

Minutes
USOPF
Annual Meeting
Colorado Springs, Colorado
September 25, 2015

A meeting of the Board of Directors (the “Board”) and the Trustee Council (the “Trustees”) of the United States Olympic and Paralympic Foundation (“USOPF”) occurred on September 25, 2015 commencing at 1:02 p.m. local time, following notice duly given pursuant to the USOPF Bylaws. Pursuant to the list below, the following members of the Board were present in person or by telephone for the meeting. The present and telephonic members **did not** constitute a quorum of the Board under the USOC Bylaws Section 3.10(a).

Present for the meeting were the following Board Members, listed alphabetically: Loren Bough, Andy Barth, Rob Cohen, Gayla and Kevin Compton, Gordy Crawford, Dan Dickinson, Joanie and Bob Hall, Erin Keller, Tracey and Brad Powell, Mike Ray, Bruce Robson, Marty and Greg Rosenbaum, and Dan Zelson.

Present for the meeting were the following Trustees, listed alphabetically: Ray Bingham, Mike Carter, Flip Corboy, Brian Deevy, Joy Mistele, Susan Schnabel and Ed Plummer, and Cindy and John Smet.

Present from the USOC were: Jon Denney, Megan Berg, Blanton Jones, Charlie Huebner, Christine Walshe, Lisa Friedman, Maureen Atkins, Kelly Banet, Sarah Cantwell, Gene Derkack, Stewart Lathan, Robyn MacIntire, Allison Mayberry, Alex Triumph and Eric Pond.

The minutes were recorded by Megan Berg, Secretary.

1. Call to Order and Welcome

The Chair called the meeting to order at 1:02 p.m. and welcomed the Board and Trustees.

2. Opening Remarks

Gordon Crawford, as Chair of the Board, and gave a brief overview of the history of giving in support of the USOC, the purpose of the strategy breakout sessions and the future of growth in fundraising efforts.

3. President's Report

Jon Denney, Chief Development Officer and USOPF President, reported to the Board and Trustees about the role and importance of volunteer engagement.

4. Guest Speaker – Coach Mike Krzyzewski

Guest Speaker, Mike Krzyzewski, gave brief remarks about the motivating factors of engagement.

5. Conclusion of President's Report

Jon Denney concluded his remarks by introducing staff in attendance and review of revenue results through August 31, 2015 with brief comment on September 2015 new gift activity.

6. Break Out Strategy Sessions

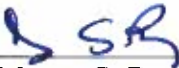
The attendees then dispersed into three strategy sessions regarding future planning for annual giving, major gifts and principal gifts. Please see attached for notes of break out sessions.

7. Review Strategy Outcomes

The Board and Trustees then reconvened and reported an overview of their discussion and results.

There being no further business, the meeting was adjourned at 4:03 p.m. local time.

This document constitutes a true and correct copy of the minutes of the annual meeting of the Board of Directors and Trustee Council of the United States Olympic and Paralympic Foundation and Annual Meeting.



Megan S. Berg
Secretary

2015 Nov 10
Date

USOPF Annual Meeting – Breakout Sessions Summary

ANNUAL FUND

Goal: Broaden the base of Team USA donors and build sustainable long-term support

Guiding question: How can we rally all Americans to support Team USA?

A successful Annual Fund campaign should be:

- Patriotic, emotional
- Digital, social, connected
- Sustainable
- Competitive
- Engaging, culturally relevant
- Rewarding
- Athlete-focused
- Simple, low-cost

Recommendations and campaign ideas:

- “Pass the Flag” – challenge on social media with real-time mapping
- “Fantasy Olympics” – capitalize on popularity of fantasy sports
- “Golden Ticket” – raffle to win Games hospitality packages, domestic hospitality (Trials, regional competitions, OTC) or athlete experiences
- Lemonade stand model – partner with Girl Scouts, little league or other youth sports programs
- PSAs – consider impact of AT&T’s “It Can Wait” anti-texting and driving campaign
- Short, authentic videos showcasing extraordinary feats of athletes
- Olympic-themed – book series, stamp series, license plates, etc.
- Text campaign – text message to donate to Team USA on July 4th, include prize component
- NBC network activation for a day

Challenges and additional notes:

- How can we monetize social media interactions?
- How can we educate Americans about the Team USA funding model in an engaging way? (E.g., Why would one donate when every two years the U.S. manages to field a team?)
- How can we leverage high-profile athletes, celebrities and the media while keeping costs down?
- How can we best leverage athlete stories, the Olympic rings and the Team USA brand?

MAJOR GIFTS

Goal: Build a robust and diverse major giving program that is not reliant on the draw of Games hospitality

Guiding Question: How can we build our major gifts program to be compelling outside of attending the Games?

A successful major gifts program should:

- Utilize Team USA's best asset – its athletes
- Leverage not only the Games, but also local assets like the OTC
- Center around experiences that motivate people to get involved and give
- Bring together people with shared passions
- Work collaboratively with National Governing Bodies
- Demonstrate impact, show that a gift is helping to solve a problem

Recommendations and program ideas:

- Create a more robust menu of opportunities that expands beyond going to the Games
- Tie experiential stewardship to each level of support
- Week-long experience at the OTC – “live the life of an athlete”
- Concierge sports medical program – athletic evaluation, nutritional assessment, access to OTC recovery center, etc.
- Sponsor an individual element of the USOC's business – underwrite a center for coaching excellence, nutritional science, etc.
- Campaign every two years to support Team USA heading to the Games – “Building Team Rio” or “Building Team PyeongChang”
- By virtue of being a donor of a certain size, provide access to an athlete at a certain level
- Group giving opportunities into several different categories – direct athlete support experience, domestic competition or OTC experience, specific “need” opportunities

Challenges and additional notes:

- Still defining our affinity group, deciding who we are and who we aren't (broad mission)
- How can we clearly and impactfully show donors that they are making change?
- Not just another cocktail party – supporters need to be able to touch and feel the movement, connect in a meaningful way
- Recruit the boards of USOC sponsors – opportunity, but sensitive relationship?

PRINCIPAL GIFTS

Goal: Align donors' passions with key projects to build communities that will make transformational investments in the Olympic and Paralympic Movement.

Guiding question: How can we work with principal gift prospects to tie their passions to specific transformational opportunities for Team USA?

A successful major gifts program should:

- Welcome creative ideas and “game-changers”
- Establish a meaningful personal connection with the movement
- Include ongoing engagement with athletes, staff and USOC leadership
- Focus on significant projects with specific outcome tied to donor’s passion
- Identify a list of ongoing priority need areas for investment
- Introduce donors to USOC staff leaders with transformational ideas or budget gaps

Recommendations and program ideas:

- Olympian Endowment – \$1M check or \$1.5M over 10 years to fully endow all athlete positions
- Operation Gold Performance Endowment – enhanced prize dollars or increased training support for athletes
- OTC capital projects
- Hosting leadership and educational summits
- Fund a component of USOC service – nutrition, sports medicine, coaching/training, career and education
- Donor “fantasy camp” fitness program
- Naming rights for various programs (e.g. coaching program)

Challenges and additional notes:

- Evaluate options for athlete endowment strategy and approach – identify number of athlete positions and size of need
- How to create a meaningful connection with a specific athlete? What happens if that athlete doesn’t make the team or is injured, etc.?
- How do we ensure that gifts are donor-driven, but also valuable and impactful to the USOC?
- Create pre-approved “themes,” but leave open to big ideas we haven’t thought about?
- Establish strong relationships with NGBs when a gift is directed to a specific sport
- Increase support for athletes who are training, when they need it, rather than after winning gold