



ANNUAL REPORT

2024

FISCAL YEAR



The BROC Foundation is a not-for-profit, registered 501(c)(3) charitable organization that supports the *BROC Athletic Training Outreach Program*. The primary purpose of the Program is to utilize contributions to provide additional on-site care for the benefit of the community.

This program is committed to becoming the leader in athletic training outreach services and sports medicine coverage across the South Louisiana area, with the overall goal of ensuring the safety of children participating in youth sports.

MISSION

The mission of the BROC Athletic Training Outreach Program is to support local schools and athletic programs by facilitating and providing direct services throughout the community in the areas of:

- Athletic Training Outreach & Support
- Injury Education, Prevention & Safety
- Equipment & Supplies for Injury Treatment
- Recovery & Rehabilitation
- Concussion Management
- Clinical Research in Injury Management

VISION

By providing simple and direct access, immediate on-site care, and high-quality education to our community, we will elevate the medical care received and ensure the safety of our active population.

IMPACT

The BROC Foundation actively supports youth athletic programs within East Baton Rouge, Ascension, and Livingston Parishes with plans to expand. The Foundation also supports the athletic programs at Baton Rouge Community College and Southern University.

MESSAGE FROM OUR CHAIRMAN & CEO

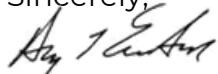
Greetings!

The BROC Foundation is honored and proud to continue our mission as an advocate for the safety and well-being of our children in South Louisiana. Our vision is to provide all student-athletes with vital services and information regarding training, education, injury prevention, fitness, and overall health. As the orthopedic team providing medical coverage and treatment for LSU, Southern University, Baton Rouge Community College, and numerous High Schools in the region, we have the experience and expertise to appropriately provide the medical team and resources to meet these objectives.

Our Foundation includes a full-time network of qualified, experienced, and certified athletic trainers providing professional, administrative, and medical services to local high schools, colleges, universities, and youth sports organizations, including the Baton Rouge Soccer Club. Such activities are provided in close coordination with their athletic trainers, coaches, and Administration, and each medical program is tailored specifically to meet their individual needs. Through our efforts, we have expanded the level and availability of care to student-athletes, helping to minimize their risk and ensure a higher level of safety.

Our goal is to continue expanding our presence to additional schools and organizations. Further, we plan to continue holding specialized events, such as Game Day Prep Physical Day, where our medical experts have provided over 7,000 free physicals for athletes participating in youth sports and activities throughout the region. We would enjoy the opportunity to work with you and tailor a sponsorship plan to meet your needs. Through our community partners, these initiatives are possible and enable us to maximize outreach to our most important asset, our children!

Sincerely,



Hank Eiserloh, MD
Chairman, Board of Directors



Trey Williamson
Chief Executive Officer

WHO WE HELP

16,000

Student-Athletes

23,000

Treatments

4,000

Free Physicals

The core of BROC Foundation's mission and purpose is to place full-time Certified Athletic Trainers at local schools. To date, our program has positively impacted over 16,000 student-athletes in Southeast Louisiana. By stationing certified athletic trainers at schools, students can receive treatment conveniently on their school campuses. In the 2023 - 2024 fiscal year, we delivered over 23,000 rehabilitation and injury treatments.

- Baton Rouge Community College
- Baton Rouge Soccer
- Catholic High School
- Denham Springs
- Donaldsonville
- Doyle
- Dutchtown
- East Ascension
- Episcopal
- Live Oak
- Southern University
- St. Amant
- St. Joseph
- U High
- Walker
- Zachary



OUR ATHLETIC TRAINERS



Deanna Rosato
Melancon MS, LAT, ATC
Director of Sports Medicine
Engagement BROC Foundation



Tabitha Haralson LAT, ATC
BROC Foundation Coordinator



Sloane Allen MAT, LAT, ATC, FMS
Live Oak High School



Scott Arceneaux LAT, ATC
Baton Rouge Soccer Club



Amanda Benson, PhD, LAT, ATC
PRN



Alexcia Buie LAT, ATC
East Ascension High School



Jack Caballero LAT, ATC
Live Oak High School



Josh Dawsey MS, LAT, ATC
Dutchtown High School



Gena Falgout LAT, ATC
East Baton Rouge Parish Lead



Tiffany Gary LAT, ATC
Baton Rouge Community College



Ryan Holmes LAT, ATC
Walker High School



Kristen Hundertmark
MS, LAT, ATC
Zachary High School



Tamicha Ingram, LAT, ATC
Southern University



Caroline Nini MS, LAT, ATC
Zachary High School



Riley Proffer DAT, LAT, ATC
Baton Rouge Soccer Club



Jordan Robinson LAT, ATC
Catholic High School & St. Joseph's Academy



Amanda Swanson LAT, ATC
St. Amant High School



Kaleigh Vargas
Thompson LAT, ATC
East Ascension High School



Josh Walker, MS, LAT, ATC
PRN

HOW WE'VE HELPED

FRIDAY NIGHT CLINIC

For almost three decades, BROC has been hosting the Friday Night Clinic, a free service for the local high school athletic community. It provides access to an orthopedic physician, imaging, durable medical equipment, and physical therapy education services on Friday nights after games. More than 1,500 student-athletes have benefited from this initiative. Additionally, Coach Barrett Murphy airs a weekly Friday night broadcast from the clinic throughout the season.

GAME DAY PREP PHYSICAL DAY

We hosted our 4th Annual Game Day Prep Physical Day on Saturday, May 11th at our main campus on Bluebonnet Blvd. This community-wide event provided free physicals for over 1000 middle school and high school athletes. Physicals were provided by licensed medical doctors and credentialed support staff.

Game Day Prep Physical Day is hosted in partnership with Our Lady of the Lake Children's Health.

KENDRA GIVES BACK - COMMUNITY GIVING PROGRAM

In March, for National Athletic Training Month, we spotlight our BROC Foundation Certified Athletic Trainers to raise awareness about their valuable contributions. In support of our trainers, we partner with Kendra Scott through their Kendra Gives Back program. This initiative, which has raised over \$2,000 in the last three years, donates 20% of proceeds from virtual and in-store events to support our mission, specifically Game Day Prep, our free mass physical day.

COMMUNITY OUTREACH

Our team has played a pivotal role in enhancing athlete safety and well-being by educating over 525 coaches. Through comprehensive training, they have covered critical topics such as First Aid, CPR, AED certification, concussion awareness, emergency action planning and rehearsals, and preventing sports-related illnesses and injuries. Their expertise and commitment ensure coaches are well-equipped to respond effectively in emergencies, fostering a safer sports environment for all.

BROC, ROCK & WINE

BROC, Rock & Wine is our signature fundraiser, held each summer to raise funds for the BROCK Foundation. All proceeds from the event directly support the *BROC Athletic Training Outreach Program*.

The event, featuring sponsored wine walk stations, culinary offerings from local restaurants, and live music by Blue Verse, has evolved into a significant annual fundraiser. The inaugural event held on November 2, 2019, at Audi Baton Rouge, our title sponsor, attracted approximately 200 attendees and raised \$30,000. Since then, it has grown exponentially, becoming a staple "football kickoff" event for the Greater Baton Rouge area.

In July 2024, BROCK, Rock & Wine, now held in Tiger Stadium at LSU, accommodated more than 800 supporters and generated \$120,000 in funds. This remarkable growth underscores the event's increasing impact on community engagement and financial support. Looking ahead to 2025, we are enthusiastic about further expansion, anticipating a broader reach and increased contributions to our mission.



FINANCIALS

ASSETS & LIABILITIES

Assets	\$355,888.30
Liabilities	\$0.00
Total	\$355,888.30

REVENUE

Contributions	\$1,349,570.35
Total Revenue	\$1,349,570.35

EXPENSES

Athletic Trainer Salaries, Wages, and Benefits	\$1,095,946.24
Operating Expenses	\$120,580.32
Fundraising and Advertising	\$121,335.49
Total Expenses	\$1,337,862.05

COMMUNITY PARTNERS



EVENT DONORS



Baton Rouge
Title Sponsor



Wine Cup Sponsor



VIP Bar Sponsor



Lanyard Sponsor



Stage Sponsor



Hydration Sponsor



Live Auction Sponsor



Silent Auction Sponsor



Stadium Club Sponsor



Purple Carpet Sponsor



Lounge Sponsor



Photo Booth Sponsor



Sweets Sponsor



Registration Sponsor



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LOOKING FORWARD

As we embark on the upcoming year, we are excited to share our commitment to advancing education and safety within the athletic community of our Capitol Region. In the spirit of continuous improvement, we are working to curate a robust lineup of continuing education courses tailored specifically for athletic trainers. These courses are designed to empower athletic trainers with the latest knowledge, techniques, and best practices in the ever-evolving field of sports medicine.

In addition to our focus on athletic trainers, we are thrilled to announce a special event dedicated to high school students and coach's education in emergency action planning. Recognizing that not all schools have certified athletic trainers on-site, our event serves as a vital resource for coaches and high school students working on the sidelines across our community. For coaches, this comprehensive program will cover crucial aspects such as CPR/AED certification and strategies for handling heat illness as well as equipping coaches with the skills necessary to respond effectively to emergencies on the field. For students, this event goes beyond education; it is a platform for connection and collaboration. Participants will have the chance to interact with fellow students, share experiences, and advance their knowledge in crucial areas such as wound care, hydration strategies, their role in emergency action planning, taping techniques, and anatomy.

We believe that investing in the education of both athletic trainers and coaches is a strategic step towards fostering a safer and more informed sports community. Through these initiatives, we are committed to promoting a culture of continuous learning, collaboration, and, above all, ensuring the well-being of athletes under the care of dedicated professionals.

Together, let us embrace the journey of knowledge and growth in the pursuit of excellence in sports safety and performance while fostering collaboration within our communities, schools, and athletic departments.



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Thank you for your continued support.

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CONTACT

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