

Minutes
USOPF Annual Meeting
Conducted In-Person at The Quad Conference Center in Menlo Park, California
Thursday, April 25, 2024

A meeting of the Board of Directors (the “Board”) and the Trustees (the “Trustees”) of the U.S. Olympic and Paralympic Foundation (“USOPF”) took place on April 25, 2024, following notice duly given pursuant to the USOPF Bylaws. Pursuant to the attached lists, the following Board members and Trustees were present in-person.

Present for the meeting from the USOPC staff were: Sarah Cantwell, Jessica Cross, Gene Derkack, Katherine DeStefano, Jill Fontaine, Lisa Friedman, Christie Hoyt, Stacy Kravitz, Liz Nielsen, Brian Raney, Kate Roberts, Sean Shapiro, Alex Triumph, Christine Walshe, and Kate Wilson.

The minutes were recorded by Katherine DeStefano, Secretary.

1. Call to Order, Welcome, and Opening Remarks

The meeting was called to order at 9:05 a.m. Pacific Time. Greeted by a round of applause, two-time Olympic gold medalist Julie Foudy welcomed the USOPF Board of Directors and Trustees, as well as USOPC staff in attendance. She expressed her sincere thanks to Ali and Byron Deeter for hosting a reception last night. Ms. Foudy presented a brief overview of her illustrious soccer career and her latest professional endeavors in sports broadcasting, most notably at ESPN. She highlighted the importance of the USOPF’s mission to support Team USA’s athletes since the Foundation’s inception in 2014. Ms. Foudy also noted the significance of USOPF groups, such as those individuals who are a part of the USOPF’s NextGen program and the Women’s Circle. Next, Ms. Foudy introduced a video of U.S. Men’s Basketball National Team head coach Steve Kerr, wherein he addressed USOPF Board and Trustee members with an inspirational message on the significance of their philanthropy for Team USA and the need to grow and dig deep to think strategically on the road to LA28.

After conclusion of Coach Kerr’s video presentation, Ms. Foudy introduced USOPF Board Chair Geoff Yang to give his opening remarks. The Chair also thanks the Deeters for opening their home to USOPF leadership and prospects. He shared the purpose and timing of today’s meeting as being in advance of the Paris 2024 Olympic & Paralympic Games and prior to the public launch of the comprehensive campaign to come in July. The Chair remarked on the USOPF being on one unified path with the USOPC in relation to brand awareness and fundraising for Team USA. He commented on the resources needed to make the USOPF’s campaign vision a reality. The Chair concluded his opening remarks by expressing his excitement for the Paris 2024 Games set to start in 91 days and highlighted for Board and Trustee members attending the Games that it would be an unforgettable experience.

2. Overview of One for All: The Campaign for Team USA

At this point, the Chair introduced USOPC CEO Sarah Hirshland to give an overview of the campaign. Ms. Hirshland started by expressing her excitement for the upcoming Paris Olympic & Paralympic Games, noting that the energy felt from Team USA is contagious. She began the campaign discussion by noting the challenges and opportunities that lie ahead for the USOPC and USOPF. Ms. Hirshland remarked on the potential for the 2034 Winter Games to be awarded to Salt Lake City, the complexities of the bid and

award process, and the opportunity for the United States as possible host nation to positively influence the global sports culture and Olympic & Paralympic Movement as a whole.

Next, Ms. Hirshland summarized the recently revised mission statement of the USOPC, as approved by the USOPC Board: *Empowering the competitive excellence and well-being of Team USA athletes, championing the power of sport, and inspiring the nation.* She highlighted the importance of having a healthy culture within sport that champions athletes holistically. Ms. Hirshland tied this back to the theme of the campaign that one of us can do it for all of us, commenting on the notion that one athlete can give us all hope.

At this point, Ms. Hirshland introduced a video presentation on One For All: The Campaign for Team USA.

When the video concluded, Ms. Hirshland detailed the campaign's vision to simultaneously drive the USOPF's fundraising objectives and grow Team USA's fan engagement as a brand campaign. She noted the overarching goal to reengage the American public to support Team USA and showcase that the USOPC and USOPF are both 501(c)(3) organizations. Not shying away from the large goal of raising \$500 million by the LA 2028 Games, Ms. Hirshland addressed this as an audacious goal, but one that is necessary to address the wide variety of challenges, resources needed, and opportunities for Team USA's athletes during competition and in their transition to the next chapters of their lives.

3. Athlete Panel

Next, Ms. Hirshland introduced Chief of Sport and Athlete Services Rocky Harris to lead a panel of athletes to discuss the three targeted impact areas of the campaign – athlete health and wellness, sport performance innovation, and athlete career and earnings. Before inviting the panelists on stage, Mr. Harris expressed his thanks to Ms. Hirshland and former USOPC Board Chair Susanne Lyons for their leadership in getting the USOPC and USOPF to this point of reenergizing the focus on athletes.

Mr. Harris introduced the three Olympic and Paralympic athlete panelists who joined him on stage – Alex Debold, Kristen Santos-Griswold, and Brenna Huckaby. Mr. Debold is an Olympic Bronze medalist, who also retired last year, and also serves on the U.S. Ski & Snowboard board of directors. Ms. Santos-Griswold is an Olympic short track speedskater, who is coming off the best season ever for an American short tracker in the history of the sport having won the first world title by an American woman since 2011. Ms. Huckaby is a four-time Paralympic medalist in snowboarding and started as a gymnast.

Mr. Harris posed a variety of questions to these three athletes on how each of the three impact pillars affect their athletic journeys. Ms. Huckaby shared her thoughts on the personal importance of being able to represent the United States on the world's biggest stage and connect societies and cultures globally through exposure of disabilities in the Paralympics. Ms. Santos-Griswold detailed the training regimen and resources that she needs to give her and the rest of the U.S. Speedskating Team a competitive advantage over their opponents from other countries. As a recently retired athlete, Mr. Debold discussed his Olympic journey and how he is figuring out his next steps in life, including through the USOPC's Pivot Program. After the athletes shared a bit about their stories, Mr. Harris opened it up for questions and discussion. Board and Trustee members engaged in discussion with the athletes about how and when they know it's time to stop competing; the daily challenges of training, managing personal relationships, and supporting themselves and their families; learning how to balance financial opportunities with

rigorous training regimens; and, ideas on other impactful projects where the USOPF and its supporters can provide assistance.

The Chair called the meeting into a brief recess at 10:42 a.m.

4. Development Leadership Team Campaign Presentation

The Chair called the Annual Meeting back to order at 11:20 a.m.

He invited the Development leadership team to present on the case for support and public launch plan for the campaign. Joining at this time were USOPC Chief Development Officer and USOPF President Christine Walshe; USOPC Senior Vice President, Chief of Development Operations Renée Dorris; USOPC Vice President, Annual Giving & Digital Fundraising Liz Nielsen; USOPC Vice President, Institutional Advancement Sarah Cantwell; USOPC Vice President, Principal Gifts & Board Relations Lisa Friedman; and, USOPC Vice President, Major Gifts Gene Derkack.

Referring to advance materials, Ms. Walshe discussed the campaign's progress to date, the vision for the campaign over the next quadrennial period, and the areas for opportunity to lean into the campaign with the upcoming Paris 2024 Games. She also overviewed and defined the USOPF's giving programs – annual fund, mid-major, principal, and campaign level gifts. Ms. Walshe celebrated recent campaign level gifts and the specific programming and athlete services that each gift will support, such as the Winter Sport Fund. Finally, Ms. Walshe detailed how USOPF Board and Trustee groups can help the campaign's efforts through prospect development, sharing campaign information with friends and family, and hosting or participating in USOPF events.

Next, Ms. Cantwell outlined the case for support for the campaign and associated resources provided in the advance materials and being presented on the screen. She discussed the new collateral that was developed in partnership with two outside firms that specialize in this area. Ms. Cantwell highlighted that the focus of these new resources is to make clear "why" individuals should consider donating to the USOPF's mission and support Team USA. She also expressed her appreciation to the Board and Trustees for their continued advocacy of the USOPF's mission.

Ms. Cantwell introduced Ms. Nielsen to present on the upcoming public launch of the campaign. Referring to advance materials, Ms. Nielsen spoke about her personal experience since joining the Development team and helping to rebuild the annual fund program. She commented on the focus in rebuilding the program to truly invite the American public to engage with the global Olympic and Paralympic Movement. Ms. Nielsen concluded her remarks by detailing the upcoming calendar of campaign-related events: the formal public launch just before the start of the Paris 2024 Olympic Games; a Team USA ad spot that will air during the Olympic & Paralympic Games; and, the debut of and creative options for the philanthropic "A" logo developed in partnership with LA28.

At the conclusion of the Development leadership team's presentation, Board and Trustee members engaged in discussion on the campaign strategy and upcoming timeline, and shared their thoughts on the creative logo design.

5. Recess

The Chair previewed the afternoon agenda for the day's meeting and put the meeting into a lunch recess at 11:55 a.m.

6. Regional Prospecting Session

The Chair called the Annual Meeting back to order at 1:00 p.m and introduced an inspirational video. Once the video concluded, he introduced Mr. Derkack and Ms. Friedman to provide guidance and instructions for the afternoon's regional prospecting session. They overviewed the purpose of the prospecting session and materials for each subgroup to review. At this time, attendees reported to their assigned subgroups, each led by a USOPC staff member. Over the next hour, each subgroup discussed their region or focus area lists, provided feedback on the curated lists, and identified individuals or groups for whom they would categorize as viable prospects and potential referrals. At the conclusion of the session, Mr. Derkack and Ms. Friedman thanked attendees for their participation.

7. In the Huddle: Julie Foudy, Summer Sanders, and Kendall Ellis

Rejoining the meeting at this point was Olympic legend Julie Foudy, and she was joined by other Olympic legends Summer Sanders and Kendall Ellis. The Chair introduced each of these athletes and detailed their respective accomplishments. He invited them to share their Olympic athlete perspectives and preview the Paris 2024 Olympic & Paralympic Games.

Ms. Foudy shared her gratitude for being invited to speak at the day's meeting and her honor sitting next to Ms. Sanders and Ms. Ellis. Each woman shared their personal athlete journey during their respective careers and discussed the progress of women's sports. Ms. Sanders commented on her work with the USOPF in being a Campaign Ambassador and what it has meant to her to be included in such a way to help build the success for future Team USA athletes and hopefuls. Ms. Ellis added perspective on her excitement to compete in Paris and thoughts on athletes to watch, especially in track & field.

Lastly, Ms. Foudy, Ms. Sanders, and Ms. Ellis engaged in discussion with each other and attendees on how important the campaign is to help meet the variety of Team USA athletes' needs for financial support during and after their Olympic and Paralympic journeys. After this discussion and with much gratitude from Board members and Trustees, Ms. Foudy, Ms. Sanders, and Ms. Ellis left the meeting.

8. Closing Remarks

The Chair offered a few remarks to close the day's meeting. He expressed his sincere appreciation to Board and Trustee members for their engagement and excitement throughout the day. The Chair reiterated the importance of the roles that the Board and Trustee groups have to support the success of Team USA, whether that's through their own philanthropic support, providing referrals to new supporters, or spreading the word in their own communities about the USOPF's mission. He invited everyone, whether they planned to be in Paris or stateside, to feel pride when they watch Team USA compete this summer on the world's biggest stage.

9. Adjournment

There being no further business, the meeting was adjourned at approximately 3:15 p.m.

This document constitutes a true and correct copy of the minutes of the April 25, 2024 Annual Meeting of the Board of Directors and Trustees of the U.S. Olympic and Paralympic Foundation.



Katherine A. DeStefano
Secretary

Approved by the USOPF Board this 11th day of December, 2024.

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Board Members

Bingle	Eryn
Crawford	Gordy
Deeter	Alli & Byron
Doyle	Andie
Erdman	Christian & Jacqueline
Killian	Julie & Gary
Marren	John
Nakachi	Mari
Rieschel	Yucca
Robertson	Johnathan
Rogers	Jesse & Mindy
Shuchman	Salem
Stevens	Mark & Mary
Welsh	Joanna
Yang	Amy & Geoff

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Trustees	
Abraham	Thomas
Babcock	John
Chai	Chuck
Compton	Gayla & Kevin
Ford	Celeste & Kevin
Freedman	James
Joret	Karine
Gagnet	Paxton & Shelley
Garland	William
Goldman	John
Griep	Troy
Hatch	Michael
Ishizuka	Nobuhisa
Johnson	Kevin
King	Karen & Greg
Kohorst	W. Robert & Shelley
Lyons	Susanne
MacDonnell	Jannette
Mandema	Japp
McCormick	Jennifer & Mark
Merrilees	Judy & Robert
Milias	Elizabeth
Moore	Danielle
Moore	Meridee
Parekh	Michelle
Pearson	Christine
Polsky	Michael
Ratliff	Alan & Patricia
Raymond	Steven
Sawyer	Ken
Shields	Kevin & Eileen
Thompson	Doug & Katherine
Zimmer	Karen