



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.

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PILLARS OF FOCUS

- INTENTIONAL AWARENESS** - Bring Visibility to Mental Health
- COMMUNITY COLLABORATION** - Create Opportunities to Normalize Conversations
- PURPOSEFUL PHILANTHROPY** - Intentional Funding to Mental Health Organizations
- SYSTEMIC CHANGE** - Commitment to Eradicating Mental Health Stigma

BY THE NUMBERS

\$31,000,000+

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 PROGRAM

\$6.4M

distributed in funding through the Action Grant program

60+

organizations have received funding since inception

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2024 AWARENESS CAMPAIGN

34M

social media impressions for Let’s Talk About It campaign

5.5M

total earned media reach

PROGRAMMING

BEYOND THE SIDELINES FUNDRAISER

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 \$3.6 million, which support programs focused on mental health education, support, and advocacy. The event featured past musical performers Andy Grammer, Mat Kearney, and X Ambassadors in addition to sportscaster Kay Adams and former Peloton 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 740 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 annually collaborate with fellow NFL teams during Training Camp Joint Practices. The Chicago Bears joined the Colts in 2023, and the Arizona Cardinals participated in 2024 on a joint-service project, constructing kits centered around mental health awareness 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 41 Colts players have chosen to support Kicking The Stigma during the My Cause My Cleats initiative.

COMMUNITY EVENTS

Kicking The Stigma partners with local organizations across Indiana to raise awareness around mental health and help kick the stigma in our communities. From Community Tuesday programming and Mental Health Awareness Nights to building programming around major sporting events in Indianapolis, we engage with and encourage others to make mental health a priority and topic of conversation.

