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## GRIDIRON GREATS ASSISTANCE FUND

### **Brief History of the Organization:**

The Gridiron Greats Assistance Fund is an IRS 501(c)(3) charitable and humanitarian organization that provides financial aid, social and medical services to dire need retired NFL players who are pioneers of the game and have greatly contributed to the NFL's status as the most popular sport in America. Mike Ditka and a Board of Directors oversee the organization that includes: Gale Sayers, Jimmy Johnson, Marv Levy, Tim Brown, Matt Birk, Kyle Turley and Greg Brown (CEO of Motorola). There are over 150 retired players and coaches who support our efforts through various initiatives including a licensing program, a book project and participation in year round fund raisers and Super Bowl Extravaganza schedule of events.

### **Player and Grants Statistics:**

GGAF has been active since February 2007. Since its' inception, the GGAF has assisted over 100 former NFL players and their families in dire need. Many of them have been suffering from debilitating medical issues and some have found themselves in desperate physical and financial distress. The GGAF has provided over **\$1,500,000** in direct and indirect aid and has now begun to implement a multi million-dollar pro bono medical services program. Players receiving assistance do so as a result of inadequate disability, a flawed medical healthcare system, and/or a deficient individual player pension program.

### **Programs and Fundraising Efforts:**

**Player Assistance Direct:** GGAF provides direct financial support to retired NFL players and their families. In most cases, funds are provided to pay for a broad range of services and the GGAF pays funds directly to providers that include medical, pharmaceutical, landlords, utilities, food, clothing and transportation and child cared.

**Player Assistance Indirect:** The GGAF staff will screen and assist players in need by helping them fill out applications to local service providers and help located and facilitate other basic needs such as food, shelter, clothing and medical services.

**Medical Services Program:** The GGAF has developed a multi million-dollar pro bono medical program to provide cost free surgeries of varying degrees and other medical services for former NFL players. Qualified surgeons and professionals who serve on the Medical Advisory Board oversee the medical program and screen interested healthcare, wellness facilities, doctors, surgeons and other medical practitioners who offer 'pro bono' services to the GGAF. Five facilities are currently providing a full slate of services to players: OAA, Rush University Medical Center, Laser Spine Institute, Fountain Valley Hospital in Irvine, CA and Tenet Healthcare in Atlanta, Georgia. The medical program is expanding its' reach on a daily basis.



**Gridiron Greats Mobile Giving Program:** This program appeals to the general population who want to donate and help retired players in need. All proceeds from this program go directly back to the players through grants which are applied for and voted on by the Board of Directors. The mobile giving program enables, the GGAF to collect donations via text messaging from over 250 million mobile users in the United States. A \$5 donation can be accepted by texting GG to 90999 to on any mobile phone. Donations are made in seconds by sending a text message and added to the donor's monthly phone bill. This call to action marketing initiative is being promoted in all of GGAF's marketing and PR initiatives.

**Gridiron Guardian:** Through the efforts and participation of former Kansas City Chief and New Orleans Saint - Kyle Turley and Matt Birk of the Baltimore Ravens, both GGAF Board members, have spearheaded a direct donation and public awareness program reaching current NFL players called the Gridiron Guardian program. Birk and Turley both donated their game checks to the GGAF once in each of the past two years. The program has raised substantial funds and will be facilitated once again this season.

**Gridiron Licensing Program:** GGAF has established a mutually beneficial licensing program that includes but is not limited to: 100 Year Metal Art Collectables Program, Star Voicemail and Collectable Medallion and a collectible jersey program. These programs are designed to financially benefit the individual retired players while designating a major portion of the revenue generated from these programs going directly to GGAF. Royalty/proceeds will differ per program.

**Super Bowl 2010 Fundraiser:** The GGAF raises awareness through fund raising efforts and events. In conjunction with Super Bowl XLIV in Miami, we will be holding a special GGAF Super Bowl Gala at the Loews Hotel Grand Ballroom Saturday, February 6. Jamie Foxx will be the host and entertainer for the evening in which over 150 NFL Legends, who actively support the organization, will attend an evening of entertainment that will raise funds for the GGAF. The dinner will also honor a first annual 'Gridiron Great Corporate CEO of the Year' and a **Special Operations Warrior Foundation honoree**. A nation-wide online auction and donation drive will also take place. In addition to the Gala, the GGAF will be conducting a weeklong calendar of events in Miami to raise additional funds. Proceeds from the organization's fund raising efforts go directly back to the retired players who apply weekly to the Fund for financial assistance.

**The Gridiron Greats Billfish Bowl:** GGAF Board of Director's member and two-time Super Bowl winning coach **Jimmy Johnson** will be holding a fishing tournament February 4-6, 2010 in Key Largo, Florida. The event will bring together some of today's best-known football personalities and Florida's most competitive fishing teams. Proceeds from the Billfish Bowl will go directly to the GGAF.



**Gridiron Greats Book Release:** The GGAF is currently writing a book to be released at Super Bowl XVIV in Miami. This book will be compiled of 45-50 retired NFL Hall of Famers sharing inspirationally emotional career recollections of time spent in the NFL and throughout their respective careers. All proceeds will benefit the Gridiron Greats. Book signings will be scheduled at various events throughout the United States.

**GGAF Contact Information:**

Ken Valdiserri  
President/CEO  
(847) 509-3085

[kenv@gridirongreats.org](mailto:kenv@gridirongreats.org)

Shannon Jordan  
Executive Vice President  
(847) 509-3086

[shannonj@gridirongreats.org](mailto:shannonj@gridirongreats.org)