



Jamaica Diaspora Track and Field Foundation, Inc.

March, 2022

RE: INTRODUCING THE JAMAICA DIASPORA TRACK AND FIELD FOUNDATION

Dear Stakeholders and Advocates,

I am pleased to be able to tell you about a new service provided by a new not-for-profit organization, **Jamaica Diaspora Track and Field Foundation, Inc. ('JDFFF')**. The JDFFF was founded in November 2021 to help fill the need to better support our elite Jamaican track and field athletes, while also contributing to the continuous development of our youth athletes. Simply put, many of our talented senior track and field athletes are finding it difficult to fulfill their goals and dreams of representing Team Jamaica due to financial hardships. I know this because as a former track and field athlete and agent myself, I am very familiar with the financial support athletes need to be successful. Following my conversation with several former and some current athletes, all agree that better support of our athletes might have helped them achieve their goals and dreams of representing Team Jamaica instead of them walking away from the sport somewhat prematurely. These decisions deny Team Jamaica the opportunity to potentially win more Olympic or World Championship medals for our country. This is one of the primary reasons we decided to do something about the problem, hence, the launching of the Jamaica Diaspora Track and Field Foundation. Our goal is simply to do what we can to "SUPPORT OUR TRACK AND FIELD ATHLETES BETTER!"

Consider this – our research have shown that to adequately prepare to compete at the highest level, track and field athletes must invest significant amount of time and money into their training and preparation. In a study that was done by U.S. News and World Report a few years ago, the study finds that it costs approximately \$100,000 per year for an elite-athlete to become an Olympian. One elite-athlete who participated in the study also points to the expenses athletes typically incur, which can amount to as much as 50% of their earnings. These expenses include; coach's fees, massage therapist, nutritionist, chiropractor, gym fees, domestic and international travel, and agents fees among other expenses. While the top athletes are fortunate to earn a reasonable amount of income, the average elite-athlete only makes about \$15,000 U.S. per year. The very top athletes are also able to secure sponsorships from shoe/apparel companies or serve as ambassadors for various company brands, but the percentage of athletes who falls into this category is very small. The Ministry of Culture, Gender, Entertainment and Sport, as well as the Jamaica Olympic Association (JOA) and Jamaica Athletics Administrative Association (JAAA) provide valuable support to our athletes, but these entities operate under tight budgetary constraints so support is limited.

The Jamaica Diaspora Track and Field Foundation, Inc., is based in Southern California, and is on track to become the lead organization that will tie our Diaspora community to "SUPPORTING OUR TRACK AND FIELD ATHLETES BETTER." The JDFFF will assist dedicated Olympic hopefuls who are committed to realizing their dreams of representing Team Jamaica. We are committed to raising funds using our third-party platform then passing those funds on to our athletes following the completion of an application. In the years ahead, the JDFFF will on an annual basis support almost all levels of competitors from Olympic medal contenders to youth athletes. This pipeline of support will ultimately assists in the sustainable continuous improvement of Team Jamaica track and field athletes. Currently, it is estimated that approximately 600 senior athletes are in preparation to potentially represent Team Jamaica at any given time, and the number is much higher when youth and high school athletes are included. While we are hoping to attract large donations initially, we will accept donations of any amount. As a donor, you will be added to our mailing list and will receive updates on our fundraising and athlete support efforts. You will also receive our newsletter and many more. To donate, please visit our website at www.jdtff.com or call our Founder & CEO at (317) 319-9371. You may also donate at give.jdtff.com.

Rainford 'Scouty' Hunter