

# Chuck Noll Foundation

FOR BRAIN INJURY RESEARCH





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## ABOUT US

IN AN ERA WHEN LITTLE WAS KNOWN ABOUT CONCUSSIONS, CHUCK NOLL'S COMMITMENT TO THE WELL-BEING OF HIS PLAYERS LED TO A BREAKTHROUGH. IN 1990, WHEN ONE OF THOSE PLAYERS HAD TO SIT OUT BECAUSE OF A CONCUSSION, NOLL ASKED DR. JOSEPH MAROON, THE STEELERS' NEUROSURGEON, TO LOOK INTO HEAD INJURIES AND THEIR EFFECTS.

DR. MAROON ULTIMATELY TEAMED UP WITH MARK LOVELL, PHD, AND MICKY COLLINS, PHD TO CREATE A BASELINE TEST FOR DETERMINING THE COGNITIVE EFFECTS OF CONCUSSIONS, THE FORERUNNER OF WHAT WOULD BECOME THE IMMEDIATE POST-CONCUSSION ASSESSMENT AND COGNITIVE TEST (IMPACT). THE IMPACT TEST IS TODAY USED TO MONITOR ATHLETES' CONCUSSIONS WORLDWIDE. THANKS TO CHUCK NOLL, PLAYERS TODAY HAVE A MEDICALLY SOUND SCIENTIFIC OBJECTIVE METHOD OF DETERMINING WHEN IT IS SAFE TO RETURN TO PLAY.

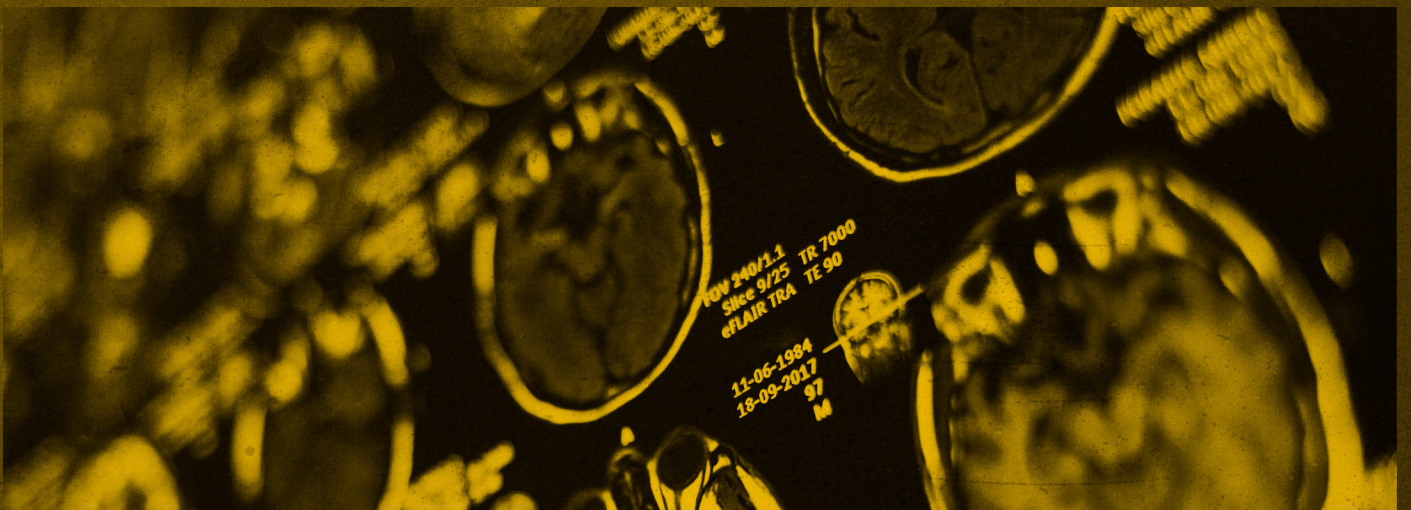
THE CHUCK NOLL FOUNDATION FOR BRAIN INJURY RESEARCH IS PROUD TO HONOR THE MEMORY OF A TRUE INNOVATOR FOR HIS LASTING CONTRIBUTION TO PLAYER SAFETY BY NAMING OUR ORGANIZATION AFTER HIM.

## MISSION

THE CHUCK NOLL FOUNDATION FOR BRAIN INJURY RESEARCH AWARDS GRANTS IN ORDER TO ADVANCE RESEARCH RELATED TO THE DIAGNOSIS AND TREATMENT OF INJURIES TO THE BRAIN OCCURRING PRIMARILY FROM SPORTS ACTIVITIES.

## THE VISION

TO DIMINISH THE IMPACT OF SPORTS-RELATED HEAD INJURIES.





## ABOUT CHUCK NOLL

CHUCK NOLL IS CERTAINLY WELL KNOWN AS THE HALL OF FAME COACH WHO HELPED TURN THE STEELERS INTO AN NFL POWERHOUSE, LEADING THE FRANCHISE TO A REMARKABLE FOUR SUPER BOWL WINS IN JUST SIX YEARS. CHUCK, A MAN OF FEW WORDS, REMAINS TO THIS DAY THE STANDARD BY WHICH ALL OTHERS WHO COACH THE BLACK AND GOLD WILL BE MEASURED.

BUT WHAT YOU MAY NOT KNOW IS CHUCK NOLL'S CRITICAL ROLE IN HELPING TO DRAMATICALLY INCREASE THE UNDERSTANDING OF CONCUSSIONS, AND PIONEERED IMPORTANT CHANGES TO TESTING CONCUSSIONS IN ATHLETES. HIS INQUISITIVE MIND ULTIMATELY LED TO SUBSTANTIAL SAFETY CHANGES ACROSS MANY DIFFERENT SPORTS AND LEVELS OF COMPETITION.

## THE IMPACT TEST

IN 1990, CHUCK NOLL WAS COACHING A PLAYER THAT HAD A CONCUSSION WHICH LEFT HIM UNABLE TO PLAY. NOLL BEGAN TO QUESTION THE GUIDELINES THAT DETERMINED WHEN IT WAS SAFE FOR A PLAYER TO RETURN TO PLAY AFTER A CONCUSSION. HE STARTED THE CONVERSATION WITH RENOWNED NEUROSURGEON, DR. JOSEPH MAROON, ABOUT EVIDENCE-BASED CRITERIA FOR KNOWING WHEN A BRAIN IS HEALED. NOLL WAS 20 YEARS AHEAD OF HIS TIME IN HIS THINKING REGARDING THE SCIENCE OF BRAIN INJURY. THIS LED DR. MAROON AND NEUROPSYCHOLOGIST, DR. MARK LOVELL TO DEVELOP THE FIRST PAPER AND PENCIL NEUROCOGNITIVE TEST THAT IS NOW KNOWN TO THE WORLD AS THE IMPACT TEST.

IMPACT, OR IMMEDIATE POST-CONCUSSION ASSESSMENT AND COGNITIVE TEST, IS AN FDA APPROVED ONLINE, COMPUTER-BASED TESTING PROGRAM SPECIFICALLY DESIGNED TO ASSESS A PATIENT'S COGNITIVE FUNCTION IMMEDIATELY AFTER A SUSPECTED BRAIN INJURY OR CONCUSSION. THERE ARE NO OTHER FDA APPROVED NEUROPSYCHOLOGICAL TESTS FOR RETURN TO PLAY. THE IMPACT TEST HAS SET THE STANDARD. THE TEST IS INDIVIDUALIZED, MEANING THAT IT IS BASED ON AN INDIVIDUAL'S OWN BASELINE ASSESSMENT. THE STEELERS WERE NOT ONLY THE FIRST NFL TEAM TO USE IMPACT, BUT THEY WERE THE ONLY PROFESSIONAL TEAM UTILIZING BASELINE NEUROCOGNITIVE TESTING. NOW, THE IMPACT TEST IS WIDELY USED IN THE NFL, NHL AND OTHER PROFESSIONAL SPORTS ORGANIZATIONS. IT IS ALSO USED IN THOUSANDS OF HIGH SCHOOLS AND COLLEGES, AND HUNDREDS OF YOUTH SPORTS ORGANIZATIONS.

THE IMPACT AND PEDIATRIC IMPACT TOOLS SET A BASELINE FOR NORMAL FUNCTIONING BRAIN ACTIVITIES. THEY ARE INTENDED AS PART OF THE MEDICAL EVALUATION THAT DOCTORS PERFORM TO ASSESS SIGNS AND SYMPTOMS OF A HEAD INJURY.





# 2023 GRANT SUMMARY

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NEW GRANTS: 5

GRANT DOLLARS AWARDED: \$649,224

TOTAL LIFETIME GRANTS AWARDED: 24

AVERAGE GRANT SIZE: \$134,115

TOTAL CLINICAL RESEARCH: \$2,213,749

TOTAL BASIC RESEARCH: \$1,005,000

TOTAL DOLLARS AWARDED: \$3,218,749

## IMPACTFUL GRANT MAKING

### DR. PULKIT GROVER

"THE CHUCK NOLL FOUNDATION AT THE TIME TOOK THE RISK ON US. THE SEED GRANT REALLY ENABLED US TO GET THE PRELIMINARY DATA TO CONVINCE OTHER AGENCIES. COLLECTION OF DATA ENABLED US TO SAY THERE IS A DIFFERENCE IN CONTACT QUALITY ON THE SCALP WITH THE ELECTRODES ON BLACK HAIR TYPES."

### "GETTING RECOGNIZED"

HAVING FINDINGS PUBLISHED IS A HALLMARK OF REALLY GOOD RESEARCH. CNF'S RESEARCH GRANT TO DRs. ANTHONY KONTOS AND MICKY COLLINS AT UPMC SPORTS MEDICINE CENTER AND THE UNIVERSITY OF PITTSBURGH WAS THE FIRST OF OUR GRANTS TO BE PUBLISHED. THEIR RESEARCH ENTITLED *-RANDOMIZED CONTROLLED TRIAL: A PRECISION VESTIBULAR TREATMENT IN ADOLESCENT PATIENTS FOLLOWING A CONCUSSION -* WAS PUBLISHED IN THE JOURNAL OF PEDIATRICS. MOREOVER, THE FOUNDATION'S \$100,000 SEED GRANT GENERATED AN ADDITIONAL \$9 MILLION DOLLARS FROM OTHER FUNDERS SUCH AS THE CONGRESSIONAL DIRECTED MEDICAL RESEARCH PROGRAM (CDMRP) AND THE U.S. DEPARTMENT OF DEFENSE.

### DR. PATRICK KOCHANEK AND DR. RUCHIRA JHA

"SUPPORT FROM THE CHUCK NOLL FOUNDATION FOR BRAIN INJURY RESEARCH FOR OUR RESEARCH IN TRAUMATIC BRAIN INJURY HAS BEEN VITAL IN BRINGING TOGETHER LEADING CENTERS AND MULTIDISCIPLINARY TEAMS IN THE USA TO UNTANGLE THE COMPLEX ROLE OF NEUROINFLAMMATION IN THE INJURED BRAIN AND DEVELOP NEW AND HIGHLY TARGETED THERAPIES."



# SPONSORSHIP LEVELS

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## PLATINUM SPONSOR - \$50,000

- INCLUSION IN ALL MARKETING & ADVERTISING (I.E. RADIO, PRINT & TELEVISION)
- COMPANY LOGO PROMINENTLY PLACED ON THE CHUCK NOLL FOUNDATION WEBSITE AND COMPANY LINK ON WEBSITE
- SPECIAL BRIEFING BY THE FOUNDATION'S NATIONAL SCIENCE ADVISORY COMMITTEE ON BRAIN INJURY RESEARCH
- TWO (2) FOURSOMES AT 2ND ANNUAL CHUCK NOLL FOUNDATION PITTSBURGH GOLF OUTING
- NAMING RIGHTS TO ONE OF THE FOUNDATION'S GRANTS
- OPPORTUNITY TO DISPLAY MARKETING MATERIALS ON TABLE TOPS AT FOUNDATION SPONSORED EVENTS
- ONE (1) AUTOGRAPHED JEROME BETTIS JERSEY
- ONE (1) AUTOGRAPHED MERRIL HOGE JERSEY
- TWO (2) AUTOGRAPHED JEROME BETTIS FOOTBALLS
- TWO (2) AUTOGRAPHED MERRIL HOGE FOOTBALLS
- COMPANY RECOGNITION IN FIVE (5) E-BLASTS
- 20 SOCIAL MEDIA MENTIONS FROM THE CHUCK NOLL FOUNDATION SOCIAL MEDIA
- 2 SOCIAL MEDIA MENTIONS EACH FROM JEROME BETTIS AND MERRIL HOGE'S PERSONAL SOCIAL MEDIA OUTLETS (4 TOTAL)
- SPECIAL RECOGNITION PLAQUE TO DISPLAY AT YOUR OFFICE

## GOLD SPONSOR - \$25,000

- INCLUSION IN ALL MARKETING & ADVERTISING (I.E. RADIO, PRINT & TELEVISION)
- COMPANY LOGO PROMINENTLY PLACED ON THE CHUCK NOLL FOUNDATION WEBSITE AND COMPANY LINK ON WEBSITE
- SPECIAL BRIEFING BY THE FOUNDATION'S NATIONAL SCIENCE ADVISORY COMMITTEE ON BRAIN INJURY RESEARCH
- FOURSOME AT 2ND ANNUAL CHUCK NOLL FOUNDATION PITTSBURGH GOLF OUTING
- ONE AUTOGRAPHED JEROME BETTIS JERSEY
- ONE AUTOGRAPHED MERRIL HOGE JERSEY
- TWO AUTOGRAPHED JEROME BETTIS FOOTBALLS
- TWO AUTOGRAPHED MERRIL HOGE FOOTBALLS
- COMPANY RECOGNITION IN FOUR (4) E-BLASTS
- 10 SOCIAL MEDIA MENTIONS FROM THE CHUCK NOLL FOUNDATION SOCIAL MEDIA
- 1 SOCIAL MEDIA MENTIONS EACH FROM JEROME BETTIS AND MERRIL HOGE'S PERSONAL SOCIAL MEDIA OUTLETS (2 TOTAL)
- SPECIAL RECOGNITION PLAQUE TO DISPLAY AT YOUR OFFICE

## SILVER SPONSOR - \$10,000

- INCLUSION IN ALL MARKETING & ADVERTISING (I.E. RADIO, PRINT & TELEVISION)
- COMPANY LOGO PROMINENTLY PLACED ON THE CHUCK NOLL FOUNDATION WEBSITE AND COMPANY LINK ON WEBSITE
- SPECIAL BRIEFING BY THE FOUNDATION'S NATIONAL SCIENCE ADVISORY COMMITTEE ON BRAIN INJURY RESEARCH
- FOURSOME AT 2ND ANNUAL CHUCK NOLL FOUNDATION PITTSBURGH GOLF OUTING
- ONE AUTOGRAPHED JEROME BETTIS FOOTBALL
- ONE AUTOGRAPHED MERRIL HOGE FOOTBALL
- COMPANY RECOGNITION IN THREE (3) E-BLASTS
- 5 SOCIAL MEDIA MENTIONS FROM THE CHUCK NOLL FOUNDATION SOCIAL MEDIA
- 1 SOCIAL MEDIA MENTIONS EACH FROM JEROME BETTIS AND MERRIL HOGE'S PERSONAL SOCIAL MEDIA OUTLETS (2 TOTAL)

## BRONZE SPONSOR - \$5,000

- INCLUSION IN SELECT MARKETING & ADVERTISING (I.E. RADIO, PRINT, TELEVISION & SOCIAL MEDIA)
- COMPANY LOGO PROMINENTLY PLACED ON THE CHUCK NOLL FOUNDATION WEBSITE AND COMPANY LINK ON WEBSITE
- ONE AUTOGRAPHED JEROME BETTIS FOOTBALL
- ONE AUTOGRAPHED MERRIL HOGE FOOTBALL
- COMPANY RECOGNITION IN TWO (2) E-BLASTS
- 2 SOCIAL MEDIA MENTIONS FROM THE CHUCK NOLL FOUNDATION SOCIAL MEDIA

## MARKETING SPONSOR - \$2,500

- INCLUSION IN SELECT MARKETING & ADVERTISING (I.E. RADIO, PRINT, TELEVISION & SOCIAL MEDIA)
- COMPANY LOGO PROMINENTLY PLACED ON THE CHUCK NOLL FOUNDATION WEBSITE AND COMPANY LINK ON WEBSITE
- COMPANY RECOGNITION IN ONE (1) E-BLASTS
- ONE (1) SOCIAL MEDIA MENTION FROM THE CHUCK NOLL FOUNDATION SOCIAL MEDIA



# BY THE NUMBERS

7

YEARS OF FUNDRAISING AND  
GRANT DISBURSEMENT

24

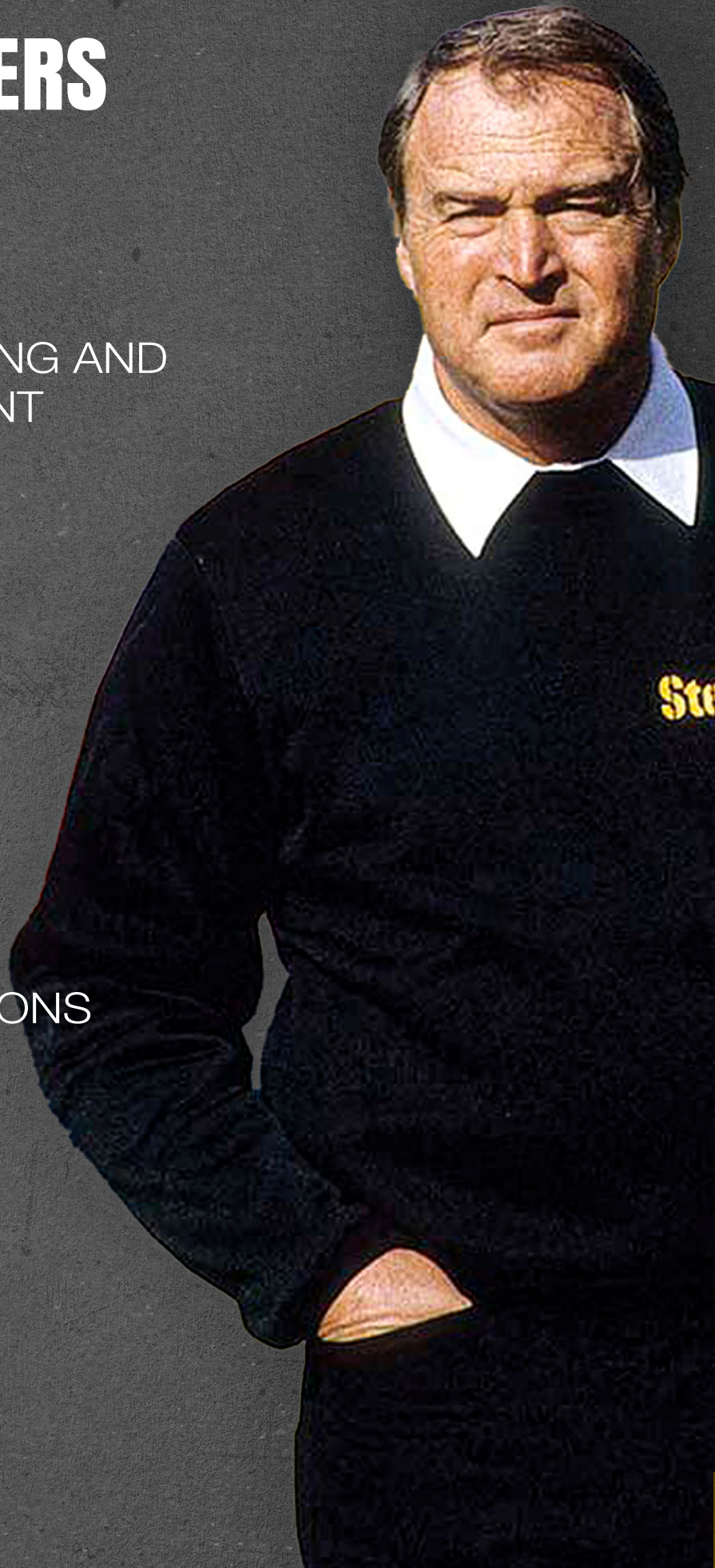
GRANTS DISBURSED

\$3.2

MILLION AWARDED

10

RESEARCH INSTITUTIONS  
AWARDED





# PLEASE CHECK ONE OF THE SPONSORSHIP LEVELS

**PLATINUM SPONSOR**

\$50,000

**GOLD SPONSOR**

\$25,000

**SILVER SPONSOR**

\$10,000

**BRONZE SPONSOR**

\$5,000

**MARKETING SPONSOR**

\$2,500

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YOUR NAME

YOUR TITLE

---

PRIMARY CONTACT

COMPANY NAME

---

STREET ADDRESS

CITY

STATE

ZIP CODE

---

TELEPHONE NUMBER

FAX NUMBER

---

EMAIL

**PLEASE INVOICE**

**CHECK ENCLOSED (CHUCK NOLL FOUNDATION)**

**CREDIT CARD PAYMENT (PLEASE COMPLETE THE INFORMATION BELOW)**

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CREDIT CARD NUMBER

EXPIRATION DATE

CVV

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AUTHORIZED SIGNATURE

DATE

**THIS FORM MAY BE RETURNED VIA EMAIL:**  
ALEXIS LEYH, VALIANT 3 COMMUNICATIONS  
ALEXIS@VALIANT3COMMUNICATIONS.COM, (716) 949-0071  
THANK YOU FOR YOUR SUPPORT!