



KICKING THE STIGMA

2022 IMPACT REPORT



LETTER FROM THE IRSAY FAMILY

We are honored to present this impact statement for Kicking The Stigma, our initiative to raise awareness about mental health disorders and to remove the stigma too often associated with these illnesses.

Since our launch in 2020, we have received calls, emails, and messages from people across Indiana, the country, and the globe sharing personal stories about how mental health disorders have affected their lives. Sadly, many of these individuals have had little or no access to treatment or resources, so they contacted the Colts to seek help for themselves or a loved one.

This reaction confirmed what we already knew – this mental health crisis is literally a matter of life and death for millions, and it touches nearly everyone. When people feel like they have no choice but to call the front desk of a football team for treatment or guidance, it's clear there is a serious problem.

This is no doubt a daunting challenge for us all. However, throughout this process we've been fortunate to learn about so many wonderful nonprofits and organizations who are working every day to bring peace and relief to those who are suffering. There also is an unprecedented critical mass of activity and attention, locally and nationally, making this the perfect moment in time to tackle this crisis.

That's why we're more committed than ever to continue to bring this discussion out of the darkness of shame and stigma into the light of hope and progress. Since 2020, Kicking The Stigma has committed more than \$24 million to the cause, including millions to nonprofits working in this space in Indiana and beyond.

But we won't stop there. Kicking The Stigma will be at the forefront of our community efforts moving forward, and we look forward to working with you and others to continue this momentum toward more resources, treatments, and understanding about mental health.

Thank you for learning more about Kicking The Stigma. Together, we truly can make a brighter future for our friends, fans, neighbors and loved ones.

Sincerely,



JIM IRSAY
Owner & CEO



CARLIE IRSAY-GORDON
Vice Chair & Owner



CASEY FOYT
Vice Chair & Owner



KALEN JACKSON
Vice Chair & Owner

OUR 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 funds to nonprofits and other organizations to expand treatment and research in Indiana and beyond.

The initiative will support work in the following areas:

- Behavioral Health Workforce Development and Comprehensive and Integrated Treatment
- Equitable Access to Treatment and Resources
- Grassroots Peer-to-Peer Support for Youth and Family Programming
- Awareness and Anti-Stigma Initiatives





BY THE NUMBERS

\$24,000,000+

THROUGH GRANTS AND PERSONAL DONATIONS BY THE
IRSAI FAMILY HAS BEEN COMMITTED TO EXPAND
TREATMENT AND RESEARCH AND RAISE AWARENESS.

TO DATE, KICKING THE STIGMA HAS RAISED

\$6,000,000+

WHICH FUNDS KICKING THE STIGMA ACTION GRANTS

AREAS OF HIGH IMPACT

- **BEHAVIORAL HEALTH
WORKFORCE DEVELOPMENT**
- **EQUITABLE ACCESS TO
TREATMENT AND RESOURCES**
- **GRASSROOTS PEER-TO-PEER
PROGRAMMING**
- **AWARENESS AND
ANTI-STIGMA INITIATIVES**
- **YOUTH-FOCUSED
PROGRAMMING**
- **AND MORE!**





DIGITAL REACH

26,331,759+

TOTAL IMPRESSIONS



23,330,981+

FACEBOOK REACH



2,475,031+

TWITTER REACH



448,435+

INSTAGRAM REACH



69,900+

TIKTOK VIEWS



7,412+

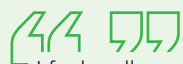
YOUTUBE VIEWS

BEYOND THE SIDELINES

The Indianapolis Colts and Indianapolis Colts Foundation hosted the inaugural Beyond the Sidelines event in September 2022. The event, featuring Kay Adams from *Up and Adams* on FanDuel TV and headlined by multi-platinum recording artist Andy Grammer, raised more than \$1.6 million to support programs focused on mental health education, support, and advocacy.



BEYOND THE SIDELINES
BENEFITING KICKING THE STIGMA



I feel really proud for the next generation. We do have a lot of work to do and we're not done. Kalen Jackson is so impressive to me and someone who I look up to with what she does outside of what her responsibilities already are with the Colts and her career.

Kay Adams, FanDuel TV





Thank you to our partners, guests, and donors who helped to make this night such a success!



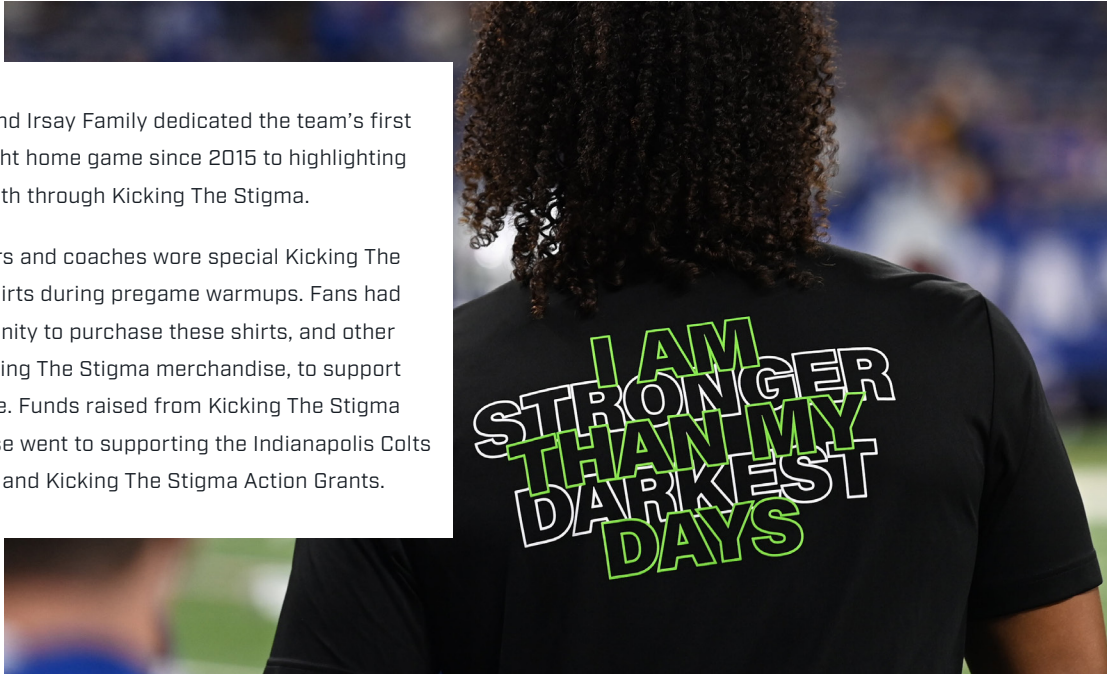
Indiana University Health



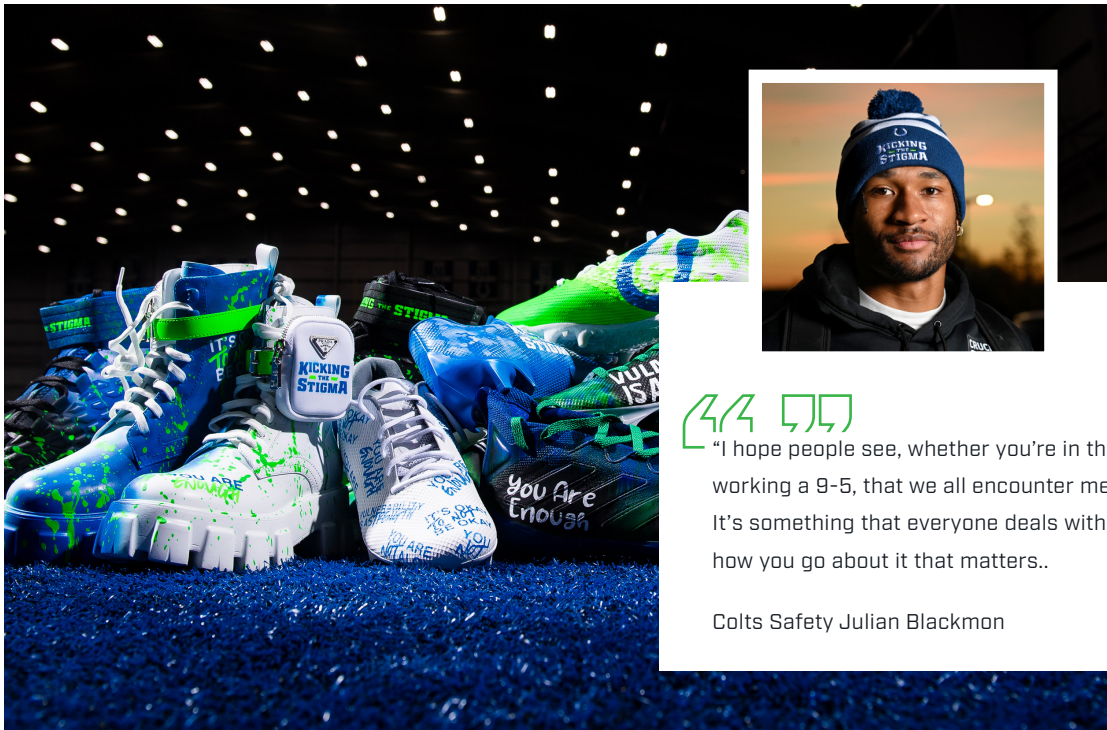
KICKING THE STIGMA GAME

The Colts and Irsay Family dedicated the team's first Monday night home game since 2015 to highlighting mental health through Kicking The Stigma.

Colts players and coaches wore special Kicking The Stigma t-shirts during pregame warmups. Fans had the opportunity to purchase these shirts, and other unique Kicking The Stigma merchandise, to support the initiative. Funds raised from Kicking The Stigma merchandise went to supporting the Indianapolis Colts Foundation and Kicking The Stigma Action Grants.



MY CAUSE, MY CLEATS



"I hope people see, whether you're in the NFL or working a 9-5, that we all encounter mental health. It's something that everyone deals with and it's how you go about it that matters..

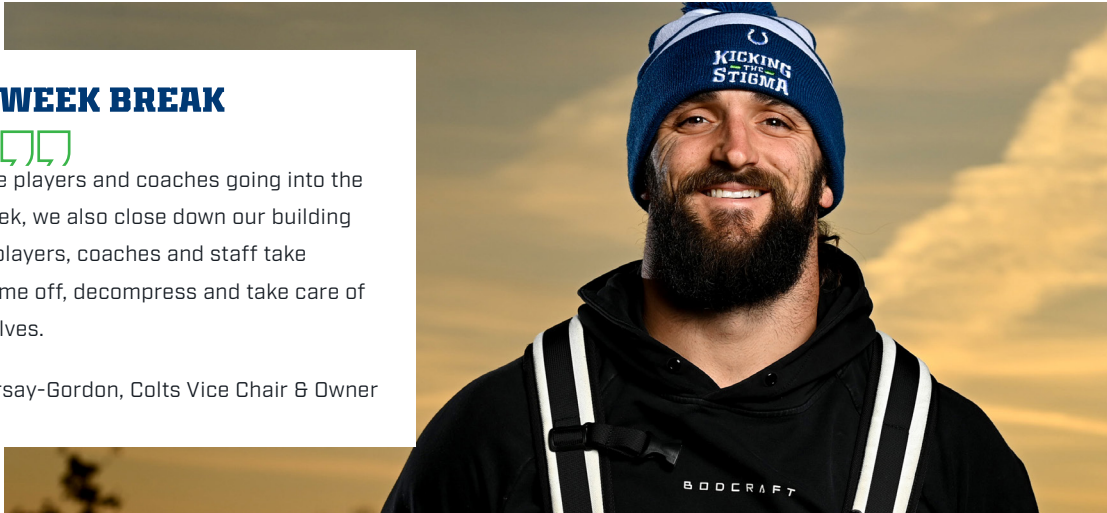
Colts Safety Julian Blackmon

BYE WEEK BREAK



With the players and coaches going into the Bye Week, we also close down our building so our players, coaches and staff take some time off, decompress and take care of themselves.

Carlie Irsay-Gordon, Colts Vice Chair & Owner



FIND YOUR ANCHOR

As part of Mental Health Awareness Month in May, the Irsay Family along with the Colts players, coaches, and office staff took part in a Find Your Anchor Boxing Event. The group assembled 300 care boxes for the grassroots charity aimed at suicide prevention, awareness and education.

PLAYER PSAs

The Irsay Family worked with director, producer, writer and actor Peter Berg to produce national PSAs for the Kicking The Stigma initiative. The PSAs featured Colts Owner & CEO Jim Irsay, Vice Chair & Owner Kalen Jackson, as well as staff and players from the team.





HOW DO WE FIX INDIANA'S BEHAVIORAL HEALTH SYSTEM?

By: Kalen Jackson, Colts Vice Chair & Owner
Indianapolis Business Journal | January 26, 2023



A little more than two years ago, our family launched Kicking The Stigma, a local and national effort to raise awareness about mental health and remove the stigma associated with mental illnesses. Since then, we have launched a national awareness campaign, created a grant program to help bolster organizations engaged in this important work and highlighted mental health at Colts games in 2021 and 2022. Since late 2020, Kicking The Stigma has committed more than \$23 million to help address the mental health crisis in Indiana and beyond.

The topic of mental health is personal to us, because our family has been impacted by this issue, both publicly and privately. But once we began immersing ourselves in this topic, we quickly learned just how devastating the realities of the mental and behavioral health system were in Indiana and across the country. Before the pandemic, the problem had already reached crisis proportions for thousands of Hoosiers. Post-pandemic, these issues have been exacerbated in ways we all still might not understand.

The truth is, Indiana's mental health care system was created in a bygone era, and despite many efforts over many years, it is still problematic today. As a result, Hoosiers seeking treatment, as well as those trying to provide care, are hindered by antiquated, broken infrastructure. The results show themselves through alarming statistics in our high rates of suicide, substance abuse, and other key indicators.

The anecdotal evidence is convincing as well. Since our first public service announcement ran in 2020, we have received letters, emails, and calls from people around the world sharing their own heartbreaking stories and others simply looking for help. When you have people calling the front desk of a football team desperately seeking treatment or guidance, it's clear there is a problem.

As overwhelming as it can be, I have hope for Indiana because more people are witnessing the suffering around them and want to be a part of the solution. There is a critical mass of activity and attention, both locally and nationally, making this the perfect moment to tackle this crisis and make real, impactful change.



The Colts have been pleased to be involved with the Indiana Mental Health Roundtable, led by Lt. Gov. Suzanne Crouch, which is bringing together experts and stakeholders to propose systematic steps to better deal with mental health across our state.

Also, the Indiana Behavioral Health Commission last September released a blueprint for an innovative, patient-driven mental health system with a sustainable infrastructure, investments in workforce development for this specialized field and other measures to enhance the overall well-being of all Hoosiers.

One recommendation is to build a comprehensive crisis response system, including “988” call centers, mobile crisis teams to respond to emergency situations and crisis stabilization units to provide safe locations to get help. The plan could be funded by implementing a \$1 surcharge for 988, which is almost identical to the surcharge already in place to fund 911 systems across the country.

Another recommendation is to invest in the expansion of and transition to certified community behavioral health clinics in Indiana. These clinics provide a comprehensive range of mental health and substance use services at the community level. This model has demonstrated great progress, and three federal administrations and a bipartisan consensus in Washington, D.C., have supported expansion over the last decade.

These are only two of the commission’s many recommendations, so I hope Hoosiers will look at these ideas and support the necessary changes to help children, families and communities struggling with this issue. People’s lives depend on it.

For some, it might seem that discussing mental health is a long way from the football field. But when an issue hurts so many of our friends and neighbors, our economy and the fabric of our communities, it’s incumbent upon all of us to act and speak out. We hope all Hoosiers can join us in these efforts, as this is a challenge that will take all of us. ■

KICKING THE STIGMA ACTION GRANT LIST

In 2022, the Kicking the Stigma Action Grant Program Distributed \$1,400,000+ in funding to 23 local and national nonprofits focusing on the education, support, and advocacy of mental health and mental illness.

A Kid Again (Indiana Chapter)

Agape Therapeutic Riding Resources

Brooke's Place for Grieving Young People

Carmel Education Foundation

Greenwood Education Foundation

Hamilton Southeastern Education Foundation

HVAF of Indiana, Inc.

Indiana University SE School of Nursing

Indiana Youth Group, Inc.

Mental Health America Indiana

National Alliance on Mental Illness Greater Indianapolis

Noblesville Schools Education Foundation

Physician Associate Foundation

Postpartum Support International Indiana

Project Healthy Minds

Public Advocates in Community re-Entry

Riley Children's Foundation

School on Wheels

St. Vincent Hospital Foundation, Inc.

Step-Up Inc.

The Milk Bank

Tindley Accelerated Schools

Courageous Healing



I've talked about what causes we really want to get behind, and one very important cause we wanted to be advocates about is mental health awareness. Kicking The Stigma is our commitment to eradicating and getting this environment changed.

Jim Irsay, Colts Owner & CEO



THE IRSAY INSTITUTE



By: JJ Stankevitz, Colts.com

Kicking The Stigma, the Irsay family and Colts' mental health initiative, has done plenty to raise awareness and improve treatment of mental health in Indiana and across the country since it was founded in 2020.

There have been several mental health PSAs, featuring prominent members of the Colts and NFL community. And through Kicking The Stigma action grants, millions of dollars have been provided to non-profit organizations to fund mental health treatment programs.

But through the opening of the Irsay Institute at Indiana University earlier this month, Kicking The Stigma put a focus on funding and supporting mental health research – the kind of research that will inform future treatment programs and increase the impact of awareness efforts.

The Irsay Institute is led by director Bernice Pescosolido, who is a Distinguished Professor of Sociology at IU and a nationally-recognized leading expert on stigma.

As Kicking The Stigma continues to raise awareness about mental health disorders, and continues to expand mental health treatment programs, Colts Vice Chair/Owner Kalen Jackson sees the Irsay Institute as helping grow the workforce capable of providing treatment. Through research conducted and programs directed by the Irsay Institute, Jackson hopes the number of professionals qualified to provide that treatment grows.

Since, as Jackson explained: “The stigma part’s great, but if there’s nothing there to support the people that realize I can go get help, then we’re failing in that sense.”

Opening training centers within college and universities is a big part of those efforts to grow the workforce. It’s not about training more psychologists – what’s needed are people trained in evidence-based practices for specific disorders, so those people afflicted by those disorders can get the exact help they need.

Additionally, as the stigma surrounding mental health continues to be broken down, there will be a need for more staffing for 988, the National Suicide Prevention Lifeline.

And while the work the Irsay Institute is doing and will do in the future will be important to increase staffing, just the presence of it alone can help combat the stigma of getting into the mental health field. Jackson said she’s learned there’s a stigma of getting into mental health treatment as a profession – some consider it dangerous and others are guided toward being a physical medical doctor, even if their passion is in treating mental health.

“For a long time, and even still today, they’re seen as – it’s not really medicine, and mental health is not really health,” Jackson said. “And institutes like this and support like ours is saying no, it is, and here’s how and here’s why, and here’s how it can help you.”

Studies around mental health and stigma can, after a rigorous process, be turned into evidence-based practices and treatments, which then will need qualified professionals to administer them. And, someday, those evidence-based treatments could turn into programs funded by Kicking The Stigma.

The work being conducted at the Irsay Institute was already being done, but bringing it under one roof should accelerate that research through collaboration across several emphasis areas, all of which tie into mental health.

“They’re all interconnected,” Jackson said. “They all work together. And that’s what the beauty of having the institute is now – people might have different focus areas, but they can share and collaborate with each other because there is overlap and they are affecting each other, and I think that’s how you get better, and that’s how the studies become more effective once they’re out into the world and published.” ■



The Irsay Institute aims to support innovative, transdisciplinary research on health, illness, disease, treatment, and their outcomes. Moreover, we seek to be front and center in translating that science to catalyze individual, institutional, and community change, including in education itself. Our goal is to achieve health equity and inclusion for all people and health care providers in areas where IU scientists focus together, but with a principal, strategic focus in the areas of mental health, addiction, and stigma.

Bernice Pescosolido, Director, The Irsay Institute at Indiana University

KICKING THE STIGMA DONATION BRINGS CRITICAL ADDITION TO IU HEALTH'S 'BE HAPPY' PROGRAM

By: JJ Stankevitz, Colts.com

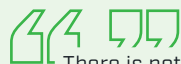
After launching Riley Children's Behavioral Health Access Program for Youth (Be Happy) – which offers pediatricians and primary care providers free same-day consultations on a wide range of pediatric mental health topics – Riley Director for Child and Adolescent Psychiatry, Dr. Leslie Hulvershorn, heard an overwhelmingly positive response from those using it.

But while she knew those consultations were incredibly helpful, there was a missing piece to the pediatric mental health puzzle Be Happy could provide: Thousands of Hoosier children were still unable to access the kind of evidence-based therapy they needed. And there wasn't much Dr. Hulvershorn could do about it.

"As a psychiatrist who takes the calls, it was so sad for me to say, okay, you're on the right track with the medicine but good luck with the therapy," Dr. Hulvershorn said, "and I know that's what they really need, that's going to make the biggest difference."

Thanks to a \$650,000 Kicking The Stigma Action Grant awarded to the Riley Children's Foundation in 2022, that gap in the Be Happy program is now closed – and youth across the state are better off for it.

For example: If a pediatrician believes a patient is dealing with a childhood disruptive behavior disorder, like oppositional defiant disorder, decades of evidence-based research has shown that parent management training is the most effective route to take. The problem, though, is: "It's very, very hard to find child mental health clinicians in the state of Indiana who know how to deliver interventions like this," Dr. Hulvershorn said.



There is nothing more important than the health and well-being of our children. Mental health challenges are increasing and significantly impacting Hoosier families. The Colts, through their Kicking the Stigma grant, are supporting our Be Happy Program. This program connects our evidence-based mental health professionals with community primary care providers. The connection provides support for timely decision making and interventions. We are grateful for the commitment the Colts have made to improving mental health and reducing stigma. Together, we are improving the lives of children and their families.

Gil Peri
President, Riley Children's Health at IU Health

But now, Be Happy can take over the psychotherapy component to treatment that can't otherwise be addressed in most community settings, once pediatricians call the line, if indicated. Be Happy will either deliver the care virtually or at the Riley Pediatric Care Center, providing a pathway to truly treat the patient's mental health.

"Since the funding, (pediatricians and primary care providers) are saying, wow, you didn't just give me advice," Dr. Hulvershorn said, "you completely solved the problem here and provided state-of-the-art care to these kids that otherwise would literally have no access to anything in the state."

Dr. Hulvershorn began having conversations with Colts Owner/Vice Chair Kalen Jackson a few years ago and is grateful for the Colts and Kicking The Stigma's support for the Be Happy program. Part of the grant, too, went toward funding support for the Riley consultation-liaison team within IU Health to help direct pediatric patients already being treated for something else (like cancer) toward mental health services available to them while they are hospitalized.



What I really appreciated about the Kicking The Stigma approach is there's a lot of intentionality around not just funding whatever comes their way, but really looking at what is evidence-based, what's really going to move the needle.

Dr. Leslie Hulvershorn
Director for Child and Adolescent Psychiatry, Riley Children's Health at IU Health

Adding psychotherapy assessments and treatments to the Be Happy program has already made a significant impact in improving the mental health of hundreds of Indiana youth. An additional benefit of the funding is helping pediatricians and psychiatrists avoid an over-reliance on medication, which can happen in the absence of accessible therapy programs.

But the Kicking The Stigma Action Grant had another positive impact, too. The work Dr. Hulvershorn and pediatric psychiatrists and psychologists do is difficult amid a pediatric mental health crisis. And the recognition and validation of that work by one of Indiana's largest brands, the Colts, and most recognizable families, the Irsays, goes a long way toward supporting the people doing it.

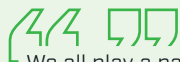
"It helps our morale — it's really hard to do this work, and the clinicians, psychiatrists, psychologists, social workers who are all working in this area, when they feel like the community values them enough to actually give money to what they're doing, it's very validating and it's really useful for us in terms of helping people feel vital in the work that they're doing," Dr. Hulvershorn said. "Like — the Colts think that you guys are doing incredible work, so much so that they are actually going to give money to do the work that you do, which is so valuable. It's high profile and shines a light on this work signaling how important it is. The Irsay family thinks that this is what should be happening, and I think it makes people feel grateful to be acknowledged but also messages that their work is important." ■

QUOTES & TESTIMONIALS



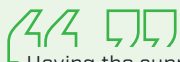
Since receiving The Kicking the Stigma Grant in November of 2022, Courageous Healing, Inc. has been able to further its effort in destigmatizing mental health services and providing access to black and brown communities who previously did not have access. With an intentional focus of living at the intersection of providing culturally centered, trauma informed services, Courageous Healing was able to provide 755 therapy sessions by way of direct one to one counseling. With this grant we have been able to increase the number of clients served during the same time period last year, by 18%, in addition to increasing the number of sessions provided by 49%. Initiatives like Kicking the Stigma makes it possible for organizations like Courageous Healing to continue to create innovative strategies to address issues in the community with the urgency to combat the current mental health crisis.

Aaron Lane, MSOL, MSW and Janell Lane, MA, LMHC
Co-Founders of Courageous Healing, Inc.



We all play a part in reducing stigma surrounding mental health. Through collaboration we can build a high quality, evidence based, easily accessible behavioral health care system that encourages all Hoosier to seek care when they need it. The Indiana Family and Social Services Administration's Division of Mental Health and Addiction is committed to establishing a statewide crisis response system, growing the behavioral health workforce and enhancing the quality of care for our fellow citizens. We are grateful to the Colts organization for their partnership and leadership in making mental health care a priority and look forward to collaborating for years to come.

Jay Chaudhary
Director, Division of Mental Health and Addiction, Indiana Family and Social Services Administration



Having the support of the Colts was a game-changer for us. It allowed us to create the Help Us Grow Stronger (HUGS) program, but also allowed us to be intentional about it being counseling services.

And at a macro level, to see that the Colts are coming along IYG in this journey to support LGBTQ youth, I think this sends a bigger message to a lot of organizations – the community needs to see this. Kicking the Stigma is real. And we have to get past all of the things and start working together to do what's best for these young people.

Belinda Drake
Former Sr. Director of HR and Operations, Indiana Youth Group



Sometimes, as a society, we forget that individuals living with mental health conditions are not really different in so many ways. They have activities that they enjoy—like football, people that they love, and dreams that they want to achieve. We have come a long way, leaving behind the dark stain to our nation’s history, as we have de-institutionalized state hospitals and removed the shackles of inadequate mental health treatment among our communities. Today, we look to a new hope, where behavioral health care is properly funded, crisis can be navigated by dialing a three-digit number, and Hoosiers living with mental health conditions no longer fear the stigma created by their peers.

For Mental Health America of Indiana, the fight against discrimination is essential to our history and is what continues our work. With help from stakeholders like the Indianapolis Colts, we could not shed light on these issues at such a large scale. Not only has the Kicking The Stigma initiative started the conversation on normalizing mental health, but it has also brought hope to many around the state and nation. Kicking The Stigma continues to make an impact on the lives that have been affected by behavioral health. In a time where more than a quarter of the population will experience a diagnosable mental health condition, Mental Health America of Indiana stands ready to continue our partnership with the Indianapolis Colts.

Steve McCaffrey, JD
President and CEO, Mental Health America of Indiana



Initiatives like Kicking the Stigma are vital to putting an end to the epidemic of mental illness in Indiana and across the country. By speaking up and sharing our personal stories, we each can play a role in combating mental illness and addiction in our communities. The Colts should be recognized for taking a leadership role in Indiana’s fight against mental illness and addiction. I am proud to support the Kicking the Stigma campaign.

Suzanne Crouch
Lieutenant Governor of Indiana & Co-Chair Indiana Roundtable on Mental



HVAF of Indiana is grateful for the support of the Indianapolis Colts Kicking the Stigma grant. This funding allows HVAF to provide intensive mental health services to the most vulnerable veterans in our community. Having a full-time therapist onsite removes barriers to mental healthcare and we are so thankful to offer this support to the veterans we serve.

Emmy Hildebrand
CEO, HVAF (Helping Veterans & Families) of Indiana





FOR INQUIRIES, PLEASE CONTACT
FOUNDATION@COLTS.COM,
OR VISIT COLTS.COM/KTS

