided athletes with unparalleled remote resources. Four-time Olympian and Certified Financial Planner Lauryn Williams, who utilized ACE's services when managing her own transition out of sport, partnered with ACE to host free webinars on personal finance, taxes and other relevant topics so that her peers and the next generation of Team USA athletes could safeguard their financial futures.

In a year where most sporting events were canceled or postponed, your generous support provided athletes with career and education opportunities outside of competition.

## MENTAL HEALTH RESOURCES

The COVID-19 pandemic took a devastating toll on the mental health of Americans. According to the Centers for Disease Control and Prevention, symptoms of anxiety and depressive disorders among adults increased considerably during April, May and June of 2020 compared to the same timeframe in 2019. Coupled with the pandemic, the postponement of the Olympic and Paralympic Games Tokyo, 2020 dealt a unique hardship to many Team USA athletes.



DR. JESSICA BARTLEY

In September 2020, the USOPF welcomed its first Mental Health Ambassadors, Yucca and Gary Rieschel. Through **The Rieschel Foundation**, the family established the Mental Health Fund, which supports the USOPC's mental health offerings. Donor support provided funding for the USOPC to hire and retain a director of mental health, Dr. Jessica Bartley, as well as three mental health officers. These staff members have expanded the organization's telehealth resources, created a mental health emergency action plan and established the USOPC's mental health registry, which allows Team USA athletes to seek in-person mental health care with licensed therapists in their area.

**THANKS IN PART TO YOUR  
GENEROSITY, TEAM USA ATHLETES  
RECEIVED QUALITY MENTAL HEALTH  
SUPPORT IN 2020 AS THEY BRAVED  
THE HURDLES OF A HARD YEAR.**

# 2020 BY THE NUMBERS

## FOUNDATION GROWTH

  
**\$21.4M**

TOTAL REVENUE GENERATED

  
**51,519**

TOTAL DONORS

3.6% INCREASE  
OVER 2019

  
**5,844**

NEW DONORS

24.9% INCREASE  
OVER 2019

**79,781**

TOTAL GIFTS

7.3% INCREASE  
OVER 2019

**50**  
STATES  
REPRESENTED

TOP 5 STATES

CALIFORNIA  
NEW YORK  
FLORIDA  
PENNSYLVANIA  
ILLINOIS

**86%**  
OF DONATIONS  
WERE UNDER \$100

**DANIEL ROMANCHUK**  
PARA TRACK AND FIELD



**\$641,839**

TOTAL TECHNOLOGY &  
INNOVATION FUND ALLOCATIONS

**10**

TECHNOLOGY & INNOVATION FUND  
PROJECTS BENEFITING 10 NGBs

**7**

TECHNOLOGY & INNOVATION FUND  
PROJECTS BENEFITING MULTIPLE NGBs



**2,119**

ATHLETES REGISTERED WITH ACE



**672**

ATHLETES SERVED BY ACE



**62**

SPORTS REPRESENTED



**\$657,424**

TOTAL 2020 TUITION  
GRANT FUNDING

**KARA KOHLER**  
ROWING



## DONOR IMPACT



**1,500+**

ATHLETES ON STIPEND SUPPORT



**1,341**

ATHLETES SUPPORTED BY ELITE  
ATHLETE HEALTH INSURANCE



**\$1.42M**

RAISED FOR THE COVID  
ATHLETE ASSISTANCE FUND



**1,220**

ATHLETES WHO RECEIVED A COVID  
ATHLETE ASSISTANCE FUND STIPEND



# QUAD RECAP AND LOOK AHEAD

With support of donors like you, the U.S. Olympic & Paralympic Foundation experienced tremendous growth in the 2017-2020 quad, which gave Team USA athletes new opportunities to succeed.



At the Olympic Winter Games PyeongChang 2018, U.S. athletes achieved historic firsts and solidified their place in the record books. With your support, Jessie Diggins and Kikkan Randall won the first ever gold medal for Team USA in cross-country skiing. The U.S. Men's Curling Team also brought home gold for the first time, while the U.S. Women's Hockey Team earned an Olympic title for the first time since 1998.

Team USA athletes also emerged victorious at the Paralympic Winter Games PyeongChang 2018, winning the most gold and overall medals for the first time since 1992. Nordic skiers Dan Cossen, Kendall Gretsche and Oksana Masters—as well as snowboarders Brenna Huckaby, Amy Purdy and Mike Schultz—led the way, while the U.S. Sled Hockey Team won its third straight Paralympic title.



Over the quad, the foundation achieved historic firsts of its own. In 2019, the USOPF raised the most funds in its history. A year later, despite the COVID-19 pandemic and subsequent postponement of the 2020 Olympic and Paralympic Games, more donors than ever gave to support Team USA. In four years, the foundation raised \$126.1 million, a 55% increase from the 2013-2016 quad.

From 2017-2020, the USOPF pioneered and expanded several giving opportunities that would further benefit Team USA athletes and National Governing Bodies. With referrals from current donors, the Trustee Council grew by more than 20 donor families in 2020 to a total of 93, expanding an extraordinary network of Team USA supporters. The foundation established the Sport Ambassador program during the quad, pairing seven NGBs with donor families who made significant investments in projects that would increase athletes' chances for success in their chosen sports. The USOPF also welcomed 12 new donor families to the Technology & Innovation Fund, which uses sport technology

to improve athlete health, wellness and performance, and added six new donor families to the Team Captain program, which covers the cost of bringing the U.S. Olympic Team to the Games.

During the 2021-2024 quad, the foundation is set to raise funds to support six Olympic and Paralympic teams due to the postponement of the Tokyo Games. The USOPF will also spearhead the Winter Sport Fund in order to increase support for winter NGBs and athletes. Finally, the foundation will focus time and attention on projects that will achieve maximal impact by the time the Olympic and Paralympic Games return to the U.S. in 2028, bringing more than 200 nations together in the spirit of international cooperation and unity through sport.

We support the U.S. Olympic & Paralympic Foundation because of its vision to enable men and women to pursue their Olympic dreams without the stress and worry of financial obligations. We feel an immense sense of pride seeing Team USA's drive, dedication and excellence.

**KRISTIN AND TIM ZANNI**  
TEAM USA GIVING CIRCLE



I believe in the Olympic Spirit; a spirit of friendship, solidarity and fair play without discrimination of any kind. Donating to Team USA allows me to continue to serve our amazing athletes.

**SANDY SNOW, TEAM USA FUND**



It makes me very proud to be an American when our athletes compete, especially when they stand on the winners platform as the U.S. flag is raised, and our anthem is played.

**CLARK HATCH**  
TEAM USA GIVING CIRCLE

# DONOR QUOTES



Each donation to Team USA goes to giving our athletes the best education, training, and way of life for years to come. They represent the best in every American.

**CONNOR DUCKWORTH, TEAM USA FUND**

For us, Team USA means uniting under our flag for a common goal of excellence in sport, driven by hard work and determination that it takes to make it to that level. We wear our Team USA gear with pride and feel privileged to be a part of the extended Team USA family.

**CARRIE AND JOSH HELLAND**  
TEAM USA GIVING CIRCLE



# THANK YOU

You helped Team USA athletes turn obstacles into opportunities in 2020. Thank you for your generosity and support.

For more information on USOPF programs, please contact your regional USOPF representative or email [foundation@usopc.org](mailto:foundation@usopc.org).



**UNITED STATES OLYMPIC & PARALYMPIC FOUNDATION**

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