



TAYLOR HOOTON  
FOUNDATION

**Educating, Inspiring, and  
Empowering Clean Choices**

## ABOUT US

The Taylor Hooton Foundation (THF) was formed in 2004 after Taylor Hooton, a 17-year-old high school athlete, turned to anabolic steroids. Shortly after his doping was discovered, Taylor's doctor told him to quit "cold turkey." He followed her instructions and then fell into a severe depression. Researchers at Harvard have shown that almost 30% of anabolic steroid users coming off these drugs will experience such depression. It was during that depression that Taylor took his own life.

Realizing the need for more advocacy and awareness, Taylor's family and friends started the foundation and have since partnered with various organizations including Major League Baseball, the National Football League, the National Hockey League and numerous others.

The THF is widely recognized as the national leader in education on the topic of Appearance and Performance Enhancing Substances.

THF is a 501(c) 3 tax-exempt non-profit corporation. All Taylor Hooton Foundation statements are audited annually by an independent auditor.





PHOTO: ONEXWONDER/

## ALL ME®

ALL ME is our way of giving the public, especially young people, a way to join our cause and help raise awareness of the dangers of Appearance and Performance Enhancing Substances.

It also serves as a phrase to celebrate personal accomplishments that are earned through hard work and commitment rather than using shortcuts like anabolic steroids and other Appearance and Performance Enhancing Substances.

Elite athletes from across the world have taken the pledge to live and compete without the use of Appearance and Performance Enhancing Substances, inspiring others to achieve their goals all on their own.

Check out one of our Major League Baseball Advisory Board Members, Adley Rutschman from the Baltimore Orioles, talk about what it means to be ALL ME: <https://www.youtube.com/watch?v=rmKg4FVBzeU>

Visit [www.taylorhooton.org/all-me-league/](http://www.taylorhooton.org/all-me-league/) to learn more, see our ALL ME Advisory Board, and take the pledge to be #ALLMEPEDFREE.

## WHAT WE DO

The health, safety and well-being of our youth and young adults is an extremely serious topic. To make a real impact we must do more than simply talk about the issues. We must engage, excite and empower.

Our ALL ME® Education Programs, virtual and in-person, do just that. They are highly entertaining, multimedia programs that give audiences an inside look into the real world of Appearance and Performance Enhancing Substances, including Dietary Supplements, Energy Drinks, Anabolic Steroids, and more. Our expert speakers capture and hold the attention of students, parents, educators and other adult influencers. Attendees leave equipped with knowledge and a positive path forward.

Each year we deliver hundreds of ALL ME® Programs in middle schools, high schools, colleges, universities and other venues across the U.S., Canada and Latin America.

To date, we have reached well over two million people through our various programs.





## SHAPING THE FUTURE SIDE BY SIDE

- Major League Baseball
- USA Football
- National Football League
- Atlanta Falcons
- Heart of a Giant
- Jacksonville Jaguars
- Little League Baseball
- National Federation of State High School Associations



## MAJOR LEAGUE BASEBALL

Major League Baseball has been a cornerstone partner of the Taylor Hooton Foundation for nearly two decades, providing vital support that enables us to deliver life-changing education in stadiums across the country.

Through our collaboration with the PLAY Campaign (Promoting a Lifetime of Activity for Youth), led by the Professional Baseball Athletic Trainers Society, we reach thousands of young people every summer with a dual message: the importance of staying active and the dangers of performance- and appearance-enhancing substances.

In 2014, this partnership expanded with the launch of the MLB ALL ME Advisory Board, which features at least one active player from each of the 30 MLB clubs. These athletes serve as influential ambassadors, leveraging their platforms to champion healthy choices and integrity in sports.

The Advisory Board anchors the Foundation's **ALL ME® campaign**, with player-driven PSAs featured in team programs, across media channels, and at MLB's most prominent events, including the All-Star Game, League Championship Series, and World Series. Together, we have built one of the most visible and impactful education initiatives in professional sports, while inspiring others to live and compete ALL ME.

More information on our partnership: [Taylor Hooton Foundation raising awareness of performance-enhancing drugs](#)







## USA FOOTBALL

Since 2014, the Taylor Hooton Foundation has partnered with USA Football to deliver impactful education that supports youth athlete development, health, and integrity. Together, we have reached athletes, coaches, and parents through multiple touchpoints:

- **Youth Camps (Texas):** Interactive sessions tailored to young athletes on the dangers of performance-enhancing substances.
- **National Conference Presentations:** Featured sessions at USA Football's National Conference in Indianapolis and Orlando, educating coaches, administrators, and program leaders.
- **Sports Performance & Steroid Prevention Webinar:** A national webinar for member coaches on safe training practices and substance prevention.
- **Heart of a Giant Event (NY Giants HQ):** Featured speaker at seven USA Football-sponsored programs celebrating high school athletes' leadership and character.

Our aligned missions, to empower athletes, promote healthy choices, and safeguard the integrity of sport, have made this partnership a natural fit. With a strong track record and proven framework, the Taylor Hooton Foundation is uniquely positioned to expand future collaborations with USA Football, furthering our shared commitment to youth athlete education nationwide and giving them the tools to achieve their goals the right way.



## NATIONAL FOOTBALL LEAGUE

The partnership between the Taylor Hooton Foundation and the National Football League began in 2012 following a meeting with Commissioner Roger Goodell and senior league leadership. From that initial introduction, the NFL helped launch collaborative programming with Community Relations departments across the League, sparking numerous collaborations with NFL clubs to deliver education on performance-enhancing substances, player health, and safe competition:

**Atlanta Falcons:** Ongoing partnerships through community outreach initiatives.

**New York Giants:** Seven-time featured presenter at the *Heart of a Giant* program.

**Jacksonville Jaguars:** Rookie education sessions on PEDs and a Parent Clinic partnership.

**New Orleans Saints:** Player Safety Information Session.

**Baltimore Ravens:** Youth Flag Football Tournament education.

**Dallas Cowboys & Miami Dolphins:** High School Coaches Clinics.

**Las Vegas Raiders:** Virtual Parent Clinic.

**Pittsburgh Steelers:** Family Sports Clinic.

**Los Angeles Chargers:** *TAKE CHARGE* event.

**Seattle Seahawks:** Parents Clinic.

In addition to these team-based programs, the NFL has continued to invest in the Foundation's mission by supporting the THF Scholarship Fund, which ensures schools with limited resources can access the ALL ME® Assembly Program. This ongoing collaboration reinforces the shared commitment of both organizations to safeguarding the health, integrity, and development of young athletes nationwide.



## ATLANTA FALCONS

The Atlanta Falcons quickly recognized the importance of the Taylor Hooton Foundation's mission and became one of our earliest NFL partners. More than 10 years later, the collaboration continues to thrive because of the measurable impact it delivers to Falcons Community Relations programming.

Whether at Parents and Coaches Clinics, Youth Flag Football Tournaments, or School Assemblies, our education programs consistently add depth and credibility to the Falcons' outreach efforts. The response from participants has been overwhelmingly positive, with feedback citing the programs as engaging, informative, and transformative for young athletes and their families.

This strong track record of impact drives the Arthur M. Blank Family Foundation's annual grant renewal, ensuring that thousands of youth, parents, and coaches each year have access to critical education on performance-enhancing substances, health, and integrity in sport. Together, we are building a model partnership that exemplifies how collaboration can shape healthier communities.

For an example of this partnership execution, here is an event recap from an

Atlanta Falcons' Moms Clinic:

[www.wsbtv.com/news/local/atlanta/falcons-host-interactive-camp-to-educate-moms-about-football-safety/1001079511/](http://www.wsbtv.com/news/local/atlanta/falcons-host-interactive-camp-to-educate-moms-about-football-safety/1001079511/)





## NEW YORK GIANTS “HEART OF A GIANT”

The Heart of a Giant Award is one of the most meaningful youth recognition programs in the Tri-State area, honoring high school athletes who embody perseverance, teamwork, and character. Each year, finalists gather at the New York Giants Headquarters for an exclusive program designed to equip student leaders with the tools to succeed both on and off the field.

For seven years running, the Giants have trusted the Taylor Hooton Foundation to help deliver those tools. Our sessions consistently spark meaningful dialogue among participants, many of whom share how our message of integrity and healthy choices aligns with their own values as leaders on their teams and in their communities.

The Giants bring us back each year because they see the impact firsthand - young leaders leaving the event motivated to achieve their goals the right way and to carry our message forward, amplifying its reach and ensuring a ripple effect of positive influence and inspiration.



## JACKSONVILLE JAGUARS ROOKIE EDUCATION

The National Football League mandates that all incoming rookies participate in comprehensive orientation programs upon entering the league. These sessions cover essential rules, policies, and standards of conduct that every NFL player is expected to uphold.

The Jacksonville Jaguars recognized that incoming rookies face immense pressure to perform at the highest level, making education on performance-enhancing drugs (PEDs) critical. To strengthen their rookie orientation program, the Jaguars invited the Taylor Hooton Foundation to deliver targeted education sessions on the risks of PED use and the value of competing with integrity.

Across three sessions, we engaged rookies in honest conversations about the challenges they will encounter as professionals, reinforcing that long-term success comes from health, character, and ethical performance. The message strongly resonated with the team, and each rookie left with an ALL ME® t-shirt - a lasting symbol of clean competition and the Jaguars' commitment to building leaders both on and off the field.







## LITTLE LEAGUE BASEBALL

As the largest youth sports league in the world, Little League Baseball has become synonymous with community, character, and the values that define healthy youth development. With millions of young athletes, parents, and coaches involved in the program each year, Little League holds both the responsibility and the influence to set a standard for athlete health and safety across youth sports.

Recognizing the growing risks posed by performance-enhancing substances and high-risk dietary supplements, Little League turned to the Taylor Hooton Foundation to help educate its vast community of players, parents, and coaches.

Together, we created free online educational resources that empower families to recognize warning signs, understand how to navigate supplements, and encourage healthy conversations about performance and integrity.

This collaboration demonstrates how a premier youth sports organization can set the standard for protecting its athletes. Little League's trust in THF underscores the value of proactive education and offers a proven model for partnership that can be replicated across other youth sports organizations worldwide.

## NATIONAL FEDERATION OF STATE HIGH SCHOOL ASSOCIATIONS

The National Federation of State High School Associations (NFHS), recognizing the Taylor Hooton Foundation's proven history of delivering impactful education on performance-enhancing substances, partnered with us to create a free, nationwide educational resource. Together, we developed the "Appearance and Performance Enhancing Drugs and Substances" course, now available through the NFHS Learning Center.

This comprehensive course equips coaches, athletic directors, educators, and youth leaders with critical knowledge about what these substances are, where they are coming from, why they are being used and their potential effects on students. Leveraging the NFHS's extensive reach, this partnership empowers those who influence student-athletes to create safe, ethical, and healthy sports environments nationwide.

The success of this collaboration demonstrates how a trusted youth sports organization can rely on a credible educational partner like THF to deliver meaningful impact. It also provides a model framework for other youth sports organizations seeking to implement evidence-based programs that protect athletes, promote integrity, and encourage lifelong healthy competition.

This free online course can be accessed at  
[www.nfhslearn.com/courses/appearance-and-performance-enhancing-drugs-and-substances](http://www.nfhslearn.com/courses/appearance-and-performance-enhancing-drugs-and-substances)



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