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# AIRLIFT INSIDER

JANUARY | 2014



Everybody needs a lift every now and then

CITATION SPECIAL OLYMPICS AIRLIFT / JANUARY 2014

SPECIAL OLYMPICS USA GAMES  
TRENTON, N.J.

**VISIT AND REGISTER:**

[airlift.cessna.com](http://airlift.cessna.com)

**CONTACT:**

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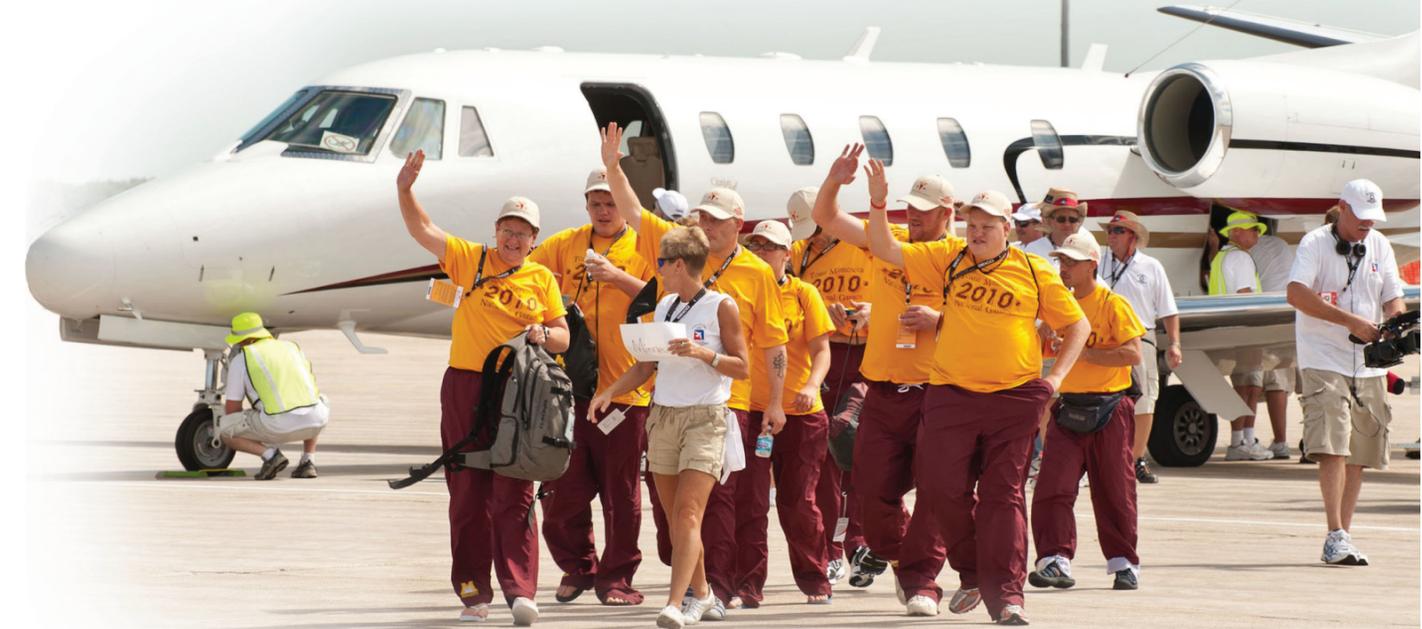
2014 SPECIAL OLYMPICS USA GAMES

BE A  
PART OF  
SOMETHING  
GREAT

JUNE 14 & JUNE 21, 2014



FOR MORE INFORMATION:  
[airlift.cessna.com](http://airlift.cessna.com)



## Deadline to sign up for the Airlift is February

### It is crunch time.

There is no simpler way to put it. We need Citation owners and operators across the country to commit their Citation business jets, crews and fuel to the 2014 Citation Special Olympics Airlift this summer.

### And we need you to register by February 28.

Delegation travel is the largest expense for state Special Olympics programs. Without Citations, Special Olympics Programs will have to shoulder the cost of travel, which can divert funds away from other areas that directly benefit athletes.

Whether it's at a local, state, national or international level, there is never a cost to the athlete or their families for Special Olympics programming. Training, facilities, uniforms,

transportation, meals and lodging are paid for by Special Olympics with the goal that no one is left on the sideline due to inability to pay.

While the Games are five months away, Cessna will need to let the athletes know on March 1 if we can help transport them to the Games in New Jersey. Here's a look at how this process works, which will explain why we need your commitment now.

Special Olympics expects 3,500 athletes from across the country to participate in the 2014 USA Games. The athletes have already been selected and each state's delegation size varies. Montana will have fewer than 20 athletes, for example, while Florida plans to send about 150 athletes.

States surrounding New Jersey do not qualify for the Airlift, but we welcome any Citations based in those states to provide transportation for other states. We can never have too many aircraft!

Special Olympics programs in the states that do qualify have an Airlift coordinator. Starting March 1, that coordinator will begin determining

how many Citations are available and how many passengers can be accommodated. The coordinator is responsible for figuring out which athletes will travel via Citation, the best departure cities based on where the athletes live and finding other modes of transportation for those we cannot accommodate. Planning alternate transportation and meeting their budget can be challenging and time-consuming so the coordinator has to start working on this as early as March.

It's easy to see that YOU can make a huge difference in the success of the Airlift and personally impact the lives of these athletes. Please register today to donate your Citation, crew and fuel to transport athletes to and from Trenton-Mercer Airport June 14 and 21.

Please join us!

Rhonda Fullerton  
Director, Citation Special  
Olympics Airlift



Everybody needs a lift every now and then



## Special Olympics by the numbers

- 4.2 million athletes in 220 Special Olympics accredited programs across 170 countries worldwide.
- 200 million people have an intellectual disability, making it the largest disability population in the world.
- 1968 – date of the first Special Olympics Games, held at Chicago's Soldier Field.
- 70,278 Special Olympics competitions around the world annually – an average of 193 competitions per day.
- 1,361,891 volunteers around the world are the backbone of Special Olympics – a grassroots global movement.
- \$0 – that's how much it costs someone to participate in Special Olympics: its programs and services are offered at absolutely no cost to the athlete or their family. Training, equipment, travel, lodging and meals at games, and much more are all provided by Special Olympics so that no one is left on the sidelines due to financial circumstances.
- 338,093 certified coaches around the world provide Special Olympics athletes the quality training and coaching needed to succeed.
- 64% of Special Olympics athletes are school age (8-21) and 33% are adults (22+).
- 38.5 percent of Special Olympics athletes are female.
- 500,000 people participate in Special Olympics Unified Sports is a program that pairs people with and without intellectual disabilities on the teams, which not only creates a unique competitive experience, but fosters friendship and understanding on and off the playing field.



## Why Coca-Cola flies in the Airlift

At the nation's largest independent Coca-Cola bottling facility, giving back to communities in the 11 states in which the business operates extends across five manufacturing facilities, 46 sales locations and 6,000 employees, and even reaches the corporate flight department at its headquarters in Charlotte, N.C.

Coca-Cola Bottling Co. Consolidated (CCBCC) is participating in the Citation Special Olympics Airlift for the third time. The company has flown Special Olympics athletes and coaches since taking delivery of its factory-new Citation Excel business jet in 2001.

"I can't imagine that anyone who operates a Citation and knows about the Airlift would not be a part of this," said Mark S. Chaney, CCBCC's Director of Aviation. "It's every four years and both days you fly are Saturdays so it's not disruptive to most business operations. These folks are counting on Citation owners and operators, and it's an incredible feeling to be able to help them out."

CCBCC makes, sells and distributes Coca-Cola products as well as other beverages, such as Dr. Pepper, water, juice, teas and energy and sports drinks. The company was founded in 1902 by the great-grandfather of current CCBCC CEO J. Frank Harrison III, and, through acquisition, it became the largest independent Coca-Cola bottler in 2010.

*"I can't imagine that anyone who operates a Citation and knows about the Airlift would not be a part of this."*

Mark S. Chaney, CCBCC Director of Aviation

The Coca-Cola Company develops the soft drink products, produces the advertising and programs to support those products and sells syrup concentrate to CCBCC and other bottlers. CCBCC combines the concentrate with other ingredients to produce the product, and then uses its sales and delivery network to market and distribute the products to stores, restaurants, entertainment venues and college campuses through the southeastern United States.

"The [Airlift] is right in line with our company's wholehearted support of employees who want to serve our communities," Mark said. "It means a lot to our Flight Department to have the chance to use our professional skills to give back."

In 2006 and 2010, CCBCC flew its Citation Excel to transport Special Olympics athletes to the Games. Company pilots also flew six missions in 2010 in response to the earthquake in Haiti, and CCBCC is currently enrolled in the Corporate Angel Network.

## Understand the tax-deductible benefits of your Airlift participation

Did you know that part of your participation in the Airlift may be a charitable contribution? State Special Olympics organizations financially benefit from your Airlift contributions. Because of the travel you provide, states are relieved of paying for commercial travel for their athletes and coaches. Therefore, your participation may actually be a charitable gift to the state organization you are supporting.

As a general rule, a tax deduction is allowed for unreimbursed incidental expenses made in the course of rendering services for a charity. Expenses associated with your Airlift flights such as fuel, landing fees and hangar fees may count toward your total charitable gift.

### Cessna will assist you by connecting you with your state organization

For Citation owners donating their aircraft to fly athletes to the 2014 Special Olympics USA Games, Cessna will send you a "Certificate of Donation" immediately after the Airlift. We will include a self-addressed envelope so you can send the completed document to the Executive Director of Special Olympics for the state for which you transported

athletes. That state program will acknowledge the donation and return the document to you for you to use as your charitable gift documentation for tax purposes.

### Secure your tax deduction by taking the following steps

- Get written documentation from the charity about the nature of your volunteering activity
- For substantial out-of-pocket expenses keep a statement of expenses and copies of receipts to submit to the charity for acknowledgement of the contribution
- Maintain a detailed record of receipts, plus a written record of time, place, amount and charitable purpose
- No deduction is allowed for the actual services performed on behalf of a charitable organization. Additionally, expenses that are incurred that do not primarily benefit the charity are not deductible (i.e., maintenance fees).

*This is intended as general information only and does not constitute tax advice. Please consult your tax advisor to determine whether and to what extent you may qualify for the deduction of unreimbursed expenses incurred for the 2014 Citation Special Olympics Airlift as a charitable donation. Every situation is unique and restrictions may apply.*

## WE NEED YOU!

2014 SPECIAL OLYMPICS USA GAMES  
JUNE 14 and JUNE 21, 2014

- 175 Citation owners
- Transport 1,000 athletes
- Trenton Mercer Airport (TTN)  
Ronson Aviation in Trenton, New Jersey



## Citations needed by state

