

THE BRADY FOUNDATION

www.thebradyfoundation.org

MEDIA PRESS KIT



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Welcome to The Brady Foundation Press Kit

We're so glad you're here.

This press kit was created to help you share our story with accuracy, heart, and purpose. Inside, you'll find our official bio, leadership bios, logos, brand assets, and recent press highlights — plus details on our programs, including Brady's Brigade, a first-of-its-kind community initiative launching in 2025.

As a 100% volunteer-run nonprofit, every word shared about us helps fuel real impact: from supporting families with a child in the ICU to sending kids to church camp and college. Thank you for helping us spread Brady's light.

All our love,



Jodi Trotter
Vice President of Board of Directors
Chair of the Marketing, PR, & Digital Communications Committee

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About The Brady Foundation -

The Brady Foundation is a Central Indiana-based 501(c)(3) nonprofit dedicated to honoring the joyful, faith-filled legacy of Brady Steuerwald. Founded by those who loved him most, the foundation provides support to families with critically ill children in Central Indiana ICUs, awards scholarships for college and church camp, and builds community through intentional acts of kindness.

Entirely volunteer-run, The Brady Foundation ensures that 100% of donations go directly to mission-driven programs. In 2025, we'll launch Brady's Brigade — Indiana's first community-powered initiative that connects local families in pediatric ICUs with real-time, practical help from neighbors who care.

Rooted in faith and fueled by love, we exist to be a source of light for families walking through their darkest days — because that's exactly who Brady was.

About Brady -

Brady Steuerwald was a bright, kind-hearted 13-year-old from Brownsburg, Indiana who loved roller coasters, math, geocaching, and making people laugh. A devoted follower of Jesus, Brady had an incredible memory for names, a big personality, and a gift for making everyone feel seen. He passed away unexpectedly in 2022 from acute lymphoblastic leukemia. His legacy of joy, faith, and compassion lives on through The Brady Foundation.



BRANDING



spanish orange
#F26A1B



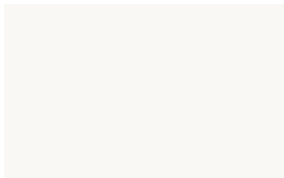
sunrise
#FFD26F



moonstone
#00A8B5



charcoal
#2C3E50



cotton
#F9F8F4

IMPORTANT LINKS

[Link to Logo Suite](#)

[Link to General Images](#)

[Link to General Video](#)

[Link to Images of Brady](#)

[Link to Previous Media](#)

Our Mission

The Brady Foundation exists to carry forward the radiant legacy of Brady Steuerwald by showing up for families with the same love, faith, and joy that defined his life. Our mission is simple but powerful: to meet families in their moments of greatest need- and remind them they are not alone.

We provide support in three intentional ways: offering financial assistance to families with children in pediatric intensive care units, covering registration fees for faith-based experiences like church camp, and awarding higher education scholarships to deserving students in Brady's hometown of Brownsburg. Through these efforts, we honor the things Brady loved most- family, faith, laughter, learning, and showing kindness to everyone he met.

At the heart of our mission is a belief that even in the midst of fear, pain, or loss, there can still be moments of light. We strive to be that light- whether it is helping to cover the financial hardship borne by a weary ICU parent, a church camp sign up fee covered quietly behind the scenes, or a scholarship that helps a student feel truly seen and supported.

Above all, our mission is to reflect the love of Jesus and the joy of Brady's spirit in everything we do. His time with us was short, but his impact lives on- and we are honored to carry it forward, one act of love at a time.

LEADERSHIP



DAVID STEUERWALD

President

As Brady’s older brother, David Steuerwald co-founded The Brady Foundation with a deeply personal mission: to honor Brady’s legacy by helping families facing the same emotional and spiritual weight of a pediatric ICU stay. He experienced firsthand how overwhelming that journey can be — and saw an opportunity to meet families not just with financial relief, but with hope, compassion, and community.

As President, David leads the Foundation’s long-term vision and strategy, ensuring every initiative reflects the heart and values Brady embodied. He is actively involved in several of the board’s subcommittees, providing hands-on guidance in areas ranging from program development to fundraising.

Outside the Foundation, David works in medical device sales, supporting trauma and reconstructive surgeries throughout Indianapolis. He enjoys spending time with his family, his dog Smooch, and cheering on the Colts and Pacers every chance he gets



JODI TROTTER

Vice-President

Jodi Trotter serves as Vice President of the Board of Directors and chairs the Marketing, PR & Digital Communications Committee. She also contributes to several other subcommittees, lending her strategic insight and creative expertise to support the Foundation’s growth and impact.

Jodi is the founder of Style House Creative, a brand strategy firm that specializes in small business positioning, storytelling, and neuromarketing. With a background in psychology-informed design and messaging, she brings a unique lens to how the Foundation connects with its community and donors.

Her connection to Brady is deeply personal. As the aunt of Brady’s older half-siblings, she was affectionately known as “Aunt Jodi” — a title she wore with pride. Brady remains one of the most remarkable individuals she’s ever known, and she is honored to help carry his light forward through this work



ZACH HOWARD

Treasurer

Zach Howard serves as Treasurer of The Brady Foundation and chairs the Finance & Budget Committee, where he helps steward the financial health and sustainability of the organization. With a background in accounting and finance and a deep commitment to service, Zach plays a key role in ensuring that the Foundation’s resources are managed with integrity, transparency, and long-term impact in mind.

As a financial advisor, Zach brings a strategic lens to budgeting, forecasting, and fiscal planning — helping guide decisions that make a meaningful difference for the families and programs the Foundation supports.

Outside of his work and board service, you can usually find Zach on the golf course, watching a game, or planning his next travel adventure



JOHN GRAVES







Secretary

John Graves serves as Secretary of the Board of Directors and is Chair of the Governance & Compliance Committee for The Brady Foundation. In this role, he provides legal guidance across all aspects of the organization’s mission, ensuring that the Foundation operates with integrity, transparency, and compliance at every level.

John is an associate attorney at Cassiday Schade LLP in Indianapolis, where he focuses his practice on civil litigation defense. Prior to joining Cassiday Schade, John served as a major felony prosecutor for the Marion County Prosecutor’s Office, where he tried numerous criminal cases on behalf of the State of Indiana. He earned his J.D. from the University of Dayton School of Law, where he served as Chief Justice of the Honor Council and was a member of the leadership team for the school’s Christian Association of Leadership and Law.

Outside of work, John enjoys staying active and spending time with his wife.

LINKS -

	<u>Instagram</u>
	<u>Facebook</u>
	<u>www.thebradyfoundation.org</u>
	<u>Admin@thebradyfoundation.org</u>
	<u>Images</u>
	<u>Logo</u>



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If you need immediate assistance, please contact Jodi directly at

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