



## **Coaches Care Project: A Unified Effort for Mental Health Support in High School Sports**

In the dynamic realm of high school sports, a beacon of mental health support has emerged—The Coaches Care Project. This transformative initiative, a brainchild of the Max Foundation and Tim Denney, in partnership with the Minnesota State High School League (MSHSL), resonates with a profound dedication to fostering resilience and support among student-athletes.

The genesis of the Coaches Care project can be traced back to the Max Foundation's visionary commitment to equipping coaches with the tools to address the mental health needs of their athletes. In an interview, Tim Denney, a pivotal figure in this initiative, revealed that the initial vision modestly focused on Roseau county schools. However, through collaborative efforts with Charlie Campbell of MSHSL, the project evolved into a statewide undertak-

ing. The aim was clear: create a self-operated training accessible on the website, a comprehensive guide covering warning signs and response strategies.

Charlie Campbell, the Associate Director at MSHSL, brought a fresh perspective when he joined in 2021, becoming an instrumental force in shaping the league's education program. Campbell emphasized, "We heard loud and clear that mental health education was important, and the league made a full commitment to addressing the gap. We have a mission to spread knowledge about mental health and how to recognize when somebody's in crisis and how to respond when somebody needs help." This alignment of purpose marked the birth of a meaningful relationship between MSHSL and the Max Foundation, leading to the creation of an extensive online training program. This

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## **OUR MISSION**

**"To raise funds to support charitable programs, projects and activities that facilitate mental wellness amongst our youth"**

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program covers topics ranging from adverse childhood experiences to recognizing warning signs of mental health difficulties and trauma impacts. MSHSL's commitment to producing high-quality online training has been pivotal in the program's success.

Tim Denney, the architect of the Coaches Care program and a mental health expert, underwrote four modules for MSHSL. The initial focus on suicide prevention garnered significant outreach, with around 12,000 views. This success spurred the development of additional modules covering adverse childhood experiences and the recognition of warning signs of common mental health difficulties. These modules are now mandatory for all Minnesota State High School League coaches.

Measuring the success of the Coaches Care project goes beyond concrete data on lives saved—it is about responsiveness. Member schools, seeking resources, found a lifeline in these modules. Charlie Campbell of MSHSL recognizes the power of community stories, such as the Max Foundation's, that transform tragedy into a catalyst for change.

As the Coaches Care project looks towards the future, Denney and Campbell envision

the expansion of more modules, regional in-person training opportunities, and increased support for adults directly working with students. The program's success hinges on reaching every corner of Minnesota, with an anticipated 16,000 individuals completing the training by year-end.

**REACHING**  
*16,000 Coaches!*  
**IN 2023**

The Coaches Care project transcends being a mere training program; it is a movement challenging the stigma surrounding mental health. The Max Foundation envisions a future where mental health education is as normalized as any other coaching aspect. These modules not only impart essential skills but also cultivate a culture where conversations about mental health are embraced.

In a recent interview Denney commented that, the Coaches Care Project is more than a step towards a healthier, more supportive high school sports culture. It is testament to the power of collaboration, community and the belief that every coach can be a beacon of support for the next generation of student-athletes. In a interview with Campbell he agrees with Denney that we have developed a message with one of hope, empowerment, and the transformative impact of education. We have also created an opportunity with these modules to reach beyond just coaches.

Together, let us play our part in championing mental well-being for the next generation.

“ Both mental health modules are invaluable for high school activities. A parent even inquired about our coaches' training on this crucial topic. Over the past 2-3 years, student mental health has been a focal point in our coaches' meetings, but these modules stand out as the best resources. "Helping the At-Risk Student" adeptly identifies risk factors, warning signs, and provides strategies for emotional safety. The "Common Adolescent Mental Health Difficulties" module offers in-depth insights into adolescent development and the impact of adverse experiences. Thanks to MSHSL and the Max Foundation for these essential resources – a much-needed professional development for our coaches that will ultimately benefit high school students statewide. ”

- Phil Kuemmel, CMAA

Assistant Principal - Activities, Park High School

# Welcome

When we embarked on the journey of establishing the Max Foundation, we embraced the uncertainty of where this path would lead us. However, one thing was crystal clear from the beginning – standing idly by was not an option.

Since June 2019, we have dedicated ourselves wholeheartedly to realizing our mission: *"To raise funds to support charitable programs, projects, and activities that foster mental wellness among our youth."*

In this newsletter, we are eager to share with you the impactful projects we've undertaken in the past 12 months. Each initiative has been uplifting, educational, and a testament to our commitment to make a positive difference. We take pride in our



accomplishments, knowing they are steps toward a brighter, healthier future.

Yet, we recognize that the journey is far from over. There remains much important work ahead, and we are dedicated to continuing these efforts. Mental health is a profound concern that demands a collective response – a shared commitment to addressing it head-on. Together, we are a formidable force, and in unity, we find strength. Let us remember that our collective efforts have the power to bring about meaningful change.

## BECOME PART OF THE RIPPLE EFFECT ON MENTAL ILLNESS:



If you have donated to our foundation, thank you for your support and know that we are humbled by your generosity and are committed to invest your contribution wisely....If you are new to the Max Foundation and our mission, we encourage you to check out our website (<https://maxmarvinfoundation.org/>). If you are interested in donating you can do that by clicking on the donate now tab or simply send a check payable to the Max Foundation, PO Box 49, Warroad MN 56763.

We are making progress and understand that there is still much to be done....

*we are committed to making a difference in the lives of todays youth.*

# THIS YEAR'S WINS!

# MAX FOUNDATION

# 1<sup>st</sup> Annual Max Multi Species Fishing Derby

September 2-3, 2023



Lisa Marvin of the Max Foundation hosted the 1st annual Max Multi-Species Fishing Derby up at the NW Angle Labor Day weekend. This event helped raise funds for mental health awareness programs funded by the Max Foundation in honor of Max Marvin.

## L.I.G.H.T RETREAT

March 29-30, 2023



The Max Foundation sponsored the L.I.G.H.T retreat at Warroad Middle School on March 29th and 30th, emphasizing character development for 6th to 8th graders through experiential learning techniques. The event aimed to foster student growth, achievement, and enhance the school's culture by focusing on CASEL's core competencies: Self-Awareness, Self-Management, Social Awareness, Relationship Skills, and Responsible Decision Making. The retreat encouraged hands-on challenges, collaboration, and discussions on real-world applications.

# St. Cloud Huskies

February 4, 2023



St. Cloud Huskies reppin' the Max Foundation with new hats.

# Max Rivalry Games

January 10, 2023

Max Rivalry Games, showcased an exciting doubleheader with the Warriors and Rams, for it's first annual event in Warroad on January 10th, 2023. As these two exceptional teams unite for a common cause, dedicating the night to mental health awareness, their second annual faceoff in Roseau on January 9th, 2024, promises another evening of great competition and a powerful message—affirming that unity makes us stronger.

## 2024

**Max Rivalry Games**  
January 9th

# HUNTER PINKE March 24th 2022

Hunter Pinke shared his inspiring story of gratefulness and overcoming adversity, of how he finds strength through the struggles, and his commitment to having no bad days. This three part event consisted of the "Ready Set Go" speech to the elementary, a presentation to the high school of "No Bad Days" and a full program presented to the community. The evening was wrapped up honoring our local emergency workers. It was a well attended awesome event!



# MSBA CONFERENCE January 12th 2023



The Max Foundation was invited to attend the Minnesota School Board Association (MSBA) Leadership Conference 2023 event and presented at one of the break out sessions. Here is a quick summary of our presentation:

## Teaching Kids to **"Live Your Best Life"**

*The Max Foundation honors the memory of Max Marvin, a dynamic young man who lost his life to suicide. The Max Foundation partners with Project 11, who provides a cross-curricular proactive mental wellness initiative. With a focus on mental health, Project 11 lessons are integrated into classroom learning. Through the financial support of the Max Foundation, school districts can receive training and curriculum access to Project 11 at no cost!*



*Presenting at the event was; Tom Jerome, Superintendent of the Roseau Public Schools, Angeli Booz, P11 program manager, Craig Ofstedahl, Superintendent of the Luverne Public Schools, Suzi Friesen, director of educational programs, Conway Marvin, The Max Foundation and Brita Comstock, Warroad school.*

## Project 11 2023 Statistics

- The Project 11 initiative has successfully involved 12 schools through comprehensive training with the Project 11 curriculum.
- A remarkable milestone, over 7,000 students are now engaging in the innovative Project 11 program.
- An additional 7 schools have expressed interest, and have undergone preliminary training to integrate the P11 program.
- This interest represents an outreach to an additional 6,700 students across the seven inquiring schools, further amplifying the positive impact of the Project 11 initiative.

## FUN FACT:

*The MSBA Conference is where Charlie Campbell of the Minnesota State High School league was introduced to Conway Marvin. This is where the collaboration with MSHSL and the Max Foundation was born. With the help of Tim Denney a mental health expert, educational training modules are now provided to all the coaches at the MSHSL level in Minnesota.*



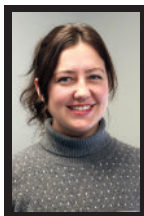
IT'S EASY TO DONATE  
WE APPRECIATE YOU.

## 560 EDUCATORS JOIN *Project 11* IN MN & ND



WELCOME

### KAITLYN WANDERSEE



The MAX Foundation is excited to welcome Kaitlyn Wandersee to the foundation's Board of Directors. Kaitlyn joined the Max Foundation as treasurer in July of 2023.

She is a life-long local, and a 2012 Warroad graduate. Kaitlyn works in the finance and insurance industry with Security State Bank of Warroad and Security State Insurance Agency. She is excited to be involved with the foundation and looks forward to continuing her efforts with the Max Foundation.

### LET'S GET SOCIAL!

*Our social media efforts continue to grow touching our followers with positive mental health messages and encouraging them to live a healthy balanced life! Learn More with the qr codes below:*



PO BOX 49  
WARROAD, MN 56763

**giveMN**<sup>give</sup>  
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IT'S EASY TO DONATE

**WE APPRECIATE YOU.**



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INFO@MAXMARVINFOUNDATION.ORG  
WWW.MAXMARVINFOUNDATION.ORG