



MARCUS ALSTON



ACTIVIST | LEADER | LIVED EXPERIENCE | FORMER STUDENT-ATHLETE

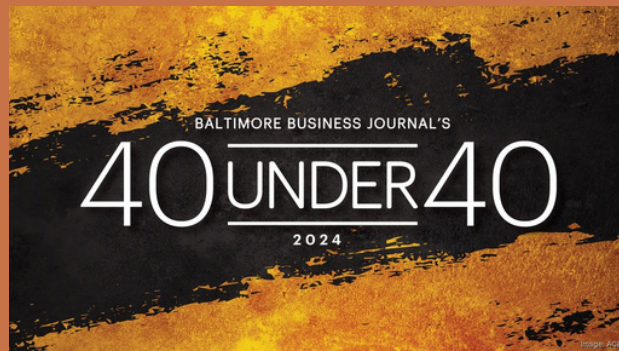
INTRODUCTION

Marcus Alston is the Founder & Executive Director of Alston for Athletes (AFA), a nonprofit whose mission is to advocate for student-athlete mental health through policy change and providing access to mental health services. Marcus turned his personal experiences with mental health challenges into bridging the gap between athletics and mental well-being.

Under his leadership, AFA has helped pass legislation in several states requiring mental health training for coaches. Marcus is also a sought-after speaker who has shared his story and expertise with high schools, universities, and organizations nationwide, empowering athletes, educators, and communities to prioritize mental health.



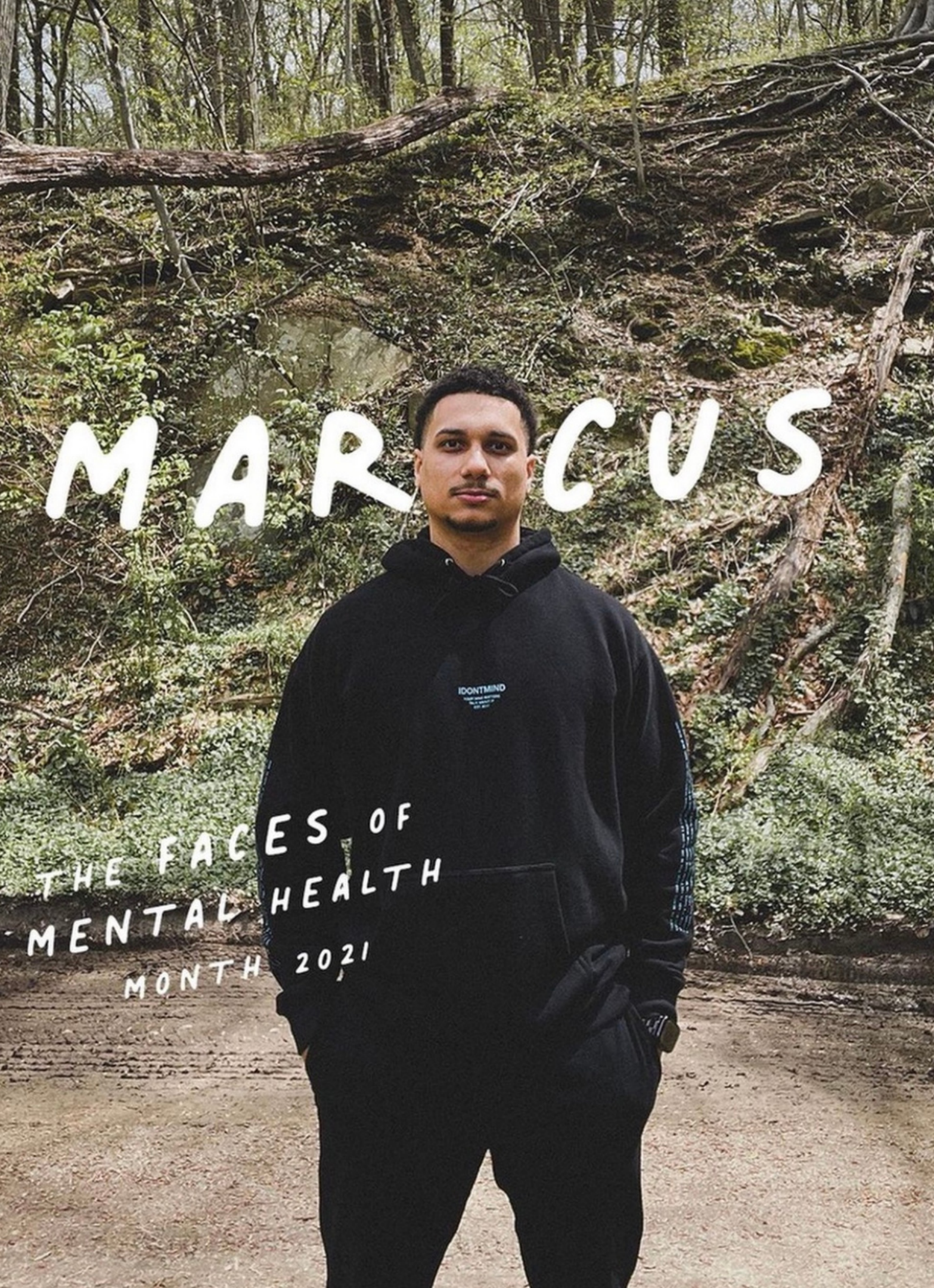
FEATURED BY:





AWARDS & RECOGNITIONS

- Mental Health America's Young Mental Health Leaders Council (September 2020-March 2021)
- MTV's Mental Health Youth Action Forum (April 2022-May 2022)
- Baltimore Business Journal 40 Under 40 (October 2024)
- Sports Business Journal Rising Leader Fund (April 2025)



EXTRA CURRICULAR ACTIVITIES

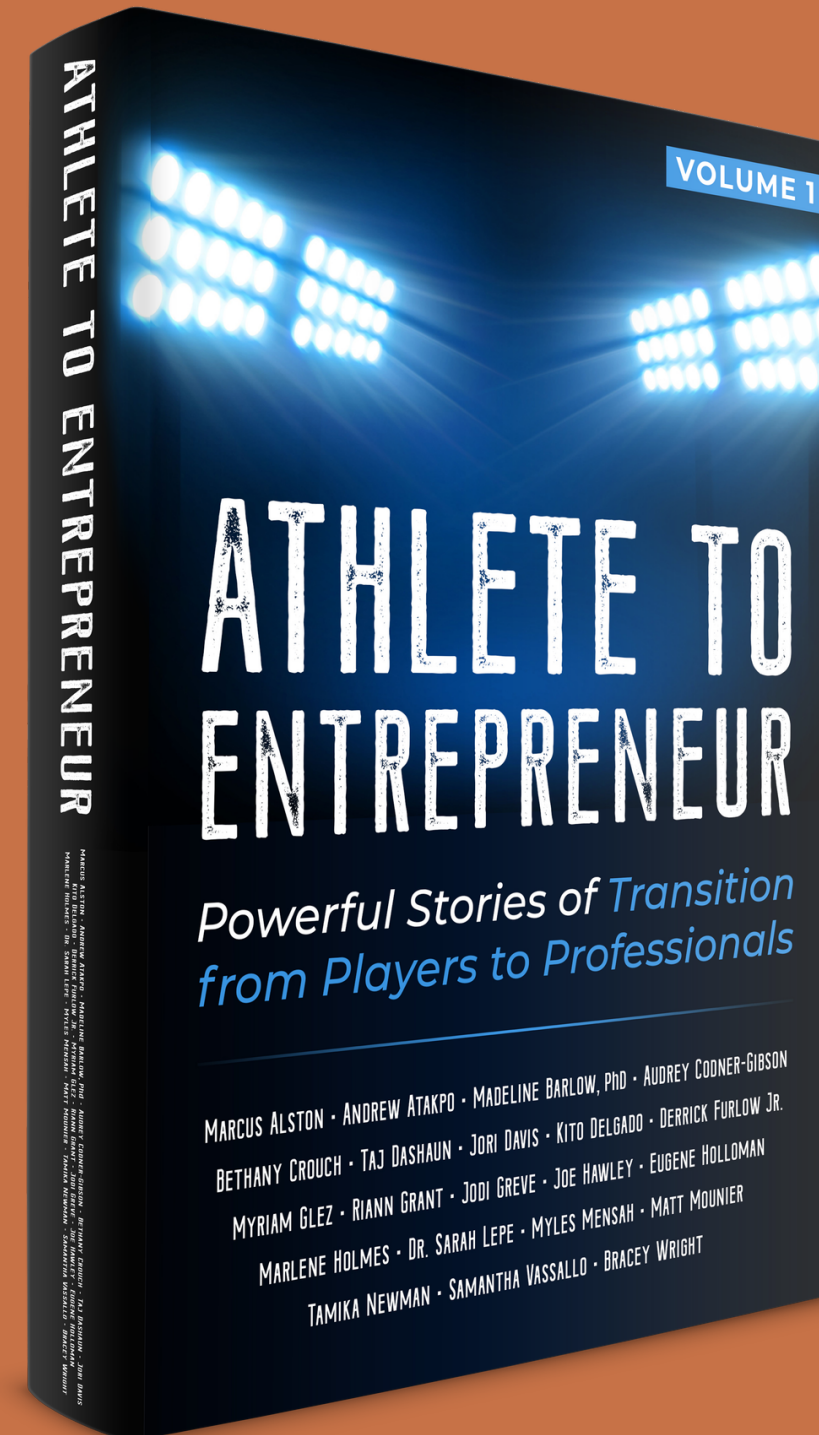
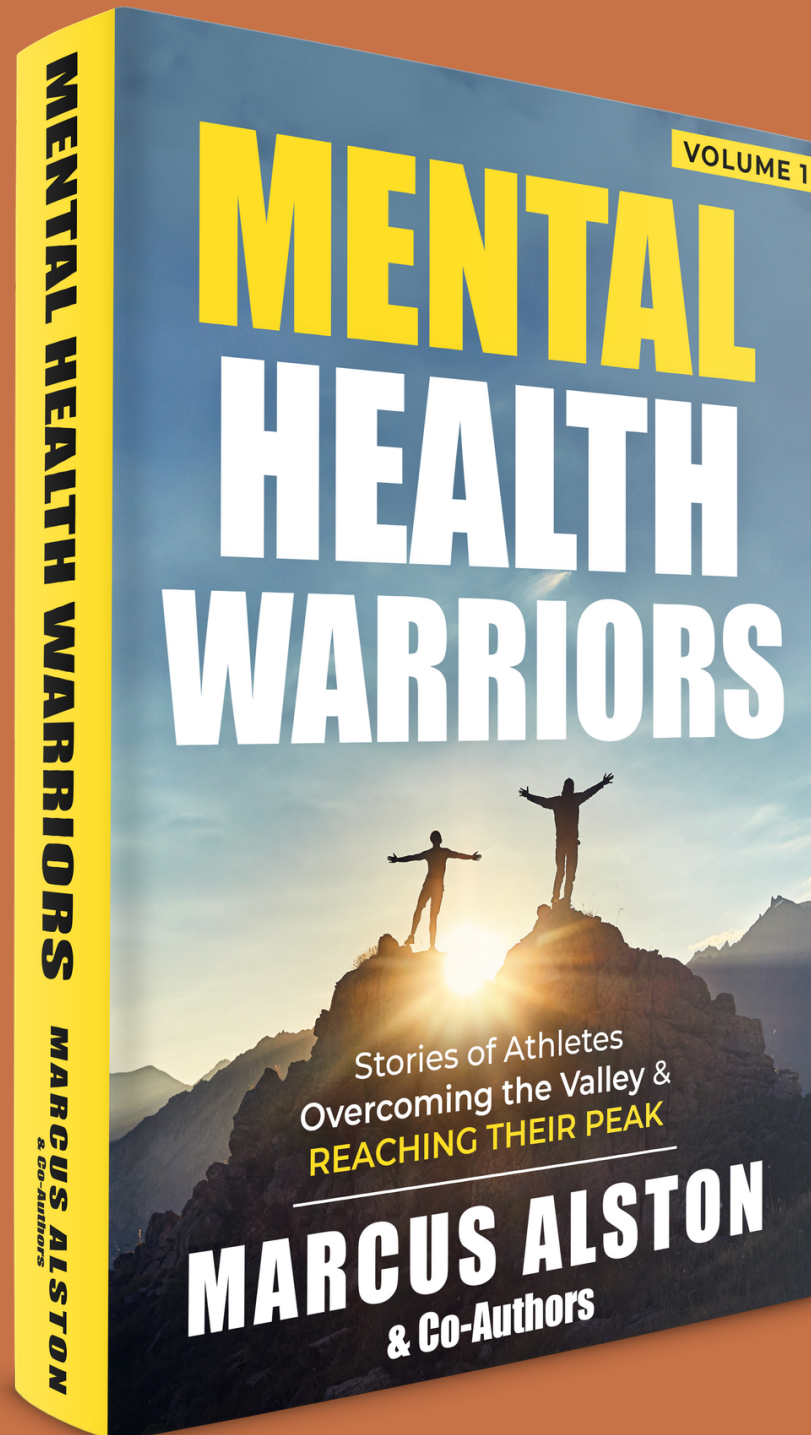
- Board of Directors, NAMI Maryland (January 2022-October 2024)
- Youth Impact Team, IDONTMIND (March 2023-March 2024)
- Youth Judge, U.S. Department of Health and Human Services (June 2023-July 2023)
- Public Policy Committee, Mental Health America (July 2023-Present)



KEYNOTE TOPICS

- **"Rewriting the Playbook: A New Model for Athlete Mental Health"** - How schools, conferences, and pro systems can institutionalize support.
- **"Mental Health Is a Competitive Advantage"** - How investing in wellness improves performance, retention, and culture.
- **"Coaches as Culture Builders"** - How coaches shape mental health environments.
- **"From Adversity to Advocacy"** - Marcus's journey and why athlete-centered support matters.
- **"Turning Pain into Platform"** - Using lived experience to drive systemic change.

PUBLICATIONS



LEGISLATION



**HB2420: Intercollegiate athletics program coaches;
Mental Health First Aid or similar training required.**



**SB165/HB204: Education – Coaches – Mental
Health Training**

SPEAKING ENGAGEMENTS



Paramount's Content for Change,
Super Bowl Week (2024)



Under Armour Student-Athlete
Leadership Council (2023-2025)



WBAL Changemaker Challenge Live
News Segment (2024)



Coalition of Athletic Communities for
Mental Health, UC Anschutz (2025)



Baltimore Business Journal 40
Under 40 (2024)



St. Mary's College of Maryland
(2024)



Hello Trauma Hello Change Book
Launch, Austin, TX (2023)



MLK Prayer Service, Mount Saint
Joseph High School (2020)

CONTACT INFORMATION

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