
MYTEAM TRIUMPH WISCONSIN



MYTEAM
TRIUMPH

2019 ANNUAL REPORT

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WHO WE ARE

myTEAM TRIUMPH WISCONSIN

One of the biggest challenges people with disabilities face is social isolation. The perception of being different often creates a barrier in our minds which influences our actions and words.

At mTT, we aim to create an experience where people of diverse abilities can come together and utilize their unique talents to achieve a common goal. The experience plants seeds in Captains, Angels, spectators and other athletes to think differently about people with disabilities and ultimately build impactful relationships!

We assess how we accomplish our mission through a mix of objective and subjective measures. We set outreach goals around the number of people we look to serve and dive into the experience of our participants through our annual Impact Survey.

To accomplish these goals, we engage in processes that will build a "region". We assess potential regions on a number of factors such as:

- An established population of people with disabilities
- A flourishing endurance athlete networkPotential financial supporters
- A wide range of inclusive endurance events
- A pool of passionate volunteers who can serve as Crew and Board Members

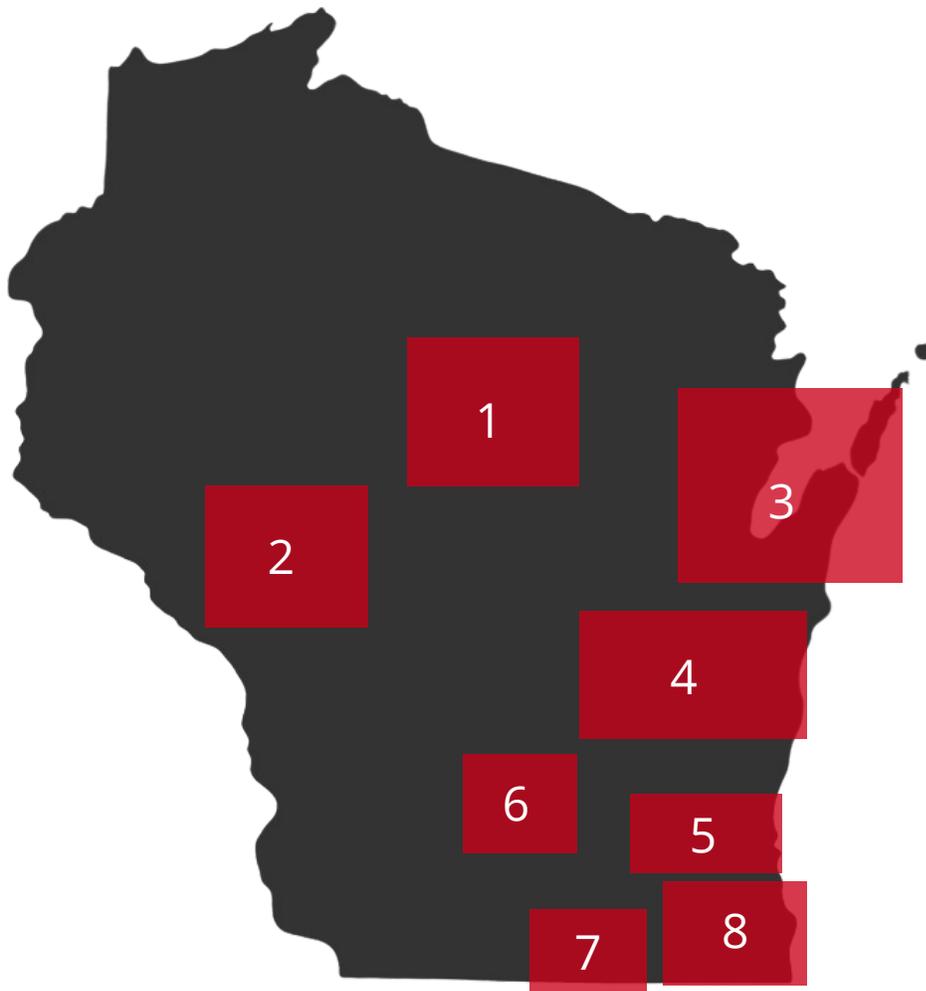
Although the number of events we participate in annually is impressive, we view our trainings as the fundamental building blocks of our mission. Every week, our eight regions host weekly trainings between April and October. At these gatherings, Captains and Angels run, bike and/or swim together. More than that, they tell jokes, take selfies, listen to music, talk about interests and break down barriers. Week after week, our Captains and Angels look forward to collecting more of these memories. We hear it's often their favorite night of the week! Over the course of 2019, our regions offered over 240 training days for our 1,380 members.



MYTEAM TRIUMPH WISCONSIN

2019 REGIONS

1. Northcentral
2. Eau Claire
3. Northeast
4. Fox Valley
5. Milwaukee
6. Central
7. Lake Geneva
8. Southeast



Each community is unique which is why each region is led by a team of local volunteer crew members. This crew team is essential in mission outreach, facilitating weekly training opportunities and producing local events for our participants. Along with providing a personal connection to the community we are serving, this model allows for sustainable future growth.



MYTEAM TRIUMPHSM

WISCONSIN CHAPTER

Dear Partner,

myTEAM TRIUMPH began as an idea. As with every great idea, it can only become possible with the support of people with a strong belief and unwavering commitment to see it through! 2020 marks the beginning our 10th season! As we reflect back on all the memories, we can't help but be overwhelmed with so much gratitude for our partners.

We've been witness over the last 10 years to some amazing things! Here are some milestones we can celebrate together:

- We became the first mTT Chapter in 2010. To date, there are 20+ around the US and Canada.
- We became the first organization to facilitate inclusion in IRONMAN racing in 2013. To date, 15 Captains can call themselves an "IRONMAN".
- Annually, we host the largest mTT event in the country, the Bellin Run which in 2019 had 54 Captains.
- Thanks to the partnership with the Schneider Foundation, we've seen the launch of Operation Guardian Angel, a veteran focused program within mTT.
- We have grown to eight regions around the state and completed a \$500,000 Capital Campaign to fully equip these regions.
- We employ 3 full time staff dedicated to supporting our regional leaders.
- We've been recognized as a Platinum level organization by Guidestar, the highest rating given to non-profits for our commitment to impact and transparency.
- We launched a one of a kind, signature annual fundraiser; 12 Hours of Road America.

Most importantly, with the dedication of our local crew teams and community partners, over 2,800 Captains have crossed the finish line with the help of 6,200+ Angels and over 700 volunteers!

There's so much to celebrate! Over the next 10 years, our passion for a more inclusive community will continue to fuel innovation and dedication to our mission.

Together for inclusion,

Christian Jensen | Executive Director



FINANCIAL OVERVIEW

Since 2010, we have focused on delivering the largest community impact possible with the most efficient means. Our mission continues to advance with our commitment to being good stewards of funds raised.

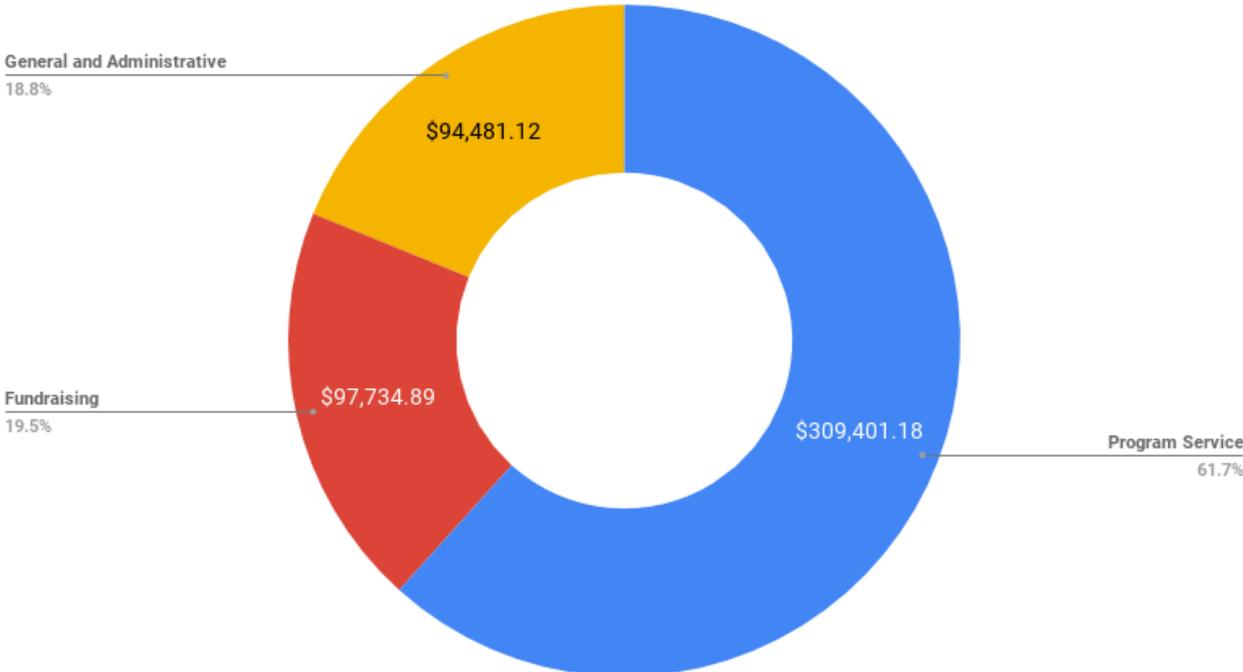
Over the last two years, we have focused on investing in our fundraising capacity that will have lasting impact. These efforts shown through a number of different areas;

- Investing in technology of a robust donor database
- Launching a premier fundraising event in the 12 Hours of Road America
- Launching new recurring giving programs: Triumph Membership and Captain Sponsorship
- Hiring full time staff member to focus on Development



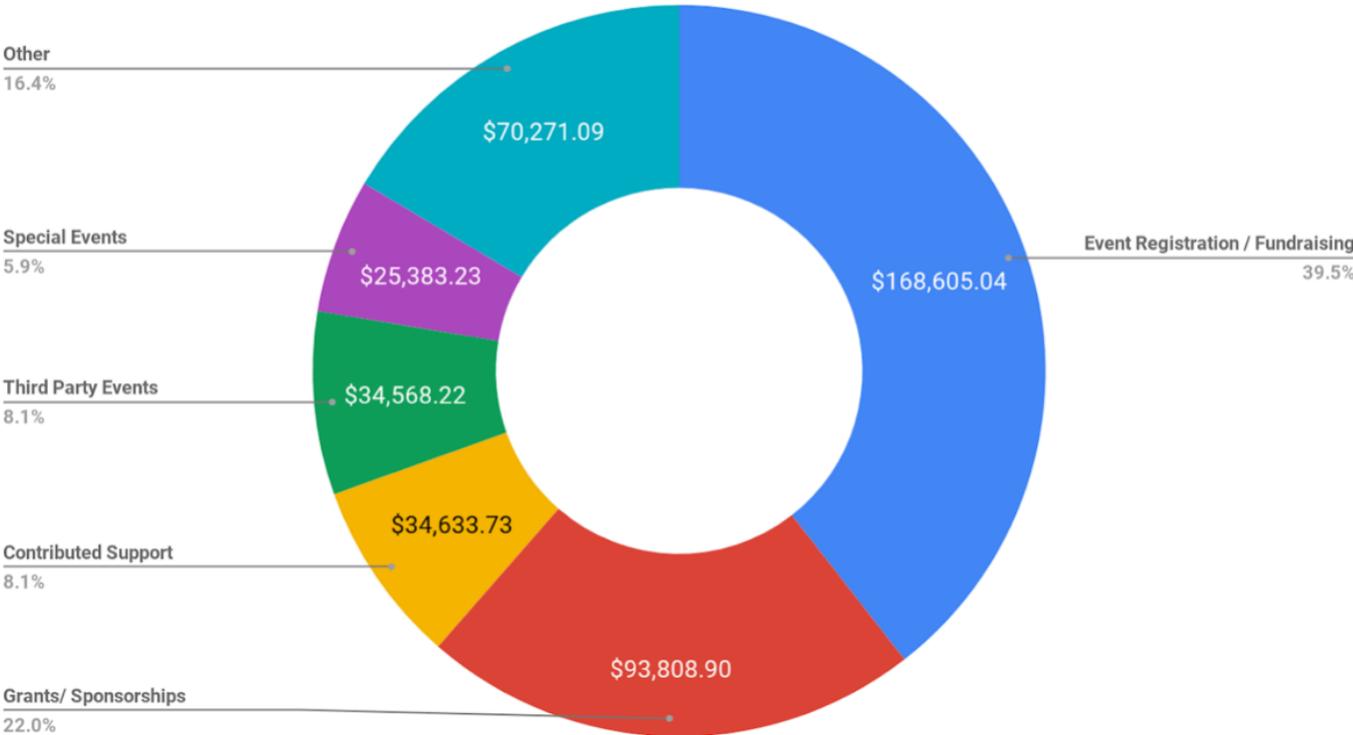
FINANCIAL LANDSCAPE

2019 Expenses



Total Operational Expenses: \$501,617.19

2019 Revenue



Total Revenue and Support: \$427,270.21



OPERATION GUARDIAN ANGEL



Thanks to the support of the Schneider Foundation, 2019 saw the launch of Operation Guardian Angel (OGA), our inclusive endurance event programming for service members with diverse abilities.

86 Veterans joined the OGA program over the year and served as Captains and Angels in a number of events.

The program is coordinated by Aaron Hunnel, Veteran and leader with over 15 years of service.





12 HOURS OF ROAD AMERICA

In 2019, we launched a new signature fundraising event called the 12 Hours of Road America (RA12).



Held on the historic race track in Elkhart Lake Wisconsin, this one of a kind cycling event challenged riders to take on the 4 mile track overnight for 12 hours. Participants were treated with live music, movies at victory lane, midnight pizza buffet and on course challenges to help them go the distance. This inaugural event attracted 300 participants and saw riders and sponsors raise \$90,000 for our mission. RA12 will continue to grow and be our signature annual fundraiser.

Learn more at: www.roadamerica.com



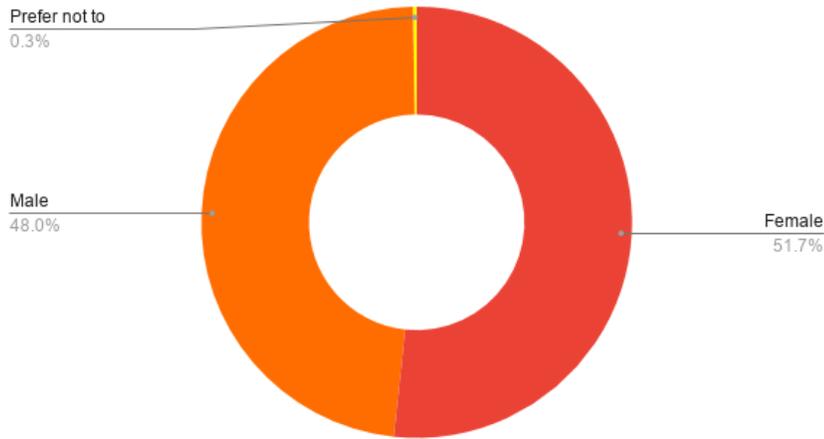
AMBASSADOR PROGRAM



Designed and launched by mTT Crew Leader Liz Keith, the Ambassador program had 29 members during its first year and included a mix of Angels, Captains and general mTT supporters.

Ambassadors committed to share our mission via social media, help promote at expos and participate group functions around the state.

PARTICIPANT PROFILE

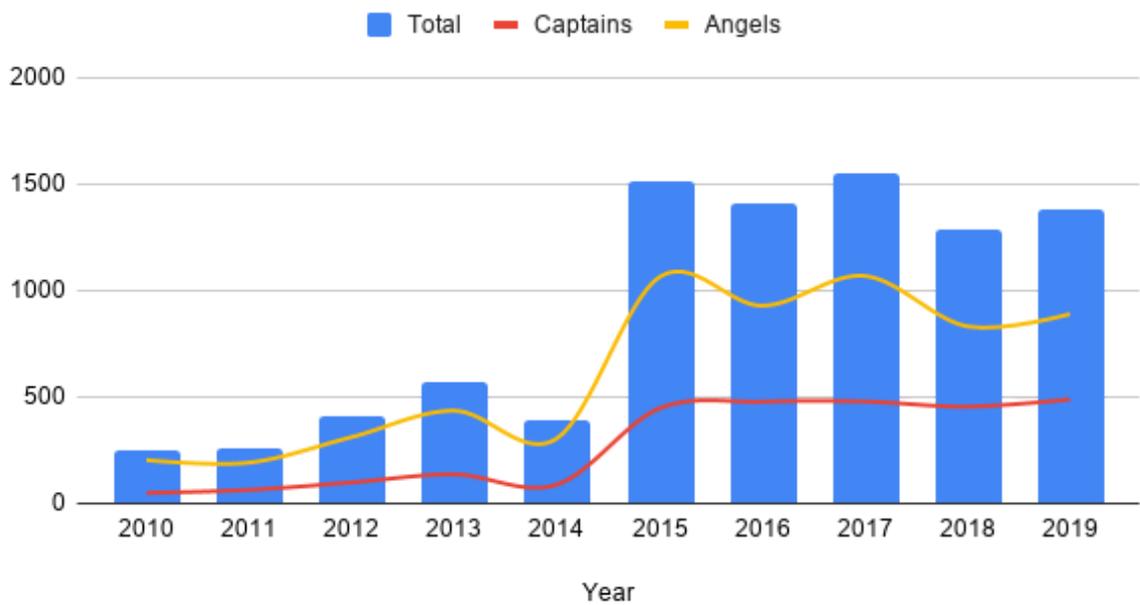


1.4K

PARTICIPANTS IN 2019

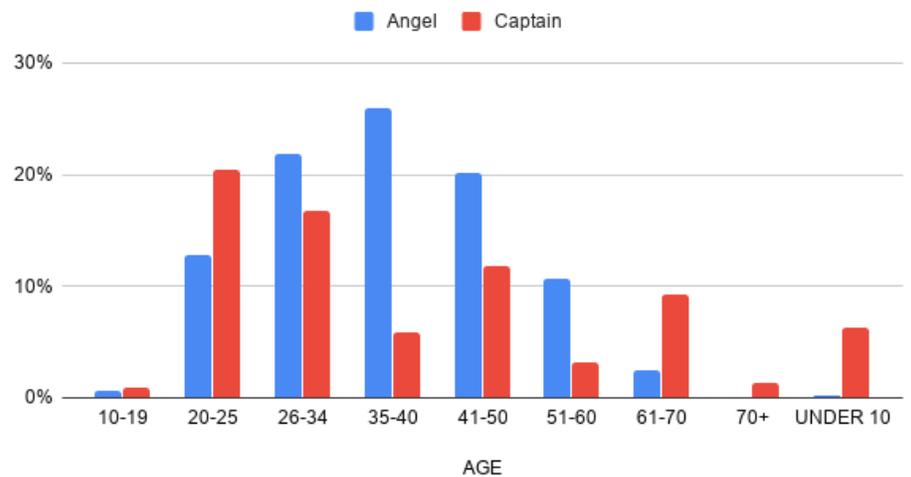
500 Captains and nearly 900 Angels crossed the finish line last year.

10 Year Registration Trend



91%

Of our participants felt a part of something bigger than themselves after engaging with the mission.



THE YEAR AHEAD

The 2020 Focus

2020 marks our 10th year and we have a lot of exciting things in store!

While maintaining our commitment to making a deep impact for inclusion in our regions through our main programming, our top focus areas will include:

DEVELOPMENT

- Grow and enhance the 12 Hours of Road America event.

MARKETING

- Strategically align with like minded organizations such as Girls on the Run and the YMCA to create inclusive learning opportunities for youth.

RACE MANAGEMENT

- Partner with USA Triathlon to pilot the "Partner Assisted Division" at the National Championships in Wisconsin.
- Continued collaboration with race partners to give a "BEST EXPERIENCE" to all athletes.

PARTNERS IN INCLUSION

A huge thank you to all of our race partners and sponsors! We simply could not do this without you.



BOARD OF DIRECTORS



**Bruce
Kotarek**

Board Chair

Affiliation - Fox
Communities Credit
Union



**Paul
Klinkhammer**

Board Secretary

Affiliation - Festival
Foods



**Jake
Vande Hey**

Board Member

Affiliation - Marco



**Don
Allen**

Board Member

Affiliation - Educator



**Tom
Gierke**

Board Member

Affiliation - Diversity
Advocate

How You Can Help

- Share the myTEAM TRIUMPH mission with your family, friends and coworkers!
- Add a link on your site to our website!
- Share our social posts or create your own!
- Add a DONATE button at checkout!
- Grab your friends and join us for a training night!



SOCIAL EXAMPLE

YOU'VE SEEN THEM OUT THERE AND NOW ITS YOUR TURN TO JOIN THEM. CLICK HERE TO LEARN MORE ABOUT HOW YOU CAN HELP @MYTEAMTRIUMPHWI!

#RUNLIKEANGELS #TOGETHERWETRIUMPH

WE ARE A PROUD SUPPORTER OF @MYTEAMTRIUMPHWI! JOIN US IN MAKING THIS COMMUNITY A MORE INCLUSIVE ONE. #RUNLIKEANGELS #TOGETHERWETRIUMPH



Website Example

With myTEAM TRIUMPH, disabled participants get to do it all! They will "Captain" a team of "Angels" through an entire race guaranteeing them their moment of glory as they cross the finish line that so many of us take for granted. Whether you are an Angel, Captain, or Volunteer with us, be prepared for a life changing experience. Together, we will redefine what achieve means in the community as we participate in something greater than ourselves and live on purpose! Let's #RunLikeAngels

Interested in learning more about myTeamTriumph, check out their website.

