

FROM COURSE TO COMMUNITY

2014 ANNUAL REPORT

KOKUA Extending loving, sacrificial help to others

IRONMANFOUNDATION.ORG



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TIMEX

CTIVE TIMEX

OUR MISSION

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The mission of The **IRONMAN Foundation** is to leave the IRONMAN legacy through philanthropy, volunteerism and grant making by supporting various athletic, community, education, health, human services and public benefit organizations around the world.

16:13:45

OUR VISION



PHILANTHROPY

The IRONMAN Foundation makes a lasting impact through community funding, service and goodwill to enhance IRONMAN race communities.



GIVING BACK

The IRONMAN Foundation provides grant funding opportunities to local nonprofit organizations in an effort to leave the legacy of IRONMAN behind after race day.



VOLUNTEERISM

The IRONMAN Foundation presents several opportunities for athletes and fans to become involved and support the community.



ENCOURAGE FUNDRAISING

The IRONMAN Foundation makes it very easy for athletes to start fundraising campaigns through personal web pages to support a variety of non-profit organizations.



ENGAGE OTHER NONPROFITS

Through charity partnerships and grant funding, the IRONMAN Foundation works with and supports over 1,000 non-profit organizations every year.

INSPIRE ATHLETES AND FANS

The majority of athletes have a story to share about their IRONMAN journey. These stories inspire athletes and motivate others to begin to create a lasting legacy through the IRONMAN Foundation.



ABOUT THE FOUNDATION

Since inception, the **IRONMAN Foundation** has facilitated over \$36 Million in giveback through our programs:



COMMUNITY FUND: \$14,120,000



YOUR JOURNEY, YOUR CAUSE: \$4,057,028





INDATION **IRONMANFOUNDATION.ORG**

KONA AUCTION: \$1,493,004

CHARITY PARTNERSHIPS: \$17,350,369



IRONMAN 4 THE KIDZ (SOUTH AFRICA): \$694,570

\$

KONA FUNDRAISING:

\$90,000

UHLEIN IRONMAN SPORTS FUND: \$810,000



GRAND SPOTLGHTS FOUNDATION DUE AUGUST 1, 2014

Dollars

1239

Pay Environmental Learning for Kids \$20,000.00

Twenty Thousand

Memo IMF Community Fund Signature

IRONMAN COEUR D'ALENE: THE SALVATION ARMY KROC CENTER

GRANT SPOTLIGHT STORIES





IN 2014, 990 STUDENTS LEARNED CRITICAL WATER SAFETY SKILLS AND SWIM BASICS THROUGH THIS PROGRAM, WHICH WILL DRASTICALLY REDUCE THE NUMBER OF DROWNINGS IN THE AREA.

\$70,000

COMMUNITY GRANT **FONMAN**. *Courr d'Alone* IRONMANFOUNDATION.ORG

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Idaho has the second-largest childhood drowning rate in the nation. For the past seven years, the IRONMAN Foundation has provided over \$70,000 in community grant funding to support the Kroc Center's Third-Grade Learn-to-Swim Program.

IRONMAN FLORIDA: GIRLS INC. OF BAY COUNTY

GRANT SPOTLIGHT STORIES

GIRLS INC. INSPIRES ALL GIRLS TO BE STRONG, SMART, AND BOLD.



ßß IRONMANFOUNDATION.ORG WE NOW HAVE A **BEAUTIFUL AND APPROPRIATE FLOOR ON** WHICH WE CAN CONDUCT ALL OF OUR SPORTS AND FITNESS PROGRAMS... **ALONG WITH A LITTLE** FUN DANCING! 55

- Niki Kelly, Girls Inc. Executive Director

The IRONMAN Foundation provided Girls Inc. of Bay County with a \$6,000 Community Grant that allowed them to replace an old, cracked tile floor in their multipurpose room with a stronger, commercial-grade flooring that was more appropriate for sports and fitness activities.





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The Uihlein-Ironman Sports Fund (USIF) at the Adirondack Foundation awarded \$41,550 to 17 community organizations and 13 athletes in the Lake Placid, NY region. UISF awards grants to community organizations that promote participation in life-long summer and winter sports for local kids, promoting a healthy lifestyle and athletic

HAS BECOME A TREMENDOUS CORNERSTONE FOR THE ATHLETES OF OUR COMMUNITIES, FROM GRASSROOTS PROGRAMS TO OLYMPIANS. - MARA SMITH, UISF COMMITTEE MEMBER. 55





GRANT SPOTLIGHT STORIES



THANKS TO THE SUPPORT OF THE IRONMAN FOUNDATION

The Tahoe Fund was able to help fund the restoration of approximately 3 miles of Lake and Truckee River shoreline. Efforts to dredge and hand pull weeds have resulted in the removal of approximately 409 cubic feet of invasive weed materials. The area in front of the Dam has been treated using 46 barriers, treating approximately 18,400 sq. feet. The grant from the Ironman Foundation allowed the Tahoe Fund to continue to remove the weeds and restore the shoreline back to its pristine clarity.

AFTER

BEFORE

IRONMAN TEXAS: ANGEL REACH

GRANT SPOTLIGHT STORIES



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Angel Reach strives to break the generational cycle of abuse, neglect, and homelessness so that the lives of current and former foster youth can be enhanced. Through their \$10,000 Community Grant from the IRONMAN Foundation, at least 22 young adults have been able to participate in a 12-18 month program to break the cycle of abuse and neglect. \$10,000 community grant

IRONMAN BOULDER: ENVIRONMENTAL LEARNING FOR KIDS (ELK)

GRANT SPOTLIGHT STORIES





The \$20,000 Community Grant ELK received in 2014 from the IRONMAN Foundation was used to provide 180 underserved, urban youth with science education and outdoor experiences – positively impacting their lives and futures.

ELK conducted 32 science-based and outdoor activities throughout the grant period, including three overnight trips. These experiences all incorporated science, leadership, community service and stewardship, and career development.

\$20,000

COMMUNITY GRANT



I'VE GOTTEN MORE OPPORTUNITIES SINCE I'VE BEEN IN ELK BECAUSE MY MOM IS A SINGLE MOM AND THE PLACES I'VE GONE WITH ELK I WOULDN'T HAVE BEEN ABLE TO GO. I'VE ALSO BEEN ABLE TO GET A DEEPER UNDERSTANDING OF NATURE AND SCIENCE. I HOPE THAT ELK IS AROUND FOR A LONG TIME SO OTHER KIDS CAN HAVE THE SAME OPPORTUNITIES THAT I HAVE. 55

-Niya J. Robinson, ELK Youth, Age 11

FOUNDATION AMBASSADOR TRI TEAM:

The IRONMAN Foundation Newton Running Ambassador Tri Team of 40 athletes were assembled for one common goal: to leave a positive and lasting impact in IRONMAN race communities through service projects and fundraising. These athletes represent what the IRONMAN spirit is all about, and are bonded through KOKUA, the Hawaiian phrase defined as an act of selfless giving, without expectation of personal gain."

SERVICE PROJECT SPOTLIGHT

Tempe, AZ

Team members participated in outdoor sports and recreation activities with kids from KEEN (Kids Enjoy Exercise Now). KEEN Phoenix used their \$30,000 grant to provide 1,500 hours of free sports and recreation sessions for 106 children and youth with disabilities.





1,500 HOURS FREE SPORTS AND RECREATION SESSIONS





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#TriTeamForGood

YOUR JOURNEY, YOUR CAUSE



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Each year, more than 86,000 athletes compete in IRONMAN events throughout North America and many of these athletes are racing as a result of being touched by something bigger than themselves. Whether it is a battle with cancer, the loss of a loved one or surviving a tragedy such as 9/11, many IRONMAN athletes are racing to demonstrate that ANYTHING IS POSSIBLE.

Since 2011, IRONMAN athletes have raised over 4 million dollars to support charities which they feel passionately about through the Your Journey, Your Cause program. Through this initiative, athletes are able to fundraise for their own unique cause, without a fundraising minimum- allowing for each athlete to raise as little or as much as they are able to make a meaningful contribution.



ANYTHING IS POSSIBLE

FOUNDATION IRONMANFOUNDATION.ORG

TIMEX 9:00.58

WORLD CHAMPIONSHIP

GoPro



\$179,400 WAS RAISED IN 2014

THE IRONMAN FOUNDATION KONA WORLD CHAMPIONSHIP AUCTION

Over 80,000 athletes seek entry into the IRONMAN World Championship every year. Only **1,850** make it to the starting line on race day. The IRONMAN Foundation offers athletes the opportunity to bid on coveted slots into the event, taking place in Kailua-Kona, Hawaii. Through this auction, over **\$1.4 million** has been raised to support over a dozen global organizations since the inception of this program.



\$1.4 MILLION BEEN RAISED TO SUPPORT OVER A DOZEN GLOBAL ORGANIZATIONS

OUR PARTNERS

FIREHOUSE SUBS PUBLIC SAFETY FOUNDATION

In 2005, Firehouse Subs created the Firehouse Subs Public Safety Foundation with the mission of providing funding, life-saving equipment, and educational opportunities for first responders and public safety organizations. In 2014, the IRONMAN Foundation and the Firehouse Subs Public Safety Foundation teamed up to provide approximately \$80,000 in grant funding within seven IRONMAN race communities for first responders to purchase life-saving equipment.





MOVE FOR HUNGER:

By teaming up with moving companies, Move for Hunger arranges pickup and delivery of unwanted, unopened food directly from homeowners, companies, and events and delivers this food to local food banks. In 2014, Move for Hunger hauled away 84,585 lbs of food for delivery to those in need from IRONMAN events, which equated to over 101,000 meals.



ONE WORLD RUNNING:

101.000

MEALS



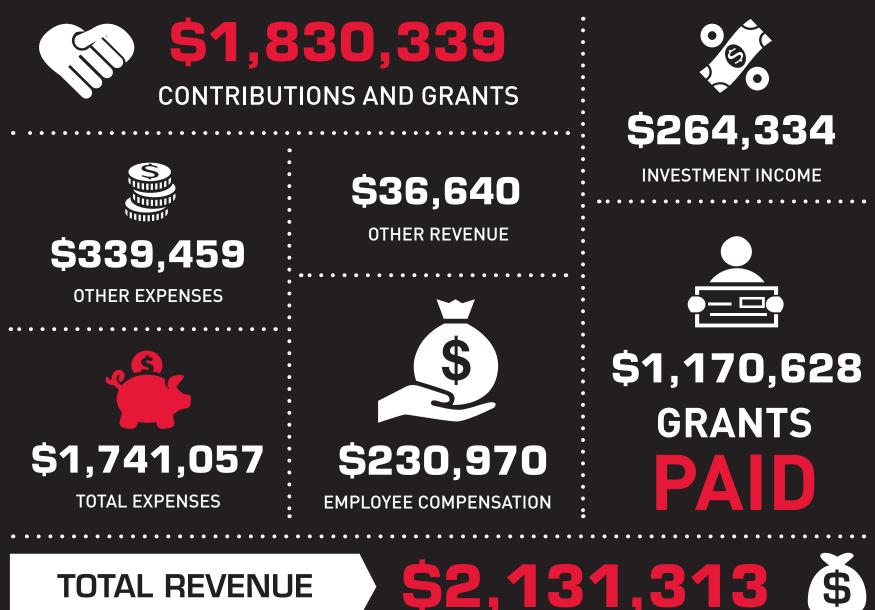
One World Running is an international program promoting an awareness of health, fitness, and nutrition by providing running shoes to those in need in the United States and around the World. In 2014, the IRONMAN Foundation donated over a thousand items, including IRONMAN T-shirts and hats, for distribution to those in need overseas.

SENDING OVER 1,000 ITEMS OVERSEAS



TOTAL REVENUE





OUR FINANCIALS



THE IRONMAN FOUNDATION ANNUAL REPORT DATA AS OF DECEMBER 31,2014

	2012	2013	2014
GENERAL DONATIONS	\$180,052	\$328,196	\$610,564
FUNDRAISING INCOME	\$217,405	\$196,242	\$175,985
IMF ENTRY FEE DONATIONS	\$1,444,730	\$1,543,751	\$1,077,030
INVESTMENT INCOME	\$200,675	\$190,525	\$264,334
GIFTS IN KIND	\$119,481	\$29,768	\$3,400
TOTAL REVENUES	\$2,162,343	\$2,888,482	\$2,131,313
ADMIN, OVERHEAD & FUNDRAISING	\$323,072	\$326,454	\$426,002
PROGRAM COSTS	\$57,663	\$26,689	\$144,427
FUNDRAISING GRANTS AWARDED	\$1,063,303	\$1,312,446	\$1,170,628
TOTAL EXPENSES	\$1,444,038	\$1,665,589	\$1,741,057
NET INCOME	\$718,305	\$622,893	\$390,256

OUR DONORS



\$25,000 +

Eazor Family Foundation James & Betsy Galliher M J Charitable Giving Fund Renaissance Charitable Foundation Inc.

\$5,000-\$24,999

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\$1,000-\$4,999

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