



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 \$15.5 MILLION

Under the leadership of new Jaguars owner Shahid Khan and his family, the Jaguars Foundation continues to be a national leader in professional sports philanthropy, providing more than \$1 million in grants to local youth-serving nonprofits in 2012 and more than 11,000 charitable tickets with a value of over \$450,000.

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 \$15.5 million. This level of giving is among the top few in professional sports.

PROGRAMS:

IMPACT ON EDUCATION: This year, the Foundation and Team have adopted **Andrew Jackson High School** as a corporate partner, making a significant investment in the students at the school. Through the support of the Jaguars team owners, coaches, players and staff, along with other community and corporate partners, the goal is to return Andrew Jackson High School to its tradition of excellence.

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, and nutrition and physical fitness activities. Honor Rows youth also pledge to remain free from illegal drugs, alcohol and tobacco.

At the game, participants receive a meal, Honor Rows t-shirt and hat, and special recognition by the team owners and fans. Nearly 5,000 seats will be awarded in 2012 in partnership with 44 nonprofit agencies. Since, 1995, more than 40,000 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.

NFL/JAGUARS PLAY60 CHALLENGE: In partnership with Baptist Health/Wolfson Children's Hospital, 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 6th grade students in the Duval County Public 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 \$700,000 in fitness and nutrition grants have been made by Baptist Health and the Jaguars Foundation to schools and nonprofit organizations. Additionally, Baptist Health and the Foundation partnered with the Pepsi Refresh program and others, to supporting twelve community and school-based gardens in Northeast Florida.



STRAIGHT TALK™...TEENS AND SUCCESS: STRAIGHT TALK...Teens & Success is a unique partnership with Florida Blue, local media, including all of the local television networks and nonprofit organizations. STRAIGHT TALK...Teens & Success helps teens focus on setting and achieving their goals to success and dealing with issues such as cyber-bullying, teen pregnancy, drugs, alcohol and tobacco that are obstacles to success. Local media and the Foundation collaborate to produce an annual prime time television show. The 2012 show featured Jaguars players Derek Cox and Rashad Jennings and Sam from the ROAR of the Jaguars Cheerleaders as co-hosts, medical and legal experts and resources for teens and parents. The show and other information can be accessed year-round on the website: straighttalkjacksonville.com created in partnership with The Florida Times-Union and jacksonville.com.



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 the Greater Jacksonville USO, area US Navy bases, 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.



SUPPORT FOR VETERANS RETURNING HOME: In partnership with the City of Jacksonville, the Khan family and the Jaguars have made a \$1 million commitment over five years to support transition services for veterans returning to civilian life in Jacksonville.

ANTI-TOBACCO INITIATIVE: The team and the Foundation have taken a nationally recognized leadership position in the local and professional sports community against youth tobacco use. The signature "Jaguars Don't Smoke" logo, showing a vibrant Jaguar squashing a pack of cigarettes under its paw, appears on various venues. The Jaguars set an exceptional precedent as the first team in the NFL to have tobacco advertising removed from their game-day program, since followed by the entire league.



AWARDS AND RECOGNITION: 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.

For more information, contact:
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FOUNDATION BOARD — Shahid Khan, Chair/CEO; Mark Lamping, Secretary/Treasurer; Ann 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 Impact, United Way of Northeast Florida; Nina Waters, President, The Community Foundation; and Lawrence J. DuBow, Community Volunteer.

HONOR ROWS VOLUNTEER COMMITTEE — Keri Corey, Richard Feacher, Noah Henderson, J. Greg Hurst, William Keator, Jeri Franz, Renzo Sheppard, Kenneth Reddick, and Matthew Schellenberg.

FOUNDATION STAFF — Peter M. Racine, President; Lisa Sahi-Kiral, Administrative Assistant; T-Neisha Tate, Program Coordinator; and Whitney Hochstetler, UNF Honors Program Intern.