



# SEE THE **IMPACT**

team u in review

## 2015 Impact Report

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# a letter for you

an intro for good things to come

Hey Rockstar,

This is Team U's first ever "impact report." Three and a half years have gone by since Team U started, and a lot has happened since then. This report is an attempt to compress over 1,200 days of history into just about 12 pages.

Team U was started in the summer of 2011 with a dream. It wasn't the dream of one person, nor of one college campus. It was the dream of millions across the world who wake up in the morning trying to do their part to make the world a better place.

Team U is that dream. Team U taps into students' desires to make a positive impact in the world through their own passions. For people empowered by a dream, all it takes is a team to make their vision a reality. In a literal and figurative sense, there is no Team U without you.

There is nothing more powerful than an empowered person, and Team U fosters this drive within the context of improving global health and alleviating poverty. Team U brings health, empowerment, and social good together all under one roof in a proven fundraising endurance team model. We are committed to ensuring that every student who goes through college comes out not just with a diploma, but with the deepest realization of his/her capabilities to make a difference in the world.

On a more technical note: Formally, my title includes the word "founder". But it shouldn't. I am not the only founder. Every single person who has taken part in a Team U event since the start has a founding role in getting us to where we are now. There are no stock-options for nonprofits, but if there was, the hundreds of founders would have a piece of the pie!

Here at Team U, we are driven not by accolades, but because we firmly believe in our mission. We are sharing this report to express, as succinctly as we can, who we are and what we have done.

Rock on,  
Joe Benun  
Founder, Team U Inc.



# what we're about

living, loving, and doing good

## the basics

Team U is the only intercollegiate fundraising endurance team dedicated to improving global health and alleviating poverty. We empower students across the globe to realize their potential within the context of promoting social good.

## so how does it work?

### *Collegiate Mobilization*

Through a chapter model, Team U mobilizes students to run in endurance races—such as half marathons—while fundraising and spreading awareness about a particular cause. Thus far, Team U has fundraised to help Shoe4Africa construct a children's hospital in Eldoret, Kenya.

Team U takes this fundraising endurance team model and adapts it to the college campus. Using a college-based model allows Team U to tap into an existing network and community, leveraging these resources for an effective impact. Every chapter has a group of student leaders committed to recruiting, organizing campus events, and coordinating fundraising.

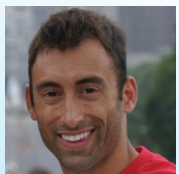
### *National Endurance Sports Summit*

The National Endurance Sports Summit (NESS) was first held at Princeton University in September, 2014. Over 20 leaders in the endurance sports world were invited to speak, run clinics, and lead workouts. The theme of NESS is *elevate endurance*: showcasing the power of endurance sports to make a difference in one's own life, in one's community, and in the world; meeting endurance sports with social good on a national stage.

An annual event, NESS serves to highlight the efforts of Team U to leverage endurance sports to empower students to pursue their dreams and make a positive impact in the world.

## who we are

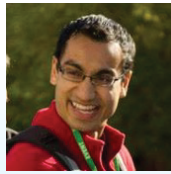
### *Team U Inc. Board & Exec Team*



Anthony  
Caponiti



Dr. Lisa  
Herschbach



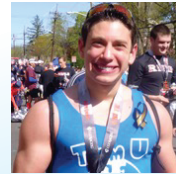
Shubhro  
Saha



Dr. Rob  
Gilbert



Charlie  
Fortin



Joe  
Benun



Shannon  
McGue

*Check out [teamu.org](http://teamu.org) to learn more and meet our many advisors and leaders!*

# 123

## some numbers

to whet the appetite for what's to come

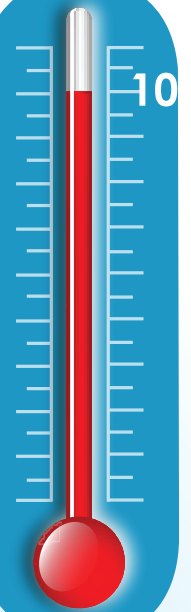
**FUNDRAISED**  
(in dollars)

**50,000**



as of 2-9-15

*We're on fire!*  
**10 chapters  
launched  
and growing**



**Race Recruitment**



**Impact & Awareness on the web**  
(1/1/13-12/31/14)

35,655 website hits

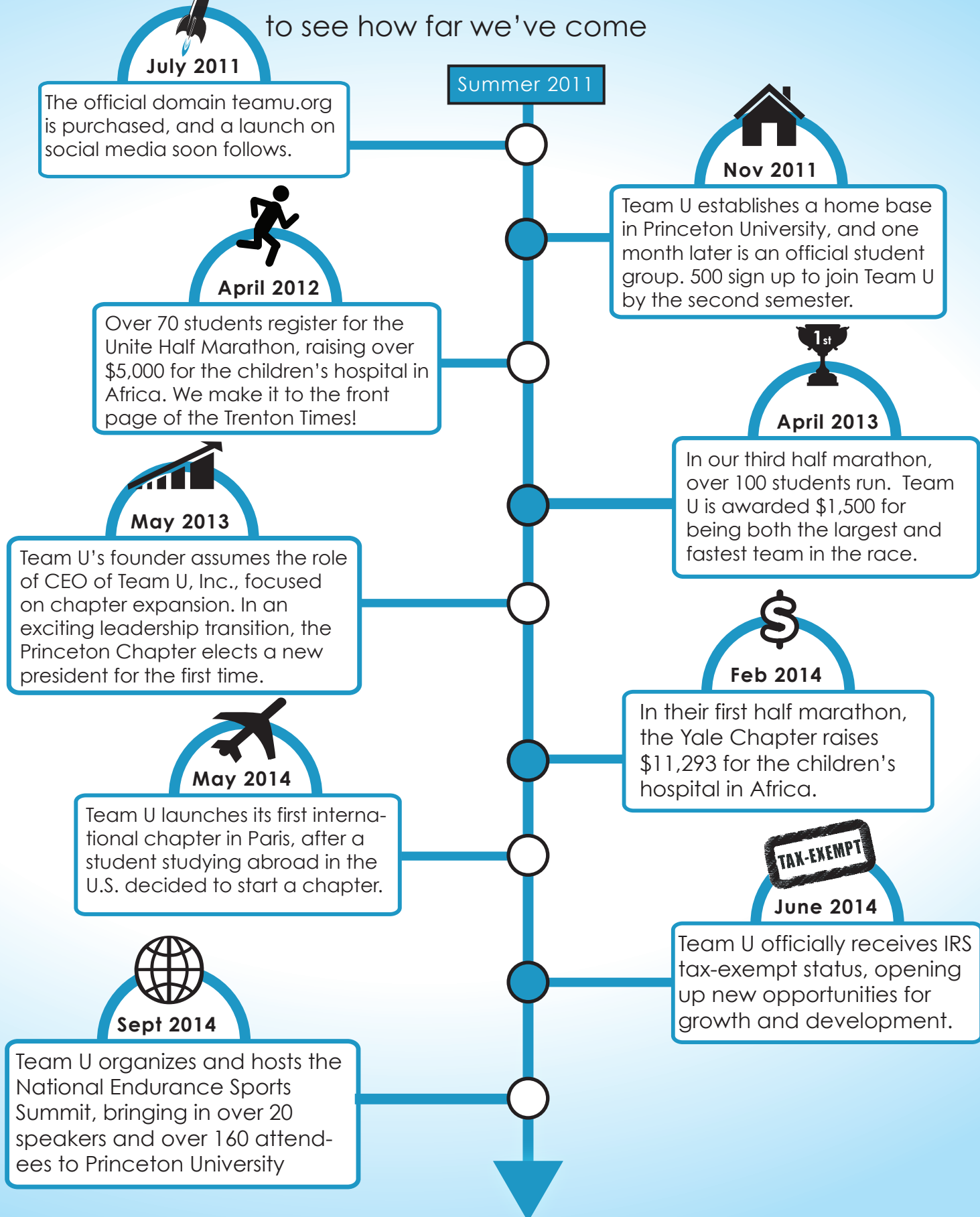
28,243 unique visitors

14,157 impressions to training-  
related resource pages



# our history

to see how far we've come





# in photos

worth thousands of words



Team U leader Jess in the 2012 Unite Half



Team U Paris runners' first race



At Team U's first triathlon



Pre-Race 2012 Unite Half



Yale chapter at the NYCRUNS Central Park Half Marathon with Shoe4Africa founder, Toby Tanser



Holding up the two checks for being the largest and fastest team in the 2013 Unite Half Marathon



NJ Senator Cory Booker, then running for office. (And one day for Team U!)



Team U's first ever Color Craze 5K



Cosponsor of a talk featuring Peter Singer on poverty & philanthropy



Mrs. Miller with son and daughter -- both Team U leaders



Runner Isabelle flashing her half marathon medal



Team U group run photo in Paris



Team U Yale runners at the Heroes and Villains 10K



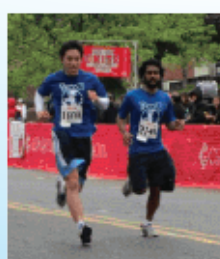
Ribbons worn by Team U runners in a race soon after the Boston bombing.



Princeton Half 2013 Race



Marshall Ulrich and Cason Crane on a panel at NESS



Race to the finish at the 2012 Unite Half



Terry Laughlin's presentation at NESS



Presenting Team U at Montclair State classes



# profile # 1

Laure Andrillon



Laure is the center of the most exciting Team U development in recent years: expanding overseas! Laure grew up in sunny Martinique (West Indies), before heading to Paris' École Normale Supérieure (ENS). Laure is a grad student studying contemporary philosophy with a minor in theory of arts, hoping to one day become a journalist. Laure came across Team U when she taught French at Yale for one year. After coming to Yale, she heard about Team U and immediately decided to join.

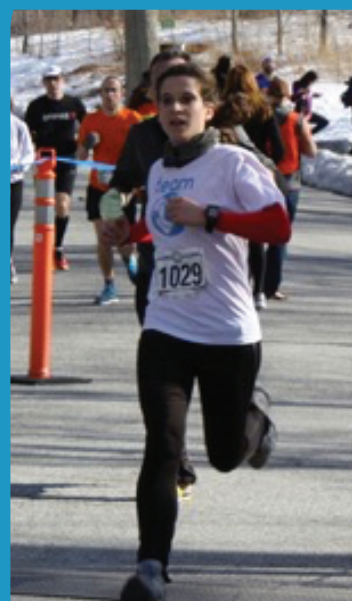
On starting a chapter in Paris:

*I thought that my school lacked this kind of project, because it's not very common here to combine fundraising and sports. I was wondering if many people would get involved or not, and I was surprised by the enthusiastic response!*

*I love the idea that we have a common goal in so many different places. Keeping in touch makes it very exciting and dynamic on a daily basis*

*It's the first time I actually started a project on my own. I've been involved in many projects and organizations before, but it's very different. **It also made me realize that when you invest energy in doing something you're proud of, you actually gain even more energy.***

**"I realized that the best way to have people care about a cause is to show them how much you care about it. ...It is so rewarding to see how they really believe in running with Team U."**



When she first arrived on campus, Laure was very surprised by the impact the Yale chapter had even if at the start. Coming from France where crowdfunding is only starting to be popular, Laure had no idea that she would be able to raise so much money for Shoe4Africa with the Yale chapter. Her dedication to the Team U cause traveled across the Atlantic. As she said: "My family and friends were surprised to see that I was training for the half marathon even in the cold and the snow!"



## profile #2

Kevin Manyara

Kevin Manyara, Princeton 2017, is from Eldoret, Kenya - the same town where Shoe4Africa is building a children's hospital! He studies Operations Research and Financial Engineering, plays sprint football, and is involved with Princeton Business Volunteers.



Kevin first heard about Team U at an activities fair his freshman year. He liked the idea of the fundraising and running, and signed up on the spot. It was only later that he realized the team raised money for a hospital in his hometown. His mom walked by the hospital all the time, and was impressed with how fast it was going up. Kevin joined the leadership team and signed up for the Unite Half 2014.

**“When I found out how Team U was helping Shoe4Africa build a hospital in Eldoret, everything just fell into place.”**

*While he had run in the past, with Team U Kevin finished his first half marathon. And even though he comes from a country where long-distance running is common, his parents were surprised to learn he was doing a 13.1 miles with Team U. His main goal was finishing: “you can start being competitive later.” After crossing the finish line with Team U, he is setting his goal even higher. In discussing his future plans for endurance sports, he said: “So, I’ve already checked off a half marathon, and now I want to do a marathon.” He laughed, and said that he would wait do one at home, but everyone there is so fast.*

*On the why he loves being part of a team:*

*“It’s partly a habit. I’ve always been in a team, my whole life. I used to play soccer, when I was in primary school. High school, I played basketball. I think I’ve always been on a team situation. When I came to Princeton, I wanted to join a team. It’s always urging me. I was playing intramurals a lot, became the intramural chair for my residential college, started sprint, then ran with Team U. I am very into the team feeling.”*





## profile #3

Gillian Grant

Team U was honored to have many leaders from across the sports world attend NESS in 2014. Few, however, were as impressive as Gillian Grant. Gillian is an 11 year survivor of Non-Hodgkins Lymphoma, accomplished endurance athlete, ambassador for Team in Training, and mother of three.

Gillian was invited to NESS as a speaker to share her story and inspire others. She was equally inspired by the weekend when she heard one of the other NESS speakers, Toby Storie-Pugh. She decided on the spot to volunteer at Toby's orphanage in Kenya.

While volunteering in Kenya, she wrote:

**"I have started to feel like me again. I have released a heavy burden, freeing me up to be real. Cancer can kiss my ass. I am done. Welcome back Gillian."**



After attending NESS, Gillian told us how **"one weekend changed my life."**

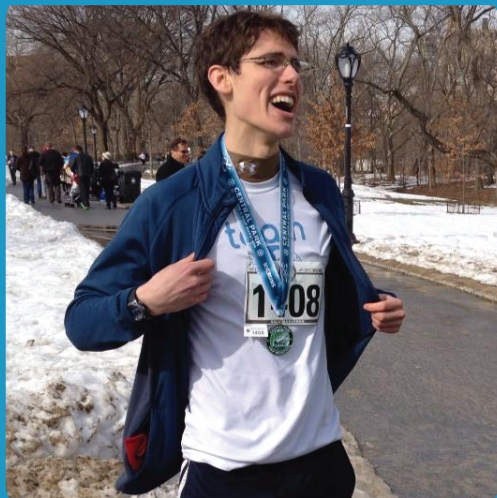
*One of the fallouts of being a cancer survivor is that I forgot how to dream. My goal was survival. I put my head down. Got well. Raised children. Tried to make a difference in my community and raised money for the cure for cancer. But what about dreams? One of the things I have always wanted to do is volunteer overseas. The task seemed impossible. Until I heard Toby Storie-Pugh speak about Flying Kites, a place for young Kenyan orphans to thrive. In the mountains outside of Nairobi, 37 orphans now have a home, a school, farmland and safety. Broken children dare to dream. Toby dared me to dream.*



# profile

## # 4

Will de Roco



Team U is fortunate to have many dedicated leaders across the country. One standout leader is Will de Roco, Marathon chair at the Yale Chapter. An Intensive Physics major hailing from Darian, CT, Will might just be one of the most brilliant leaders of them all. Some perspective: Will has wanted to be a particle physicist since second grade, when he first attempted to read a book on hyperspace. There are some pretty fascinating people on Team U, and Will is definitely up there!

Team U “opened  
up my eyes...”

As marathon chair for the Yale Chapter, perhaps the biggest focus for Will has been to create a strong bond between Team U runners. “I tried really hard over the last few years to make it feel awesome for the people who have joined. So it feels like it is a team,” he said.

When asked what was the most surprising time as part of the Yale chapter, he talked at the extent to which the team was able to raise money. In his words: “I was shocked and so happy we were able to pull off the half marathon. The actual raising of the money was amazing in its own right. When Toby Tanser came to speak, I felt like I was doing something truly incredible.”

*Physics is one of the subjects that can really break your head if you focus on it too much. You need to have an outlet...I started running in the beginning of freshman year. I was a terrible runner, and I suffered from horrible asthma. I found that even as hard as it was for me, the mental effects from running were so calming...So when I got to college, I really wanted to continue doing that. My best friends were the kids on the track team, but I wouldn't have made it. But I wanted a team environment. When Stephanie Wisowaty [then Yale chapter president] approached me, **Team U sounded like everything I was hoping to find in one organization.***





# the financials

keeping the model sustainable and scalable

We are committed to being the most  
**accountable**  
**transparent**  
**and lean**  
nonprofit. Basically, ever.

Team U has made a commitment to take the extra step  
when it comes to finances.

**Detailed list and explanation of all expenses and  
fundraising numbers can be found online at  
[teamu.org/HowWeSpend](http://teamu.org/HowWeSpend)**

## Budget

Tax Year Jul '15 - Jun '16

### **Executive Director: \$55,000**

This will be Team U's first paid employee. On the road to the big leagues.

### **Student Programs: \$15,000**

This will go to empower students to make a difference, through supporting campus events, race travel, and more. Getting students to realize their potential while improving global health and alleviating poverty.

### **NESS: \$10,000**

This will go towards putting on the 2nd annual National Endurance Sports Summit. Serving as a mode to raise additional funds through corporate sponsorships.

### **Travel: \$3,000**

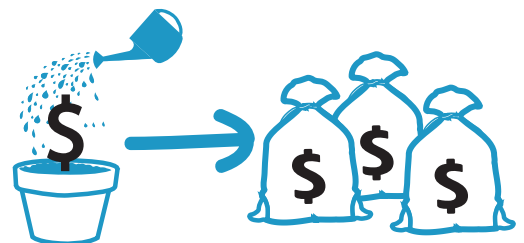
A critical line item, allowing us to visit colleges, and have student leaders in turn come in for annual retreats at NESS.

### **Legal/Accounting: \$2,000**

Because we want to be sure everything is 100% on the up and up!

**TOTAL: \$85,000**

## Multiplier Effect



**1,076%!**

Total overhead spending for our chapter network was \$4,864.89, and \$52,377 was fundraised. That's a return of 1,076%!

Not to mention the empowerment. That's good ROI.

# let's chat

info@teamu.org

phone: 320.523.6860

## some further details

### **Mailing Address**

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2nd Floor  
New York, NY 10001

### **EIN #:**

46-1468197

### **Social Media:**

facebook.com/teamu

twitter.com/teamu

instagram.com/theteamu