

## IMPACT STATEMENT



THE BIG MAN FOUNDATION

CHANGING THE GAME FOR COACHES  
AND THEIR FAMILIES



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### A message from our CEO

We are thrilled to present The Big Man Foundation's impact statement for FY23. Thanks to your support, our mission to alleviate and prevent hardships for coaches and their families has reached new heights.

As we look back on what was an extraordinary year — our third as a 501(c)3 nonprofit organization — we were able to not only help coaches and families in need, but also develop new initiatives aimed at improving the overall health of the coaching community. Going forward, The Big Man Foundation is dedicated to extending our reach and making an even greater impact. With your continued support, we plan to expand our program capacity, broaden our community outreach, and forge partnerships that will extend our mission's reach across the country.

Your belief in our vision has transformed lives, revitalized communities, and created a lasting legacy of hope. Together, we are fostering a brighter future for athletic coaches and their families, where every challenge is met with resilience, and every opportunity to serve is nurtured with unwavering support.

Thank you for standing tall with The Big Man Foundation.

Here to serve,

A handwritten signature in black ink that reads 'Casey Kroll'.

**Casey Kroll**  
CEO, The Big Man Foundation



## Life-saving support

One of our most heartwarming achievements this past year was our role in providing life-saving surgery for a youth basketball coach who was diagnosed with a brain tumor. BMF was able to help him gain access to out-of-network care at the renowned Brigham and Women's Hospital in Boston, MA, provide legal services in preparation for his surgery, and cover multiple months of mortgage payments. While there's still a long road ahead, we're happy to report the coach is now home and recovering with family!



# TO ALL OUR SUPPORTERS THIS PAST YEAR, THANK YOU!

**We couldn't have done it without you.**

CORPORATE, GRANT AND FOUNDATION PARTNERS:



The Joe & Debbie Showker  
Family Foundation



## Jamal Powell Legacy Grant

Our flagship grant program honors Coach Jamal Powell, who passed away in 2021 at age 39 after a hard-fought battle with cancer. He is survived by his wife and their three young children. Coach Powell continues to be the heartbeat behind everything we do. Our Jamal Powell Legacy Grants allow us to walk alongside coaching families in need and serve them in thoughtful, meaningful ways. We are proud to share that because of your support, we were able to award this grant to **four families** navigating unimaginable hardships in FY23.



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## New initiatives



In response to the growing concern over cardiac events in sports, we recently launched the **AED Initiative**, which provides secure, publicly accessible Automated External Defibrillators (AEDs) to parks and sports facilities in rural and underserved communities. We are currently finalizing a pilot program to provide four AEDs in Culpeper County, VA, ensuring that coaches, officials, athletes and spectators have life-saving resources readily available during emergencies.



Recognizing the pivotal role coaches play in shaping the lives of young athletes, BMF champions April as **Coaches Health & Wellness Month**. This comprehensive campaign focuses on coaches' mental, physical and emotional well-being, offering resources such as nutrition counseling, stress management workshops, and fitness best practices. We believe that by investing in coaches' health, we strengthen their ability to inspire and support the athletes under their guidance. We would be remiss if we did not recognize our interns for their passion and high-quality work that made this initiative an overwhelming success for us this year.



Inspired by Coach Powell's trademark optimism during his cancer treatments, **The Best Day of My Life** is our health check day for collegiate coaches and their staffs. A collaboration between BMF and university health resources, the program brings doctors to coaches' offices to provide convenient and comprehensive point-of-care health screenings. BMF is planning on piloting the program this year with the football staffs at James Madison University, Southern Methodist University, and Texas Christian University.

# 73%

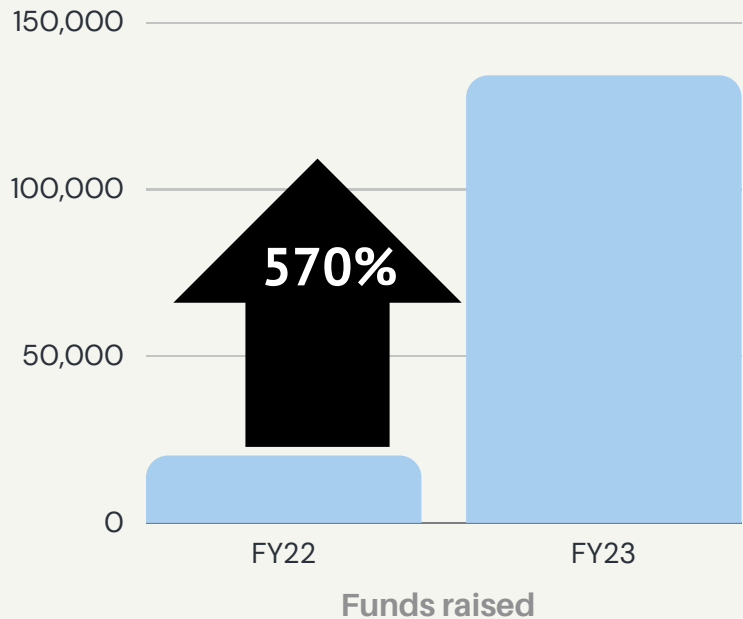
of funds raised in FY23  
went directly to our  
programs

# \$134,079

Total funds raised in FY23

## Key highlights:

- We raised nearly **6x more money** last year than the previous year.
- This allowed us the flexibility to create **three new initiatives aimed at screening and prevention** (Best Day of My Life, Coaches Health and Wellness Month, and AED).



# \$155,000+

Additional in-kind  
support to coaches  
and their families

# OUR TEAM

## BOARD OF DIRECTORS



### LOU CHICCEHITTO

- YOUNGLIFE COLLEGE DIRECTOR AT JAMES MADISON UNIVERSITY
- BMF: CO-FOUNDER, TREASURER & PROGRAM DIRECTOR



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- ASSOCIATE ATHLETIC DIRECTOR AT WESTERN KENTUCKY UNIVERSITY
- BMF: DEVELOPMENT DIRECTOR



### JIM HEFFERNAN , MPA

- EDITOR, MADISON MAGAZINE, JAMES MADISON UNIVERSITY
- BMF: MARKETING, COMMUNICATIONS, AND PUBLIC RELATIONS DIRECTOR



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- COLLEGE FOOTBALL COACH AT GEORGIA SOUTHERN UNIVERSITY
- BMF: ADVISORY COMMITTEE MEMBER



### AARON STINNIE

- ACTIVE NFL PLAYER WITH THE TAMPA BAY BUCCANEERS
- BMF: ADVISORY COMMITTEE MEMBER



### DR. JENNIFER TAYLOR, PHD, CFRE

- PUBLIC SERVICE PROFESSOR AT JAMES MADISON UNIVERSITY
- BMF: PRESIDENT AND GOVERNANCE DIRECTOR



### MAKENSIE OUBRE

- SENIOR COMMUNICATIONS SPECIALIST AT TEXAS ONCOLOGY
- BMF: ADVISORY COMMITTEE MEMBER



### JOHN REAGAN

- VICE PRESIDENT OF FOOTBALL SALES AT JUSTPLAY SPORTS SOLUTIONS
- BMF: STRATEGIC PARTNERSHIPS DIRECTOR

## BMF AMBASSADORS:

COACH CORTEZ & LIZ CARTER  
COACH PETE & EMILY DAVILA  
COACH KRISTOPHER HEAD  
COACH JORDAN HOPKINS  
COACH BOBBY LUDWICK  
COACH MIKE & SARAH MALONEY

COACH NIKKI NEWMAN  
COACH MATT & MAKENSIE OUBRE  
COACH KYLE & JESS PURKEY  
COACH JAMES & LEAH PURPURA  
COACH BLAINE STEWART  
COACH OAKLEY WATKINS

## OUR INCREDIBLE INTERNS



### BROCK CARROLL

GROVE CITY COLLEGE  
MAJOR: FINANCE  
BMF: PROGRAMS



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PENN STATE UNIV.  
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MAJOR: M.P.A.  
BMF: PROGRAMS



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JAMES MADISON UNIV.  
MAJOR: M.P.A.  
BMF: PROGRAMS



### KATE WATKINS

JAMES MADISON UNIV.  
MAJOR: M.P.A.  
BMF: DEVELOPMENT

## THANK YOU FOR YOUR SUPPORT!



THE BIG MAN FOUNDATION

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