



OUTSIDE THE HUDDLE:
2015 ANNUAL COMMUNITY REPORT



2015 AT A GLANCE

\$3.3 MILLION donated by
Gene and Jerry Jones Family
Foundation

815 ITEMS donated for charitable
causes across the globe

\$50,000 donated
by Gene and Jerry Jones Family
Arlington Youth Foundation

600 community volunteer
appearances by Cowboys players

25,000 youth touched by
Cowboys community programming

\$16,373 of community volunteer
hours donated

\$149.6 MILLION RAISED
through 2015 Red Kettle Campaign
that will serve **30 MILLION**
Americans



Partners, Friends and Loyal Fans:

On behalf of our family and the entire Dallas Cowboys organization, we thank you for what was a tremendous year in community outreach. Through the efforts of our players, coaches, cheerleaders and every member of our staff, it was a time of great progress in furthering our goals on a local, national and global scale.

We are particularly proud that 2015 marked a tremendous milestone in our partnership with The Salvation Army. Since our association began on Thanksgiving Day in 1997, we have now helped the Army raise more than **two billion dollars**, bringing food, clothing, shelter, rehabilitation and countless other services to millions of people, in the most need, around the world.

While keeping with old traditions, we also began new ones. Last October we hosted the first-ever “Get in the Game” Luncheon at AT&T Stadium, bringing together leaders from across the DFW Metroplex to discuss a full-circle, community-centric approach to ending domestic violence. In addition, we teamed up with the Texas High School Coaches Association, the University Interscholastic League and the NFL Foundation to launch the Texas High School Character Education Program, with the goal of prioritizing lessons in strong character values above all else when it comes to young people and sports.

In the pages that follow, we hope to give you a closer look into the heart of this organization and to recap some of our favorite moments in the community in 2015. For over 27 years, it has been our philosophy to maximize the visibility, energy and celebrity of one of the world’s most recognizable sports franchises and use those dynamic forces as a powerful means to help others. With your continued support, we pledge to carry out this mindset and make the biggest impact yet in 2016.

Sincerely,

Jerry Jones
Owner, President & General Manager



Dallas Cowboys owner, president and general manager Jerry Jones with his wife Gene and their grandchildren prior to The Salvation Army's 2015 Red Kettle Kickoff on Thanksgiving Day at AT&T Stadium.





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*“Any personal contact with an individual member of our organization can provide help for hundreds of people in need... **The star on the helmet can move mountains.**”*

- Jerry Jones
Owner, President, General Manager



THE SALVATION ARMY



An American Tradition. Since the first Red Kettle Kickoff on Thanksgiving Day 1997, the Dallas Cowboys have helped The Salvation Army raise more than \$2 billion, providing food, shelter, clothing, Christmas toys, rehabilitation and much more to millions of Americans in the most need. The 2015 Red Kettle Campaign – kicked off by country music superstar Luke Bryan – raised \$149.6 million.



DOING THE MOST GOOD

For nearly two decades, the Jones family and the Dallas Cowboys have been proud to support The Salvation Army's efforts in doing the most good for those in the most need locally and around the world. Whether providing a global platform for the iconic Red Kettle Campaign, or enlisting volunteers to ring Red Kettle bells themselves, the Cowboys give with both their time and their dollars.

In 2015, the Cowboys continued their tradition of serving an early Thanksgiving meal to patrons of The Salvation Army's local service centers, relying on the help of both players and cheerleaders, their spouses and even their children. And when deadly tornadoes devastated Dallas and Collin Counties two days after Christmas, Cowboys players of past and present rallied around The Salvation Army Disaster Relief Services Team, providing both on the ground support and fundraising aid, helping to collect record donations in record time.

THE ARMY & THE STAR IN 2015

- **\$149.6 million** was raised through Red Kettle Campaign partnership – a new Red Kettle Campaign record!
- **120 employees** volunteered to ring Red Kettle bells.
- **800 Early Thanksgiving meals** were served locally, with help from Albertsons and UnitedHealthcare.
- **300 less fortunate children** received Christmas gifts through the Angel Tree program, courtesy of Cowboys players, coaches, executives and staff.
- **5,500 meals** were distributed to families at Christmas, with help from Bank of America and the North Texas Food Bank.
- **\$60,000** was raised to support The Salvation Army Disaster Relief Services after Christmas 2015 tornadoes struck Dallas and Collin Counties, with help from Albertsons and CBS 11 during a two-hour phone bank.





COWBOYS HOME RUNS FOR THE SALVATION ARMY

Dallas Cowboys players led by Head Coach Jason Garrett, participated in Reliant's Home Run Derby at Globe Life Park – home of the Texas Rangers. In 2015, Garrett, along with Tyrone Crawford, Travis Frederick, Barry Church, Jason Witten, Tyron Smith, Zack Martin, Brandon Carr, Terrance Williams and JJ Wilcox hit enough balls out of the park to raise \$50,000 for The Salvation Army in consecutive years for a two year contribution totalling \$100,000. Cowboys rookie players also attended, shagging baseballs and spending time with the youth spectators from the Gene and Jerry Jones Family North Texas Youth Education Town at The Salvation Army Arlington.



YOUTH HEALTH & WELLNESS



Since 2007, the Dallas Cowboys have partnered with the NFL to promote PLAY 60 — a national youth health and wellness campaign encouraging kids to eat nutritiously and be active for at least 60 minutes every day. Through programs like Fuel Up to Play 60, the PLAY 60 Challenge and the NFL PLAY 60 FITNESSGRAM® Project, the Cowboys join a host of stellar partners in the fight to stop the epidemic of childhood obesity.

PLAY 60 IN 2015

- In the Cowboys and partner Dairy Max's region, **more than 1.2 million kids** were impacted by Fuel Up to Play 60 programming in **1,823 schools**. **75 kids** stepped up as Fuel Up to Play 60 Ambassadors.
- **200 fourth graders** accepted the Dallas Cowboys PLAY 60 Challenge Powered by Reliant, sponsored by the American Heart Association.
- **More than 800 kids** participated in free Dallas Cowboys Gatorade Junior Training Camp PLAY 60 Clinics here in the DFW Metroplex.
- The health of **more than 2,400 children** was measured by The Cooper Institute® as part of the Cowboys' 32 FITNESSGRAM® sites.
- **\$172,500** in grant dollars were donated by the Gene and Jerry Jones Family Foundation to improve children's health through events like the United Way Hometown Huddle.



- **1 new Dallas Cowboys Fitness Zone** in Garland, providing **400 youth** with new, safe spaces to play and exercise they wouldn't otherwise have.
- **95 North Texas Schools** enjoyed Rowdy Educational Assemblies promoting health and wellness and drug and bullying prevention.



THE MIND-BODY CONNECTION

Since first launching the campaign in 2007, PLAY 60 has come to mean so much more than encouraging 60 minutes of playtime. With more and more evidence pointing to the correlation between a child's health and his or her ability to perform academically, the PLAY 60 platform has sharpened its focus on nutrition, participating in campaigns like National Nutrition Month and National School Breakfast Week. Through programs like Fuel up to Play 60, children are learning to see food as fuel and an essential means to be successful in school and in life.

In addition, when children are physically active, they tend to learn better and better retain what they learn. In 2015, cornerback Brandon Carr and former NFL player and best-selling author Tim Green hosted the Cowboys' first-ever PLAY 60-READ 20 event at Gabe Allen Elementary School in Dallas. The event, featuring 60 minutes of playtime followed by 20 minutes of reading, taught students the importance of exercising your body in order to exercise your brain.

A similar concept is behind the Cowboys' ongoing Fuel Up to Play 60 playground stencil project in the Arlington Independent School District. In partnership with Dairy Max, the 2014 and 2015 Hometown Grants, totaling \$20,000, have provided 14 Arlington elementary schools with Fuel Up to Play 60 playground stencils. These sidewalk designs incorporate games to get kiddos up and moving, as well as educational messages about nutrition, including the elements of the USDA MyPlate.





SAFETY AT EVERY LEVEL

The Dallas Cowboys and the larger NFL family are committed to improving the health of athletes everywhere and making football a better, safer game.

USA FOOTBALL PARTNERSHIP

Nationally the NFL Foundation – chaired by Cowboys executive vice president Charlotte Jones Anderson – and its 32 member clubs support USA Football and its efforts to provide educational tools, resources and grant opportunities for players, parents, coaches and their communities. As the sport's national governing body, USA Football partners with leaders in medicine, child advocacy and athletics to grow the game and advance safety, focusing on coaching certification, concussion awareness, heat and hydration, equipment fitting and “Heads Up” proper tackling and blocking techniques. Dallas Cowboys Academy coaches are all Heads Up Football certified, and the team dedicates a preseason game annually to raising awareness and support for the USA Football organization.

MOMS CLINIC

In 2015, the Cowboys teamed up with the NFL, USA Football and Baylor Scott & White Health to host the second annual Moms Football Safety Clinic at AT&T Stadium. The clinic, which allowed for nearly 1,000 “football moms” or moms of aspiring players to participate for free, included a panel featuring distinguished football and sports safety experts; a Q&A session; and an on-field session, wherein mothers learned USA Football’s “Heads Up” safety techniques themselves. While moms learned to tackle, their children participated in a free PLAY 60 youth football clinic. Afterward, moms and kids alike attended the Cowboys’ preseason game at no cost, courtesy of the Gene and Jerry Jones Family Foundation.

COACHES CLINIC

Less than 24 hours before departing for training camp, the Cowboys coaching staff has made a tradition of hosting a one-day teaching clinic for nearly 500 youth, middle and high school football coaches from across the region at AT&T Stadium. The event – one close to the heart of Cowboys owner Jerry Jones, which participants attend for free on behalf of the Jones Family Foundation – features presentations from each of the Cowboys position coaches, as well as remarks from head coach Jason Garrett and Jerry Jones himself. Participants receive information on USA Football, including a complimentary membership to USAFootball.com that allows them to become Heads Up Football certified at no cost.

ATHLETIC TRAINER PROGRAM

Through a matching grant opportunity with the NFL Foundation, the Cowboys have partnered with Texas Health Ben Hogan Sports Medicine and Arlington ISD to provide certified Athletic Trainers for AISD junior high football games since Fall 2014. Over the course of the 2015-16 school year, the program expanded to cover fall football as well as spring wrestling and spring soccer for 11 Arlington junior high schools. Ben Hogan certified trainers visit game and practice sites for the schools, detecting and monitoring the treatment of concussions and other sports-related injuries.





COWBOYS U



160 Student-Athletes. 90 Dallas Cowboys. 27 Coaches. 1 Impactful Day.

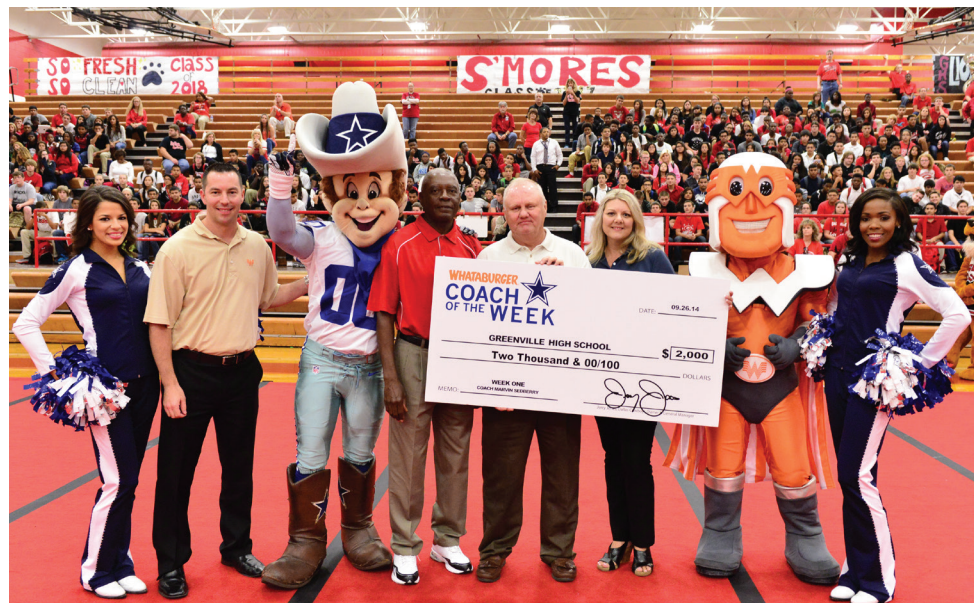
Under the leadership of head coach Jason Garrett, the Dallas Cowboys have hosted Cowboys U at the team's headquarters since 2012. This rare opportunity to interact with the entire Cowboys roster, offers 160 deserving high school football players, representing more than a dozen North Texas school districts, a day to learn from Cowboys players. The pro players become coaches and Cowboys coaches become referees and consultants during an impactful day that includes a round-robin 7-on-7 tournament and Cowboys players sharing their stories of hard work and perseverance. In 2015, Cowboys U was expanded to include a session on character and making good life choices, led by NFL Player Engagement Ambassadors and the Dallas Cowboys Rookie Club.

12 High School Football Coaches Honored Annually. 1000s of Student-Athletes Impacted.

Over the last two decades, the Dallas Cowboys have teamed up with partners like Whataburger to provide more than \$300,000 in grants to local high school football programs. The grants are awarded to hard working head coaches who strive to make a positive impact on their teams, schools and community by putting emphasis on character education, player health and safety and academics.

COACHING CHARACTER

In 2015, the Dallas Cowboys teamed up with the NFL Foundation, the Texas High School Coaches Association and the University Interscholastic League to formulate a plan to change the “win-at-all-cost” mentality that pervades society and sports. The Texas High School Character Education Program is now officially underway, to date bringing together more than 250 superintendents, athletic directors and coaches of all sports and all genders to evaluate and implement change in the culture of their athletic programs. The program, which intends to reach high schools across the entire state of Texas, is founded on the philosophy that coaching should be a transformative, intentional process, meant for far more than winning. Three forums for the Texas High School Character Education Program have already been held in 2016, widening its scope with each meeting. It is hoped that by the 2016-17 school year's start, the majority of Texas school districts will have pledged their participation, using the program's tools and resources to further support the great character education platforms they are already running for their student-athletes.



HOSPITAL VISITS

1 Day. 4 Children's Hospitals. 800 Kids' Lives Touched.

Since the Jones family's first season as owners of the Dallas Cowboys in 1989, the entire team has conducted annual Christmas-time visits to local children's hospitals. The 2015 visits to four area hospitals marked the 27th year of the tradition with Cowboys players and cheerleaders, clad with Santa hats and big red bags, delivering official team game socks loaded with Cowboys goodies and toys to patients.



MAKE A WISH

Between the 1992 and 2015 football seasons, the Cowboys have granted 225 wishes to youth from 41 different states through the Make-A-Wish Foundation of North Texas. These “Wish Kids” – youth suffering from a variety of life-threatening illnesses – are invited to tour the team’s training facility, watch practice and meet their favorite players before going to AT&T Stadium with their families to be the Cowboys’ VIP guest during a home game. Wish Kids of 2015 enjoyed the final season of Make-A-Wish visits to Valley Ranch, as the 2016 season will commence a Make-A-Wish experience at the team’s new headquarters at The Star in Frisco.

HAPPY HILL

Happy Hill Farm is home to North Central Texas Academy – a private day and boarding school serving primarily “at risk” or socially disadvantaged students, the majority of whom are on scholarship. Sitting on a beautiful 500 acres in Granbury, Texas, Happy Hill prides itself on equipping students with a strong academic foundation while also instilling a sense of responsibility to the community. Happy Hill’s campus, which includes the Dallas Cowboys Ed Block Courage House, is primarily maintained through the support of private companies and individual donors. Happy Hill is the beneficiary of the Cowboys’ annual Flowserve Kickoff Luncheon, as well as the Dallas Cowboys Women’s Association Family Cookbook. In 2015, Women’s Association members made a personal visit to the Happy Hill campus, and keeping with tradition, the Happy Hill Choir was invited to perform Christmas medleys for coaches, players and staff at the team’s Valley Ranch training facility.



BACK TO SCHOOL KICKOFF AT AT&T STADIUM

10,000 Backpacks Distributed. 1,000 Community Volunteers. 94 Resource Vendors. 15 Partnering Churches. 6 Host Organizations.

Thanks to a \$50,000 grant on behalf of the Gene and Jerry Jones Family Arlington Youth Foundation, in addition to the Jones family's donation of the facility, the inaugural Arlington Independent School District Back to School Kickoff was hosted in August 2015 at AT&T Stadium. The event was truly a symbol of community, commencing a powerful partnership between AISD, Churches of Arlington, the NAACP of Arlington, Junior League of Arlington, the Gene and Jerry Jones Family North Texas Youth Education Town at The Salvation Army, and the Gene and Jerry Jones Family Arlington Youth Foundation. Backpacks filled with grade level-appropriate supplies were distributed to 10,000 children in need, and nearly 100 additional vendors contributed services including vaccinations and eye exams, haircuts and other educational resources. Leaders in attendance included Arlington Mayor Jeff Williams, AISD Superintendent Dr. Marcelo Cavazos and Cowboys legend and 2015 Hall of Fame inductee Charles Haley.



ART EDUCATION

In 2015, the Gene and Jerry Jones Family Arlington Youth Foundation partnered with Arlington ISD to promote art education to AISD students. Beginning in the 2015-16 school year, every fifth grade class in Arlington will have the opportunity to tour the Dallas Cowboys Art Collection at AT&T Stadium with a professional docent at no cost to the school. More than 4,500 students participated in the program during its inaugural year, many of whom affirmed a continued commitment to studying art through junior high. At the end of the school year, Mrs. Gene Jones hosted a program celebration at AT&T Stadium where more than 200 student ambassadors were on hand to be recognized for their displayed artwork.



"Through the Cowboys art tours, our students were able to see the world in a different lens... a lens filled with lines, color, shape, beauty and aesthetics. A lens that many of our students would never have experienced, but now will be forever embedded in their lives. Our students gained experiential learning outside of the classroom and were able to see artwork in real life. It was one of the best experiences!"

- Linh Nguyen

AISD Visual Arts Curriculum Coordinator



#TEAMCOWBOYS FOR A CURE



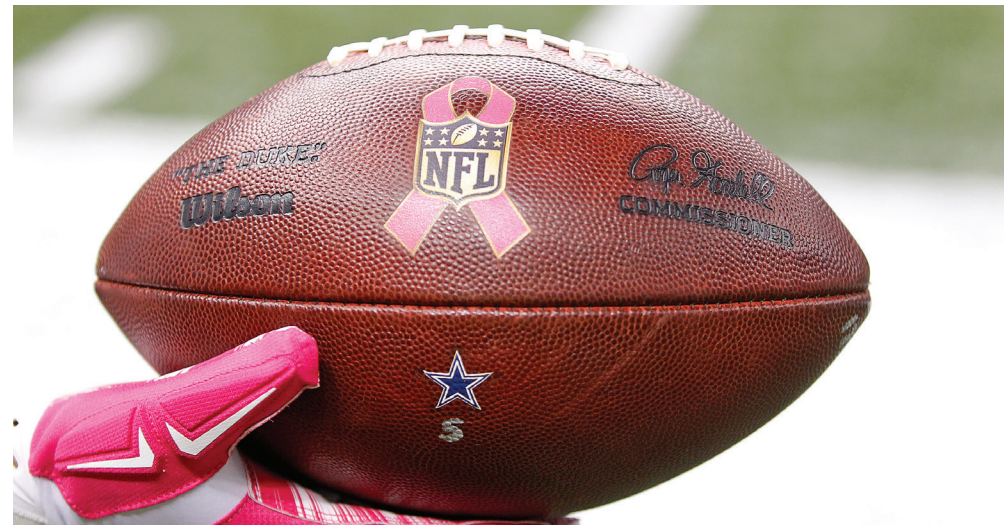
Since 2010, the Dallas Cowboys have been proud to partner with Susan G. Komen® to support Breast Cancer Awareness Month, raise awareness for the importance of screenings and honor those who have fought or are in the fight against breast cancer. For the first time in 2015, the Cowboys joined Komen and Ford in presenting Star Survivors – an initiative allowing Cowboys fans to submit their inspiring stories of survival for a chance to enjoy a much-deserved day of fun surprises and pampering. Selected out of 200 entries by a panel representing the Cowboys, Ford and both Komen’s national and Dallas offices, the inaugural Star Survivors – five courageous women – were treated to a spa experience and lunch at the Gaylord Texan Resort, a generous shopping spree and makeover at Belk Galleria, and finally, surprise visits from Dallas Cowboys players of past and present. Former Cowboys defensive tackle Tony Casillas and his wife Tamara – a recent breast cancer survivor herself – were the first to greet the Star Survivors, and later, Cowboys legend Drew Pearson, along with Brandon Carr, Gavin Escobar and Morris Claiborne, surprised the ladies with the news that they would be honored on field at the team’s upcoming home game. Reassembling at the Cowboys’ Oct. 11 matchup, the Star Survivors were personally congratulated by Cowboys executive vice president Charlotte Jones Anderson, quarterback Tony Romo and esteemed Komen founder Nancy Brinker before the entire crowd at AT&T Stadium.



The Dallas Cowboys Cheerleaders perform their traditional “pink” halftime show during the team’s Oct. 11 game dedicated to Susan G. Komen and Breast Cancer Awareness Month. They were joined by 250 breast cancer survivors and co-survivors on field, forming two giant pink ribbons.



Every year the Cowboys invite fans to join their team in the annual Komen Dallas Race for the Cure. Members of TEAM COWBOYS have the chance to purchase an exclusive race T-shirt and attend the team’s pre-race rally featuring complimentary breakfast, appearances by Rowdy and members of the Dallas Cowboys Women’s Association and performances by the Dallas Cowboys Rhythm & Blue Dancers and Drumline.



The entire NFL family is committed to raising awareness for the importance of breast cancer screenings. Throughout the month of October, teams around the league sport pink accents in their uniforms, on their fields, footballs and throughout their stadiums.

SALUTE TO SERVICE

The Dallas Cowboys support military members throughout the year. The team partners with the NFL to activate the Salute to Service campaign, dedicating a home game to honoring all five branches of the military. The 2015 Salute to Service game presented by Bank of America featured a special pregame presentation of the colors, as well as a special performance by the U.S. Army First Cavalry band of each military group's anthem. Also during pregame, Cowboys executive vice president Charlotte Jones Anderson joined Bank of America in presenting The Salvation Army DFW with a \$30,000 donation for its veterans assistance program. In advance of the game, a \$5,000 donation was presented to the Navy-Marine Corps Relief Society on behalf of the Jones Family Foundation during a Cowboys and NBC *Sunday Night Football* outreach event at Naval Air Station Joint Reserve Base in Fort Worth. The event offered the base's servicemen and women and their families a chance to tour the team's Mobile Hall of Fame Museum and the NBC *Sunday Night Football* Bus, while meeting and mingling with Dallas Cowboys alumni, Dallas Cowboys Cheerleaders and mascot Rowdy.

During training camp in Oxnard, California, the Cowboys provide military members of nearby naval stations and military installations – notably the Naval Base Ventura County at Point Mugu – special opportunities to interact with the team, including a private meet and greet with base personnel as the team's plane arrives for camp. Additionally, the Cowboys frequently host military groups at practice and invite children of military families to participate in special youth football and cheerleading camps. During the 2015 summer training camp, the Cowboys were extremely honored to welcome a two-star general to practice – Major General Glenn A. Bramhall, Commander of the 263rd Army Air and Missile Defense Command.





At halftime of the 2015 Salute to Service game, legendary television journalist Tom Brokaw joined Cowboys alumni and military veterans Roger Staubach and Chad Hennings, as well as team medical partner Baylor Scott & White, in presenting a service dog to a wounded veteran, Cpt. Michael Caspers, through Canine Companions.

DALLAS COWBOYS CHEERLEADERS

GOODWILL AMBASSADORS: AMERICA'S SWEETHEARTS

The world famous Dallas Cowboys Cheerleaders, America's Sweethearts, is completely subsidized by the organization for the primary purpose of spreading goodwill on a local, national and international platform. Aside from their obvious game-day presence and numerous local community appearances, the Dallas Cowboys Cheerleaders have participated in USO visits to troops stationed overseas in more than 200 locations since their first tour on Christmas Day 1979. In December 2015, the cheerleaders completed their 79th and 80th USO tours. Six DCC members ventured to Kuwait and Turkey, where they visited with hundreds of stationed American troops. Across Asia, another six DCC visited American bases in South Korea, visiting with troops and also hosting youth fitness and cheer camps for the soldiers' children.





HISPANIC OUTREACH

The Cowboys long history of supporting Hispanic outreach initiatives starts at the very top of the organization. In November 2002, Jerry Jones' appreciation for Hispanic culture earned him the title of "Honorary Mariachi" at the Mariachi Vargas Extravaganza in San Antonio, Texas. The event's organizers selected Jones because of his love of Latin culture, his contributions to education and the diverse fan base he represents as owner of the Cowboys.

HISPANIC HERITAGE MONTH

Since 2006, the Cowboys have dedicated one home game annually to celebrating Hispanic Heritage Month (Sept. 15 – Oct. 15) and the rich culture and contributions of their many Hispanic loyal fans. With help from partner Miller Lite, the 2015 Hispanic Heritage Month game was enriched with elements of Hispanic culture, including a presentation of Latin American flags and special plaza performances from the Ballet Folklórico Festival dancers and musicians courtesy of the San Antonio Convention and Visitors Bureau. Additional celebratory elements included the Hispanic Heritage Tailgate presented by Nationwide which featured games and prizeing from Telemundo, CBS La Grande, Al Dia and Nationwide.



NFL HISPANIC HERITAGE LEADERSHIP AWARD

During the 2015 Hispanic Heritage Month dedicated game, the Cowboys teamed up with Telemundo to select and honor the Cowboys fifth annual NFL Hispanic Heritage Leadership Award recipient. The honoree, Colombian-born Claudia Mirza, was recognized for her work as founder of Akorbi – a multi million dollar global business solutions company that provides jobs to workers across the world – as well as her commitment to mentoring young professionals in the Hispanic community. As part of her recognition, the Gene and Jerry Jones Family Foundation presented Mirza with a \$2,000 grant for the charity of her choosing, The Parker Lee Project.



PLAY 60 HISPANIC YOUTH OUTREACH

During Hispanic Heritage Month and throughout the year, the Cowboys focus their community outreach efforts on predominantly Hispanic youth. In 2015, the Dallas Cowboys Rookie Club visited Mi Escuelita Preschool – a nurturing teaching environment for young children whose lower-income and primarily Spanish-speaking homes may put them at risk of falling behind academically. The rookie players, along with volunteers from UnitedHealthcare and Fuel Up to Play 60 nutritionists from Dairy Max, played games with the youngsters, incorporating tips for healthy eating and the importance of getting active. The children colored their own “MyPlate,” learning the recommended portions of healthy food groups.



DALLAS COWBOYS ROOKIE CLUB





For the past 15 years, the Dallas Cowboys Rookie Club has taught the team's newest members the responsibility that comes with putting on a Cowboys jersey and what a difference they can make in the North Texas Community.

Presented by UnitedHealthcare, the 2015 Dallas Cowboys Rookie Club:

- Hung out with The Salvation Army kids at the Reliant Home Run Derby charity event (May 2015).
- Led a character workshop for student-athletes at Cowboys U (June 2015).
- Visited predominantly Hispanic, at-risk preschool children at Mi Escuelita (September 2015).
- Built a Dallas Cowboys PLAY 60 Fitness Zone at the Boys & Girls Club Center at The Salvation Army Garland Corps (October 2015).
- Served the homeless a Thanksgiving meal at The Salvation Army Mabee Social Services Center in Fort Worth (November 2015).
- Distributed meals to senior citizens who receive assistance from the North Texas Food Bank (December 2015).



GET IN THE GAME



The Dallas Cowboys and Jones Family Foundation sponsored the “Get in the Game” luncheon at AT&T Stadium to benefit The Gatehouse — a supportive living community on 61 acres in Grapevine, Texas, where women and children escaping abuse or other crisis can discover new paths for permanent change. The Gatehouse functions as a “next step” after emergency shelter programs, offering longer-term residency and resources for women to reach permanent self-supportiveness.

The luncheon was much more than a fundraiser for a good cause. It was an effort to open eyes and awaken the DFW Metroplex to the realities of domestic abuse. With statistics showing that one in four women will experience violence by an intimate partner in their lifetime, there’s no question that this issue is an epidemic, and it’s time for everyone to “get in the game.”

Cowboys Pro Bowl tight end and 2012 NFL Man of the Year Jason Witten was the keynote speaker. Witten, a childhood victim of family violence, works through his SCORE Foundation to provide positive male mentors to at-risk children in order to stop the cycle of abuse.

Also as part of the event, The Gatehouse presented financial grants to further the mission of six outreach organizations that work to provide emergency shelter for women upon their immediate escape of abusive situations: The Salvation Army, The Family Place, Hope’s Door, GRACE Grapevine, SafeHaven and Genesis Women’s Shelter and Support.

“I was fortunate to have a place to go, in my grandparents. If not for them, my family would have gone to a shelter and we would have been in need of a place like The Gatehouse.”

- Jason Witten
Tight End

WOMEN HELPING WOMEN

The Dallas Cowboys Women's Association is a community program of the Jones Family Foundation comprised of the wives and significant others of Cowboys players, coaches and front office staff. Led by Mrs. Gene Jones, Charlotte Jones Anderson and Brill Garrett, wife of Head Coach Jason Garrett, the program allows the women of the Dallas Cowboys to become involved in the community and make a difference.

As part of their efforts to combat domestic violence and sexual abuse, the Dallas Cowboys Women's Association, led by Michelle Witten and the Jason Witten SCORE Foundation, annually create a Christmas miracle for women and children seeking shelter at The Family Place over the holidays. The Family Place is a Dallas shelter for victims of family violence. This year's "Family Place Christmas of Giving" was held at The Gaylord Texan Resort in Grapevine. The Family Place clients enjoyed the Gaylord's ICE! Exhibit and a full evening of fellowship that included Christmas carols, mingling with Cowboys players and coaches, a pizza dinner, an appearance by Santa Claus, Tony Romo reading *'Twas the Night Before Christmas*, and gifts purchased by the SCORE Foundation and wrapped by the Women's Association members for the children.

Additionally, the DCWA's annual Fashion's First Down charity fashion show raised vital funds for women and children in crisis served by both The Gatehouse and Nexus Recovery Center. Chaired by Candice Romo, wife of Tony Romo, the night of football and fashion grossed more than \$100,000 to further programs for women escaping domestic violence or substance abuse in North Texas.



TACKLING HUNGER

4 Million Meals. 11 Years. 3 Legends. 1 Offensive Line.

Just 24 hours after the NFL Draft's conclusion, AT&T Stadium transitioned from Draft Party to Tailgate Party, as it played host to the 11th annual Taste of the NFL benefiting the North Texas Food Bank. This year's event, chaired by the Cowboys offensive line (led by Travis Frederick), along with Cowboys legends Charles Haley, Preston Pearson and Chad Hennings, featured live music, a silent and live auction and cuisine from dozens of Dallas-Fort Worth's hottest restaurants. Since the event's inception in 2005, more than **4 million meals** have been provided for hungry North Texas children.





BRINGING PARTNERS TOGETHER

Every year the entire Cowboys organization is invited to support The Salvation Army's Angel Tree program wherein players, coaches, executives and staff supply toys and necessities for hundreds of Angels in need. The program makes Christmas brighter for nearly 60,000 children and special needs senior citizens in the DFW Metroplex alone. Since 2013, the Cowboys have teamed up with Bank of America and the North Texas Food Bank to supply thousands of Angel Tree families with a hearty meal to supplement their gift items, bringing the holiday experience full circle.



CELEBRATING VOLUNTEERISM

334 Volunteers. 652 Hours. \$16,373 Hours Donated.

As part of the team's outreach philosophy, the Jones Family enlists the talents, skills and resources of all Dallas Cowboys players, coaches, cheerleaders and staff to provide a unique and cutting edge approach to community service.

Throughout the year, our employees at all levels, in all departments, donate time to giving back to those in need.

Through the Dallas Cowboys Community Quarterback Award, the team has recognized dozens of North Texas citizens for volunteerism - providing more than \$300,000 in grants to the nonprofit organizations the volunteers serve. In 2015, the Cowboys honored 87-year-old Marcelline Green, a dedicated volunteer at the North Texas Food Bank. As part of her recognition, a \$10,000 donation on behalf of the Jones Family Foundation was made to the North Texas Food Bank, the equivalent of 30,000 meals distributed to hungry North Texans.





"Any personal contact with an individual member of the Dallas Cowboys organization can provide help for hundreds of people in need."

— Jerry Jones
Owner, President, and General Manager

A SPECIAL THANKS TO OUR 2015 PARTNERS

Albertsons
Baylor Scott & White Health
Effen Vodka
North Texas Food Bank
Tangerine Salon
UnitedHealthcare

American Heart Association
Belk
Excelsior Wines
Reliant Energy
Texas Lottery
UT Southwestern

Ashley Furniture
Ben Hogan Sports Medicine
KTVT-CBS 11
Sherwin-Williams
The Cooper Institute
Whataburger

Bank of America
Dairy Max
Lash Lounge
Susan G. Komen for the Cure
The Salvation Army



"There is no more telling example of the power of partnership and teamwork than that of our efforts in the community. We are so grateful for our many generous partners who take a real interest in our social responsibility platforms, and whose support allows our team to double and even triple our impact for those who need it most. It's our honor and privilege to serve our community alongside you. Thank you."

- Charlotte Jones Anderson
Executive Vice President, Chief Brand Officer