

2013 YEAR-END REPORT



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Mission Statement

"Paradox Sports improves people's lives by creating physical adaptive sport communities built to inspire."

www.paradoxsports.org

Executive Summary

At Paradox Sports we improve people's lives by creating physical adaptive sport and recreation opportunities built to inspire stewardship of self and community. We are truly proud of our success with putting our mission statement into action.

Paradox Sports had an incredible year experiencing more growth and reach than ever before. We established ourselves in a new, larger office in downtown Boulder, Colorado and have a strong team of staff working towards our goals and vision. A few 2013 highlights include:

- 1) We hosted eleven successful events offering recreational sport experiences to 196 participants in the elements of ice, water, wilderness, rock and veteran ascents as well as eight indoor rock climbing nights at an adaptive climbing club we co-founded in Boulder, Colorado.
- 2) Paradox Sports is in the final steps of completing our comprehensive adaptive climbing curriculum by supplementing our existing adaptive climbing training clinics with the creation of a printed instruction manual. This manual is a comprehensive how-to guide for adaptive climbing useful for anyone involved with adaptive sports from individuals to climbing gyms. Our curriculum is increasing awareness of the importance of inclusiveness and the communal well-being that adaptive sports provide. We include simple instructions on creating and running a local adaptive climbing club or program. The manual is written by Dougald MacDonald, current editor for the American Alpine Club's publications, with Paradox Sports' Curriculum Director, Pete Davis, in association with leading adaptive climbing athletes, adaptive outdoor educators, and adaptive sport agencies.
- 3) Sean O'Neill, a T-12 paraplegic who has climbed El Cap three times, became the FIRST paraplegic to lead a traditional climb. He climbed in Yosemite National Park and used a special adaptive system he developed himself. This is revolutionary for the world of climbing and adaptive sports and was covered in an article in Climbing magazine: <http://www.climbing.com/news/a-first-paraplegic-lead-climbing-in-yosemite/>.
- 4) Paradox Sports sponsored Jon Sedor, a 24-year-old amputee, in the International Federation of Sport Climbing's September 2013 Paraclimbing Cup in London. He took first place bringing home a gold in the male upper extremities category. <http://www.nycadaptiveclimbing.com/#!jon-sedor/c22u3>
- 5) Paradox Sports has achieved the highest level of fundraising thus far at over \$175,000, up \$70,000 from 2012. We plan to reach \$300,000 in income in 2014.

Paradox Sports gained an impressive amount of media attention this year which helped spread the word of our mission, create new partnerships and increase our member base. We also held several successful fundraising events furthering our reach and support.

The success of our events is also evident in the many unsolicited thank you letters and testimonials we receive from participants sharing how their experience with Paradox Sports has turned their lives around in positive ways. We also receive a constant stream of new members and donors who have either joined us for events, learned about Paradox Sports through participants, or heard media coverage and are inspired by what we are accomplishing.

This year also marked successful growth internally as we learned a great deal about processes and procedures that will ensure sustainable growth and a scalable future. We use a series of metrics and surveys to monitor the effectiveness of our programming and evaluate our achievements and find opportunities to improve. We are continually getting more organized administratively which allows us work more efficiently and increase our capacity.

Social Media and Outreach

Paradox Sports started a new, professional newsletter sent out once per month to a large following of supporters. We are keeping up with social networking trends by creating new social media pages this year and have growing followers on the major sites including an active blog. We are testing Facebook promotions and ads to increase our reach. Paradox Sports created and contacted a list of major organizations throughout the country who have a similar target audience. We are working on building relationships with these organizations to help spread the word of our programming and mission. We also updated our listing on GuideStar which qualified us for the Silver level. This level offers free Google AdWords which we will take advantage of in 2014. Please visit the Press Room page on our new website to see link to our media attention: <http://paradoxsports.org/press-room/>.

<u>Social Media sites</u>	<u># of followers</u>
Tumblr	155
Facebook	3,554
Instagram	553
Twitter	1,396
Email newsletter	<u>2,669</u>
	8,327 Total

Program Data

Paradox Sports hosted 21 participant-based events in 2013 involving 196 participants with physical disabilities or adaptive needs and 131 volunteers.

Veteran Ascents - 3 events

39 participants
18 volunteers

Paradox Rocks - 3 events

33 participants
25 volunteers

Paradox Ice - 2 events

35 participants
27 volunteers

Paradox Water

SUP (stand-up paddleboard) - 3 events
19 participants
15 volunteers

Curriculum

Training clinics – 2 events

15 at the CWA (Climbing Wall Association)

10 at Mansfield University – delivered draft chapters of the Adaptive Climbing Manual

Climbing Club – 8 events

45 participants

46 volunteers

Testimonials

“The Paradox Sports experience made me realize that I am a rock climber, and this injury will not stop me from being a rock climber. My body is not the same since the accident, but I am still the same person who will always enjoy being active and connecting with nature. Without my injury, I never would have met all those awesome climbers and would not be connected with Paradox Sports. So from the bottom of my heart, I THANK YOU for this awesome organization! It has truly changed my life and inspired me not to give up with my recovery. I went through a tremendous healing process that weekend, physically and emotionally. I can never replace the value of that weekend in clinical settings.”

- Aika, Paradox Rocks participant

“Thank you for saving my life. Without the amazing people you brought together and your killer program I don't think I would still be around to thank anyone. Thanks to you I have new sight picture that is nothing but intensely bright. You told me on the trail when you guys went up that it's not about getting to the top but it's about the journey, and forced a hug out of me. I gotta say that was a powerful moment in time for me. First, I don't do hugs. Second, that statement "it's about the journey", really hit home and led me down a path to getting better.”

- Kurt, Paradox Veterans Ascent Yosemite and Grand Teton participant

“I feel such a confidence boost after this very strenuous hike and climb! This experience has opened a door for me. I have walked through it and will not turn back!!! I feel so proud and honored to have been a participant and will proudly recommend and support you! Thanks for all that you are doing for your vets and everyone else! You're an AMAZING organization!”

- Crystal, Paradox Veterans Ascent Yosemite participant

Goals

In 2014, Paradox Sports is excited to expand our programming with additional events including the launch of a brand new program called Paradox Wilderness. We have seen the powerful changes our events make in people's lives and are driven to involve as many participants as possible. We will finish our adaptive climbing manual in the first quarter of 2014 and have plans to deliver training clinics throughout the country. This important part of our curriculum will help climbing gyms, clubs, organizations and schools be set up for success in offering adaptive climbing to their communities. We will supply necessary gear, safety information, will cover five major types of physical disabilities, and provide resources.

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Paradox Sports is building a movement that promotes personal and communal stewardship and enduring positive transformation. Highlights of our 2014 goals include:

- Grow the number of participants within our programming
- Deliver our adaptive climbing curriculum (which includes the manual and the hands-on training clinic) to a minimum of 8 universities, climbing gyms, as well as existing and emerging adaptive sport agencies
- Grow the number of partners with our educational curriculum to help promote and expand
- Establish a more substantial and effective relationship with partners, government agencies and organizations to increase our capacity
 - i.e. the Department of Veterans Affairs to offer life-changing opportunities to those who have served our country
- Expand our veterans programming to 5 events including introducing a completely new backpacking program called Paradox Wilderness
- Begin compiling and editing an all-mountain compendium on adaptive sport in regard to all mountain sports from surfing to paragliding to fishing to mountain biking
- Establish partnerships to raise \$300,000 to underwrite our operating and program budgets to offer programming free of charge to participants making our events as inclusive as possible.