EXECUTIVE OVERVIEW / 3
STRATEGIC PLAN / 4
FINANCIAL SNAPSHOT / 6
ACADEMIC SUCCESS / 9
FACILITIES UPDATE / 14
CHAMPION RECOGNITION / 16
DIVERSITY AND INCLUSION / 19
BUFF CLUB / 20
PERFORMANCE NUTRITION / 22
PSYCHOLOGICAL HEALTH & PERFORMANCE / 23
SCRIPPS LEADERSHIP & CAREER DEVELOPMENT / 24
Thank you for taking the time to review our latest RAPID annual report. As we enter the sixth year of my tenure as your athletic director at the University of Colorado, we are proud of what we have accomplished thus far and excited about the future. While our fundamental vision statement will never change — to provide a world-class and holistic student-athlete experience while competing for and winning championships through a culture of excellence — we will also continue to refine and adapt our strategy in order to best meet that goal.

This report will give you an opportunity to review many of our accomplishments from the 2017-18 academic year. At the same time, we will also give you a glimpse of how we plan to continue our trajectory of success over the coming years.

In the last year, the Colorado Buffaloes won two Pac-12 championships, had three teams finish in the top 10 in the NCAA Championships and had several other teams nationally ranked. At the same time, we experienced perhaps the best overall year ever in the classroom, as our student-athletes recorded the highest cumulative grade-point average in department history — a 3.005. We are also proud of the fact that our student-athletes continue to return to get their degrees after they have finished their professional playing careers, a tribute to our emphasis on education being a cornerstone of success throughout their lives.

Of course, any successful endeavor requires continual evolution as we meet established targets and assess new goals. As we enter the second year of our second three-year mission, we have shifted even more of our attention to student-athlete recruitment by stressing three main initiatives: our Leadership and Career Development Program, our Performance Nutrition Program, and our continuing Psychological Health and Performance Program.

We believe these initiatives will continue to establish a foundation for success.

Thank you for allowing us to share with you the successes of the CU Athletics. I want to personally thank each of you who has contributed to those efforts and helped build those successes — and our student-athletes thank you as well. •
VALUE PROPOSITION
CU Athletics showcases the University nationally, transforming our broad and diverse communities into stakeholders by inspiring excellence, instilling pride, and celebrating success.

CU ATHLETICS CONSTRUCT ANALYSIS
Using the Vision and Mission Statements, six major constructs (themes) have been identified:
• Consistently Competing for and Winning Championships
• Operating in a Fiscally Responsible Manner
• Recruiting, Developing and Inspiring Student-Athletes
• Offering and Operating World Class Programs
• Nationally Recognized
• Foster an Emotional Connection with our Constituents

The six constructs are organized into three Strategic Intents with 80 total targets:
1. Significantly improve the overall competitiveness of CU Athletics at the University of Colorado Boulder
2. Significantly improve the financial status of CU Athletics at the University of Colorado Boulder
3. Significantly improve academic and personal development programs in order to achieve world-class status for those programs serving student-athletes at the University of Colorado Boulder

PURPOSE
CU Athletics provides an opportunity for our diverse student-athletes to compete at the highest collegiate level, foster an emotional connection with our constituents and promote the University.

CORE VALUES
CU Athletics personnel are and will be exemplified by reflecting the following Core Values, including a sense of urgency (RAPID) in the achievement of this plan:
• Respect - Recognize and embrace each individual's unique value to the department
• Accountability - Take personal responsibility for actions and results
• Passion - Personal energy that drives work ethic, focus, and a need to excel
• Integrity - Always operate in an honest and ethical manner
• Dedication - Unwavering loyalty to the department and our shared vision

VISION
To be nationally recognized as a premier athletics department by providing a world-class and holistic student-athlete experience and operating in a fiscally responsible manner while consistently competing for and winning championships.

MISSION
CU Athletics will win championships by recruiting, developing and inspiring student-athletes to succeed academically, athletically and personally through leadership and advancing our culture of excellence.
FINANCIAL SNAPSHOT

CU Athletics hit budget numbers on both sides of the ledger. The tax legislation that went into effect on January 1, 2018 did immediately impact ticket-related donations and required a change to how we account for ticket revenue in football at the end of FY18 leading into FY19. This also changed the Buff Club’s protocols for gift receipting.

Football revenue has continued to rise each of the last three years. Capitalizing on the on-field success of 2016 contributed to the dramatic growth of single-game tickets that season, including the first home sellout in eight years. This excitement continued to translate in the form of large growth in season ticket sales for 2017. Increases over the last few years also can be attributed to more diversified ticket offerings, including personalized mini-plans, group tickets, and new premium seating options.

<table>
<thead>
<tr>
<th></th>
<th>FY2016</th>
<th>FY2017</th>
<th>FY2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Revenue</td>
<td>$69,414,534</td>
<td>$86,537,487</td>
<td>$85,084,427</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>$69,414,307</td>
<td>$86,537,295</td>
<td>$85,083,434</td>
</tr>
<tr>
<td>Net</td>
<td>$227</td>
<td>$192</td>
<td>$993</td>
</tr>
</tbody>
</table>

CU ATHLETICS REVENUE & EXPENSES

Football Ticket Revenue

<table>
<thead>
<tr>
<th></th>
<th>FY2016</th>
<th>FY2017</th>
<th>FY2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 - $10,000,000</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
</tr>
<tr>
<td>$10,000,000 - $20,000,000</td>
<td>$1,172,312</td>
<td>$1,172,312</td>
<td>$1,172,312</td>
</tr>
<tr>
<td>$20,000,000 - $30,000,000</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
</tr>
<tr>
<td>$30,000,000 - $40,000,000</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
</tr>
<tr>
<td>$40,000,000 - $50,000,000</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
</tr>
<tr>
<td>$50,000,000 - $60,000,000</td>
<td>$-</td>
<td>$-</td>
<td>$-</td>
</tr>
</tbody>
</table>
ACADEMIC SUCCESS

University of Colorado student-athletes not only work hard on the field, but are equally successful in the classroom. CU student-athletes have seen their cumulative GPA consistently rise over the past six semesters. With a most recent cumulative GPA of 3.01 in spring 2018, CU student-athletes achieved the highest GPA since tracking began in spring of 1996. Graduation Success Rate for CU student-athletes is also trending upward. The most recent GSR score of 90% is also the highest ever achieved by a cohort in CU Athletics history. Note: Student-athletes have six years from year of enrollment to graduate and count towards Athletics Graduation Success Rate.

CU student-athlete graduation success rate has risen by 14% over the last three years. This is a good indication of how our student-athletes are performing not only on the field, but off the field too. >>>

Colorado’s membership in the Pac-12 provides a consistent source of revenue. Last year, CU’s Pac-12 distribution share of $30.3 million represented approximately 35 percent of CU Athletics’ $85 million budget.

The University’s trademark licensing program saw its fifth straight year of growth in 2017-18. Revenue generated eclipsed $1 million for the first time in history. There are a number of factors that can be attributed to this growth. We implemented a strategic brand management program for our men’s apparel offerings. This program’s goals were to decrease the number of licensees who offer men’s apparel while focusing on our best-of-class partners who will elevate our brand. This approach has seen this category grow significantly, including a 21% increase in royalties for FY18 alone. Our brand has also expanded lately, as we have seen an increase of 108 retailers who carry CU product over the last two years. Our total retailer count is currently 952. •w
CU student-athletes' cumulative GPA has been steadily rising since spring 2016. Our student-athletes continue to compete with the increasing cumulative GPA of campus with only a 0.02 difference in spring 2018.
FOREVER BUFF: LIUFAU ADDS DIPLOMA TO HIS ACCOMPLISHMENTS

By the time he had played his last game at Colorado, Sefo Liufau had set more than 100 CU records, including career marks for touchdown passes, passing yards and total offense. But Liufau may be remembered most for leading the Buffs in their magical 2016 season “The Rise,” which produced a 10-2 regular season record, a Pac-12 South championship and an Alamo Bowl berth. A three-time team captain — one of only three players in CU history to earn that distinction — Liufau was the heart and soul of a team that defied predictions and earned a spot in the nation’s top 10. But when his football career came to an end, Liufau’s time on the CU campus didn’t stop. After a brief stint in the National Football League, he returned to Boulder and fulfilled a promise he had made to his mother — to earn a diploma. Liufau graduated with a degree in Economics in the spring of 2018, an accomplishment he said was as important to him as any he attained on the football field. Now a member of the business world in his home state of Washington, Liufau is still a record-setting Buffalo. But while his marks at CU may someday be broken, he will always be a proud graduate of the University of Colorado.
On Field Success – Men’s Golf

- Second place Pac-12
- No. 43 in the nation
- Advanced to NCAA Regionals for sixth straight year
- Hit 1 of 3 strategic plan goals relating to competitive success
  - 1.4.13 – Finish in the top half every year in the Pac-12 Tournament in Men’s Golf between 2018 and 2020 – ACHIEVED
  - 1.4.14 – Finish ranked in the Top 40 among Division 1 Men’s Golf Programs every year between 2018 and 2020
  - 1.4.15 – Advance beyond the NCAA Regionals in Men’s Golf once between 2018 and 2020

Gate 10 has helped both golf programs a great deal. It gives the golfers a place of their own right on campus. Not only is it a place to get some practice in (especially if the weather is bad), but it is a place where the team members can relax between classes, catch up on homework and have a gathering place that promotes a sense of community.

— ROY EDWARDS 
HEAD COACH MEN’S GOLF

On Field Success – Women’s Golf

- 6th place Pac-12 (7 teams ranked in the top 25)
- No. 21 in the nation
- Advanced to NCAA Regionals for fifth straight year
- Hit 3 of 3 strategic plan goals relating to competitive success
  - 1.4.16 – Finish in the top half in the Pac-12 Tournament in Women’s Golf every year between 2018 and 2020 – ACHIEVED
  - 1.4.17 – Finish ranked in the Top 40 among Division 1 Women’s Golf Programs every year between 2018 and 2020 – ACHIEVED
  - 1.4.18 – Advance beyond the NCAA Regional in Women’s Golf once between 2018 and 2020

Folsom Field’s Gate 10 practice facility for the men’s and women’s golf programs is the first space on campus our golf teams have had to completely call their own. The facility includes a putting green, Trackman simulator, coaches’ offices, program history recognition area, kitchenette, and meeting space. It has allowed the student-athletes and coaches to develop relationships with one another, an area to practice casually, a place to hold team meetings, and establish general program camaraderie. The space has hosted golf camps, practices, recruit and donor meetings, and other small events.

— ANNE KELLY
HEAD COACH WOMEN’S GOLF

FACILITIES UPDATE

Investing in our student-athletes
- Total Cost: $387,377
- Amount funded by donors: 100%
- Date completed: June 2017

Aspects of Project
- Golf simulator/putting green allows SAs to hit/putt without driving to off-campus golf courses
- Dedicated facility shows recruits how invested CU is to the golf program
- Team camaraderie is built, which leads to improved success on the field and in the classroom

Gate 10 has helped both golf programs a great deal. It gives the golfers a place of their own right on campus. Not only is it a place to get some practice in (especially if the weather is bad), but it is a place where the team members can relax between classes, catch up on homework and have a gathering place that promotes a sense of community.

— ROY EDWARDS
HEAD COACH MEN’S GOLF

On Field Success – Men’s Golf
- Second place Pac-12
- No. 43 in the nation
- Advanced to NCAA Regionals for sixth straight year
- Hit 1 of 3 strategic plan goals relating to competitive success
  - 1.4.13 – Finish in the top half every year in the Pac-12 Tournament in Men’s Golf between 2018 and 2020 – ACHIEVED
  - 1.4.14 – Finish ranked in the Top 40 among Division 1 Men’s Golf Programs every year between 2018 and 2020 – ACHIEVED
  - 1.4.15 – Advance beyond the NCAA Regionals in Men’s Golf once between 2018 and 2020

Folsom Field’s Gate 10 practice facility for the men’s and women’s golf programs is the first space on campus our golf teams have had to completely call their own. The facility includes a putting green, Trackman simulator, coaches’ offices, program history recognition area, kitchenette, and meeting space. It has allowed the student-athletes and coaches to develop relationships with one another, an area to practice casually, a place to hold team meetings, and establish general program camaraderie. The space has hosted golf camps, practices, recruit and donor meetings, and other small events.

— ANNE KELLY
HEAD COACH WOMEN’S GOLF

FACILITIES UPDATE

Investing in our student-athletes
- Total Cost: $387,377
- Amount funded by donors: 100%
- Date completed: June 2017

Aspects of Project
- Golf simulator/putting green allows SAs to hit/putt without driving to off-campus golf courses
- Dedicated facility shows recruits how invested CU is to the golf program
- Team camaraderie is built, which leads to improved success on the field and in the classroom

Gate 10 has helped both golf programs a great deal. It gives the golfers a place of their own right on campus. Not only is it a place to get some practice in (especially if the weather is bad), but it is a place where the team members can relax between classes, catch up on homework and have a gathering place that promotes a sense of community.

— ROY EDWARDS
HEAD COACH MEN’S GOLF

On Field Success – Men’s Golf
- Second place Pac-12
- No. 43 in the nation
- Advanced to NCAA Regionals for sixth straight year
- Hit 1 of 3 strategic plan goals relating to competitive success
  - 1.4.13 – Finish in the top half every year in the Pac-12 Tournament in Men’s Golf between 2018 and 2020 – ACHIEVED
  - 1.4.14 – Finish ranked in the Top 40 among Division 1 Men’s Golf Programs every year between 2018 and 2020 – ACHIEVED
  - 1.4.15 – Advance beyond the NCAA Regionals in Men’s Golf once between 2018 and 2020

Folsom Field’s Gate 10 practice facility for the men’s and women’s golf programs is the first space on campus our golf teams have had to completely call their own. The facility includes a putting green, Trackman simulator, coaches’ offices, program history recognition area, kitchenette, and meeting space. It has allowed the student-athletes and coaches to develop relationships with one another, an area to practice casually, a place to hold team meetings, and establish general program camaraderie. The space has hosted golf camps, practices, recruit and donor meetings, and other small events.

— ANNE KELLY
HEAD COACH WOMEN’S GOLF
Once again, a number of CU teams enjoyed a high level of measurable success last year. It included the Colorado women’s cross country team’s third straight Pac-12 title and third-place finish in the NCAA Championships, a Pac-12 regular season championship from the women’s lacrosse team and a second-round appearance in the NCAA Tournament, second-place finishes in the NCAA Championships by the men’s and women’s ski teams, and an NCAA Tournament Sweet 16 appearance by the volleyball team. CU coaches also earned honors, with lacrosse coach Ann Elliot named the Pac-12 Coach of the Year and Mark Wetmore honored as the women’s cross country Coach of the Year.

TEAM SUCCESSES
• 2017 Pac-12 Women’s Cross Country Champions: 3rd Straight Championship
• 2018 Women’s Cross Country 2nd Place Finish in Pac-12
• 2018 Women’s Skiing 1st Place Finish in Pac-12
• 2018 Women’s Skiing 2nd Place Finish in NCAA Championship
• 2018 Women’s Skiing Pac-12 Regular Season Champions: 3rd Round of NCAA Tournament
• 2017 Women’s Cross Country NCAA Tournament Third Place
• 2018 Women’s Track and Field: Colorado defended their win in the women’s 5,000 meter distance race for the seventh year in a row
• 2017 Women’s Volleyball NCAA Sweet 16 Participants

TEAM SUCCESES
• 2017 Women’s Cross Country NCAA Tournament Third Place
• 2018 Women’s Track and Field: Colorado defended their win in the women’s 5,000 meter distance race for the seventh year in a row
• 2017 Women’s Volleyball NCAA Sweet 16 Participants

COACH OF THE YEAR
• Ann Elliot
• Pac-12 Women’s Lacrosse Coach of the Year
• NCAA Women’s Cross Country Coach of the Year

COACH OF THE YEAR
• Mark Wetmore
• 2017 Women’s Cross Country Coach of the Year

2017 LIVING LEGENDS
• Richard Agren – Track & Field
• Bobby Anderson – Football
• Dave Avery – Gymnastics
• Glen Bailey – Football
• Andrew Ballantine – Swimming
• David Binkley – Cross Country
• Steve Blair – Football
• William Brundige – Football
• Robert Carmichael – Football
• Mark Clarke – Wrestling
• William Collins – Football
• Frank Conrad – Football
• Dave Curry – Swimming
• Dale Dittmar – Wrestling
• Paul Edstrom – Cross Country
• Dan Eitemiller – Track & Field
• Jim English – Golf
• Rudy Festinard – Honorary
• Carl Garcia – Skiing
• Jack Harpin – Wrestling
• Eric Kems – Football
• Jake & Maureen Hoeschler – Skiing
• Allen Kahele – Track
• Montie Harris – Football
• Garry Johnson – Football
• Thomas Kahan – Skiing
• Chris Kellers – Swimming
• Dan Chatol – Wrestling
• Paul Cody – Football
• Mickey Reilly – Basketball
• Thomas Reinke – Football
• Gary Reihaus – Football
• Robert Ronca – Golf
• Joe Royster – Football
• John Lunn – Cross Country
• Jon Malander – Gymnastics
• Clark Mills – Skiing
• Gary Minson – Wrestling
• Kermit Mohnery – Basketball
• Robert Miller – Skiing
• J. Conrad Metcalf – Wrestling
• Xavier Nady – Baseball
• Tom Nigbur – Football
• T William Opdyke – Golf
• Gary Pomeran – Gymnastics
• Michael Pruett – Football
• Jeff Raymond – Football
• Robert Reich – Golf
• Joel Ripmaster – Football
• Bruce Robertson – Tennis
• Dave Roylance – Golf
• Peter Shinley – Wrestling
• Shain Stephenson – Baseball
• Glenn Steinle – Basketball
• Geoff Smith – Skiing
• Robert Thomas – Tennis
• Arthur Thomas – Tennis
• Richard Thwaites – Cross Country
• Kornat Seklen – Baseball
• Peter van Aldeas – Cross Country
• Larry Werbrink – Baseball
• Larry Werbrink – Cross Country
• Dan Wunsch – Track & Field

2017 HALL OF FAME INDUCTION
• Slate Broock – Football
• Chad Brown – Football
• Frank Brown – Skiing
• Karla Deanery – Volleyball
• Lee Esser – Golf & Golf Coach
• Steve Hichelt – Football Administration
• Mark Haynes – Football
• Jay Humphries – Basketball
• Jack Lang – Basketball
• Jorge Torres – Cross Country & Track

Top row (left to right): Mark Haynes, Jorge Torres, Dave Hichelt, Slate Broock, Mark Fowler (representing Les Fowler), Jay Humphries. Bottom row (left to right): Jameel Logan, Chad Brown, Karla Deanery, Not pictured: Judy Brown (representing Frank Brown).
BUFFS IN THE PROS

- Isaiah Oliver drafted in the Second Round of the NFL Draft by the Atlanta Falcons
- Undrafted free agent Phil Lindsay made the 53-man roster on the Denver Broncos
- George King selected in the Second Round of the NBA Draft by the Phoenix Suns
- Currently five Buffs in the NBA
- 11 Buffs in G League or overseas
- Currently three Buffs playing professional soccer in NWSL or Europe
- Jeremy and Yannik Paul currently playing on Canadian Tour
- Overall, 35 Buffs playing professionally in their sport, such as Nicole Edelman competing in France

BUFFS IN THE PROS

The first Inclusive Sports Summit (ISS) was held on February 14-15, 2019, dedicated to uplifting the University of Colorado’s diversity and inclusive excellence vision by providing a space and an opportunity for all to dialogue on social issues while embracing one’s differences. ISS examined and challenged how collegiate recreation and athletics intersect with social constructs specific to race, gender, ability, and class.

The ISS led participants from the CU Boulder campus, neighboring institutions, and the surrounding communities through courageous discussions and dialogue that focused on issues within and outside the world of sports. Summit attendees were asked to identify solutions to the social and societal issues that they heard and faced. The ISS challenged each participant to be a part of the change of making excellence inclusive.

The inclusive support summit was presented through five modules (Race and Ethnicity, Social Justice, Career in Sports, LGBTQ, and Health and Wellness). These five modules framed the structure of the summit and allowed the collaborative planning committee to provide participants an opportunity to hear from an expert within these different fields. Summit attendees were informed of the issues present within the five focus areas and were led to engage in a discussion that provided a correction to larger societal issues and within sports.

The ISS offered a total of 21 sessions with two keynote speakers, Chris Mosier and Nevin Caple, and a closing plenary session with experts representing each module. In addition, we were able to have nationally renowned speakers, sports writers, and an analyst from an organization such as ESPN, Sports Illustrated and CBS Sports. These experts provided summit attendees an opportunity to get a worldview of the issues that are faced within the world of sports. The presenter invited us all to reflect on our social roles and responsibilities and led us to understand what we can do within our own communities to achieve inclusive excellence in sport and beyond. ISS was also able to partner with national and local nonprofit organizations like SportSafe, RISE (Ross Initiative for Sports and Equity), You Can Play, Adelphia Sports Athlete, Paradox Sports, The National Sports Center for Disabled, and Big City Mountaineers.
ANNUAL SCHOLARSHIP EXPENSES VS. ANNUAL FUND DONATIONS

<table>
<thead>
<tr>
<th>Annual Scholarship Expenses ($)</th>
<th>Annual Fund Dollars Raised ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2015</td>
<td>$9.85</td>
</tr>
<tr>
<td>FY 2016</td>
<td>$10.55</td>
</tr>
<tr>
<td>FY 2017</td>
<td>$10.87</td>
</tr>
<tr>
<td>FY 2018</td>
<td>$11.45</td>
</tr>
</tbody>
</table>

Average expenses calculated based on a football non-resident freshman living on-campus & majoring in Business.

Without our donors, I wouldn't be able to go to school here or play the sport I love. I wouldn't be able to pursue my dream of being an accountant without worrying about my bills or debt that I would otherwise accrue doing that.

— NAGHEDE ABU
JUNIOR / VOLLEYBALL

BUFF CLUB
INVESTING IN CHAMPIONS. IMPACTING STUDENT-ATHLETES. CHANGING LIVES. WHERE BUFFS GIVE.

Who We Are

• The Buff Club exists to secure philanthropic funding that directly supports CU Athletics in its mission to deliver a world-class and comprehensive student-athlete experience.

• Our mission is to strategically grow our support base while increasing philanthropic giving for CU Athletics.

• We recognize that giving comes in many forms and we gladly accommodate gifts of all sizes.

Every Gift Counts

Give a gift today to invest in our champions and provide an immediate impact for our student-athletes by funding resources and experiences that are life changing!

EQUIPMENT $96,212
EDUCATION EXPENSES $45,406
HOUSING $15,475
STUDENT-ATHLETE SERVICES $15,460
TRAVEL $13,303

ANNUAL SCHOLARSHIP EXPENSES VS. ANNUAL FUND DONATIONS

CU Athletics relies mainly on annual fund donations to fund our scholarships, but as the chart below illustrates, we fall short of fully funding the scholarship bill each year.

We need you, our loyal and passionate supporters, to help us close the gap. Consider making a donation today toward student-athlete scholarships and know that you are playing an integral part in providing a world-class education to our student-athletes.

Scholarship Support

• The single most important thing we can provide to our student-athletes is the opportunity to earn a college degree. Without scholarships, many of our student-athletes could not afford to attend CU.

• While absolutely crucial to our athletic department mission, scholarships are one of the largest expenses CU Athletics faces each year, with the costs continually increasing year after year.

• CU Athletics relies mainly on annual fund donations to fund our scholarships, but as the chart below illustrates, we fall short of fully funding the scholarship bill each year.

• We need you, our loyal and passionate supporters, to help us close the gap. Consider making a donation today toward student-athlete scholarships and know that you are playing an integral part in providing a world-class education to our student-athletes.

$6,568
$13,303
$15,460
$15,475
$45,406

UNKNOWN

32%
25%
10%
10%
22%

FY 2018

BUFF CLUB INVESTING IN CHAMPIONS. IMPACTING STUDENT-ATHLETES. CHANGING LIVES. WHERE BUFFS GIVE.

Who We Are

• The Buff Club exists to secure philanthropic funding that directly supports CU Athletics in its mission to deliver a world-class and comprehensive student-athlete experience.

• Our mission is to strategically grow our support base while increasing philanthropic giving for CU Athletics.

• We recognize that giving comes in many forms and we gladly accommodate gifts of all sizes.

Give a gift today to invest in our champions and provide an immediate impact for our student-athletes by funding resources and experiences that are life changing!

BUFF CLUB INVESTING IN CHAMPIONS. IMPACTING STUDENT-ATHLETES. CHANGING LIVES. WHERE BUFFS GIVE.

Who We Are

• The Buff Club exists to secure philanthropic funding that directly supports CU Athletics in its mission to deliver a world-class and comprehensive student-athlete experience.

• Our mission is to strategically grow our support base while increasing philanthropic giving for CU Athletics.

• We recognize that giving comes in many forms and we gladly accommodate gifts of all sizes.

Give a gift today to invest in our champions and provide an immediate impact for our student-athletes by funding resources and experiences that are life changing!

BUFF CLUB INVESTING IN CHAMPIONS. IMPACTING STUDENT-ATHLETES. CHANGING LIVES. WHERE BUFFS GIVE.

Who We Are

• The Buff Club exists to secure philanthropic funding that directly supports CU Athletics in its mission to deliver a world-class and comprehensive student-athlete experience.

• Our mission is to strategically grow our support base while increasing philanthropic giving for CU Athletics.

• We recognize that giving comes in many forms and we gladly accommodate gifts of all sizes.

Give a gift today to invest in our champions and provide an immediate impact for our student-athletes by funding resources and experiences that are life changing!
CU Performance Nutrition works to provide a sophisticated fueling program for student athletes in order to improve performance while simultaneously working to educate athletes on food and the relationship of food and its role in their performance.

Fueling the Change
- Fueling the change started with a strategic shift in the culture of providing fuel to the student athletes. All student athletes eat together, regardless of sport, at our centrally-located fueling stations.
- Fueling stations are open in the mornings and in the afternoon, with the hours of operation designed to support student-athlete training schedules. "This ensures," he says, "when you eat is just as important as what you eat" together.
- Performance-based menu standards determine the foods provided at the fueling stations on a day-to-day basis. The focus is a great variety of menu items and nutrition provided to meet everyone's needs independent of the volume and intensity of each athlete's daily training session.
- In addition, fueling hubs are located in our athletic weight rooms. The hubs support athletes training in a long training session, or immediately post training. The hubs provide ready-to-drink beverages and bars with specific macronutrient ratios to help initiate the recovery process.

Preparing Food for Champions
- Our In-House sustainable snack program is quite special. Startup funding was awarded through an environmental center grant in 2014. Each semester interns with unique backgrounds in culinary or environmental science who have aspirations for developing sustainable food service operations create healthy snack items that are included within our fueling station program. By making and providing our own snacks on a standardized production schedule we are able to eliminate artificial sweeteners and preservatives as well as excessive packaging that typically comes with your standard bars/dried fruit found in stores.

Prepping Food for Champions
- Our In-House sustainable snack program is quite special. Startup funding was awarded through an environmental center grant in 2014. Each semester interns with unique backgrounds in culinary or environmental science who have aspirations for developing sustainable food service operations create healthy snack items that are included within our fueling station program. By making and providing our own snacks on a standardized production schedule we are able to eliminate artificial sweeteners and preservatives as well as excessive packaging that typically comes with your standard bars/dried fruit found in stores.

Fueling the Change
- Fueling the change started with a strategic shift in the culture of providing fuel to the student athletes. All student athletes eat together, regardless of sport, at our centrally-located fueling stations.
- Fueling stations are open in the mornings and in the afternoon, with the hours of operation designed to support student-athlete training schedules. This ensures, he says, "when you eat is just as important as what you eat" together.
- Performance-based menu standards determine the foods provided at the fueling stations on a day-to-day basis. The focus is a great variety of menu items and nutrition provided to meet everyone's needs independent of the volume and intensity of each athlete's daily training session.
- In addition, fueling hubs are located in our athletic weight rooms. The hubs support athletes training in a long training session, or immediately post training. The hubs provide ready-to-drink beverages and bars with specific macronutrient ratios to help initiate the recovery process.

Prepping Food for Champions
- Our In-House sustainable snack program is quite special. Startup funding was awarded through an environmental center grant in 2014. Each semester interns with unique backgrounds in culinary or environmental science who have aspirations for developing sustainable food service operations create healthy snack items that are included within our fueling station program. By making and providing our own snacks on a standardized production schedule we are able to eliminate artificial sweeteners and preservatives as well as excessive packaging that typically comes with your standard bars/dried fruit found in stores.

Better Fuel = Better Performance
- If you want the best fuel, you need to go straight to the source. Our goal moving forward include cultivating relationships with local farmers that enable us to sustainably source higher quality, locally-grown foods. We are striving to be more seasonal with our menus to create a more sustainable food service operation.
- Competition is fierce and the implementation of new fueling tactics has helped CU play competitive. With continuous innovation within the fueling program we hope to set the bar for other performance nutrition departments across the nation.

Our Vision
Nothing is more important than the mental health of our student athletes. The CU Athletics Psychological Health & Performance program (PHP) exists to fully support all of the psychological needs to the student athletes at CU from the time they arrive on campus until well after they graduate.

There are a number of topics addressed with approximately 50% of individuals being seen for some type of mood concern.

<table>
<thead>
<tr>
<th>Topics Addressed (June-Dec 2017)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wellness Team</td>
</tr>
<tr>
<td>Concussion</td>
</tr>
<tr>
<td>Sport</td>
</tr>
<tr>
<td>Anxiety</td>
</tr>
<tr>
<td>PTSD</td>
</tr>
<tr>
<td>Trauma</td>
</tr>
<tr>
<td>Relationships</td>
</tr>
<tr>
<td>Adjustment</td>
</tr>
</tbody>
</table>

CU currently sees 70% of all student-athletes, we need to increase the number to 100%.
Why
The Scripps Leadership and Career Development Program educates student-athletes and develops and defines a path for their personal and professional success.

How
Through an innovative personal and professional development program that prepares student-athletes to continually thrive, while inspiring constituents to invest in the long-term success of each student-athlete:

- 100% of student-athletes will complete an initial LCDP pathway plan by the end of their freshman year
- 100% of graduating student-athletes will complete the Successful Transition and Exit Planning for Seniors (STEPS) program annually
- 95% of student-athletes will participate in a Personal and Professional Development program annually
- 75% of student-athletes will complete a job shadow or internship

Get Involved / Events
Buffs Networking Nights
Local and national organizations, from a wide variety of industries attend our various networking nights throughout the year. Unlike traditional job fairs, these networking nights are arranged for organizations to have informational interviews, and in-depth discussions with participating student-athletes.

Lunch with a Buff
Each month, industry professionals from a specific field will join our student-athletes for an informational lunch. Professionals will share their background, industry experience, and provide valuable insight for student-athletes pursuing that profession.

"The LCDP has allowed me access to opportunities that I would never have had before. I’ve been able to get connected with successful companies through Lauren and Dave, growing my network and getting some great internships! Thank you!"

— LOUISE RONALDSON
SENIOR / TENNIS
IN LOVING MEMORY OF JULIA SARCONA
1996 - 2018