

YOU ARE NOT ALONE
YOU ARE ENOUGH
VULNERABILITY IS A STRENGTH
YOU ARE NOT ALONE
IT'S OKAY TO NOT BE OKAY

 **KICKING** THE **STIGMA**

2021 IMPACT REPORT

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LETTER FROM THE IRSAY FAMILY

DEAR FRIENDS:

At the beginning of 2020, our family made a promise to tackle the complex issue of mental health, an area that has been highly stigmatized and rarely discussed. We felt strongly about the need to change the narrative surrounding mental health in addition to prioritizing awareness and facilitating the ever-growing needs both locally and nationally.

Our family has a long history of mental health challenges, and we've experienced first-hand the urge to hide these issues for fear of judgment and criticism rather than feeling supported or understood. Our personal journey has connected us to many families and individuals who are suffering and fighting their own battles with mental health disorders. The desire to make tangible changes in this space motivated our family to launch Kicking The Stigma, an effort to raise awareness about mental health disorders and remove the shame and stigma too often associated with these illnesses.

The stigma surrounding mental health is literally a matter of life and death. About half of the U.S. population is estimated to have had a diagnosable mental illness at some point in their lives. What's more, an alarming number of people with mental health challenges will never seek treatment even when access and funds are available.

People with mental health difficulties often worry about negative reactions from friends, family, or employers, leading to the end of relationships, the loss of employment, or even the loss of life.

The global pandemic has only exacerbated the problem. And if history is any indicator, the secondary health effects will long outlast the pandemic itself.

We have already witnessed the connection Kicking The Stigma has made with numerous individuals and organizations across the country, many of whom have reached out to get involved, donate, or just share their own personal story. We've also been reminded of the gaps that exist in treatment, research, and resources that end up being obstacles to people getting the help they need.

That's why we are committed to bringing this issue out of the shadows and helping normalize mental health as a regular part of our health and wellness conversations.

In roughly two years, we have pledged more than \$16 million, but we know that money is not enough. In partnership with our players, partners, and employees, we pledge to share our stories and experiences with mental health issues with anyone willing to listen. We hope in sharing our own vulnerabilities, we will inspire others suffering in silence to ask for help and know they are not alone.

Our work in Kicking the Stigma has just begun and we hope you will join us in making a difference in the mental health space.

Sincerely,

JIM IRSAY
OWNER & CEO

CARLIE IRSAY-GORDON
VICE CHAIR & OWNER

CASEY FOYST
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 funding 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



WE GOTTA KICK THE DOORS OPEN WITH THIS CAMPAIGN. YOU DON'T WANT TO LOSE A CHILD, OR LOSE A FRIEND BECAUSE, IN THAT MOMENT, IT WASN'T OK TO TALK ABOUT SOMETHING.

JEFF SATURDAY
FORMER COLTS CENTER, ESPN SPORTS ANALYST

”



I'M GLAD TO BE A PART OF THIS KICKING THE STIGMA CAMPAIGN... I'M A LIVING TESTIMONY THAT IT'S OKAY TO NOT BE OKAY.

DARIUS LEONARD
COLTS ALL PRO LINEBACKER

”

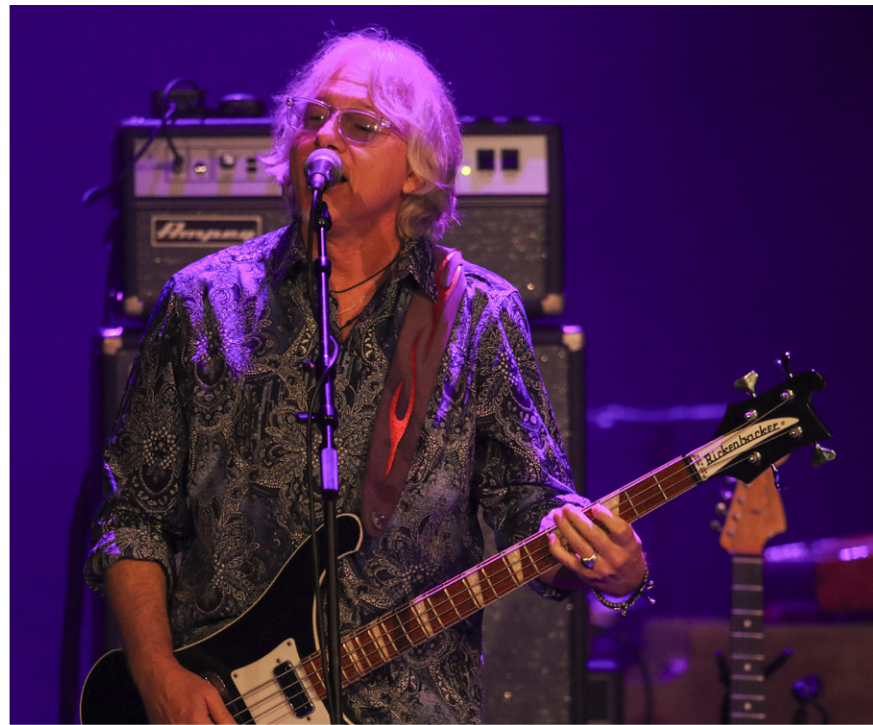
RAISING AWARENESS

National PSAs

To begin the effort, the Irsays produced a series of national PSAs, in collaboration with the legendary rock band R.E.M., using their chart-topping song *Everybody Hurts*. PSAs also featured Colts Owner & CEO **Jim Irsay**, Vice Chair & Owner **Kalen Jackson**, as well as **Snoop Dogg**, **Peyton Manning**, **Darius Leonard**, **Tony Dungy**, **Rob Lowe**, **Mike Epps** and others.

Kicking The Stigma Week

The Colts hosted the inaugural “Kicking The Stigma Week” during May’s Mental Health Awareness Month, featuring a four-day virtual fundraiser raising more than **\$4.5 million**. Money raised created the Kicking The Stigma Action Grants, which will support expanded programming by Mental Health America Indiana, the National Alliance on Mental Illness of Greater Indianapolis, Bring Change to Mind and Project Healthy Minds, as well as funding to other Indiana-based nonprofits to help expand treatment and research.



R.E.M. IS PROUD TO CONTRIBUTE EVERYBODY HURTS, TO THE COLTS AND THE IRSAY FAMILY IN SUPPORT OF ‘KICKING THE STIGMA’. IF WE CAN REDUCE THE STIGMA AROUND MENTAL ILLNESS, MORE PEOPLE WILL SEEK AND RECEIVE TREATMENT.

MIKE MILLS
FOUNDING MEMBER OF R.E.M.



The week’s efforts included a virtual roundtable that featured *Today Show* Host **Carson Daly** and NFL players **Darius Leonard**, **Hayden Hurst**, **Solomon Thomas** and **Darren Waller** sharing their personal experiences surrounding mental health.

The week also featured video messages and testimonials from Colts legends **Peyton Manning**, **Reggie Wayne**, **Edgerrin James**, **Tony Dungy**, **Jeff Saturday**, General Manager **Chris Ballard** and Head Coach **Frank Reich** and his wife **Linda**, as well as from Oscar-winning writer and director **Cameron Crowe**, actor and comedian **Mike Epps**, actor **Rob Lowe** and musical artist **Snoop Dogg**.



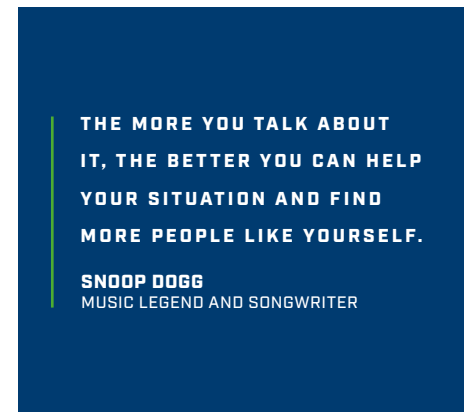
THIS IS SOMETHING THAT CAN HAPPEN TO ANYONE OUT THERE. IT CAN HAPPEN TO THE STRONGEST, FASTEST, MOST PHYSICALLY TALENTED ATHLETES OUT THERE - THESE PEOPLE STILL NEED TO BE HEALTHY ON THE INSIDE.

PEYTON MANNING
COLTS LEGEND AND HALL OF FAME QB



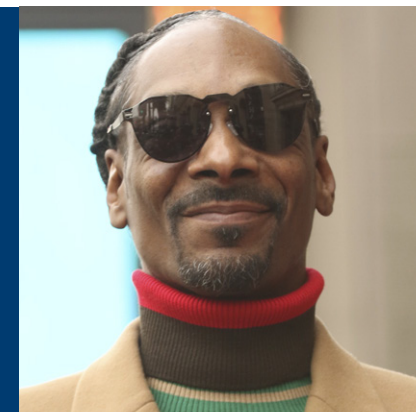
BEING CONSCIOUS OF MENTAL HEALTH ISSUES IS ONE OF THE KEY COMPONENTS TO DEALING WITH IT.

MIKE EPPS
ACTOR AND COMEDIAN



THE MORE YOU TALK ABOUT IT, THE BETTER YOU CAN HELP YOUR SITUATION AND FIND MORE PEOPLE LIKE YOURSELF.

SNOOP DOGG
MUSIC LEGEND AND SONGWRITER



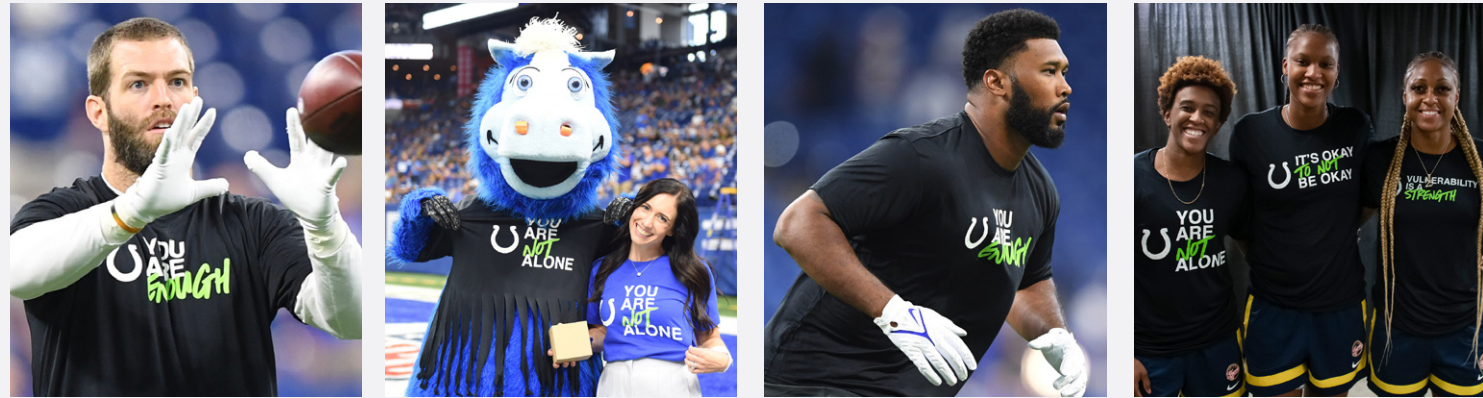
YOU DON'T ALWAYS UNDERSTAND WHAT'S GOING ON, AND YOU DON'T ALWAYS UNDERSTAND WHAT YOU ARE FEELING, BUT THERE'S PEOPLE OUT THERE TO HELP.

CHRIS BALLARD
COLTS GENERAL MANAGER



Kicking the Stigma Game

On September 19, 2021, the Colts dedicated their home game against the L.A. Rams to educating fans about mental health, ongoing efforts in the community, and what fans can do to help or contribute. Coaches and players also wore pregame warmup shirts, highlighting different positive messages around mental health.



\$54,078

Thanks to fans, a total of \$54,078 was raised between the Colts Foundation 50/50 Gameday Raffle program and Kicking The Stigma shirt sales.

Hope for Depression "Community of Hope Award"

In November 2021, Jim Irsay was honored by the national Hope for Depression Research Foundation (HDRF) with the 2021 Community Ambassador of Hope Award. HDRF is the leading nonprofit exclusively dedicated to advancing the understanding and treatment of depression. It is home to the acclaimed Depression Task Force, a collaboration of leading scientists from different research institutions who are pooling data and expertise to accelerate discovery. Olympic champion and mental health advocate **Michael Phelps** was also honored by HDRF.



My Cause My Cleats

In 2020, the Irsay Family launched Kicking The Stigma through the My Cause My Cleats campaign. My Cause My Cleats celebrates the positive impact that players and team personnel make in their communities by providing them with a unique opportunity to highlight causes that are most important to them.



JIM IRSAY



CARLIE IRSAY-GORDON



KALEN JACKSON



MATTHEW ADAMS
LINEBACKER



MO ALIE-COX
TIGHT END



MICHAEL BADGLEY
KICKER



JULIEN DAVENPORT
TACKLE



DEON JACKSON
RUNNING BACK



MATT PRYOR
TACKLE

EXPANDING TREATMENT & RESEARCH

Through a new grant program and personal donations by the Irsay family, more than **\$16 million** has been committed since 2020 to expand treatment and research in Indiana and beyond, including:

IRSAY FAMILY RESEARCH INSTITUTE AT INDIANA UNIVERSITY | With this gift, IU will establish a new institute in Bloomington, Indiana, designed to be the leading national center for researching and addressing the stigma surrounding mental health.

ASCENSION ST. VINCENT STRESS CENTER | This gift was used to support and enhance the comprehensive array of treatment and care provided at the center, including specialized treatment for a variety of mental and behavioral health issues in both youth and adults.

BOULDER CREST FOUNDATION/GARY SINISE FOUNDATION AVALON NETWORK | The Gary Sinise Foundation Avalon network is a cognitive health and mental wellness network providing transformative care to veterans and first responders experiencing post-traumatic stress, traumatic brain injuries and substance abuse.

This gift will support the Warrior PATHH program through Boulder Crest Foundation. Boulder Crest is the first-ever, veteran-led wellness center in the country, to serve active military, veterans and first-responders struggling with the effects of post-traumatic stress and other mental health challenges.

INDIANA UNIVERSITY HEALTH | This gift helped expand the IU Health West Addiction Treatment Recovery Center, which was able to double its patient load, hire additional staff and increase its virtual counseling capabilities.

IRSAY FAMILY WELLNESS CENTER AT INDIANA UNIVERSITY | The Irsay family, led by Vice Chairs/ Owners and IU alums Kalen Jackson and Casey Foyt, endowed the center in Bloomington, Indiana to help student-athletes reach their goals while prioritizing their physical and mental health and wellness.

PATHWAY TO RECOVERY | The gift to Pathway, an Indianapolis nonprofit providing supportive housing for individuals in recovery from substance abuse use disorders, will build the “Colts Connection Center,” a purpose-driven space that will allow Pathway for the first time ever to hold meetings as a community to provide vital recovery resources in one location.

RILEY CHILDREN’S HEALTH “BE HAPPY” PROGRAM | This gift will support Riley Hospital’s Indiana Behavioral Health Access Program for Youth, or “Be Happy,” which aims to improve access to mental health services for Indiana’s children and adolescents.

SUBURBAN NORTH CLUB | These funds will help build a new facility for the organization, which serves as a meeting location for Alcoholics Anonymous clubs in Indianapolis.

Kicking the Stigma Action Grants

For the first time ever, the Colts created a grant program to support national and Indiana-based organizations providing treatment or raising awareness about mental health. In September 2021, the Colts and the Irsay family announced the first round of Kicking The Stigma Action Grants totaling \$2.7 million.

- Bring Change to Mind
- Children’s Bureau, Inc.
- Eclectic Soul VOICES Corporation
- HVAF of Indiana
- Indiana Alliance of YMCAs
- Indiana University
- Indiana Youth Group, Inc.
- Martin Luther King Center
- Mental Health America (MHA) of Indiana
- National Alliance on Mental Illness (NAMI) Greater Indianapolis
- National Alliance on Mental Illness (NAMI) Indiana
- On Our Sleeves: The Movement for Children’s Mental Health
- Overdose Lifeline
- Project Healthy Minds
- Public Advocates in Community Re-Entry (PACE)
- Reach for Youth



CREATING THE LANDSCAPE TO HAVE THE CONVERSATION IS WHAT WILL START THE HEALING.

FRANK & LINDA REICH



DONOR AND FOUNDATION SUPPORT

SUPPORT

\$16M

More than \$16 million through grants and personal donations by the Irsay family has been committed since 2020 to expand treatment and research and raise awareness in Indiana and beyond.

\$4.5M

The Kicking the Stigma virtual fundraiser raised more than \$4.5 million which funds the Kicking the Stigma Action Grants.

\$2.7M

The Colts and the Irsay Family announced \$2.7 million in Kicking The Stigma Action Grants to nonprofits and institutions providing mental health treatment services or raising awareness about mental health illnesses.

Key Partners and Donors

Several key donors and partners were instrumental in the success of the inaugural "Kicking The Stigma Week" that raised more than \$4.5 million over four days, including:

\$1,000,000

Pacers Sports & Entertainment and the Simon Family

\$500,000

- Arthur M. Blank Family Foundation
- Candy & Eddie DeBartolo Jr. and Family

\$25,000

- Faegre Drinker
- Huntington Bank
- Indiana University Health
- Lucas Oil Products

DONOR AND FOUNDATION SUPPORT

Founding Partner Organizations



MENTAL HEALTH AMERICA OF INDIANA

Mental Health America of Indiana works for mental wellness and recovery for all Hoosiers. In order to accomplish our vision, MHA will work in the behavioral health sector, providing the connections between programs and advocacy as the key components to a path toward recovery. Specifically, the goal posts along that path include Prevention, Education and Credentialing, Harm Reduction and Crisis Stabilization, Treatment and Recovery. The Indianapolis Colts partnership with Mental Health America of Indiana will support efforts specifically related to workforce development through scholarship training opportunities, expanded comprehensive treatment services and providing equitable access to treatment services.



NATIONAL ALLIANCE ON MENTAL HEALTH, GREATER INDIANAPOLIS

NAMI is the National Alliance on Mental Illness, the nation's largest grassroots mental health organization. NAMI is dedicated to improving the lives of persons and families affected by mental illness through education, support, and advocacy. The Indianapolis Colts partnership with NAMI Greater Indianapolis will support grass-roots, peer-to-peer youth and family programming, and support to expand and increase programming to over 3,500 families annually. Indianapolis is the local affiliate of NAMI.

Project Healthy Minds

PROJECT HEALTHY MINDS

Project Healthy Minds is a new mental health tech nonprofit to support the development and launch of a digital discovery marketplace for mental health services, creating equitable access to treatment options and making it easier and faster to find mental health care. This discovery marketplace will be integrated into anti-stigma campaigns to make it easy for people to find help quickly.



let's talk mental health

BRING CHANGE TO MIND

Bring Change to Mind (BC2M) is a national organization working to end the stigma and discrimination surrounding mental illness through widely distributed public education materials and programs based on the latest scientific insights and measured for effectiveness. Bring Change to Mind High School is an evidence-based, student-led club program that provides teens with a platform to promote mental health and self-care in a way that is relevant to them and their peers. The Indianapolis Colts partnership with BC2M will work to provide the opportunity to scale the Bring Change to Mind High School program to Indianapolis Public Schools (IPS).

IMPACT REACH

7.8M TWITTER IMPRESSIONS



144 POSTS ACROSS 5 PLATFORMS



3.4 MILLION FACEBOOK IMPRESSIONS



MORE THAN 233 MILLION MEDIA IMPRESSIONS

