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.

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.

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

$33,000,000+

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

ACTION GRANT PROGRAM

$8.3M

distributed in funding through the Action Grant program

70+

organizations have received funding since inception

2025 AWARENESS CAMPAIGN

14.2M

social media impressions through World Mental Health Day Campaign

35M

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 $5.7 million, which support programs focused on mental health education, support, and advocacy. The event featured past musical performers Andy Grammer, Mat Kearney, X Ambassadors, Judah & the Lion, and Echosmith 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 1,400 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.

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, the Arizona Cardinals participated in 2024, the Green Bay Packers took part in 2025, and collaborated with the Atlanta Falcons in 2026 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.

COMMUNITY EVENTS

Kicking The Stigma collaborates with organizations across Indiana to elevate mental health awareness through initiatives such as Mental Health Awareness Nights, Community Tuesday programming, and other community-driven efforts.

INSIDE THE HUDDLE

Inside the Huddle is an annual event in partnership with Ascension St. Vincent during May's Mental Health Awareness Month. Each year, the event takes a deep dive into a mental health topic with experts in the field.

KICKING THE STIGMA HIGH SCHOOL COACHES MENTAL HEALTH SUMMIT

The Kicking The Stigma High School Coaches Mental Health Summit aims to train and provide coaches with the tools and resources they need to best support themselves and their athletes. The training for this annual event is facilitated by the Mental Health Commission of Canada's Opening Minds initiative and supported by Anthem Blue Cross & Blue Shield.




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THE WORLD IS BETTER
WITH YOU IN IT






YOUR
STORY
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