



SEE ABILITY. CHANGE EVERYTHING.

WHAT IS THE SEEABILITY ATHLETE PROGRAM?

SEEABILITY'S ATHLETE PROGRAM is a peer-to-peer fundraising program that gives athletes the opportunity to use their platform, team, and community to champion people of all abilities at 

Athletes choose a race, rally their network around Extra Special People's (ESP) mission, and turn their season, milestone, or personal goal into an opportunity to raise funds and build communities of belonging.

ATHLETE BENEFITS

- **Influence for Good** — Use your platform to champion people of all abilities and turn influence into meaningful impact.
- **Engage Your Community** — Give your followers, fans, teammates, and partners a cause they can rally around with you.
- **Create Meaningful Content** — Share authentic, purpose-driven stories that go beyond your sport and resonate with your audience.
- **Apparel Opportunity**— Access to custom SEEABILITY kits for your training and race.
- **Make a Measurable Impact** — See your reach translate into dollars raised and experiences created for people with disabilities and their families



All money raised funds programs for individuals with disabilities at ESP, Inc.





SEEABILITY™ Athlete Program

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WHAT THE PROGRAM ENTAILS

- **Choose Your Challenge** — Select a race or competition and make SEEABILITY part of the journey.
- **Get Matched with Your Coach** - ESP will match you with a 'Coach - and ESP Member - to give you weekly training tips and motivation as you train for your race
- **Set a \$5K+ Fundraising Goal** — Receive a personalized fundraising page and rally your community to support ESP's mission.
- **Engage Your Platform**— Use your platform to share fundraising updates, inspiration from your buddy, and news about SEEABILITY & ESP.
- **Rep SEEABILITY** — Receive exclusive SEEABILITY athlete gear to wear throughout training, competition weekend, and campaign content.
- **Get a Team Behind You** — ESP provides fundraising resources, content ideas, social graphics, campaign support, and regular check-ins to help you reach your goal.
- **Celebrate the Impact** — Cross the finish line, share your story, thank the people who rallied behind you, and see the tangible impact your community created for people with disabilities and their families.



Athletes will have the opportunity to purchase custom SEEABILITY training and race gear through a partnership with Mumu!

Connect with us to explore a being a SEEABILITY athlete: eva@espyouandme.org



About ESP Inc.

Led by Laura Hope Whitaker, CEO of ESP and Author of bestselling book, *The Joy Exchange*, ESP began in 1986 to create transformative experiences for people with disabilities and their families, changing communities for the better. ESP has grown to serve communities across the Southeast through direct programming, and nationally through SEEABILITY and Java Joy.



Mission & Vision:

ESP is a statewide leader, existing to create transformative experiences for people with disabilities and their families, changing communities for the better.

ESP envisions a world where every person, of every ability, in every community has universal access to transformative experiences.

Experiences

Our programs, like **Day Camp, club events, adult day programming, and after-school activities** form the heart of who we are. These experiences are the foundation upon which esp has been built.

Support Community

Through **family events, emergency family support, and sibling programming**, we strive to create a place where everyone belongs - a masterpiece in the making that's rooted in connection and understanding

Purpose

Supporting purposeful employment with esp- whether as a **full-time staff member** activating their abilities daily, one of our **Joyristas** lighting up communities with joy, or an **intern** offering essential planning and support for our programs, esp has become a place of purpose and growth



ESP Never Turns a Member Away

based on disability, age, or financial needs

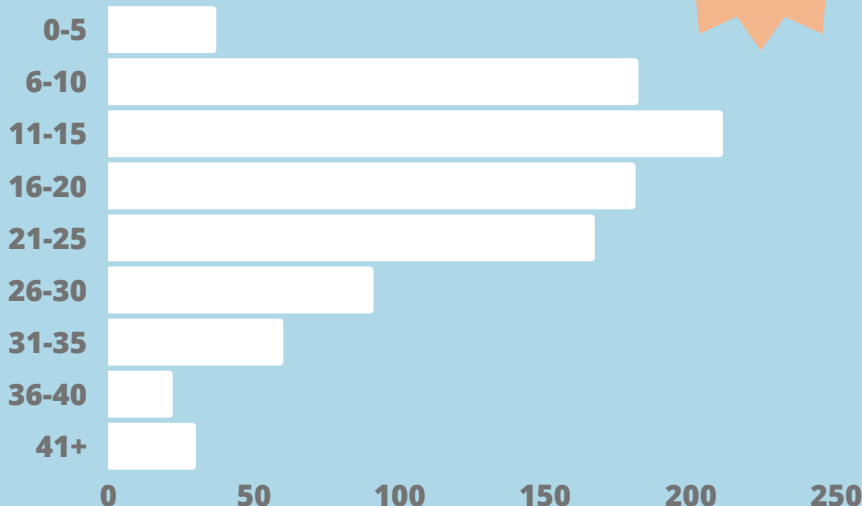
20.29%
increase in
participants
served

Abilities Served

Autism Down Syndrome Genetic Disorders
Cerebral Palsy Intellectual Disability Other



Ages Served



Where Does ESP Serve?



✓ Northeast GA

est. 1986
Members: 895
Capital Investments: Activity building, community playground & Ballfield

✓ Atlanta, GA

est. 2020 in Marietta
Members: 206
Capital Investments: In Visioning: Facility & Playground

✓ Northwest GA

est. 2020
Members: 149
Capital Investments: In Campaign: Building & Community Playground

✓ Coastal GA

est. 2025 in Savannah
Members: 145

✓ High Point, NC

est. 2026
Members: 78

Where We
Could Grow

✓ Hooray: Camp & Retreat Center

★ Where We Could Grow
🏕️ Hooray Camp & Retreat Center

Where the entire regional community will come together

ESP By the Numbers

875

participants at camp
statewide

26

total weeks
of summer camp

\$82,000+

given out in
statewide program
scholarships

1,500+

total participants served
at ESP

82

total Joyristas employed

6,000+

hours of meaningful
employment

48

Full-Time Staff
Members

150+

Part-time employees
(interns, assistants,
counselors)

