



# JACKSONVILLE JAGUARS FOUNDATION



Believing that youth represent the community's future, the Jacksonville Jaguars Foundation is committed to support programs benefiting economically and socially disadvantaged youth, families and other NFL and team charitable initiatives.

## FOUNDATION'S GRANT AWARDS TOP \$18 MILLION

Under the leadership of Jaguars owner Shad Khan and his family, the Jaguars Foundation continues to be a national leader in professional sports philanthropy, providing more than \$1.6 million in grants to local youth, military/veterans and other charitable organizations.

The Jaguars Foundation awarded its first grants in March of 1995, well before the team played its first game. Total grant making since 1995 is more than \$18 million. This level of giving is among the top few in professional sports.

## IMPACT ON EDUCATION

The Jaguars Foundation has adopted **Andrew Jackson High School** as a corporate partner, making a significant investment in the students and staff at the school. Support from the Jaguars Foundation includes an Honor Rows program, pep rallies, faculty and staff functions, prom night, scholarships and the Jaguars Reading Den. The Jaguars Foundation has also embarked on a three year commitment with **City Year** to provide supportive services at **Matthew Gilbert Middle School**, a feeder school to Andrew Jackson, to help students be high school ready.



## HONOR ROWS



**Florida Blue** is proud to present the Jaguars Foundation's Honor Rows. This unique program uses seats at Jaguars home games as incentives for youth ages 9 to 17 to set and achieve ambitious but realistic goals in the areas of academic improvement, personal behavior, volunteer community service, nutrition and physical fitness. Honor Rows youth also pledge to remain free from illegal drugs, alcohol and tobacco.



At the games, participants receive a meal, hat, Honor Rows T-shirt and special recognition by the team owners and fans. Nearly 5,000 seats will be awarded in 2014 in partnership with 42 nonprofit agencies. Since, 1995, more than 50,000 youth have earned their seat. The **United Way of Northeast Florida** mobilizes game-day volunteers who ensure the overall safety and enjoyment of the participants.

In addition to the Honor Rows, the Jaguars Foundation awards seats to other charitable organizations. In total, nearly 11,800 seats are allocated each season for charitable purposes with an in-kind value exceeding \$430,000.

## SUPPORT FOR OUR MILITARY

The NFL and the Jaguars have had a long history of strong support for our troops and their families. Since the inaugural season in 1995, the Jaguars, in partnership with the **Greater Jacksonville USO**, have made available more than 1,000 tickets to active military at a reduced price for every home game.

## HONORING OUR TROOPS



The largest block of donated tickets for active military families is in the Foundation's "HONORING OUR TROOPS" section. In partnership with **UPS**, Greater Jacksonville USO, area US Navy bases, and other military branches and Guard/Reserve units, the Foundation provides more than 100 tickets each home game to local families with children who have a parent on deployment. Complimentary bus transportation, T-shirts and Jag Dollars for meals or souvenirs for the kids are provided.



HONORING OUR TROOPS

## SUPPORT FOR VETERANS RETURNING HOME

The Khan family and the Jaguars have made a \$1 million commitment over five years to the **City of Jacksonville** to support transition services for veterans returning to civilian life at the Jacksonville Veterans Resource and Reintegration Center.



## Jacksonville Jaguars Foundation

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www.jaguars.com/foundation-community

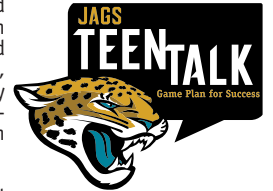
## NFL/JAGUARS PLAY 60 CHALLENGE

In partnership with **THE PLAYERS Center for Child Health** at **Wolfson Children's Hospital** and the **American Heart Association**, the Jaguars Foundation offers opportunities to increase youth fitness activities and improve nutrition, as part of the NFL's Play 60 Challenge. More than 3,000 sixth grade students in area schools participate along with hundreds of youth in community non-profits through programs that help youth become more active and improve healthy eating habits. More than \$1 million in fitness and nutrition grants have been made by Wolfson Children's Hospital and the Jaguars Foundation to schools and nonprofit organizations.



## JAGS TEEN TALK...GAME PLAN FOR SUCCESS

JAGS Teen Talk...Game Plan for Success is a unique partnership of local media, including all of the local television stations, and nonprofit organizations that helps teens focus on setting and achieving their goals to success and dealing with issues such as bullying, peer pressure, drugs, alcohol, tobacco and other obstacles they may encounter on their path to success. Local media and the Foundation collaborate to produce an annual prime time television show.



The 2014 show featured Jaguars Cornerback Will Blackmon and Shari from the ROAR of the Jaguars Cheerleaders as co-hosts, and a special guest appearance by Head Coach Gus Bradley. The show and other information can be accessed year-round at [jagsteentalk.jacksonville.com](http://jagsteentalk.jacksonville.com), created in partnership with The Florida Times-Union and [jacksonville.com](http://jacksonville.com).

## AWARDS AND RECOGNITION

In 2013, The Jags Teen Talk Show was awarded a **regional Emmy in Community Service** by the **Suncoast Chapter of the National Academy of Television Arts & Sciences**. In 2013, The Jaguars and Jaguars Foundation were named the **Business Partner of the Year** by **St. Johns County Public Schools**. In 2011, the Jaguars Foundation received the **HOPE Worldwide Faith in Action Award**. In 2010, the Jaguars Foundation was recognized by the Girl Scouts at the **Association of Fundraising Professionals—Florida First Coast Chapter**. The Jaguars Foundation was the proud recipient of the 2006 **Steve Patterson Sports Philanthropy Award** from **The Robert Wood Johnson Foundation** and the **Sports Philanthropy Project** for outstanding leadership in philanthropy in professional sports, both for the Foundation's work in Jacksonville and its leadership in guiding other professional teams in the development of grant making and other programs in their local markets. The Foundation's Straight Talk program received the 2005 **Wilmer Shields Rich Bronze Award for Excellence in Communications** by the **Council on Foundations**. In 2003, the Jaguars Foundation was named **Jacksonville's Outstanding Foundation** by the **Association of Fundraising Professionals—Florida First Coast Chapter**; and also received the **Governor's Community Investment Award** in recognition of its juvenile justice crime and youth violence prevention programs for youth. Other awards include: **Florida Department of Education's Commissioner's Business Recognition Award** (2001); **Bridge Builder Award** (1997); **WTLV-12 Top of the Class Award** (1996) for Playbooks; **Governor's Community Investment Award** (1996) for Honor Rows, and **Grantmakers in Health Award** (1996 and 1995). The Jaguars Foundation's innovative programs have been recognized in national media, including the January/February 2005 issue of **FOUNDATION News and Commentary**, as well as in articles in **The New York Times**, **Forbes Magazine**, **Grantmanship Center Magazine**, **St. Anthony Messenger**, **ESPN** and the "Osgood File" radio program.

**FOUNDATION BOARD** — Shahid Khan, Chair/CEO; Mark Lamping, Secretary; Kelly Flanagan, Treasurer; Ann Khan, Shanna Khan, and Peter Racine, Foundation President (ex officio).

**COMMUNITY ADVISORY BOARD** — The Honorable Brian Davis, Circuit Court Judge, Nassau County; Pamela Y. Paul, Community Volunteer; Melanie Patz, Vice President of Community Investment and Impact, Baptist Health; Nina Waters, President, The Community Foundation; and Lawrence J. DuBow, Community Volunteer.

**HONOR ROWS VOLUNTEER COMMITTEE** —Heather Albritton, Holly Diz, Richard Feacher, Sarah Hande, J. Greg Hurst, William Keator, Kenneth Reddick, Renzo Sheppard, and Matthew Schellenberg.

**FOUNDATION STAFF** — Peter M. Racine, President; Lisa Sahi-Kiral, Administrative Assistant & Grants Manager; Janet Burnside, Director of Finance & Funding Development; T-Neisha Tate, Program Coordinator; Renzo Sheppard, Community Relations Manager; and Whitney Hochstetler, Communications and Program Coordinator.