Meijer, Indianapolis Colts Host Giving Event with Riley Children's Foundation

Even with a growing and vast Midwest footprint, we have not forgotten our roots: Our local communities. After all, as a family-owned company, we are committed to enriching the lives of each and every community we serve.

One of our longtime partnerships in the Indianapolis community has been with the Riley Children's Foundation, the funding arm for Riley Hospital for Children in Central Indiana. The Foundation transforms children's health by funding life-changing research and exceptional pediatric care to give children access to the best healthcare.

In partnership with the Indianapolis Colts, we pledged to donate $500 for every touchdown pass during the 2023 NFL season to the Foundation. With 18 touchdown passes completed this year, we were able to donate a total of $9,000 to Riley Children's Foundation at the end of the season.

"We are so grateful to Meijer and the Indianapolis Colts for their continued support and generosity toward Riley Children's Foundation," said Amber Miller, Corporate Gift Officer at Riley Children's Foundation. "This amazing promotion gave Riley kids and their families another reason to cheer on the Colts this past season, and this gift will ensure Riley Hospital for Children continues to give exceptional care to kids statewide and beyond."

Children deserve a healthy, happy future, and our continuous donations and years-long partnership help us support the powerful mission of Riley.

"Meijer has always been focused on enriching the lives of the communities we serve through all of the things that we do, whether it be from a donation standpoint or a volunteer standpoint," said Nicole Kidd, Indianapolis Market Director at Meijer, who oversees nine Indianapolis stores. "I feel blessed to be able to do this for Meijer and be able to live the legacy of our company."

With the 2023 NFL Mascot of the Year, Blue, and Colts cheerleaders in attendance, Meijer and the Colts presented the $9,000 donation to Riley Children's Foundation in our Indianapolis store on Keystone Ave.

"The Colts' mission to entertain, inspire and unite motivates our work with Meijer and Riley to continue bringing hope and joy to Riley kids and their families," said Ande Sadtler, Colts Director of Community Impact. "Riley has done so much good in our community for so long, so we are proud to support the medical professionals, researchers and staff that save countless lives every day across our state."

In addition, Amber commented on the significance and generosity of the donation and ongoing relationship.

"It's most important to show the community that Meijer and the Colts care," Amber said. "You just never know who has a Riley story. To see that kids can look up to the Colts and Meijer, and know that they are giving back to their community and helping them, that makes a huge difference. At a time where healthcare is so expensive and so important, it's definitely needed now more than ever."

Additional assets available online: Photos (2)