



# KICKING THE STIGMA

IMPACT SUMMARY

# OUR MISSION AND VISION

## MISSION

Kicking The Stigma's focus is two-fold: raising awareness about the prevalence of mental health disorders in our communities and raising and distributing funding to nonprofits and other organizations for direct treatment services.

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## VISION

To be an example, convener, and catalyst for strategic change in the mental health space by using the power of the Indianapolis Colts platform to improve the lives of Hoosiers and beyond.

## BY THE NUMBERS

# \$30,000,000+

Through grants and personal donations by the Jim Irsay family has been committed to expand treatment and research and raise awareness.

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## ACTION GRANT SUMMARY

# \$5.2M

distributed in funding through the Action Grant program

# 50+

organizations have received funding since inception

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## 2023 AWARENESS CAMPAIGN

# 142M

total impressions

# 103M

national impressions

# 39M

Indiana impressions

# PROGRAMMING

## BEYOND THE SIDELINES EVENT

Beyond The Sidelines benefitting Kicking The Stigma is an annual fundraiser hosted by the Indianapolis Colts and Indianapolis Colts Foundation. To date, the event has raised more than \$2.6 million, which support programs focused on mental health education, support, and advocacy. The event featured past musical performers Andy Grammer and Mat Kearney, in addition to sportscaster Kay Adams and Peloton renowned instructor Kendall Toole as emcees.



## ANNUAL KICKING THE STIGMA GAME

Since 2022, the team and Irsay family have dedicated a Colts home game to Kicking The Stigma and mental health awareness. Through this dedication, the Colts have honored and recognized more than 350 mental health professionals for their tireless work in the field.

During pregame warmups, players and coaching staff wear Kicking The Stigma apparel with inspirational messages to increase mental health awareness. Fans may also purchase apparel at the Colts Pro Shop. Funds raised from Kicking The Stigma merchandise support Kicking The Stigma Action Grants.

## ANNUAL AWARENESS CAMPAIGN

With the goal of eradicating the stigma surrounding mental health, the Colts and the Irsay family are committed to raising mental health awareness through their own platforms, social media, and national TV campaigns.

## SERVICE PROJECT

Recognizing it takes us all to end the stigma surrounding mental health, the Colts collaborated with the Chicago Bears in 2023 on a joint-service project, constructing Kicking The Stigma Kindness Kits and writing notes of appreciation to mental health professionals.

## MY CAUSE MY CLEATS

In 2020, the Irsay family introduced Kicking The Stigma by spreading awareness of mental health through My Cause My Cleats, an NFL initiative where players and team personnel may promote a nonprofit or a cause on their cleats during a game. The Irsay family led the way by sporting Kicking The Stigma shoes. Since its formation, more than 25 Colts players have chosen to support Kicking The Stigma during the My Cause My Cleats initiative.

## COMMUNITY TUESDAY

In honor of World Mental Health Day, the Colts partnered with Kicking The Stigma Action Grant recipient Bring Change to Mind at Western Boone Jr./Sr. High School. On Community Tuesday, Colts players and cheerleaders spoke to students about the importance of taking care of their mental health and participated in a mental wellness activity fair. Mind at Western Boone High School. During this Community Tuesday, Colts players and cheerleaders spoke to students about the importance of taking care of their mental health and participated in a mental wellness activity fair.

