



#MrAwesome

Calder Jacob Sloan truly was that kid... the brilliant, big-hearted boy with a vision for a world filled with adventure, laughter and kindness (his mantra) and the potential to make it reality. While the list of adjectives to describe him would stretch a mile, Calder's parents simply called him "Mr. Awesome."



KIND GIVING FUNNY SMART ADVENTUROUS ATHLETIC

WITTY LOVING CONSCIENTIOUS BRAVE TALENTED





#LoveNeverDies

















On April 13, 2014, the Sloans faced the unfathomable as parents when their beloved "Mr. Awesome" was killed in a freak accident just seven days after his seventh birthday. Calder, an excellent swimmer, had been doing one of the things he enjoyed most when an electrical short in the family's pool light wiring took his life. Devastated and determined to not let their son die in vain, the Sloans leaned on the support of family, friends and the community to carry on in his honor because Love Never Dies.



PLAY FOUNDATION OVERVIEW VIDEO



#LegacyOfAwesome

How do you pay adequate tribute to someone so special he would have surely changed the world? Calder's parents looked to their son's hand-drawn self-portrait for inspiration and began sharing his message of Adventure, Laughter and Kindness. And, thanks to the help of dear friends Jim Cahill and Dana Zuckerman, that message unexpectedly went viral, with celebrities, pro sports teams, TV networks, military personnel and others posing with the Calder's drawing. Among the numerous celebrities who shared Mr. Awesome's drawing were William Shatner, Steve Harvey, Dr. Phil, George Stephanopoulos, Peter Dinklage ("Game of Thrones"), Alex Rodriquez and the Miami Heat's Chris Bosh. Suddenly, Mr. Awesome was everywhere and he was changing the world.







PLAY WPLG 10 STORY





#JustPlaneAwesome









Mr. Awesome was definitely everywhere, but perhaps the most fitting tribute came five years later, when Miami International Airport dedicated an entire Boeing 727 to "Captain Calder J. Sloan," with his drawing and the Foundation's logo on the nose. See, Calder loved to fly. Sharing his namesake with a 727 commemoratively painted by renowned artist Alexander "Sandy" Calder, he was practically pre-ordained to became an #AvGeek just like his father. And, thanks to MIA, his spirit is soaring forever on a plane affectionately referred to as "Awesome Force One."



READ AIRWAYS MAGAZINE STORY

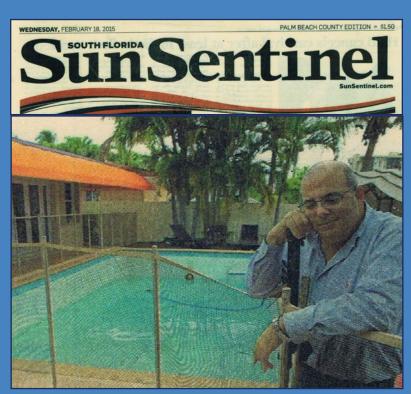


PLAY WSVN STORY



#TragedyIntoAction





Pool light safety bills introduced

South Florida father on mission after son's electrocution last year

By DAN SWEENE

Chris Sloan was devastated after his 7-year-old son, Calder, was electrocuted in the family pool last April when a faulty pool light connection electrified the water.

So he made pool safety his mission, convincing county officials in Miami-Dade and Broward to ban high-voltage pool lights. Now, local legislators are taking up the cause in Tallahassee, with

adapting," said Sloan, of North Miami, who owns a television production company. "The further away you get from the event, at least you don't cry every day, but it's a different sadness as I get further away. My son is more and more a part of the

Bills filed by Sen. Eleanor Sobel, D-Hollywood, and Rep. Rick Stark, D-Weston, mandate underwater electrical inspections every five years for pools at water-

LIGHTS

Continued from Page 1

pool light over 15 volts and would make any contract to sell a residential property with a pool include a warning about pool electrical systems.

But getting those rules in place could be an uphill battle. Stark and Sobel are Democrats and the heavily Republican Legislature might not even give a hearing to the legislation that might have saved Calder's life.

"We know that Democrats in our Legislature face challenges getting bills passed, so right now we're begging to have help from 'our friends across the aisle,' as the politicians would say," Sloan said.

The push to get new laws passed, both locally and at the state level, has been an education for Sloan, who was largely apolitical before his son died.

"It's pretty intimidating



SLOAN FAMILY/COURTES

Palm Beach, they shut me down after three minutes. So, some days you have great days, and some days you have really bad days."

Sloan's next step is to lobby for a federal law. He met with U.S. Rep. Lois Frankel, D-West Palm Beach, on Tuesday and wants to discuss the issue with U.S. Rep. Debbie Wasserman Schultz, D-Weston, as well.

"She was so instrumental when she was in the state [Legislature] in getting

that the state can't do, lik reducing inspection fees, he said.

Sloan's successes in Miami-Dade and Broward counties included incentives for homeowners to replace old, high-voltage lights with newer, low-volt-

"It's not an expensive process to downgrade your lighting," he said. "It should be a no-brainer."

Sloan likens his sudden foray into politics to the start of a new career.

"It's a second job and it's emotional," he said. "There's moments when you feel you're getting something accomplished, but it's like the more you know, the less you know."

Sloan believes homeowners making sure their pools and electrical systems are inspected is of utmost importance.

"There's an awareness process. Government can't solve all ills," he said. "My dream scenario would be for insurance companies to

Still reeling, but struck by their son's impact on so many people around the world, the Sloans knew they needed to continue Mr. Awesome's mission. In the first two painful years following his death, they campaigned to change pool safety codes in South Florida, launched a legacy fund for students at the school he had attended and teamed up with comedian Tammy Pescatelli on a special Improv show with proceeds benefitting the fund.

Mr. Awesome was affecting positive change and it was clear he was just getting started. In 2017, on the 3rd anniversary of his passing, Calder's parents launched Caleb and Calder Sloan's Awesome Foundation*, setting the stage for a very long future of giving back.

*Caleb Sloan, Calder's younger brother, is part of the foundation's name and actively involved as he will someday take over its reigns.



PLAY WPLG STORY

OURMISSION #AdventureLaughterKindness



Caleb & Calder Sloan's Awesome Foundation is a 501 (c) 3 created to help disadvantaged children, as well as children who are dealing with grief and loss. The non-profit is equally devoted to benefitting those kids in need as it is in inspiring people - especially children - with the joy of conscious giving and service before self.

Our mantra: Adventure, Laughter and Kindness



PLAY FOUNDATION OVERVIEW VIDEO



OUR WORK

#MrAwesomeGivesBack





For the past 3 years, Caleb & Calder's Awesome Foundation has brought family, friends and community together to do something truly awesome: transforming inner-city schools. These annual Give Back Days have played a major part in bringing Adventure, Laughter and Kindness to kids in need.





PLAY WPLG STORY



OUR WORK

#AwesomeAtOYC

The Summer of 2020, The 4th House of Awesome came home to The 305, South Florida. We were thrilled to create and distribute over 600 fabulous backpacks from Sydney Paige full of school supplies for kids K-12 and college bound students in a fun filled drive through distribution at the amazing Overtown Youth Center, Honeyshine, and Sydney Paige with 2 joyous events.

The Thanksgiving of 2020 at Overtown Youth Center was a huge event! The 33 Thanksgivings Awesome Grocery Giveaway. We're donating 300 full thanksgiving dinners with turkey, ham, veggies, stuffing, pies, and all the fixin's to the OYC families, partnering with The Miami Heat's legendary Alonzo Mourning.



























PLAY BACK TO SCHOOL EVENT VIDEO



PLAY THANKSGIVING EVENT VIDEO



#HouseOfAwesome

One of the Foundation's biggest initiatives is Caleb & Calder Sloan's House of Awesome, which started in 2017 in conjunction with global entertainment marketing association Promax and continues to grow. House of Awesome is a colorful, lively DJ-hosted traveling 'party with a purpose' that rallies members of the entertainment industry around different partner causes through volunteering, sponsorship and donations and is currently entering its fifth year.

Benefitting underprivileged children and families, our Caleb & Calder's House of Awesome events have invited attendees to help make nutritional lunches, stuff thousands of donated backpacks with school supplies, write inspirational notes to the kids, participate in silent auctions or raffles or contribute monetarily to the cause.

The initiative is now being syndicated nationally, beginning with an event with Tegna Broadcasting in Houston, Texas in June 2019.











PLAY HOUSE OF AWESOME 3 PROMO VIDEO



OUR WORK

#AnAwesomeResponse











When national tragedies hit close to home, you realize thoughts and prayers are simply not enough, especially when children and families are impacted. Caleb & Calder Sloan's Awesome Foundation had a different response when Hurricane Maria devastated Puerto Rico. Joining forces with Spirit Airlines and many other partners, we created a pop-up relief mission (Operation Puerto Rico Care-Lift) that brought residents thousands of pounds of much-needed, life-saving supplies, airlifted hundreds off the storm-ravaged island and provided aftercare upon their arrival to the mainland. A second pop-up effort (Operation Puerto Rico Gift-Lift) brought affected families toys during the holidays and distributed them during a party (La Fiesta Navidad) attended by 8,000 people. Combined, these efforts raised more than \$500K in supplies, relief services and gifts.













PLAY OPERATION PUERTO RICO CARE-LIFT & GIFT-LIFT WRAP VIDEO



#AwesomeAloneTogether







When faced with the unprecedented event of Covid-19 and its impact around the world the foundation leapt into action creating the "Covid-19 Has Met Its Match!" campaign. Over a two week period the foundation matched donations from over 250 donors from across America to more than 100 different charities and organizations. This campaign which was more successful than we could have hoped raided over \$120,000 in contributions to groups including food banks, first responders, hospitals, and other relief organizations.









PLAY CAMPAIGN OVERVIEW



#AwesomeNeedToFeed



PLAY PIRATE RADIO KEY WEST EVENT SIZZLE VIDEO



PLAY MIAMI CHILDREN'S MUSEUM EVENT SIZZLE VIDEO



PLAY MIAMI JCC EVENT SIZZLE VIDEO



PLAY NORWALK CONNECTICUT EVENT COVERAGE



PLAY BROWARD COUNTY EVENT COVERAGE



PLAY NEW ORLEANS EVENT COVERAGE

The Caleb and Calder Sloan Awesome Foundation partnered with various groups like Pirate Radio Key West, The Miami Children's Museum, Miami Beach JCC, The Greater Miami Jewish Federation, Farm Share, City of Key West, City of Miami Beach, Miami Dade County, Team Bucci, Connecticut Food Bank, City of Norwalk, WSVN, Feeding South Florida, City Furniture, FOX8, Broadmoor Improvement Assoc., Second Harvest Food Bank, C. Mayer, and PJ's Coffee to bring trucks loaded with fresh and healthy food, milk, juices and proteins donated from farms, grocers, and the USDA, along with non-perishables to families in need during the Covid-19 pandemic.





OUR IMPACT

#UnleashingMoreAwesome

Beyond our annual events, we're busy unleashing our awesome year around with pop up events and exhibits big and small.

- Supported Parkland High School students in the wake of the deadly tragedy
- Dedicated Calder's Trees at Miami Beach Jewish Community Center and Bay Harbor Islands Park
- Created a Calder's Listening Tree Installation at Temple Beth Shalom
- Developed a Caleb & Calder's Crane Company exhibit for kids at the Miami Children's Museum
- Established Caleb and Calder's Creative Center at Lehrman Community Day School





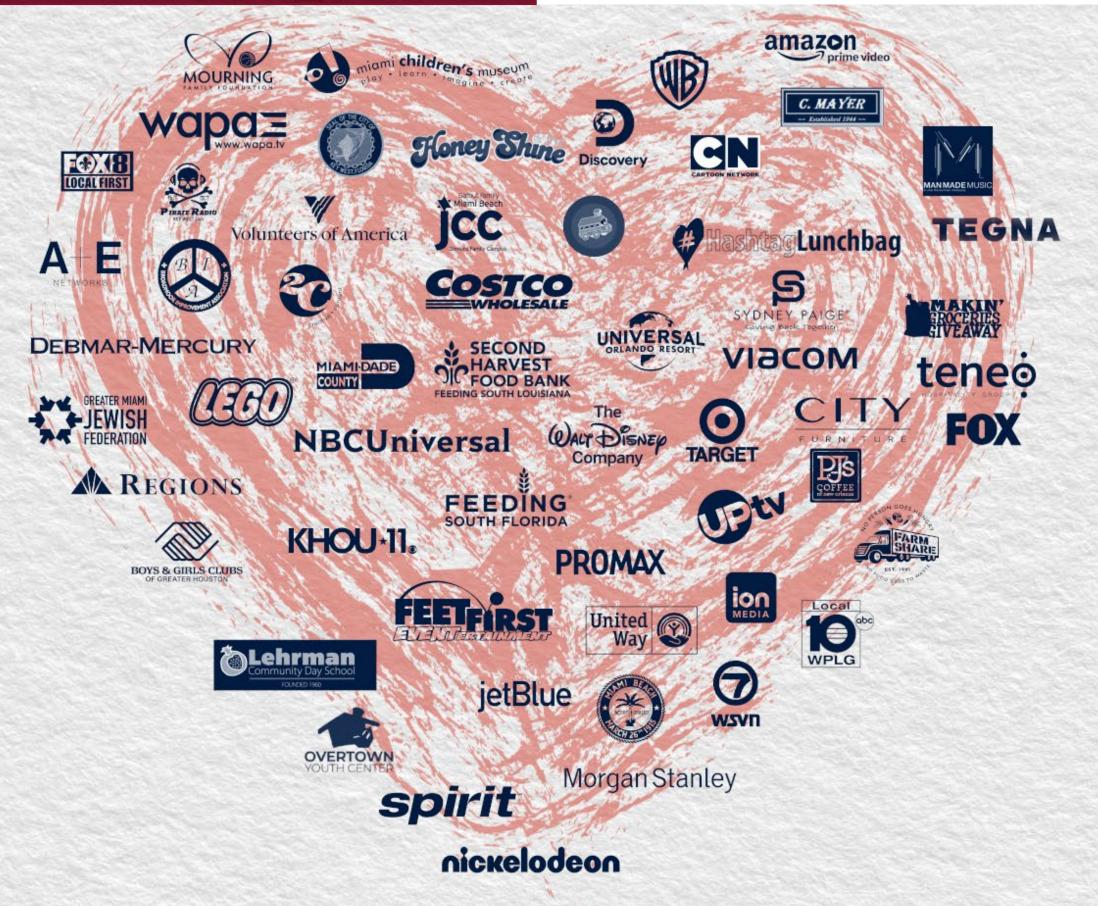
#UnleashingMoreAwesome

- · Partnered with Miami Children's Museum for a Drive-Thru Halloween Event during Covid-19
- Worked with Courtney Ortiz to use mini photo sessions to raise money and create life long memories for families
- Purchases and Delivers food gift cards for the homeless every Thanksgiving
- Helps to fund annual experience summer camps for grieving children
- · Teams with Temple Beth Sholom's Mitzvah Day in annual toy drives benefitting patients at Joe DiMaggio's Children's Hospital.





#LookWhosAwesome



"Nickelodeon and Viacom have been honored to partner with The Caleb and Calder Sloan Awesome Foundation on multiple occasions... Their dedication to helping kids in need is inspiring and truly unconditional."

-- Kim Rosenblum, Executive Vice President, Head of Marketing & Chief Creative Officer, Nickelodeon

"At A+E Networks giving back to our communities is core to the values of our company. This is why we participated in Caleb in Calder Sloan's House of Awesome for 3 successful years... It not only gives back to at risk and underprivileged children but builds positive community by installing the joy or giving into membership and staff."

-- Tim Nolan, EVP, Brand Marketing, A&E Networks

"Now finishing our third year partnership with House of Awesome, Promax is deeply thankful to Carla and Chris Sloan for their vision and dedication to this incredible initiative. Through the collective power of our membership, House Of Awesome's support, and the missions of our non-profit partners, we have helped to transform lives by giving those less fortunate than us access to the most fundamental of needs."

- Steve Kazanjian, President & CEO, Promax

"The work and love that Chris, Carla, and Caleb Sloan put into honoring the memory of their son and brother, Calder "Mr. Awesome" Sloan, is truly inspirational... Their contagious passion for kindness inspired an army of caring people whose actions made a positive difference in the lives of thousands across Puerto Rico and South Florida. Thank you for making our world a better place!"

-- Barbara Webster, Senior Director Emergency Response & Business Continuity, Spirit Airlines, Inc.

"Volunteers of America-Greater New York had the opportunity to develop with Caleb and Calder's Awesome Foundation an activity that would fill a philanthropic need while allowing Promax association members volunteer in a meaningful way... This event went so well that it has now become one of the top engagement activities we offer companies looking for a unique community service opportunity for their employees."

-- Rachel Weinstein, VP, Communications & External Relations, Founder, Operation Backpack®

"Boys & Girls Clubs of Greater Houston was thrilled to team up with The Caleb and Calder Sloan Awesome Foundation at TEGNA's annual content summit in Houston! The backpacks with the school supplies will ensure our youth are ready when school starts... We are grateful to the foundation for placing service before self to make communities better for children."

-- Kevin R. Hattery, President & CEO, Boys & Girls Clubs of Greater Houston

"School on Wheels was thrilled to be chosen as the recipient of the Caleb and Calder Sloan's awesome foundation's Party with a Purpose event at the Promax Conference in LA this year – over 2,500 backpacks were filled with school supplies and donated to our organization... From the bottom of our heart, we thank you and your team for giving our students the gift of hope."

-- Sinead Chilton, Chief Development & Marketing Officer, School on Wheels



OUR REQUEST FOR HELP

#BeTheWaveMaker

You're not just a ripple. You're a wave-maker. Open your heart and your hands. Here's how you can get involved:

- Donate a monetary contribution or financial grant any amount helps!
- Donate or discount merchandise, supplies, or prizes.
- Lend us your time.
- · Help us spread the word through earned & social media.
- · Become our media partners.



* The Internal Revenue Service (IRS) recognizes Caleb and Calder Sloan's Awesome Foundation as a Section 501(c)(3) public charity. Our Federal Tax ID Number 81-4497836. Therefore, contributions may be eligible for a tax deduction in the U.S.A., please consult your tax advisor for eligibility.

EMAIL:

GENERAL INFORMATION - info@ccawesomefoundation.org

TO MAKE A DONATION - donate@ccawesomefoundation.org

CHRIS SLOAN - Co-Founder - chris.sloan@ccawesomefoundation.org chris.sloan@2c.tv

CARLA KAUFMAN-SLOAN - Co-Founder - carla.kaufmansloan@ccawesomefoundtion.org carla.kaufmansloan@2c.tv



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