



# 2025 IMPACT REPORT

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HELPING MAKE MEMORIES LAST A LIFETIME



As we look back on 2025, I am incredibly proud of what we have been able to accomplish together. None of this work happens without the generosity, trust, and support of people like you.

Because of your help, the Ryan Blaney Family Foundation continued to grow its impact this year, expanding programs, reaching more families, and providing meaningful support to those affected by Alzheimer's disease, other dementias, and concussions. Every milestone we reached in 2025 reflects a community that truly cares.

On behalf of my family, thank you for standing with us, believing in our mission, and helping us turn compassion into action. We are excited to build on this momentum and continue the work ahead.

With sincere gratitude,

A handwritten signature in white ink, appearing to read 'Ryan Blaney', is written on a dark background.

**Ryan Blaney**

President - Ryan Blaney Family Foundation



# OUR PROGRAMS

# FORGET-ME-NOT

Our “Forget-Me-Not” program is designed to bring personal connection and meaningful engagement to individuals living with Alzheimer’s and other forms of dementia in memory care settings. We strive to create moments of comfort, companionship, and dignity through simple activities, shared memories, and heartfelt conversations.

This year our outreach included personal visits to memory care communities, in-person celebrations and family-inclusive events, greeting card campaigns, and the delivery of over 200 gifts to residents, caregivers, and memory care staff.





# CAREGIVER CONNECTIONS

Caring for a loved one with dementia or a traumatic brain injury is an act of deep love, and often, deep exhaustion.

Through our Caregiver Connections initiatives, we are honored to support those who give so much of themselves by providing meaningful opportunities for rest, community, and renewal.

## INITIATIVES WE SUPPORT



IN-HOME RESPITE  
CARE GRANTS



SUPPORT FOR CAREGIVERS OF  
TRAUMATIC BRAIN INJURY (TBI)



## CAREGIVER CONNECTIONS

# IN-HOME RESPITE CARE GRANTS

Our partnership with Hilarity for Charity allowed us to award **500 respite care hours** of essential relief and time caregivers can use to rest, reconnect, or simply breathe. These hours are more than just a break; they are a lifeline for families navigating the challenges of dementia care.



We also had the chance to host a grant-recipient caregiver at the Miami race this year. She was able to bring her son with her, meet Ryan and have the opportunity to have some race-day fun while getting some time for herself!



## CAREGIVER CONNECTIONS

# SUPPORT FOR CAREGIVERS OF TRAUMATIC BRAIN INJURY

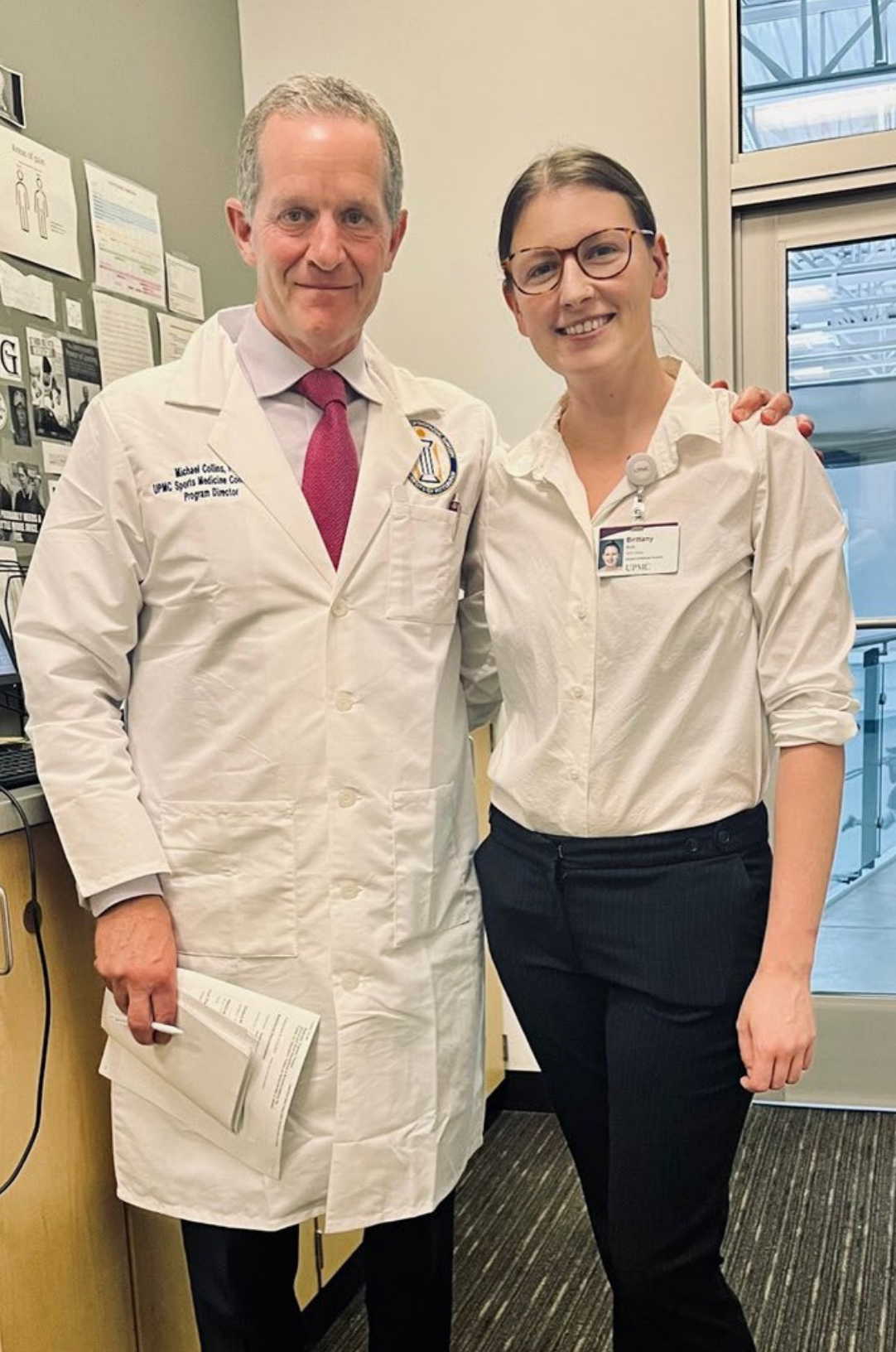
For caregivers supporting someone with a traumatic brain injury, including concussion, the “new normal” can feel overwhelming and isolating. Through Love Your Brain, we continued to provide connection, emotional support, and healing spaces for these caregivers. This year, we proudly sponsored:

**7** IN-PERSON RETREAT  
SCHOLARSHIPS

**10** VIRTUAL RETREAT  
SCHOLARSHIPS

**2** CAREGIVERS’ PARTICIPATION IN AN  
INTENSIVE STORYTELLING WORKSHOP

These programs offer caregivers a chance to feel seen, supported, and empowered as they navigate their unique journeys.



# FUND-A-FELLOW

Our Fund-A-Fellow program is the Ryan Blaney Family Foundation's signature concussion initiative, and a cornerstone of our long-term commitment to advancing brain health. Through this program, we sponsor the training of medical fellows at the world-renowned UPMC Concussion Clinic, equipping emerging clinicians with the expertise needed to deliver leading-edge concussion care.

This year, we are proud to welcome our **fourth fellow**, who has begun their training under the guidance of **Dr. Michael Collins**, one of the nation's foremost experts in concussion diagnosis and treatment. By investing in the next generation of specialists, we're supporting better care, better outcomes, and a healthier future for individuals impacted by concussion.



# “HEADS UP” YOUTH BIKE HELMETS

The Ryan Blaney Family Foundation's **Heads Up Youth Helmet Program** provides more than 1,000 helmets each year to under resourced children in our racing communities across the country. We are helping protect young minds, one helmet at a time.





# COMMUNITY OUTREACH

Throughout the year, our Ryan Blaney Family Foundation display travels to racetracks and community events across the country, creating an accessible space for families, caregivers, and fans to learn about Alzheimer's disease, concussions, and overall brain health. These events empower us to meet people where they are, offering trusted resources, answering questions, and providing support in real time.

With **10 stops in 2025**, we connected directly with an estimated **10,000 people**. At each event, we shared free educational materials and listened to personal stories. These meaningful, face-to-face interactions continue to strengthen our reach, deepen community relationships, and spread awareness to audiences who might not otherwise receive this information.



# FUNDRAISING EVENTS

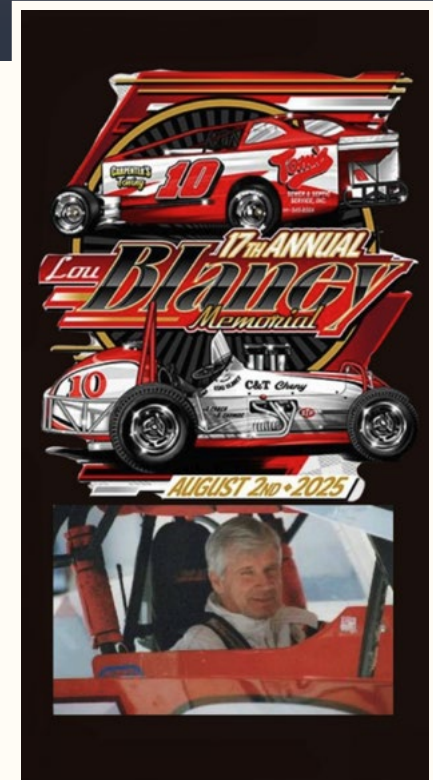
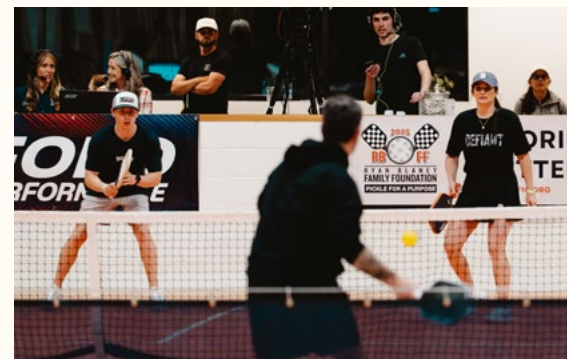
Our two largest fundraisers in 2025, **Pickle for a Purpose** and the **Lou Blaney Memorial**, played a pivotal role in advancing our mission.

Together, these events raised **more than \$125,000** to support our programs and expand our impact.



MEMORIES  
MATTER

RBFF10.ORG





# FUNDRAISING EVENTS

One of this year's most meaningful projects was the revitalization of the **Dementia Garden at Trinity Living Center**, an adult day program serving individuals with dementia and other disabilities. With upgraded outdoor furniture, new gardening tools, and additional enhancements, we transformed the space into a safe, calming environment where participants can relax, engage with nature, and enjoy activities that foster independence and joy.



In addition, we proudly contributed **\$25,000** to the Alzheimer's Association in support of their **Walk to End Alzheimer's** events. We remain committed partners of both the **Rowan–Cabarrus Walk** and the **Mahoning Valley Walk**, continuing our shared work toward a world without Alzheimer's.



# STATEMENTS FROM OUR PARTNERS

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OUR PARTNERS



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I am  
**DEEPLY  
GRATEFUL**

to the Blaney Family  
and all who support the  
Foundation for making  
this work possible.



“The Ryan Blaney Family Foundation’s support of the UPMC Concussion Fellowship Program has been truly transformative. Their generous support enables us to train the next generation of concussion specialists and advance research that directly improves care for patients with traumatic brain injuries. This partnership perfectly aligns with our mission to promote brain health and recovery for athletes and all individuals affected by concussion.”

**Dr. Micky Collins, PhD**

Clinical and Executive Director, UPMC Sports Medicine Concussion Program

STATEMENTS FROM  
OUR PARTNERS



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We look forward to  
**CONTINUING  
THIS WORK  
TOGETHER**  
to expand respite access  
and improve the lives  
of caregivers in the  
year ahead.



“This year, with support from the Ryan Blaney Family Foundation, HFC awarded five 50-hour in-home care grants to caregivers in Miami-Dade County. All five recipients were adult sons and daughters caring for their mothers with Alzheimer’s, and two were also raising grandchildren in the home, including one child with special needs. The respite hours provided truly meaningful relief. One caregiver told us they were “excited to take a shower and finish a movie they started,” a small moment that reflects the profound impact of having even a brief break.

Partnering with the Ryan Blaney Family Foundation strengthens our shared mission to uplift families caring for a loved one with Alzheimer’s. We are deeply grateful for this support.


**Bonnie Wattles**

Executive Director



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Support from  
the Ryan Blaney  
Family Foundation  
**HAS TRULY  
MADE A  
DIFFERENCE.**



“By providing bike helmets for children at our Speediatrics Fun Day Festivals, you’re extending your mission to promote brain health and safety—protecting young riders before injuries can happen. Together, we’re giving kids the confidence to ride safely and the chance to grow up active, healthy, and protected. We’re so grateful for your partnership and your dedication to the well-being of children and families in our racing communities.”

**Nichole Krieger**

Vice President & Executive Director



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Your commitment to  
concussion and TBI  
awareness, and especially  
to the experience of  
caregivers, helps break  
the silence around the  
hidden challenges

**SO MANY  
FAMILIES  
FACE.**



“The Ryan Blaney Family Foundation’s support has allowed us to increase access to our free, trauma-informed retreats for caregivers of people with TBI, providing a safe, healing space to process their experience, reconnect with themselves, and feel seen.”

**Adam Pierce**

Love Your Brain Co-Founder / Executive Director



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The Ryan Blaney Family  
Foundation's support  
has been a

***DRIVING  
FORCE***

in advancing the  
Alzheimer's Association's  
mission year after year.



“Their generous partnership has helped accelerate critical research initiatives, expand access to care and support services, and amplify public awareness efforts that reach families affected by Alzheimer's and other dementias nationwide, as well as share our desire to improve brain health for all. Thanks to their commitment, we've been able to deepen our outreach in underserved communities and strengthen advocacy efforts that led to increased federal funding for Alzheimer's research and caregiver support.”

***Kara Harrington***

Senior Director, Marketing & Communications | Alzheimer's Association - North Carolina



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It allows us to  
continue to provide

**MEANINGFUL  
SPACES**

for our participants.



“The support given to refurbish our courtyard allowed us to have summer garden parties and welcome the children’s programs we partner with to have a special place to be together.”

**Beth Huber**

Executive Director



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