77NINENINE
FOUNDATION

DONATE NOW

Beyond the Game
Founding Campaign

Building Strong Athletes, Families, and Leaders for Life.

$5 MILLION *year one goal*

A DONOR INVESTMENT IN LEGACY CHANGE FOR ATHLETES ON AND OFF THE FIELD.

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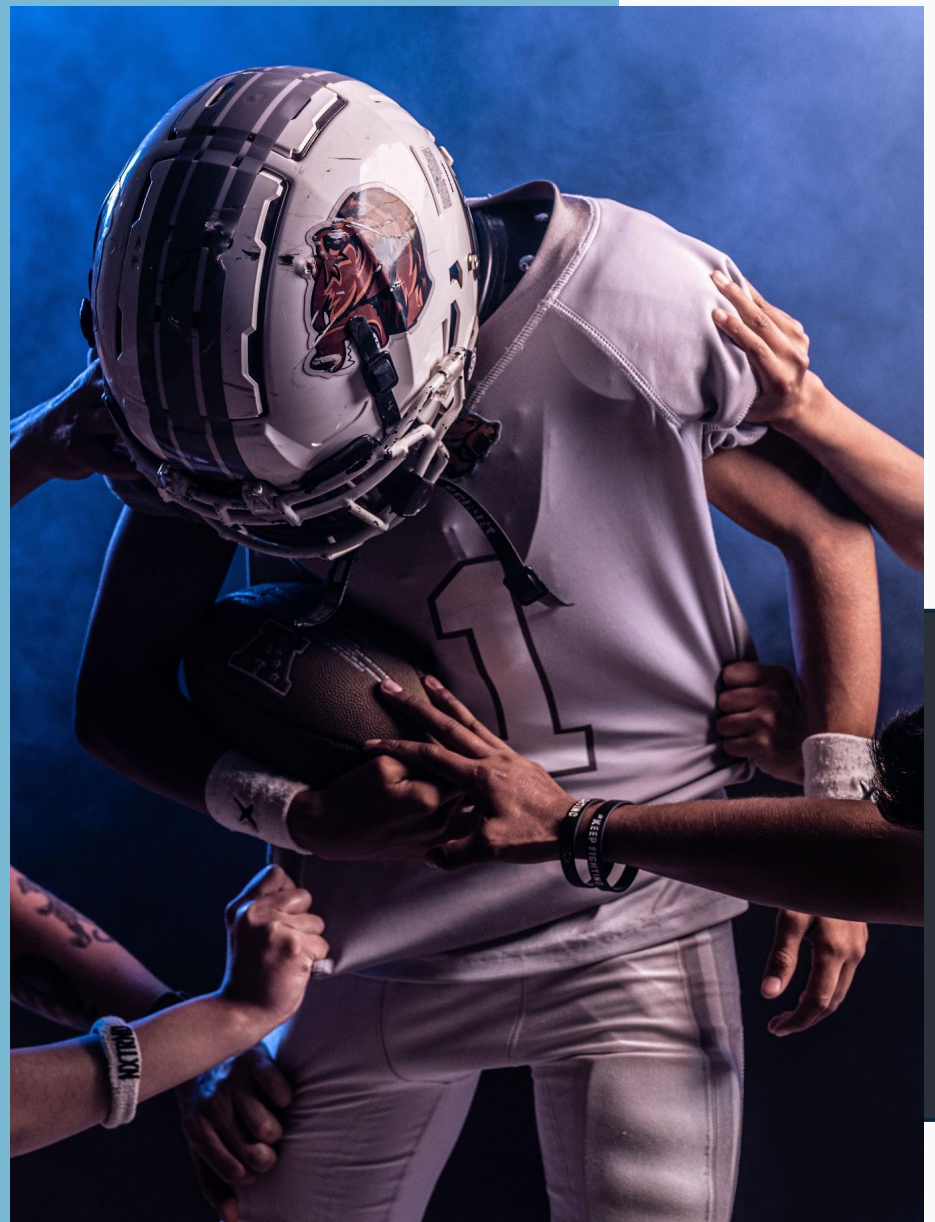

ABOUT US

Beyond the Game *Founding Campaign*

77NINENINE Foundation was built by Mike McGlynn, a former NFL player who saw how often athletes are taken advantage of, a pattern that starts young and follows them through their careers. We mentor athletes early, protect them and their families from bad guidance, and stay in their corner long after the final whistle.

Our Mission

To mentor athletes early & support families through education, wellness, leadership development, and opportunity access. We protect them from exploitation & equip them to thrive in sport, school, career, and life.

Our Vision

A world where every athlete, from youth leagues to the pros, is protected from exploitation, grounded in identity, and equipped to lead a healthy, purposeful life on and off the field.

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OUR BRAND STORY

The person *behind the athlete*

Every athlete is more than a position, a statistic, or a highlight.

Behind the performance is a person navigating school, family, health, finances, pressure, identity, and an uncertain future. Talent can open a door, but it cannot build the support system needed to walk through it.

77NineNine Foundation surrounds athletes and their families with coordinated education, wellness resources, mentorship, financial literacy, scholarships, and trusted professional support.

The Whole *Athlete.*

The Whole *Journey.*

Building stability, confidence, opportunity, and purpose during and beyond sport.

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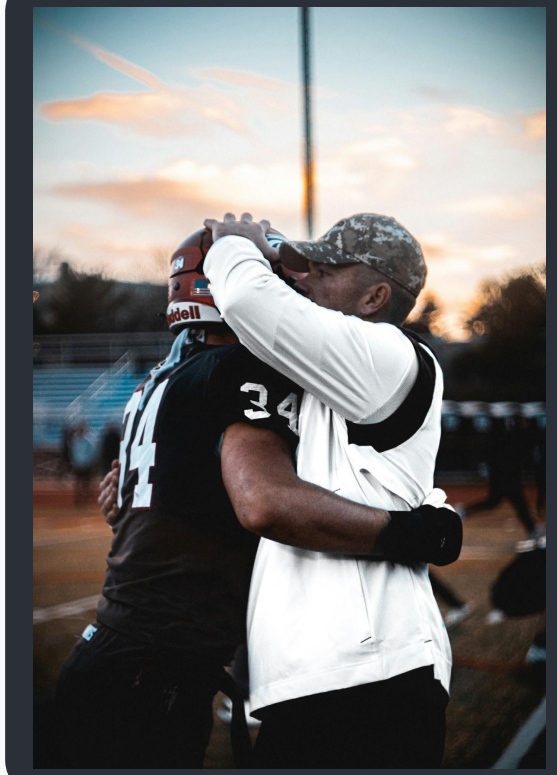
77NINENINE WRAP-AROUND MODEL

We support the whole athlete *and the whole family*

- Mental Health and Recovery
- Financial Literacy
- Education and Career Support
- Leadership and Development
- Nutrition and Wellness
- Mentorship, Scholarships, and Opportunity Access



Athlete + *Family*

Every Athlete receives a Coordinated Plan built around need, Growth, and long-term Leadership.

100%

Athlete and Family

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How the Athlete *Journey Works*

A clear pathway from intake to impact

Curriculum Topics

- Sports psychology
- Trauma-informed support
- Nutrition & strength training
- Social media conduct
- Leadership development
- Financial literacy

1 Referral or application

2 Intake and assessment

3 Case manager assignment

4 Individual Success Plan

5 Curriculum + 1:1 support

Summits, mentorship, scholarships, & giving back

WE ARE NOT JUST HELPING ATHLETES PERFORM. WE ARE HELPING THEM LEAD.

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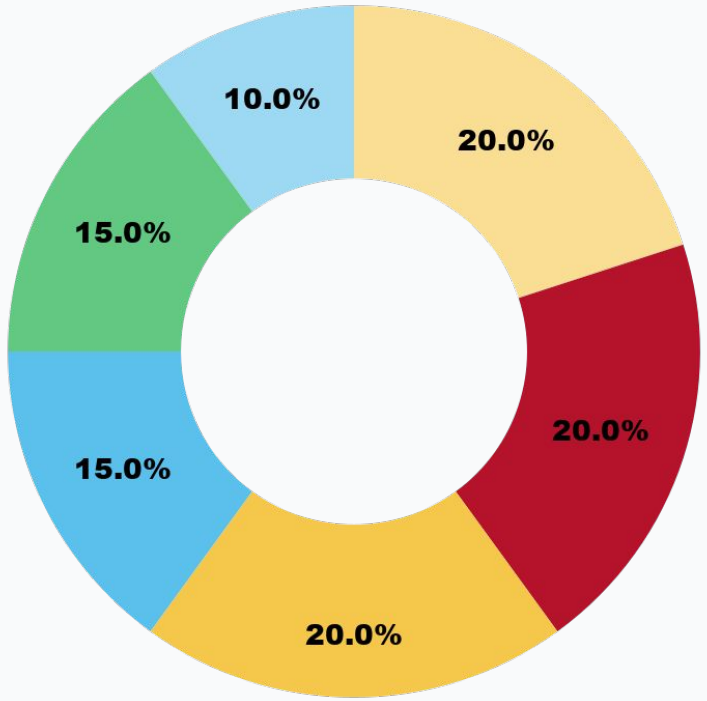
Our Year One Goal:
Raise $5 Million

Funding a strong foundation for long-term impact

Your gift helps build the people, programs and systems that make transformation possible.

$500,000 *In Scholarships*

Launching January 2027



- Staff and Program Leadership | **20%**
- Curriculum Development and Launch | **20%**
- Direct Athlete and Family Support | **20%**
- Events, Summits, and Community Building | **15%**
- Technology, Operations, and Infrastructure| **15%**
- Scholarships| **10%**

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Gala Sponsorship *Opportunities*

Building Strong Athletes, Families, and Leaders for Life.

BRONZE | *$5,000*

- Recognition on digital and printed event signage
- Listing in gala program and event website
- Donor spotlight in campaign marketing materials
- Social media recognition leading up to the Gala

SILVER | *$10,000*

- Everything in Bronze
- 2x Gala Tickets
- Enhanced logo placement on digital and printed signage
- Featured donor spotlight in pre-event marketing
- Preferred seating and recognition from the stage

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Become a Catalyst *Opportunities*

Gold and Diamond Founding Levels

GOLD | $25,000

- Everything in Silver
- 4x Gala Tickets
- 4 x VIP wine and dinner tasting tickets the night before the gala
- Meet the athletes, key speakers, Executive Director and Mike McGlynn
- Gold placement on digital and printed signage
- Placement on the Founding Donor Wall of Fame
- Commemorative Founder Jacket Gift

DIAMOND | $50,000

- Everything in Gold
- One full Gala table for 10
- 8 x VIP wine and dinner tasting tickets the night before the Gala
- Premier recognition across all event signage and campaign
- Special stage recognition and premium donor spotlight
- Placement on the Founding Donor Wall of Fame
- Signature Founder Jacket and legacy gift

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Become a Catalyst for *Change*

Join us in building athletes into leaders on and off the field

Invest in a legacy that will last for years

Help launch the first year of the $5 million campaign

Support staff, curriculum, direct services, and $500,000 in scholarships

Ways to Engage

- Leadership Gift
- Gala Sponsorship
- Corporate Partnership
- Scholarship Support

Your investment helps athletes grow into leaders, mentors, and givers

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Mike McGlynn | *CEO & Founder*

Samantha Amaral | *Executive Director & Co-Founder*

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