



## Challenged Athletes Foundation to Raise Funds and Reduce Costs by Partnering with Accretive of San Diego

**July 11, 2012 - San Diego, CA - The Challenged Athletes Foundation** (“CAF”) announced today that it is partnering with **Accretive of San Diego** (“Accretive”) to help CAF increase funding to further its mission of providing opportunity and support to people with physical disabilities so they can pursue active lifestyles.

“We want to help as many physically challenged athletes as possible” said Nancy Reynolds, Senior Director of Business Development for the Foundation. “We were impressed with Accretive’s innovative approach to help nonprofits raise potentially significant funds by helping our existing for-profit corporate supporters save money, and immediately decided to embrace this model to supplement our traditional fundraising strategies. We like **bringing** something to our corporate partners as opposed to only **asking** for support.”

In addition to working with CAF on the fundraising front, Accretive of San Diego is also helping the foundation reduce its own operating costs. “Any dollar we can save or raise allows us to do more for those people with physical disabilities that we support by providing adaptive sports equipment, coaching, mentoring, competition expenses and sports clinics for athletes of all ages and abilities. We appreciate an offering like this that helps more bottom line dollars go to support our mission.” added Nancy.

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**Challenged Athletes Foundation** ([www.challengedathletes.org](http://www.challengedathletes.org)) provides opportunities and support to people with physical disabilities so they can pursue active lifestyles through physical fitness and competitive athletics. The **Challenged Athletes Foundation** believes that involvement in sports at any level increases self-esteem, encourages independence and enhances quality of life.

**Accretive of San Diego** ([www.accretivesandiego.com](http://www.accretivesandiego.com)) collaborates with nonprofits and businesses and their leaders by providing no risk, cost-savings assessments to the businesses and the nonprofits that they support. 10-20% of the annual savings businesses implement based on Accretive’s cost-saving assessment process are donated by those businesses and Accretive, which also leads to a greater partnership between for profit and nonprofit organizations.

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### **For Further Information, Contact:**

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