



# UNITED IN THE COMMUNITY



The Jacksonville Jaguars are committed to giving back and serving the city that has shown incredible support over the years. The Jaguars Foundation develops and implements resourceful and valuable programs that contribute directly to the Jacksonville area. Below is an explanation of a few of the initiatives that the Jaguars have successfully executed in the past year.



### LONDON NFL PLAY 60

In addition to the NFL Play 60 programs that the Jaguars Foundation implements in Jacksonville, the Jaguars took Play 60 to London. Jaguar players, members of the ROAR of the Jaguars, team staff members and Jaxson de Ville all participated in an NFL Play 60 event at Westway Sports Centre in West London promoting youth football and fitness.

### JAGUARS 50/50 FAN RAFFLE FOR CHARITY

Each game, fans have the opportunity to purchase raffle tickets, with a chance to be the big winner. Half of the net proceeds go to one winner, with the other half benefiting the Jaguars Foundation and a co-recipient charity. The raffle raised over \$130,000 last season. Benefiting charities from the 2013 season include No More Homeless Pets, Family Promise, J.T. Townsend Foundation, Second Harvest, Baptist Health's Hill Breast Center, K9s for Warriors, Dignity U Wear, American Red Cross, and Boys & Girls Clubs of Northeast Florida.



### HOSPITAL VISITS

Jaguars players regularly make visits to Wolfson Children's Hospital to meet with kids, sign autographs and lift spirits. In 2008, the Jaguars Den was established at Wolfson Children's Hospital. The Jaguars Den is a one-of-a-kind, state-of-the-art room for children at the hospital where areas are designated for group games, pods for semi-private conversations, and individual computer stations. Stations are equipped with a keyboard and other input devices such as drawing tablets, touch pads and joysticks, all on flexible supports that children can easily adjust for their comfort.

### 7-ON-7 PASSING CHALLENGE

The Jacksonville Jaguars introduced the first annual Jaguars 7-on-7 Passing Challenge in June 2014. As a part of the Jaguars Youth Football initiative, the Jaguars 7-on-7 Passing Challenge is designed to sharpen the skills of young athletes while giving them an early dose of competition as they prepare for the high school football season.



### HOMETOWN HUDDLE

For more than 30 years the NFL and the United Way have partnered to help build stronger, healthier communities. Whether it's reaching out to disadvantaged youth or feeding the hungry, both are committed to raising public awareness of important social service issues. Each fall, the Jaguars partner with the United Way of Northeast Florida for a hands-on community service project called Hometown Huddle. Children from United Way programs in the Jacksonville area have a chance to spend time with their favorite NFL players as they participate in a few outdoor physical activities as well as participate in one community activity to show the children the importance of giving back.



JACKSONVILLE JAGUARS



### MILITARY VISITS

Jaguars players make visits to the local military bases including the Air National Guard 125th Fighter Wing (Air Force National Guard), Mayport Naval Station and NAS JAX. On these visits players sign autographs and are given behind-the-scenes tours to help them gain an appreciation for the service men and women returning or preparing to deploy overseas. Players also make trips to military facilities such as the Bethesda National Naval Medical Center where men and women who are wounded overseas fighting for our country come for rehab and treatment of wounds caused in battle.

### GIVE & GO 100 PROGRAM

In a partnership with the Nonprofit Center of Northeast Florida, the Jaguars Foundation and the DuBow Family Foundation, the Jaguars offer the opportunity to northeast Florida nonprofits to earn dollars through the sale of exclusive, discounted Jaguars tickets. Give and Go 100 allows Jacksonville nonprofits to offer the lowest-priced Jaguar tickets in town for single ticket sales. Each participating organization that sells 100 or more tickets can earn \$3,000 or more for their organization. This program raised over \$23,000 last year for local nonprofits, and this year the program is back with some BIG ideas to help raise even more money!



### JAGUARS ROOKIE CLUB

In June of 2003 the Jaguars established the Rookie Club for all incoming rookies. Its purpose is to assist in the transition from college to the NFL, and to introduce and involve first-year players, as a group, in charitable and civic activities in the Jacksonville community. As a group the rookies make a number of appearances to different types of community outreaches so that each player has a chance to decide the type of outreach he has a passion for as an individual.

### COACHING CLINIC

The Jacksonville Jaguars hosted a coaching clinic in June 2014. The clinic was designed with an emphasis on the core fundamentals to the game. There were six fundamental sessions that Jaguars position coaches instructed on the latest teachings that the staff has incorporated. All high school coaches from Duval and the four surrounding counties were invited to participate. Head Coach Gus Bradley and the assistant coaches enjoyed meeting local football coaches throughout the Jacksonville area.

### SHOPPING WITH THE JAGS

Each year over 100 children from different agencies have the opportunity to go shopping with their favorite Jaguars players. The children have time to talk to their favorite players about football, family and some of the players' favorite activities they did growing up. All of this conversation is taking place while the players and children are trying to budget out what gifts they will buy for themselves and their family members.

