



BILLS

IN THE COMMUNITY

2025 - 2026 COMMUNITY IMPACT REPORT







On behalf of the Buffalo Bills organization, I am pleased to present our 2025-2026 Community Impact Report. This annual publication highlights your significant contributions to our outreach initiatives throughout Buffalo, Western New York and Southern Ontario.

This year, we celebrate a significant milestone as we move into Highmark Stadium for the first time. This best-in-class stadium reflects the enduring spirit of Buffalo and the steadfast support of our community. We look forward to creating new memories and building our legacy together for future generations.

The Buffalo Bills Community Impact team focuses on four main areas: CPR Training and AED Access, Youth Football, Social Justice, and Food Security. Thanks to these programs and the strong connection between our players and Bills Mafia, we're working to make a real difference in our community and keep Buffalo known as the "City of Good Neighbors."

Winning on the field is vital, but some of our biggest successes are the ones that benefit our community. Our mission goes beyond football. Your involvement in these efforts makes us stronger, and we truly appreciate the players, staff, coaches, and partners who support this work.

The Pegula family, the Buffalo Bills, and the Bills Foundation thank you for your ongoing commitment to Buffalo's growth and success. Together, we can make a real and lasting difference.

A handwritten signature in dark ink, appearing to read 'Pete Guelli', with a long horizontal stroke extending to the right.

Pete Guelli

President of Business Operations



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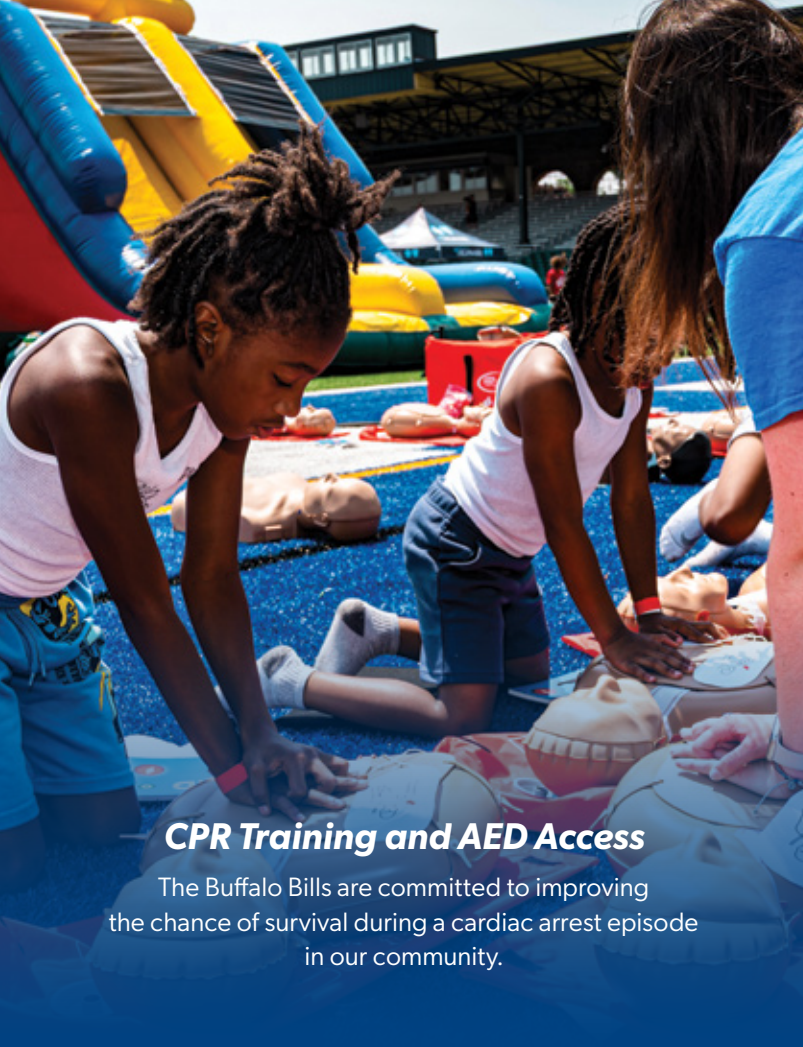
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BILLS

IN THE COMMUNITY

The Buffalo Bills are committed to creating a lasting impact throughout Western New York and Southern Ontario, with specific focus on the following pillars.



CPR Training and AED Access

The Buffalo Bills are committed to improving the chance of survival during a cardiac arrest episode in our community.



Youth Football

The Buffalo Bills aim to provide opportunities for youth to participate in tackle and flag football within Western New York and Southern Ontario.



Social Justice

The Buffalo Bills aim to reduce barriers and create opportunities within workforce development, mentorship and education.



Food Security and Access

The Buffalo Bills Foundation is focused on addressing hunger, increasing access to nutritious food for families and supporting healthy eating in the Western New York region.



STANDOUT NUMBERS

115+

COMMUNITY AND YOUTH FOOTBALL
EVENTS HOSTED AND SUPPORTED

28,266

COMMUNITY MEMBERS DIRECTLY
IMPACTED IN 2025

145+

PLAYER APPEARANCES IN
THE COMMUNITY

92,745

INDIVIDUALS TRAINED IN CPR

212

ZIP & POSTAL CODES SUPPORTED
AND IMPACTED

\$2M

DISTRIBUTED IN FOUNDATION GRANTS





FULL TEAM COMMUNITY TAKEOVER

On June 4, 2025 Buffalo Bills participated in a one-of-a-kind event as the team visited 12 local schools simultaneously for a surprise community initiative. The team joined students for field day activities, school parades and more.

12 SCHOOLS
VISITED

82 PLAYERS & COACHES
PARTICIPATED

5K+ STUDENTS
IMPACTED





This stuff kind of creates a new sense of chemistry, a new sense of togetherness, it's really cool to be out here with everybody.

- Tight End Dawson Knox

This is what Buffalo is about. This is what we do. We are part of the community and we never will not be. This is part of the routine every single year, we grab hands and we come together. That's what the Buffalo Bills is, and that's what we show for it.

- Left Tackle Dion Dawkins



Walking through the school, the energy was unreal. We're grateful for it. We're thankful for it and we're happy to be able to do stuff like this.

- Wide Receiver Khalil Shakir







PRESENTED BY



connors & ferris, llp

ticketmaster®

The Buffalo Bills returned to St. John Fisher University for 2025 Training Camp to kick off the start of the season. The Bills were proud to host a variety of community guests throughout the duration of camp.

886 TRAINING CAMP TICKETS
DISTRIBUTED TO COMMUNITY GUESTS

26 GROUPS HOSTED FOR VIP
COMMUNITY EXPERIENCE

VIP Community Experience

Selected community groups were invited to participate in the VIP Community Tent Experience at Training Camp. Some of the groups hosted included Special Olympics New York, American Cancer Society, Boys & Girls Clubs of Rochester, Best Buddies and more.

Ryder Cup Surprise

After attending Training Camp with Special Olympics New York, Nate Forrestel, known as "Nate the Golf Guy" was surprised with tickets to the 2025 Ryder Cup from Quarterback Josh Allen.

Connecting with the Community

Buffalo Bills Training Camp provided unique opportunities for players and fans alike to connect through their stories.

COMMUNITY TICKET PROGRAM

The Community Ticket Program presented by M&T Bank provides Buffalo Bills fans the opportunity to visit Highmark Stadium by removing potential barriers such as transportation, ticket costs and concession costs. Community guests received game tickets, concession vouchers and optional transportation for the Return of the Blue and Red practice and preseason game against the New York Giants.

5,576 TICKETS DONATED TO COMMUNITY ORGANIZATIONS AND YOUTH FOOTBALL ORGANIZATIONS THROUGH COMMUNITY TICKET PROGRAM

50+ COMMUNITY AND YOUTH FOOTBALL ORGANIZATIONS HOSTED THROUGH THE COMMUNITY TICKET PROGRAM





Return of the Blue and Red

On August 1, 2025, community groups attended the Return of the Blue and Red practice in the M&T Club with a meal, complimentary activities and visits from Billy Buffalo and Bills Legend Darryl Talley.



Bills vs. Giants Preseason Game

On August 9, 2025, Community Ticket Program guests were invited to watch the Bills take on the Giants.



CPR EDUCATION & AED AWARENESS

In the third year of the Buffalo Bills 5-year, \$1 million commitment to American Heart Association, the Bills HeartBEAT program has continued its work improving the chance of survival during a cardiac arrest episode in our community.

11,840

**EDUCATED WITH CPR AND FIRST
AID IN YOUTH SPORTS KITS**

1,708

**TRAINED AT BUFFALO BILLS
TRAINING CAMP**

9,071

**TRAINED AT HEARTBEAT AND
OTHER LOCAL EVENTS**

70,000

**AT HIGHMARK STADIUM VIA
HANDS-ONLY DEMONSTRATION**

10 AEDS

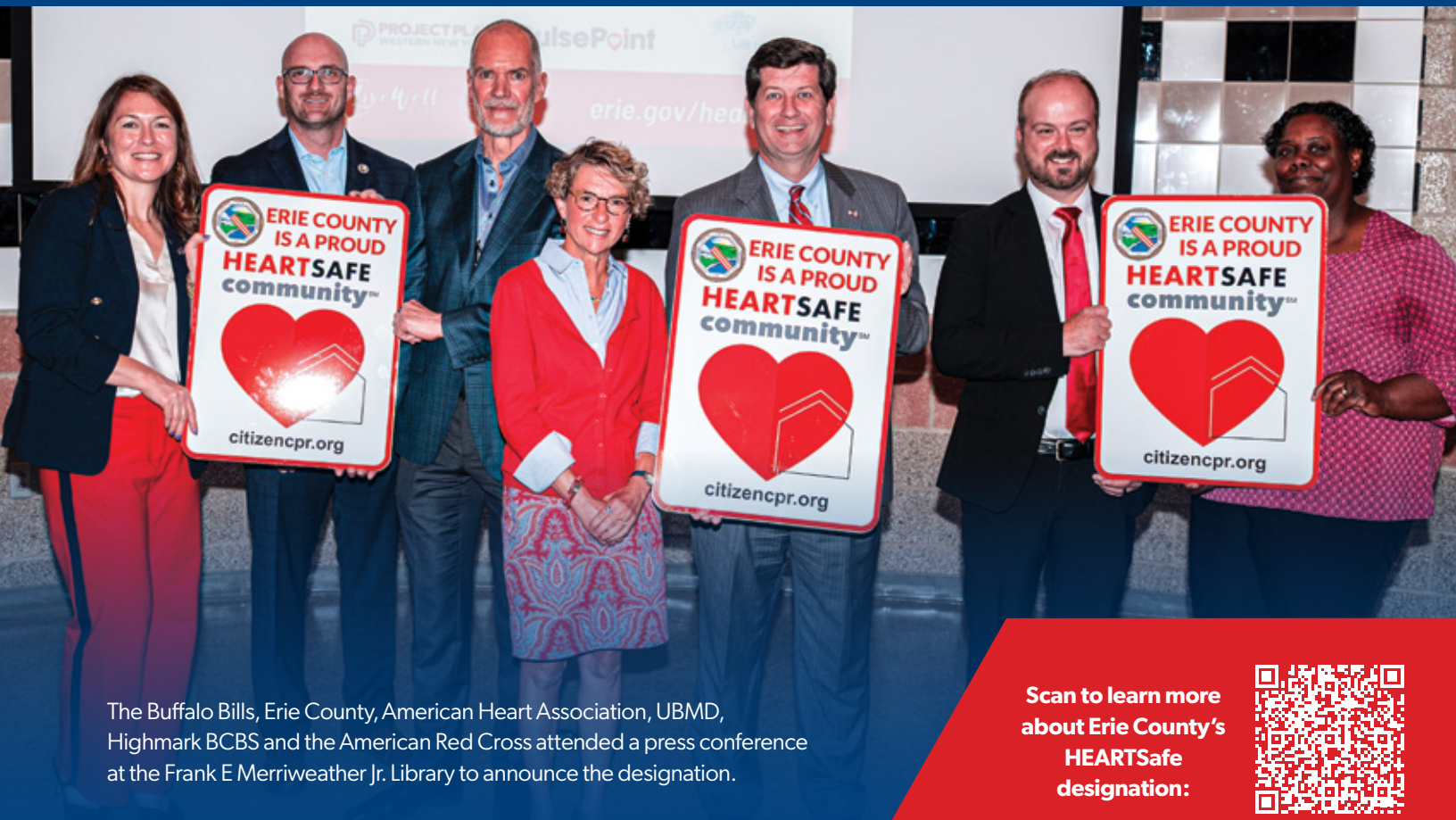
**DONATED TO YOUTH SPORTS ORGANIZATIONS BY HIGHMARK BLUE CROSS
BLUE SHIELD OF WESTERN NEW YORK AND BUFFALO BILLS FOUNDATION**





HEARTSAFE COMMUNITY

On May 29, 2025, Erie County was officially designated a HEARTSafe Community. This designation highlights the county's commitment to improving outcomes from sudden cardiac arrest through public education, emergency preparedness, and coordinated response. Erie County met 13 essential benchmarks, including a year-long effort to educate more than 15% of county residents in hands-only CPR. Additionally, over 200 additional AED's have been placed in the Western New York Community since 2023.



The Buffalo Bills, Erie County, American Heart Association, UBMD, Highmark BCBS and the American Red Cross attended a press conference at the Frank E Merriweather Jr. Library to announce the designation.

Scan to learn more
about Erie County's
HEARTSafe
designation:





HEARTBEAT EVENTS

The Buffalo Bills continued to engage the Western New York community in the HEARTBEAT initiative through a variety of events.



Say YES Saturday Academy

The Buffalo Bills and American Heart Association were proud to support the Say YES Saturday Academy and Black Family Wellness Expo at BUILD Academy with hands-only training. The day also celebrated Dr. Les Bisson, who was honored with the Health Equity Award for his dedication to advancing healthcare, access and equity in the community.

Buffalo Public Schools Summit

On June 7, 2025, the Buffalo Bills, American Heart Association and Highmark BCBS supported the Buffalo Public Schools Summit Day of Celebration with hands-only training and other activities. Bills players Alec Anderson, Darrynton Evans and Ryan Van Demark joined in on the educational fun.





Buffalo Bills Training Camp

On July 29, 2025, American Heart Association staff, volunteer CPR trainers and Heart Saver Heroes enjoyed a VIP Community Experience at Buffalo Bills Training Camp.

Chasing M's CPR and Agility Clinic

On August 5, 2025, Bills Safety Damar Hamlin and his Chasing M's Foundation partnered with the American Heart Association to host an AED distribution alongside an agility clinic and hands-only training for community groups. Bills Owner Terry Pegula also attended the event to share the importance of CPR and AED Education.



Jamberino Family Surprise

Bills Safety Damar Hamlin surprised Nancy Jamberino and her family with a meet and greet at the Buffalo Bills Training Center and tickets to the Bills vs. Dolphins game. Nancy suffered a cardiac episode at the Return of the Blue and Red practice, where her daughter's CPR training saved her life.

HeartBEAT Game Day

During the Buffalo Bills Sept. 18 home game, American Heart Association staff, CPR trainers and volunteers and Heart Saver Heroes were honored on field. Guests participated in the Introduction Banners experience while others were recognized in a pre-game ceremony.





INSPIRE CHANGE

Each season, the Buffalo Bills Social Justice Committee allocates grant dollars to support programs that reduce barriers and create opportunities in Western New York.

2025-2026 Social Justice Fund Grant Recipients

Code Blue

Code Blue is Erie County and the City of Buffalo's cold weather emergency safety plan that provides outreach, transportation, shelter, and a warm meal to individuals in our community who are unhoused on evenings when temperatures or wind chill falls to 32 degrees or below.

The Bills donated a 15-passenger van to Code Blue, in addition to a donation of 200 backpacks filled with essentials for the homeless from LECOM.

Say Yes Buffalo

In partnership with Say Yes Buffalo, the Bills launched the Game Changer Scholarship program, a Career and Technical Education scholarship program for Buffalo Public School students. This will provide ten \$1,000 scholarships to graduating seniors for the next five years.

MEMBERS OF THE 2025-2026 SOCIAL JUSTICE COMMITTEE:

Christian Benford
DeWayne Carter
Brandon Codrington
Ray Davis

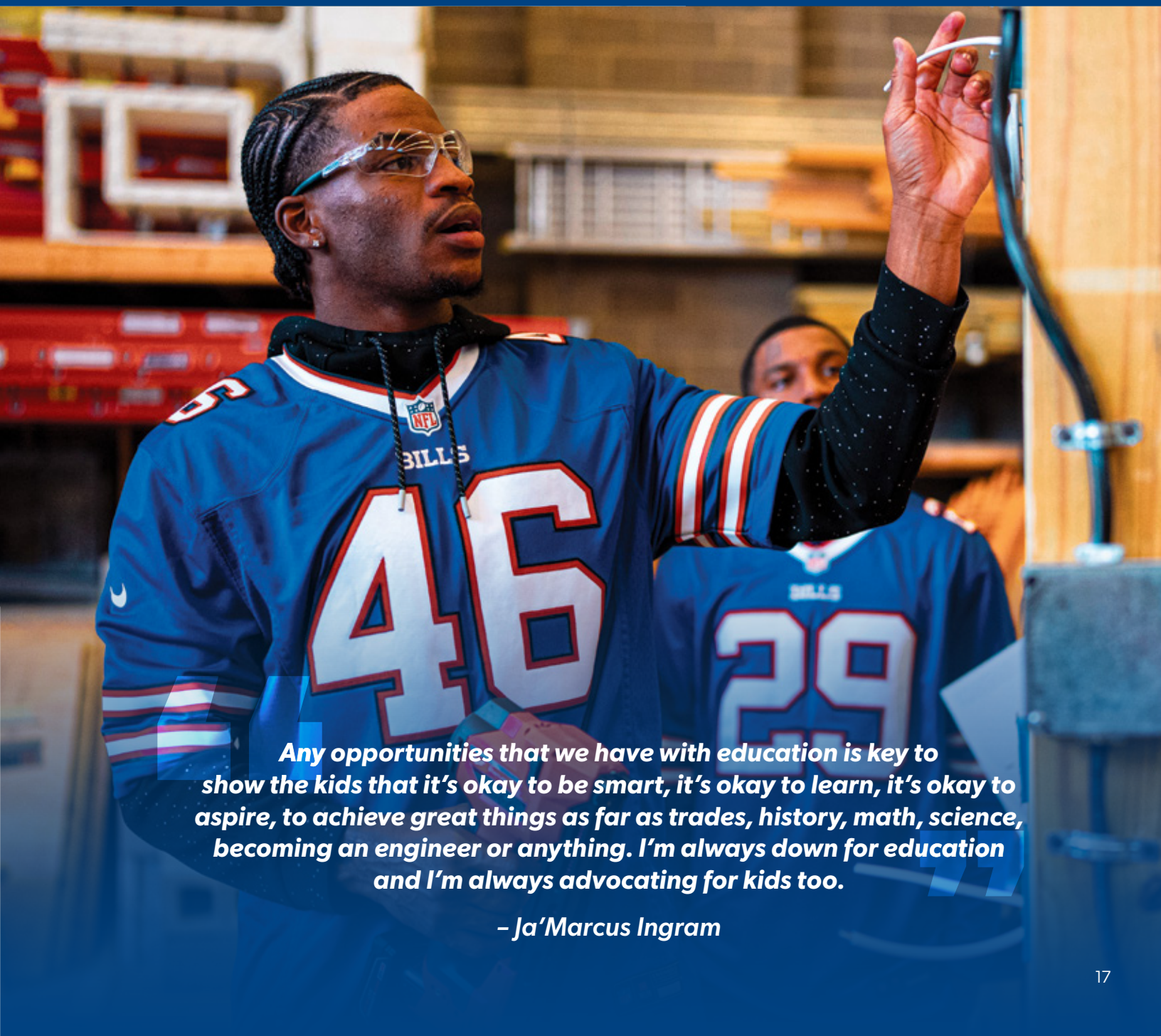
Dion Dawkins
Ja'Marcus Ingram
Sedrick Van Pran-Granger
Tyrell Shavers





McKinley High School Trades Visit

On Oct. 7, 2025, the Buffalo Bills Social Justice Committee visited McKinley High School to learn more about the trade programs available to Buffalo Public School students. Students in their respective trade programs educated Bills players on carpentry, plumbing, electrical and other trades.



Any opportunities that we have with education is key to show the kids that it's okay to be smart, it's okay to learn, it's okay to aspire, to achieve great things as far as trades, history, math, science, becoming an engineer or anything. I'm always down for education and I'm always advocating for kids too.

– Ja'Marcus Ingram



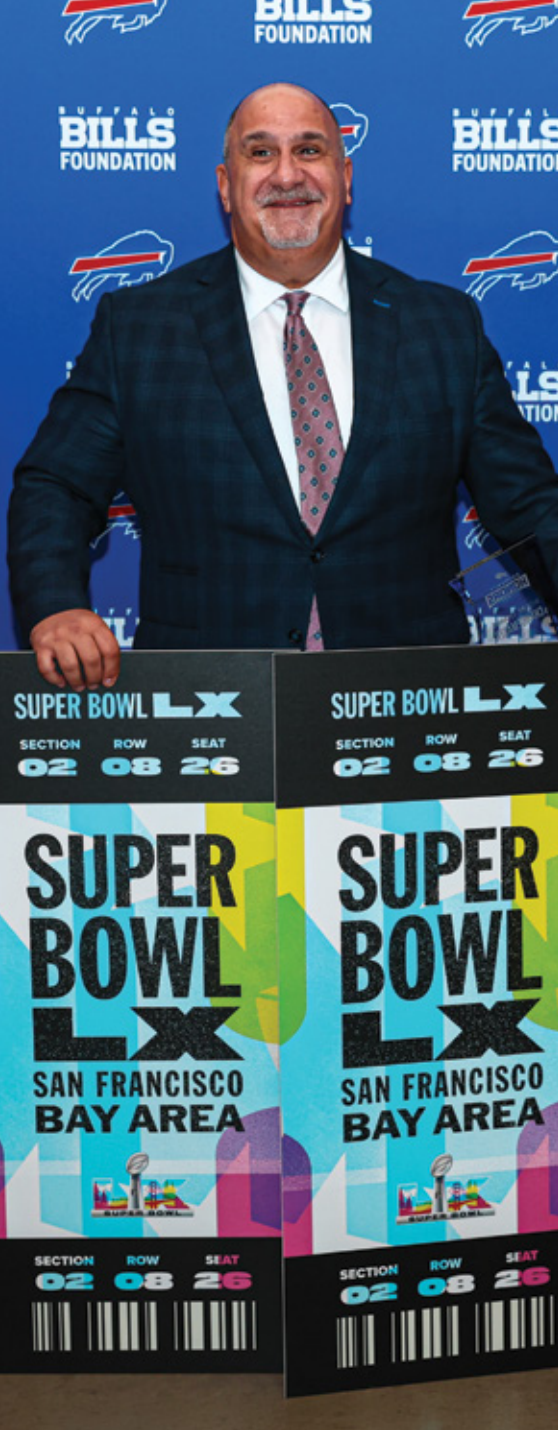
CODE BLUE COMMUNITY TUESDAY

On Oct. 28, 2025, the Buffalo Bills Social Justice Committee visited St. Paul's Episcopal Cathedral to support the Code Blue initiative in partnership with LECOM. Players helped serve food and spent time with guests to aid the community.

The homeless population, they're often viewed as not people and it's sad because at the end of the day, the reality is, we're all one thing away from being homeless, being in the same position they are. There were just so many different stories ... The main takeaway was they're just normal people.

– DeWayne Carter





INSPIRE CHANGE CHANGEMAKER AWARD

The Inspire Change Changemaker Award recognizes an individual making a difference in their community with their social justice work in each NFL team market.

This year, Mark Laurrie, Niagara Falls City School District's superintendent and dedicated advocate for the American Heart Association, was awarded the 2025 Buffalo Bills Inspire Change Changemaker Award.

As a pillar in his community, Laurrie extended the Say Yes Buffalo initiative to Niagara Falls, encouraging students to earn four-year and two-year degrees, certificates or apprenticeships. In September 2024, he also partnered with the American Heart Association, providing over 750 student athletes, parents, family members and staff the opportunity to practice hands-on CPR through a Bills HeartBEAT event.

Mark Laurrie was awarded a \$10,000 grant which he donated to Say Yes Niagara Falls and was honored on-field at the Bills Inspire Change game. Additionally, Mark was sent to Super Bowl LIX as the Bills Changemaker!

"I'm shocked and I'm so appreciative, we are so appreciative in Niagara Falls that the Bills Foundation reaches that far, and that you don't forget that we have love in Niagara Falls for you. We appreciate that you remember Niagara Falls."

- 2025 Inspire Change Changemaker, Mark Laurrie



Mark Laurrie was honored on-field as the Bills 2025 Inspire Change Changemaker. He was presented with a \$10,000 donation to Say Yes Niagara Falls.



As part of the Bills' Inspire Change game day, Code Blue staff members and McKinley High School trade students took part in the on-field Introduction Banners experience.



CRUCIAL CATCH

INTERCEPT CANCER

In partnership with Kaleida Health, the Buffalo Bills celebrated the NFL's Crucial Catch initiative in October by raising awareness in-game and through community engagement. The Crucial Catch mission is to fight cancer through early detection and risk reduction.

Crucial Catch Family Fun Night

The Buffalo Bills hosted individuals affected by cancer and their families at a Crucial Catch Family Fun Night at Dave & Buster's on Sept. 22, 2025. Bills players Alec Anderson, Brandon Codrington, Dion Dawkins, Sam Franklin, Reggie Gilliam, Dawson Knox, Jordan Poyer and Ryan Van Demark joined in on the fun alongside Billy Buffalo.

Scan to view
more from Crucial
Catch Family
Fun Night:



Crucial Catch Game Day

During the Buffalo Bills Sept. 28 home game, cancer survivors, patients currently battling cancer and their caregivers were recognized on-field. Special guest Paulette Gurbacki and her family were honored for her courageous battle with breast cancer.



Crucial Catch Placards

To connect fans with the Crucial Catch initiative, “I Fight For” placards were distributed on game day to fans, staff and Bills players and coaches to honor their loved ones who’ve been affected by cancer.

Scan to download
your own Crucial
Catch placard:





Salute to Service represents the NFL's unwavering dedication to honoring, empowering and connecting with our nation's service members, veterans and their families.

Salute to Service Game Day

On Nov. 2, 2025, the Buffalo Bills honored the military community at their Salute to Service game. Over 160 local high school students and veterans held a full-field flag during the National Anthem an on-field ceremony.

Servicemembers also participated in a Salute to Service edition of Punt, Pass, Kick during Halftime.

Zippo Military Recognition

In partnership with Zippo, an active duty or retired military member was honored with a special on-field recognition during each home game.

Pat Tillman Foundation Recognition

In partnership with the Pat Tillman Foundation, the Bills recognized Kate Hoit, a United States Army Reserve Veteran and 2012 Tillman Scholar at the Salute to Service game.





Salute to Service Award

The Buffalo Bills' 2025 NFL Salute to Service Award nominee was Wide Receiver Khalil Shakir. Shakir comes from a military family, with his father, Attiyah Shakir, serving 24 years in the Marines.

Honor Flight

At the Bills' Salute to Service game, members of the first ever All-Female Honor Flight, Buffalo Niagara Honor Flight's Mission 21, were honored on field for their tremendous service. Buffalo Niagara Honor Flight provides a free trip to veterans to Washington D.C. to visit memorials in their honor. The Bills Foundation proudly supports one Honor Flight each year.





Veterans Day Visit

In partnership with Kwik Fill, the Bills extended their Salute to Service celebrations with a visit to the VA Medical Center on Veterans Day. Kwik Fill staff served lunch to the VA Medical Center staff and provided Salute to Service giveaways. Bills players Alec Anderson, Joe Andreessen, Spencer Brown, DeWayne Carter, Reggie Gilliam, Ja'Marcus Ingram and Kingsley Jonathan surprised veterans with room visits, meaningful conversations and Salute to Service swag!

Coming out here and spending an hour or so with these guys is easy to do [when] they spent their whole lives or majority of it serving our country, [which is] the most selfless act I think anybody can do.

- Tackle Spencer Brown



Scan to view more
from the Veterans
Day VA Visit:







WALTER PAYTON **MAN OF THE YEAR**

The Walter Payton NFL Man of the Year is the highest honor for an NFL player, recognizing his excellence on and off the field.

The Buffalo Bills named Left Tackle Dion Dawkins as their 2025 Walter Payton Man of the Year nominee earning him his fourth consecutive nomination. Dion dedicates his time off the field to giving back to WNY communities, showing up week after week to Bills' community initiatives as well as his own. Dawkins is a pillar in the Buffalo community, earning him a "Key to the City" of Buffalo in November.

Through his foundation, Dion's Dreamers, Dawkins provides mentorship and support to young men and women in underserved communities. He's also a figure in the community for those sustaining mental, financial and/or physical hardship.

With the help of Bills Mafia, Dawkins took home second place in the Walter Payton Man of the Year Charity Challenge, receiving an additional \$10,000 donation to Dion's Dreamers.

Scan to learn more about Dion Dawkins journey to Walter Payton Man of the Year:



My work in Buffalo is a reflection of the city itself; we're always willing to help each other out when it is needed. It is a privilege to receive this recognition and know that I will continue to use my platform as a way to shine light on those unseen.

– Left Tackle Dion Dawkins





MY CAUSE MY CLEATS

During Week 12, Buffalo Bills players and coaches wore specially designed sneakers and cleats to raise awareness for their favorite causes and community organizations.

Josh Allen

John R. Oishei Children's Hospital

Scan to view the
My Cause, My
Cleats gallery:



Alec Anderson
People Against
Trafficking Humans



Brandon Beane
Carson Senfield Impact
Foundation & Bills Muttfa



Christian Benford
47 Hearts Foundation



Spencer Brown
Mission 22



Dion Dawkins
Dion's Dreamers



Reid Ferguson
SPCA of Erie County



Pete Guelli
Feedmore WNY





Jackson Hawes
Kaleida Health Foundation
- HighPointe



Landon Jackson
National Alopecia
Areata Foundation



Dawson Knox
PUNT Pediatric
Cancer Collaborative



Greg Rousseau
Rousseau Family
Foundation, Inc.



Khalil Shakir
The Shakir Family
Foundation



Tyrell Shavers
GiGi's Playhouse



Dorian Williams
American Cancer Society



PEP RALLIES

Throughout the course of the season, the Bills brought team spirit to a multitude of schools across Western New York through a series of pep rallies. DJ Milk, DJ Yes and Billy Buffalo brought the energy with games, music and giveaways with the help of Highmark BCBS, Victory Live and Wegmans along the way.

10 SCHOOLS VISITED **2,500** STUDENTS AT PEP RALLIES





The Bills Toyota Rookie Club ensures that the newest Bills players engage with their community from the beginning of their time in Buffalo. Throughout the year, the rookies participate in a series of events across a variety of community initiatives. This year, Stephen Gosnell, Maxwell Hairston, Jordan Hancock, Jackson Hawes, Landon Jackson, Keonta Jenkins, Keleki Latu, Chase Lundt, Wande Owens, TJ Sanders, Dorian Strong and Deone Walker made up the Toyota Rookie Club.



HOLIDAY SUPPORT

The Buffalo Bills celebrated the holidays throughout Western New York with meal donations, shopping sprees, gift donations and more.



Thanksgiving Blitz

In partnership with FeedMore WNY and the Buffalo Bills Foundation, representatives from the Bills staff, Women's Association and Bills legends packed and distributed 600 totes providing meals for over 4,800 people.

Chasing M's Thanksgiving

In partnership with the Police Athletic League of Buffalo, Safety Damar Hamlin and his foundation, Chasing M's, provided Thanksgiving meals to over 180 families.



Rousseau Family Foundation Thanksgiving

The Rousseau Family Foundation hosted a Thanksgiving meal distribution at Harvey Austin Buffalo Public School #97's Saturday Academy event, handing out free turkeys and bags of groceries.



47 Hearts Foundation Thanksgiving

Cornerback Christian Benford, through his 47 Hearts Foundation, spent time in the kitchen of Community Missions of Niagara Frontier, where he served a special Thanksgiving lunch to those in need.

Dion's Dreamers Holiday Meal Giveaway

Hosted by Dion's Dreamers, Bills Foundation, Wegmans, Salvation Army and FeedMore WNY volunteers packed and distributed 200 family holiday grocery boxes to the community.



Holiday Shopping Spree

The Rousseau Family Foundation provided single mothers from YWCA of Western New York with a holiday shopping spree and gift-wrapping party at Target.



Adopt-a-Family

The year, Bills players, coaches and Women's Association adopted families through local organizations and provided them holiday gifts.

Hamlin Park Academy Toy Giveaway

In partnership with Kids Escaping Drugs and the 47 Hearts Foundation, Cornerback Christian Benford provided 50 children with holiday toys and gifts.



COMMUNITY SUPPORT ▶▶▶





Mental Health Awareness Month

In support of Mental Health Awareness Month, the Bills partnered with Best-Self and Everfi's Character Playbook to bring a panel of Bills players to Frank A. Sedita Academy. Team Sport Psychologist Dr. Desaree Festa also joined in to discuss the important of mental health with students.

Pride

On June 1, 2025, Buffalo Bills staff and Guest Experience team members marched alongside Highmark BCBS employees in Buffalo's Pride Parade. Pride giveaways, balloon artists and face painters added a special touch to the celebration.



Juneteenth

On June 14, 2025, Buffalo Bills staff and Highmark BCBS marched together in the Juneteenth Parade and Festival. The Bills Foundation also provided a grant to support the Juneteenth Agricultural Pavilion.

Puerto Rican and Hispanic Day Parade

On Aug. 16, 2025, Buffalo Bills Legend Stevie Johnson joined Bills staff in marching in the Puerto Rican and Hispanic Day Parade.





Black History Month

In celebration of Black History Month, the Buffalo Bills supported Buffalo Fashion Runway's Black Carpet II, Zeneta & Zaire's Book Club Story Hour and a gift card giveaway to Buffalo black-owned businesses.

Latino Youth Honors

On Sept. 18, 2025, Latino student-athletes from Western New York, Alex Burgos Jr. and Nola Marrero, were named the Bills' NFL Latino Youth Honors recipients.



Native American Heritage Month

On Nov. 16, 2025, the Buffalo Bills celebrated Native American Heritage Month with a variety of game day activations. Native American Heritage was honored during the team introduction banners, color guard performance and halftime performance with the help of Seneca Nation and Native American Community Services' guests.

Women's History Month

To celebrate Women's History Month, Buffalo Bills' Women's Affinity Group, the HER'd, celebrated through various activations and programming. Some activations included volunteer opportunities at Leveling the Playing Field and Project Mona's House and a gift card giveaway to Buffalo women-owned businesses.



PLAYER FOUNDATIONS

A number of Bills players have turned their passion for community work into a part of their careers by establishing their own foundations with the goal of giving back.



CHRISTIAN BENFORD **47 Hearts Foundation**

The mission of Christian's 47 Hearts Foundation is to uplift vulnerable individuals and families nationwide addressing homelessness, foster care support, food insecurity, and youth development.

To learn more:





RAY DAVIS

The Beat the Odds Foundation

The Beat the Odds Foundation is dedicated to empowering foster youth and underserved communities by providing resources, mentorship, and opportunities to help them overcome adversity and achieve their dreams.

To learn more:



KEON COLEMAN

Keon Coleman Family Foundation

The mission of the Keon Coleman Family Foundation is to strengthen communities by empowering youth, providing resources, and creating opportunities for personal growth. Through mentorship, support programs, and positive role models, the foundation strives to inspire the next generation and help them become leaders in their communities.

To learn more:



DION DAWKINS

Dion's Dreamers

Dion's Dreamers was founded with the goal of providing mentorship and support to young men and women in underserved communities, as well as those in a place of mental, financial or physical hardship.

To learn more:





DAMAR HAMLIN
Chasing M's Foundation

The Chasing M's Foundation is dedicated to the development, health and safety of youth through sports, engagement activities, training and programming.

To learn more:



JORDAN POYER
Jordan Poyer Foundation

The Jordan Poyer Foundation's mission centers on promoting mental health awareness, challenging the stigma around asking for help, and supporting individuals in achieving holistic wellness.

To learn more:

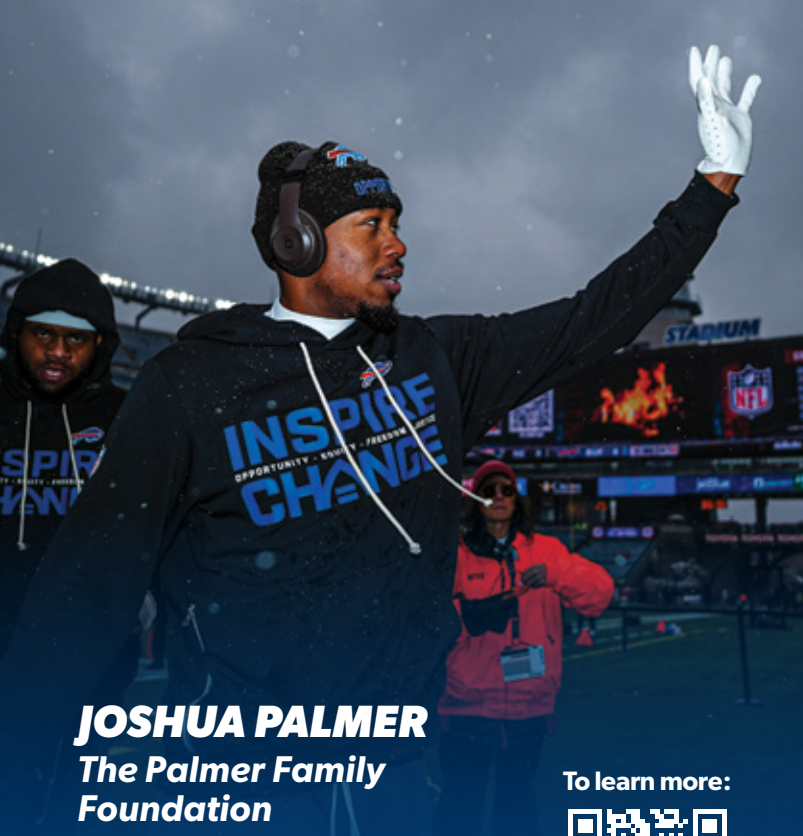


GREG ROUSSEAU
The Rousseau Family Foundation

The Rousseau Family Foundation inspires and empowers children from low-income communities to achieve their educational and career goals. The foundation provides resources, mentorship, and support to help them overcome barriers and succeed.

To learn more:





JOSHUA PALMER
The Palmer Family Foundation

The Palmer Family Foundation is dedicated to creating measurable opportunities for youth to showcase their potential and strengthen their communities.

To learn more:



TRE'DAVIOUS WHITE
Reaching for Excellence

Reaching for Excellence is a non-profit whose mission is to enrich lives by empowering them through leadership and mentorship.

To learn more:



KHALIL SHAKIR
The Shakir Family Foundation

The Shakir Family Foundation is a passionate advocate for animal welfare, committed to creating a world where every animal is treated with love and care. The foundation also gives back to the military community.

To learn more:



**YOUTH &
HIGH SCHOOL
FOOTBALL**



STANDOUT NUMBERS

\$87K

DONATED TO MODIFIED &
UNIFIED FLAG FOOTBALL TEAMS

50+

EVENTS HELD THIS YEAR

10

EVENTS SUPPORTED IN
SOUTHERN ONTARIO, CANADA

1ST EVER

WOMEN'S NATIONAL TEAM HALFTIME
SCRIMMAGE (USA VS. CANADA)

75K

SUBSCRIBERS TO THE YOUTH
FOOTBALL EMAIL DATABASE

\$38K

DONATED TO COACH OF THE
WEEK HIGH SCHOOLS

\$133K

VALUE OF SPORTS EQUIPMENT
DONATED TO LEVELING THE
PLAYING FIELD

13,800+

CHILDREN SUPPORTED THROUGH
PLAY 60 AND YOUTH FOOTBALL
OUTREACH

43

PLAY 60 CHARGED UP BY
WEGMANS SCHOOL PARTICIPANTS





The Buffalo Bills partnered with Wegmans to offer 4th – 8th grade students the opportunity to participate in the Play 60 Charged Up By Wegmans program during the school year. Over 5,300 kids from 43 schools participated in the program, which encouraged students to partake in different healthy challenges over the course of five months focused on physical activity, positive mental health, healthy eating and nutrition, overall wellness, and flag football participation.

2024 – 2025 Play 60 Charged Up By Wegmans Closing Event

To culminate the end of the program, 6 schools from Buffalo and Rochester who participated in the program were invited to a field day at Highmark stadium.





Play 60 Charged Up By Wegmans Field Day at Buffalo Bills Training Camp

The Buffalo Bills and Wegmans invited boys and girls from the Rochester area Community Organizations , and local Play 60 schools to Bills Training Camp for an interactive Play 60 Field Day and Bills Training Camp practice.



Play 60 Charged Up By Wegmans Kickoff Event

The Buffalo Bills and Wegmans hosted a Play 60 school takeover at Churchville Chili Middle School on Nov. 4, 2025 with appearances by Bills Alumni George Wilson and players Dion Dawkins and Javon Solomon.



Play 60 Charged Up By Wegmans Gameday Recognition

In celebration of the program, participating students and teachers were invited to the Bills vs. Eagles game on Dec. 28, 2025, to be recognized on the field during pre-game.



GIRLS **FLAG** **FOOTBALL**

This year marked the second State Championship season for NYSPHSAA High School Girls Flag Football. In support of this historic season, the Buffalo Bills hosted a number of events to celebrate this incredible initiative.

High School Girls Flag Football Kickoff Weekend

The Buffalo Bills hosted their annual High School Girls Flag Football Kickoff Weekend in partnership with Section V and Section VI. 65 teams were invited from across Western New York to the Buffalo Bills Training Center.





High School Girls Flag Football Far West Regionals

The Buffalo Bills hosted the New York State Public High School Athletic Association Far West Regional Girls High School Flag Football Championships at Highmark Stadium on May 31, 2025. Bills Defensive End Javon Solomon, Bills Legends George Wilson and Terrance McGee and Billy Buffalo stopped by to support the athletes.



High School Girls Flag State Champions Visit

The Webster Schroeder and Pioneer Varsity Girls Flag Football State Championship teams visited practice and celebrated their incredible seasons with Bills players and staff.



Nike 7 on 7 Tournament and Skills Challenge

The Buffalo Bills hosted the Annual Nike Girls Flag 7 on 7 and skills challenge event with 12 local teams at Highmark Stadium. This year's winner was Fredonia High School.



Rivalries Scrimmage

In celebration of the first year of the Nike Rivalries program, the Bills hosted a first of its kind scrimmage during halftime of the Bills vs Patriots game on October 5, 2025, between the U.S. Women's Flag National Team and Canada's Senior Women's Flag National Team.



Play Football Celebration

To celebrate the start of the NFL season, the Bills hosted a number of events including youth flag and tackle football groups in the community hospitality tent at Training Camp, girls flag football Coach of the Week winners being recognized at the Bills kids' day preseason game and members of the local high school girls flag football Sectional teams scrimmaging at halftime.





Modified Girls Flag Football Kickoff Event

The Buffalo Bills hosted the first-ever Modified Girls Flag Football Skills Challenge in April 2025. 16 teams from Buffalo, Rochester, and Syracuse participated in the event at the Buffalo Bills Training Center. This program was a result of a partnership between the Bills, Ralph C. Wilson Jr. Foundation and Buffalo Bills Foundation. 21 schools throughout the region received \$3,000 grants, footballs, flag belts and field equipment to start Modified Girls Flag programs in 2025.





UNIFIED & YOUTH FLAG FOOTBALL

WNY Boys and Girls Club Collaborative Flag Football Tournament

The Boys and Girls Club Collaborative of Western New York hosted their annual co-ed Flag Football Tournament at the Buffalo Bills Training Center in December to close out their season.

Seneca Nation Flag Football

The Buffalo Bills and the Seneca Nation of Indians partnered for multiple flag football clinics and events in November 2025 in celebration of Native American Heritage Month including clinics with Bills Alumni Fred Jackson and Hall of Famer Jim Kelly and a special gameday recognition ceremony announcing a \$20,000 grant to assist with the launch of a flag football program at the Seneca community centers.





Unified Flag Football Kickoff

The Buffalo Bills hosted the first ever Unified Flag Football Kickoff at the Buffalo Bills Training Center in October 2025. 8 unified teams attended and participated in skills, scrimmages, and photo ops. The 8 participating schools throughout the region also received \$3,000 grants, footballs, flag belts and field equipment from the Ralph C. Wilson Jr. Foundation, and Buffalo Bills Foundation to start Unified Flag programs.

Gatorade Unified Flag Football Skills Challenge

In partnership with Gatorade, Special Olympics New York and the Town of Hamburg Recreation Department, the Bills hosted their annual flag football clinic for local Unified athletes. This year's clinic included special appearances by Bills players Javon Solomon and Reggie Gilliam.





SOUTHERN ONTARIO YOUTH FOOTBALL OUTREACH

Girls Flag Clinic With Lorenzo Alexander

In partnership with Niagara Youth Flag Football and Football Ontario the Bills hosted a girls flag football clinic in Southern Ontario at Youngs Sportsplex in March 2025 with special appearance by Lorenzo Alexander.

NFL Flag Canadian Regional Tournament

The NFL Flag Football Canadian Regionals were held at McMaster University in Hamilton, Ontario in June 2025. The tournament included special appearances by Bills Wide Receiver Keon Coleman and Billy Buffalo.

Football Ontario Club Flag Provincial Championship

Football Ontario hosted their annual Provincial youth flag football championship tournament for boys and girls ages 10 – 19 in July 2025. Bills Alumni Fred Jackson and Billy Buffalo appeared at the tournament.

MLSE Future of Football Announcement and Flag Clinic

The Bills and Maple Leaf Sports & Entertainment (MLSE) announced a multi-faceted partnership to celebrate the shared passion for sport north of the border and to help grow the game of football with Canadian youth. Along with the announcement was a youth flag football clinic in Toronto at BMO Field that featured executives from the Bills and Argos, Bills Legend Doug Flutie, Toronto Argonauts players, along with Bills minority owners and Toronto sports legends, Vince Carter, Tracy McGrady and Jozy Altidore.

Football Ontario Fall Cup Provincial Tackle Championship

The Buffalo Bills supported the Fall Cup Provincial Youth Tackle Football Championships in Pickering, Ontario in November 2025 by hosting a giveaway table and photo opportunity for players and their families in between games.

High School Football Metro Bowl Championship

The 40th High School Football Metro Bowl Championships took place at the University of Toronto on Nov. 19, 2025. The Bills hosted a giveaway table and photo opportunity, and invited Bills Legends Darryl Tally and Donald Jones to participate in the coin toss and trophy presentations.



HIGH SCHOOL TACKLE FOOTBALL



High School Tackle Football Coach of the Week Program

The Buffalo Bills partnered with Legends Global Merchandise to support 22 local high school varsity tackle football coaches throughout 2025 as a part of the High School Varsity Tackle Coach of the Week Program. The Coaches were recognized on field at halftime of the Bills vs. Bengals game on Dec. 7, 2025 during which a Coach of the Year from each region was announced.



Crew of the Month

For the first time ever, The Buffalo Bills honored their October Crew of the Month Winner from the Rochester Chapter during the Bills vs. Bengals game. The officials, with 140 combined years of officiating experience to the community.

Section VI Championships and Historical Celebration

After 46 years, the Bills hosted the final Section VI Varsity tackle football championships at Highmark Stadium. In celebration the Bills recognized Section VI Athletics Executive Director, Mark DiFilippo and Section VI Football Assistant Chair, Ken Stoldt for their contributions to the local high school football community at the Bills vs. Bengals game on Dec. 7, 2025.



Nike 11-On Tournament

The Bills hosted the 4th annual Nike 11-On event on June 14, 2025, at West Seneca East High School with 11 varsity football programs from Buffalo and Rochester regions in partnership with Nike and the New York State High School Football Coaches Association. This year's winning team was the Bennett Tigers.



State Champions Visit

The Buffalo Bills hosted the high school Varsity Football team from Clymer Central/Sherman/Panama Football at a mini camp practice in honor of their Class D State Championship victory in the winter of 2024.

Section VI Pre-Season Media Day

The Bills hosted varsity high school football players and coaches from Section VI for a Media Day at Highmark Stadium. Teams went through a variety of photo activations, media Q&A and visited the team locker room with lockers representing each high school team.



WNYAFA Recruiting Night

The Western New York Amateur Football Alliance (WNYAFA), hosted their annual college football and flag football recruiting night at Highmark Stadium. Local high school athletes had the opportunity to meet with college football programs.



WNYAFA Awards Banquet

The WNYAFA hosted their Annual Scholar-Athlete award night in December 2025. Western New York high school and college tackle football players were honored with various awards for their on field as well as the academic achievements.

Nike Rivalries HS Football Celebration – Jamestown vs Bennett

To celebrate the first year of the Nike Rivalries initiative the Bills attended the Bennett vs. Jamestown Homecoming football game in Jamestown. Bills Legend Fred Jackson was in attendance serving as the honorary captain for the game and taking photos with fans throughout the evening.





B U F F A L O
BILLS
FOUNDATION

The Buffalo Bills Foundation supports organizations that are committed to improving the quality of life in our region. This will be achieved through philanthropic investment in our community along with supporting NFL and team charitable initiatives.



STANDOUT NUMBERS

\$2M+

**DISTRIBUTED IN COMMUNITY GRANTS
TO WNY NONPROFIT ORGANIZATIONS**

\$600K

**50/50 RAFFLE RECORD JACKPOT DURING
THE FAREWELL GAME AT HIGHMARK STADIUM**

65K+ LBS

**OF FOOD DONATIONS COLLECTED AT THE
HUDDLE FOR HUNGER FOOD DRIVE**

\$1.4M+

**RAISED FOR LOCAL CHARITIES THROUGH THE
GIVE 716 CAMPAIGN**

Board of Directors

Josh Dziurlikowski

Chris Jenkins

William Kresse

George Nicholas

Laura Pegula

Penny Semaia

Danielle Shainbrown

Thomasina Stenhouse

Anna Stolzenberg

Officers

Thomasina Stenhouse

President

Michelle Roberts

Vice President & Executive Director

Jessica Fike

Secretary

Kris Gregory

Treasurer





Focus

The Buffalo Bills Foundation is focused on addressing hunger, increasing access to nutritious food for families, and supporting healthy eating in the Western New York region.

Impact Pillars

Available – Strengthening local food systems and agriculture to ensure enough healthy food is available across Western New York

Accessible – Expanding access points so families can easily obtain nutritious food through farms, markets, and community partners

Acquired – Ensuring healthy food reaches individuals and families experiencing food insecurity



Goal

All Western New Yorkers get the food they need—with respect and dignity

\$2M+ MILESTONE IN 2025 COMMUNITY GRANTS

Since 2020, the Bills Foundation has distributed more than \$9.5 million to the Western New York community through grant-making, community response efforts, and the NFL Foundation grant program.

2025 Grantees Include:

5 Loaves Farms	Fare Share WNY	Police Athletic League of Buffalo
Big Big Table Community Cafe	FeedMore WNY	Providence Farm Collective
Buffalo City Mission	Field & Fork Network	Rooted In Love
Buffalo Go Green	Food for the Spirit	Share Our Strength: No Kid Hungry
Buffalo Prep	Food Shuttle of WNY	Slow Roll Buffalo
Buffalo-Niagara Honor Flight	Friends of Night People	St. Luke's Mission of Mercy
Canticle Farm	Grassroots Gardens of WNY	St. Susan Center
Cattaraugus Community Action	Harvest House Buffalo	The Rural Outreach Center
Chautauqua County Rural Ministry	Heart, Love & Soul	The Salvation Army
Community Foundation for Greater Buffalo	Hearts for the Homeless	St. Bonaventure's Warming House
Community Missions of Niagara Frontier	Home Beneath Our Feet	United Way of Buffalo & Erie County
CCE Cattaraugus County	Hunter's Hope Foundation	West Side Community Services
CCE Erie County	Jamestown Farmers Market	Western New York Amateur Football Alliance
CCE Genesee County	Massachusetts Avenue Project	
	Our City Buffalo	

Reaching the \$2 million milestone in grant-making this year is a testament to the power of partnership and the generosity of our community. Together with our nonprofit partners and supporters, we're able to make meaningful strides in addressing food access across Western New York.

– Michelle Roberts,

***Executive Director of the Buffalo Bills Foundation and
Buffalo Bills Community Impact VP***





ADDRESSING FOOD INSECURITY IN WNY

Massachusetts Avenue Project

Massachusetts Avenue Project nurtures a diverse and equitable regional food system by providing economic opportunities, access to nutritious and affordable food and social justice training for youth. The Bills Foundation supported the Growing Green Youth Employment Program providing workforce development opportunities in urban agriculture, culinary arts, and entrepreneurship.

“Growing Green participants gain hands-on experience in urban agriculture, culinary arts, and social enterprise, while developing the skills and confidence to become leaders in their communities.”

- Diane Picard, Executive Director of Massachusetts Avenue Project.

Buffalo Prep

Buffalo Prep offers year-round programming to academically ambitious scholars of color from more than 35 different ZIP codes. The Bills Foundation supported the Prep Market providing consistent access to culturally relevant and nutritious food for scholars and their families.

“This partnership not only strengthens our commitment to student success but also reflects the Bills Foundation’s deep-rooted dedication to uplifting communities across Western New York.”

- Patti Stephen, President of Buffalo Prep





Harvest House Buffalo

Harvest House provides wrap around services for the individuals on Buffalo's East Side, including healthcare, education, pantry services, and housing. The Bills Foundation supported the First Fruits Pantry & Food as Medicine Program, increasing access to fresh, nutritious food and advancing health outcomes for families and seniors.

"The Food as Medicine program ensures families have reliable access to healthy food in a community where food insecurity is a daily challenge. The Buffalo Bills Foundation has been a true teammate, meeting us at the line of scrimmage on Buffalo's East Side, and helping us drive forward every week."

- Brandy Loveland,
Harvest House President/CEO



Police Athletic League of Buffalo

The Passport to the World Club engages youth in hands-on cooking experiences promoting cultural awareness and healthy lifestyle choices.

"This program gives young people the opportunity to explore global cultures through food while building the skills and confidence to make healthier choices."

- Nekia Kemp, Executive Director of the
Police Athletic League of Buffalo.



PARTNER SPOTLIGHT

EXPANDING SUMMER MEALS IN RURAL WNY

The Bills Foundation partnered with No Kid Hungry, a national campaign of Share Our Strength dedicated to ending childhood hunger, to expand access to summer meals for children across rural Western New York—when school is out and food access is hardest to reach.

\$167,147

**GRANTED TO GROW FLEXIBLE
SUMMER FEEDING PROGRAMS**

6,200+

**CHILDREN REACHED THROUGH
LOCAL PARTNERS**

142,900+

**MEALS PROVIDED THROUGH
NON-CONGREGATE MODELS**

Training Camp Experience

No Kid Hungry joined the Bills Foundation at Training Camp alongside students from Le Roy Central School District.

Jamestown Community Visits

Billy Buffalo and the Bills Foundation visited local non-congregate meal sites in Jamestown, New York.

No Kid Hungry New York Dinner

Bills Foundation Executive Director, Michelle Roberts attended the No Kid Hungry fundraiser in New York City to honor the Jamestown Area YMCA for its leadership in delivering summer meals to children.





These programs make it easier for families to access nutritious meals during the summer, when food insecurity is often at its highest.

– Rachel Sabella,
Director of No Kid Hungry New York

HUDDLE FOR HUNGER

The Bills Foundation, in partnership with Wegmans, hosted the annual Huddle for Hunger initiative addressing food insecurity and expanding access to nutritious food across WNY. In 2025, over **65,000 pounds of food** was collected for FeedMore WNY and nearly 400 regional hunger-relief partners.

More than **\$171,000 was raised** through the 50/50 raffle and a Wegmans Meals 2 Go donation, with Wegmans matching Meals 2 Go orders dollar-for-dollar up to \$50,000 in support of 20 local charities.

Learn More:



Charity Summit

The Bills Foundation and Wegmans hosted the charity summit convening Huddle for Hunger partner organizations to share best practices and strengthen collaboration in addressing food insecurity.





Community Food Drive & Festival

The Bills Foundation, Wegmans, and community partners hosted the annual food drive and festival at Highmark Stadium, where Bills players supported on-site collection efforts benefiting FeedMore WNY.

Rivalries Week – Jamestown vs. Bennett Food Drive

During Rivalries Week, the Bills Foundation and FeedMore WNY hosted a food drive at the Jamestown vs. Bennett High School football game, collecting more than 1,000 pounds of nonperishable food for local hunger relief efforts.



Game Day vs. New England Patriots

The Bills Foundation recognized Frontier, Cattaraugus-Little Valley, and Alden High Schools for their participation in the Huddle for Hunger Challenge.

Community Visit with Grassroots Gardens WNY

The Bills Foundation and Wegmans hosted a hands-on learning experience at Buffalo Public School #61, where students engaged in garden-based learning including planting, tasting fresh produce, and making smoothies.





Give 716 is a partnership between the Buffalo Bills Foundation and the Buffalo Sabres Foundation, aimed at bringing together the Western New York community for an extraordinary day dedicated to giving back and supporting over 500 participating charities.

The fifth-annual Give 716 raised \$1,443,689 in donations benefiting charitable organizations in Western New York – the largest amount raised in program history. The Buffalo Bills Foundation and Buffalo Sabres Foundation first partnered for Give 716 in 2021 and the initiative has raised over \$5.8 million through its first five years.



50/50 RAFFLE

\$1M+

**RAISED FOR THE
BUFFALO BILLS FOUNDATION**

400+

**RAFFLE VOLUNTEERS FUNDRAISED ON
GAME DAYS THROUGHOUT THE SEASON**

The Bills Foundation's 50/50 program achieved a historic milestone on Jan. 4 during the game against the New York Jets. The jackpot reached an impressive \$600,000 marking the largest jackpot in the program's history, with Kurt Adolf taking home a remarkable \$300,000.





FAMILY FLAG CHALLENGE

Members of the Buffalo Bills Women's Association participated in the Family Flag Football Challenge at Highmark Stadium on Oct. 21. The challenge featured the Red Team vs. Blue Team. The event benefited the Buffalo Bills Foundation.





COMMUNITY HONORS



The Buffalo Bills Foundation celebrated and honored volunteers, organizations, fans and community services leaders on and off the field on Dec. 2. The Foundation hosted its fifth annual Community Honors Dinner to recognize change-makers in the community.

HONOREES

Buffalo Bills Community All Stars

ALEC ANDERSON
CHRISTIAN BENFORD
RAY DAVIS
JA'MARCUS INGRAM

Buffalo Bills Salute To Service Nominee

KHALIL SHAKIR

Buffalo Bills Walter Payton
Man of the Year Club Winner

DION DAWKINS

Community Quarterback Award
presented by LECOM

DR. MARK MAHANEY

Fan of the Year

THERESE FORTON-BARNES

Foundation MVP presented by
Highmark Blue Cross Blue Shield

PROVIDENCE FARM COLLECTIVE

Inspire Change Changemaker

MARK LAURRIE

Jr. Community Quarterback Award
presented by Great Lakes Medical Imaging

ASHANTI WILLIAMS

Canadian Community Quarterback Award

DR. SHAWNA PERLIN

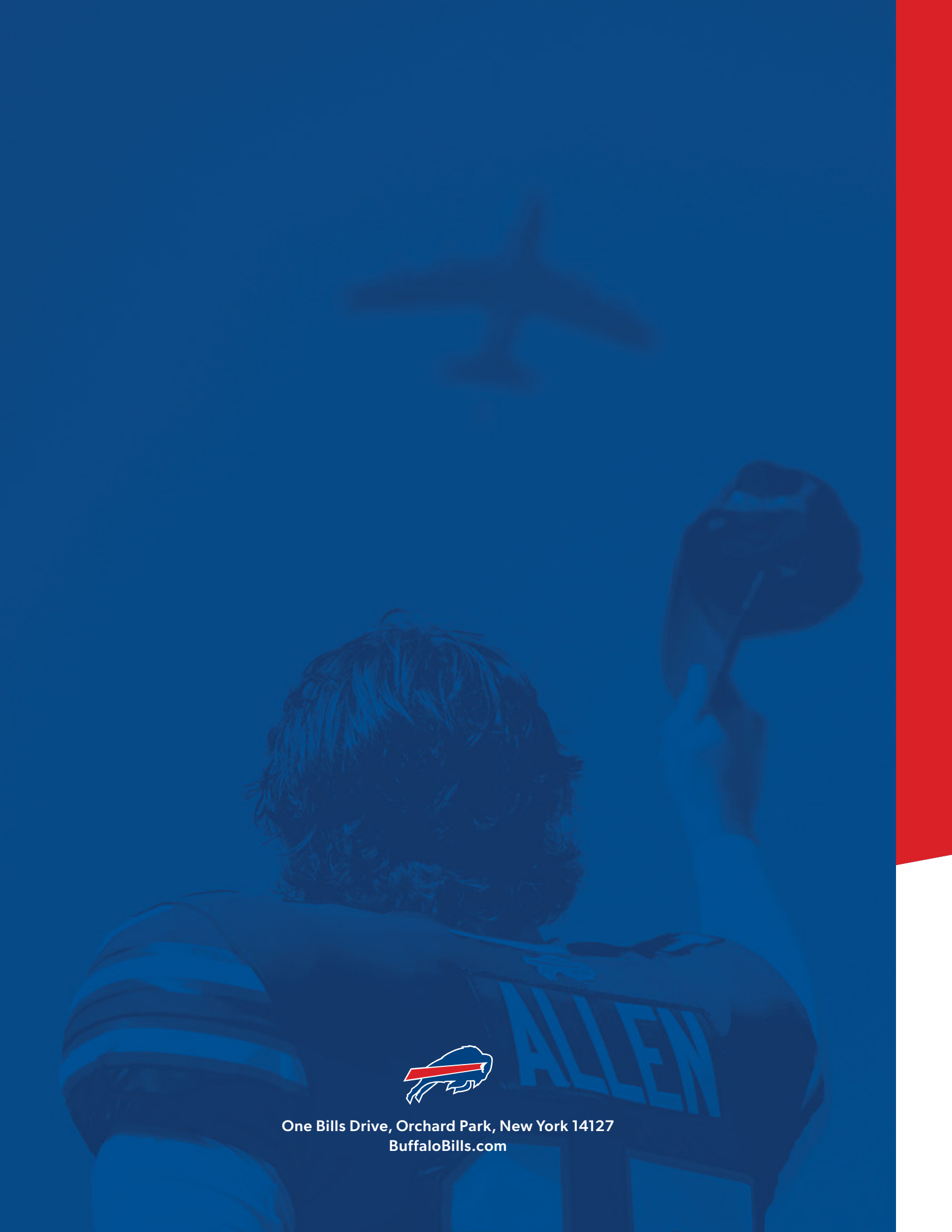
Legend of the Year

FRED JACKSON









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