

#36



**LeRoy  
Butler**

# The Moment



Rare air – perhaps the rarest indeed. There are 362 athletes enshrined in the NFL Hall of Fame in Canton, Ohio – 37 defensive backs, three from the storied list of 28 Green Bay Packers. On Thursday evening, November 17, 2022, before a world-wide television audience on Thursday Night Football, the name Butler will join the

legendary names of Adderly and Wood in Green Bay’s “Ring of Honor” as they retire his beloved and now Hall of Fame #36. LeRoy Butler’s legacy will now stand permanently alongside the National Football League’s most renowned and revered icons – the historic bedrock of professional football lore. Lambeau, Lombardi, and the Leap!

## Butler Leaps into Hall

It gets no higher than the Hall. Another of our own has reached that historic milestone – the summit of accomplishment. The Fellowship Open proudly congratulates 2021 Legends Honoree, Green Bay Packers Super Bowl champion LeRoy Butler for his induction into the NFL Hall of Fame, class of 2022! Reaching the ultimate pinnacle of recognition can never be underappreciated. Those who toil and sweat and expend every ounce of effort in pursuit of victory are the rarest of breeds who serve as motivation and evidence for those who do not. These are the servant leaders and role models every village needs to inspire youth and encourage community.

LeRoy’s remarkable journey from the devastating hardship of poverty to acknowledgement as one of the greatest athletes in professional football history is as intensely personal and as it is universally compelling. Far beyond credit as the inventor of the ‘Lambeau Leap’, he has paved a legacy of excellence as he joins the 28 legendary Green Bay Packer Hall of Famers forever enshrined in Canton, Ohio – names like Lombardi, Starr, Davis, Nitschke, Kramer, Adderly, Wood, White, Woodson, Lofton, and others, as well as Henry Aaron, Frank Robinson, Oscar Robertson, Jackie Joyner-Kersey, Bud Selig, Sidney Moncrief, Dr. John Carlos, Senator Herb Kohl, Junior Bridgeman, and the other Hall of Fame, Olympians, World Champions, and thought leaders who have graced the fairways of the Fellowship Open for 22 consecutive years.



## The Backstory

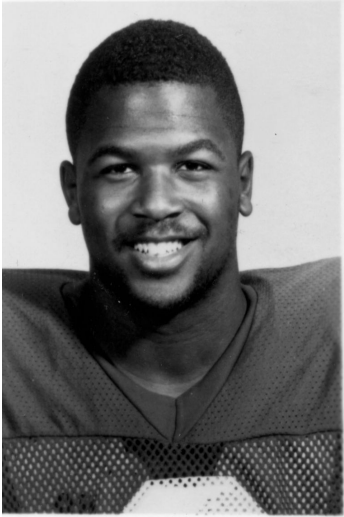


Overcoming hardship and adversity have been the pathways by which LeRoy Butler has come to understand the need for giving back, especially to youth who are vulnerable, impressionable, and critically at-risk. Like many former professional athletes whose connection and commitment to community runs deep in locally-disengaged communities like Milwaukee, Wisconsin through out the nation, LeRoy has dedicated himself to being a part of the solution through efforts like his ‘Butler versus Bullying’ program. The two-time NFL Pro

Football Hall of Famer, member of the Pro Football Hall of Fame 1990’s All-Decade team, 4-time Associated Press All-Pro selection, and 4-time NFL Pro Bowl selection, labors and is revered in the tradition of Green Bay Packers legends like Willie Davis and Reggie White, and friends and teammates like Charles Woodson, Gilbert “Gravedigger” Brown, Dr. George Koonce, and others. LeRoy Butler’s impact on America’s social justice landscape is enduring and constant.

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# The Beginnings



Duval County, Jacksonville, Florida – The projects, humble beginnings, single mother, racial disparity, hopelessness – a common theme but an uncommon pathway to triumph and living testimony to a caring parent and a village of support. Faith, Courage, Endurance! Fueled (sometimes) by fear, by the instinct to survive, by competition, and by his mama's encouraging voice – the motivation to overcome and fully participate in life's adventures seizing every unexpected opportunity wherever and whenever it appeared, describe LeRoy's remarkable journey – from wheelchair-bound, poverty-stricken, single parent upbringing, special-ed stereotype to recognition as one of the greatest athletes who ever played the Game, one of only 362 – in the shadow of Lambeau, Lombardi, and the Leap.

## Endurance-anchored by Faith and Village

LeRoy's personal story is rife with examples of overcoming adversity. From impoverished to empowered, even a wheelchair could not prevent this community servant and gifted athlete from a lifelong pursuit for access and equity. It has been his exemplary work ethic and unrelenting passion to move people to empowerment which drives this Super Bowl champion.

## Faith-instilled by Mother

If you know LeRoy, you know where it all starts and finishes. His mother's unconditional love and support provided him with exactly what he needed to succeed despite the odds and the world against him. His story, in his own words, is well-documented many times and is expressed no better than by LeRoy himself.

## Courage-tested by adversity

Without emotion, statistics highlight and underscore skill, ability, and talent. Recognition based on numbers is factual but falls far short of a total and comprehensive view of the soul of a legend forged in love, saved by grace, challenged by adversity, substantiated by sacrifice, and now paved in glory. He has referred to himself as the black Forrest Gump, paralleling his physical struggles as a youngster and the devastating bullying and degradation he was subject to growing up in the deep south. Mom and family were always there to support and embrace.

# Overview

The LeRoy Butler story. Humble beginnings. Poor health. Through a mother's love, overcoming the devastating and disparaging effects of poverty to recognition as one of the greatest athletes of all time. Deep south to frozen north. Along the way, countless moments of challenge and disappointment, triumph and victory, courage and endurance.

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Joyner-Kersee, Bud Selig, Sidney Moncrief, Dr. John Carlos, Senator Herb Kohl, Junior Bridgeman, and the other Hall of Fame, Olympians, World Champions, and thought leaders who have graced the fairways of Milwaukee's Fellowship Open for 22 consecutive years.



# Concept



Considering LeRoy's personal journey from poverty and leg braces to the "Leap" into the hallowed Pro Football Hall of Fame, there's nourishment aplenty in that bi-weekly storytelling. Along the way, from the deep South to the frozen tundra of the North, countless elite, world famous, all stars, champions, and instantly recognizable sports superstars have crossed paths and conversations with LeRoy. Many he has befriended in a way that we can capture on film allowing the listener to dive

deeply into their lives and experiences as America's greatest athletes, many with their own compelling stories of overcoming adversity and despair themselves – powerful messages, intimate yet profoundly universal.

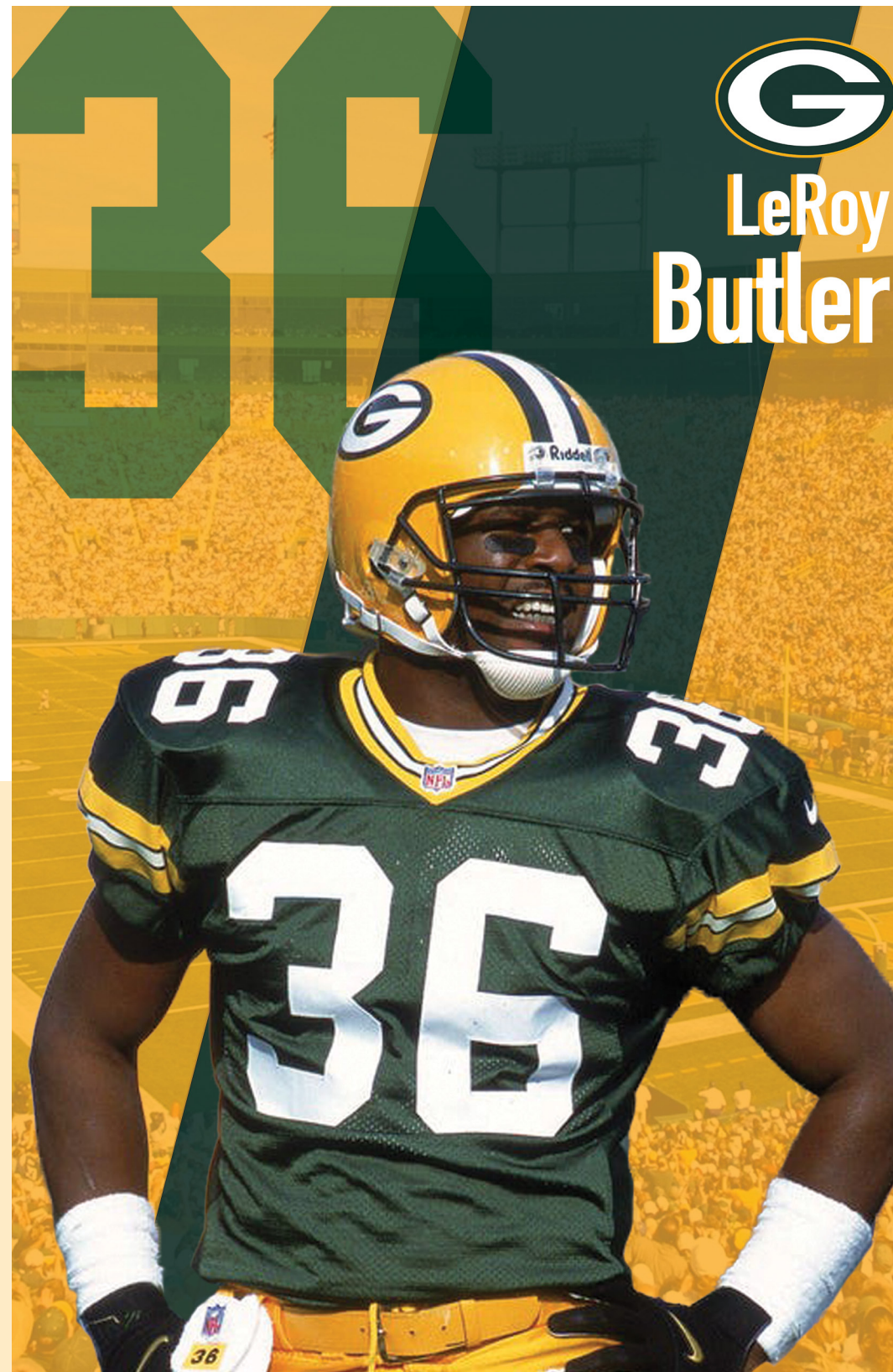
LeRoy Butler is a Hall of Famer's Hall of Famer. His infectious smile and personality molded by family values, tight-knit friendships, and community purpose generate immediate, positive appeal and attraction. He's a likeable guy and most know he's much more than that. Over a decade of podcasting and a HOF career playing with and against some of the most revered Hall of Famers in professional football history, his perspective, and the retelling of those years of sweat, pain, and glory will be relived and revisited vividly and candidly with the very NFL Hall of Famers he now joins.

## Philanthropic Impact



Mr. Butler's inspiration and motivation derive from his own experiences as a handicapped child – ridiculed, bullied, often wheel-chair bound, never able to play with other kids, let alone run or climb. Service to youth is where crossroads have intersected with many other professional athletes and Hall of Famers who through sports and athletics have found a vehicle for communication, self-fulfillment, and their life's mission. Track and field, baseball, basketball, golf – think LeRoy might have a meaningful

conversation with Julius "Dr. J" Erving, Jackie Joyner-Kersey, or Bo Jackson? Metaphorically, that is why the Leap is so significant. He did not just gradually saunter into triumph. He did not just meander or waltz – he "leapt" with zeal and spontaneous joy.



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