



COMMUNITY IMPACT

BUILDING A BETTER JACKSONVILLE **TOGETHER.**

2024 ANNUAL REPORT

PRESENTED BY

Florida Blue 

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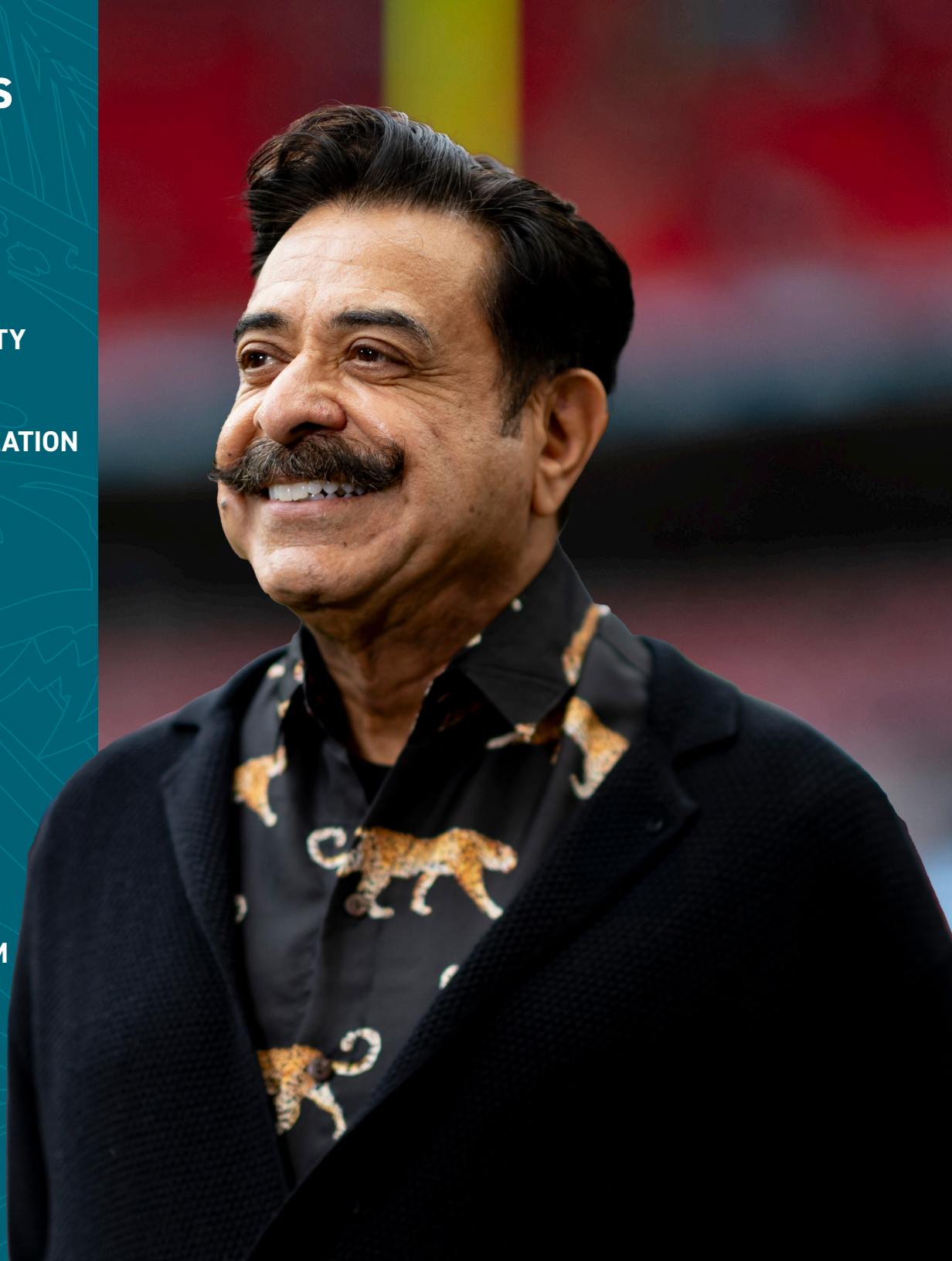
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DEAR COMMUNITY,

Each year, the Jaguars Foundation reiterates its commitment to improving the lives of our residents through its focus on neighborhood revitalization, youth development, and NFL-wide initiatives, including support for the military, cancer awareness and prevention, social justice, Hispanic heritage and non-profit engagement.

Since 2012, the Jaguars and Khan Family have donated more than \$37 million through the Jaguars Foundation in support of many worthy causes within those pillars. In 2024, our team continued this tradition in the community through numerous monetary grants and volunteer hours.

Among the initiatives spearheaded in the last year alone, I am especially proud of the efforts by the Jaguars Foundation to provide access to technology and training tools for Jacksonville residents to bridge the digital divide, including funding a new computer lab in the in the Historic Eastside and providing iPads and hands on learning for senior citizens at the inaugural Senior Technology Training Camp. Additionally, through our Jaguars PREP football development program, we positively impacted more than 10,000 youth and high school football athletes, continuing to grow the pipeline for the sport and make it accessible to more kids in Northeast Florida and beyond.

We are grateful for the work of Jaguars players and coaches who are also committed to improving lives in our community, including participating in food distribution drives, honoring military families and encouraging young athletes to continue their pursuit of football excellence. The awareness of our locker room's dedication went beyond our own community as the NFL recognized our own Arik Armstead as the 2024 Walter Payton Man of the Year for his tireless work related to reading and financial literacy through Jaguars Literacy Locker Rooms and EverBank Touchdowns for Tomorrow, among other initiatives.

At the time of the City Council vote for the Stadium of the Future in late spring 2024, I said "never doubt Jacksonville." I stand by this statement beyond measure. We are a mighty city with the most steadfast and resilient people – a people with a "can-do" mentality to ensure we build a better Jacksonville together.

It is a privilege to be a part of this community and a responsibility the Jaguars take seriously. I want to thank you for your abundance of support for the Jaguars Foundation and our mission.

Go Jags!

Shad Khan,
Owner
Jacksonville Jaguars



MISSION

OUR MISSION IS TO UPLIFT THE NORTHEAST FLORIDA COMMUNITY BY PROVIDING ECONOMIC AND EQUAL OPPORTUNITY THROUGH PROGRAMS THAT STRENGTHEN OUR NEIGHBORHOODS AND DEVELOP OUR YOUTH.

BUILDING A BETTER JACKSONVILLE TOGETHER.

THE JACKSONVILLE JAGUARS 30TH SEASON

In 2024 the Jacksonville Jaguars reached a milestone in franchise history — the 30th season. We celebrated 30 years of having the best fans, calling Jacksonville home and providing impactful work in the community. This milestone is just the beginning for the Jaguars with the Stadium of the Future on the horizon.



WALTER PAYTON NFL MAN OF THE YEAR - ARIK ARMSTEAD

Congratulations to Jacksonville Jaguars DE Arik Armstead who was named the 2024 Walter Payton NFL Man of the Year. This award is the league's most prestigious honor, recognizing NFL players who have exhibited excellence on the field and whose passion to impact lives extends beyond the game.

ARMSTEAD ACADEMIC PROJECT MISSION STATEMENT

Dedicated to ensuring that every student, no matter their socioeconomic status, has direct access to the resources they need to thrive, the Armstead Academic Project provides youth with positive spaces, tools, and academic support to unlock their potential and achieve their goals.



2024 JAGUARS COMMUNITY IMPACT **BY THE NUMBERS**

100



Programs and events activated

52,000



Youth football players and coaches impacted by Jaguars PREP

5,180



Individuals impacted by food distributions

2,590



Books donated

1,918



Staff volunteer hours

15,325



Home game tickets donated to local nonprofits

4,429



Honor Rows seats awarded

MAJOR COMMUNITY INVESTMENTS

Since 2012 the Jacksonville Jaguars and the Khan Family have donated more than \$37 MILLION in grants through the Jaguars Foundation and are strong supporters of the Jacksonville community.

\$1.3 MILLION

Donation to support the revitalization of Jacksonville's historic OUTEAST neighborhood

\$5 MILLION

Donation to support the new Museum of Science & History (MOSH)

\$1 MILLION

Donation to support MD Anderson Cancer Center's Downtown Jacksonville facility to assist with breast cancer research, prevention and care

\$1.5 MILLION

Donation to support the City of Jacksonville's Veterans Resource and Reintegration Center at City Hall. In addition, the Jaguars Foundation annually awards more than \$70,000 in grants to local military and veteran-serving organizations.

\$1 MILLION

Donation to YMCA to promote community health, wellness and youth development



\$1.2 MILLION	\$2,942
\$1 MILLION	\$218,701
\$1.4 MILLION	
\$1 MILLION	
NUMBERS	
1,520	10,000+
2,800	19,140
5,180	3,490

JAGUARS IN THE COMMUNITY

COMMUNITY DAY

In September, the Jaguars hosted their second annual Community Day presented by Florida Blue which positively impacted thousands of local children, families, and military personnel. Volunteers from Florida Blue, CSX, FIS, Regency Centers, and Tito's Vodka assembled 1,000 meal kits for Feeding Northeast Florida, 200 care packages for St. Michael's Soldiers, a backpack filled with school supplies for every student at Andrew Robinson Elementary with the help of City Year and 600 hygiene kits benefitting Operation New Hope.



UNIFIED BOWL

The Special Olympics Florida team battled the Special Olympics Minnesota team in the Special Olympics Unified Bowl, a competitive flag football match held at EverBank Stadium leading up to the Jaguars vs. Vikings matchup. Athletes received customized jerseys, backpacks, and gear thanks to Ticketmaster. The Special Olympics Minnesota athletes traveled to Jacksonville for a memorable game day experience filled with flag football, NFL football and making new friendships.



EVERBANK FINANCIAL LITERACY CAMPS

The Jaguars and EverBank teamed up on the field and in the classroom for the EverBank Touchdowns for Tomorrow program. For every Jaguars touchdown scored in the 2024 NFL season, EverBank provided 100 Duval County students with access to financial education on the field through camps and in the classroom through financial literacy lessons. Held at EverBank Stadium, Jaguars players, Legends, and EverBank volunteers provide hands-on financial education lessons using football drills and activities.



SENIOR TECH TRAINING CAMP

The Jaguars and AT&T collaborated on a Senior Technology Training Camp that benefited 90 seniors from the First Coast YMCA Silver Sneakers Program. Each participant received a new iPad along with hands-on training in essential digital skills. Mayor Donna Deegan spoke to the audience, and following the unboxing and setup of the devices, attendees engaged in information sessions covering topics such as internet security, navigating healthcare platforms, and transportation apps. This initiative aimed to equip seniors with the tools they need to stay connected and informed in today's rapidly changing digital landscape. The program was made possible by the NFL Foundation's Digital Divide Grant, which seeks to address the technology gap in marginalized communities.



FLORIDA BLUE COMMUNITY CHAMPIONS

During each home game, the Jaguars and Florida Blue recognize a Community Champion for their outstanding contributions and commitment to our community.

THE 2024 FLORIDA BLUE COMMUNITY CHAMPIONS:

NICOLE HAMM

Blue Zones Project

LARRY ROZIER

Mitch22 Foundation, Inc

ROYCE FEDD

The Corner at Debs Store

YOLANDA WEBSTER

P.S. Never Give Up Hope

MICHELLE MCGRIF

Tom Coughlin Jay Fund Foundation

MICHELLE MCMANAMON

Operation New Uniform

KEVIN BROWN

Keep Jacksonville Beautiful

HANNAH HALL

Hannah's Hope House

TENIKKA HUGHES

Tenikka's Books for Kids



NEIGHBORHOOD REVITALIZATION

We believe when neighborhoods thrive, so do residents and ultimately their communities. The Khan Family and the Jaguars Foundation made a \$1.3 million donation to LIFT JAX and its work with the Historic Eastside Community Development Corporation (CDC), supporting the revitalization of Jacksonville's OUTEAST neighborhood.



GRAND REOPENING OF THE CORNER AT DEBS STORE

In September, the Jacksonville Jaguars celebrated the grand reopening of The Corner at Debs Store in Jacksonville's Historic Eastside. This Goodwill Industries of North Florida initiative offers fresh, affordable food plus career services through the GoodCareers Center. Originally serving the community since 1911, the Debs Store closed in 2011, leaving the neighborhood without a walkable grocer. This 2024 revival, supported by the Debs family, Goodwill, LIFT JAX, City of Jacksonville, Jaguars, VyStar and others, also includes a new computer lab with funding made possible from the Jaguars Foundation.





BUSTER FORD CHECKERBOARD PARK CLEANUP

Volunteers from VyStar Credit Union and the Jaguars teamed up with Florida Avenue, Main Street and OUTEAST residents to tackle phase three of the transformation of Buster Ford Checkerboard Park, located on A. Philip Randolph Boulevard. Volunteers installed plants, flowers, mulch and gravel, and cleaned storefronts along the APR corridor.



FSCJ AND GOODWILL A-STEP PROGRAM

This summer, the Jaguars supported the Florida State College at Jacksonville and Goodwill Industries of North Florida A-STEP (Academic Support Through the Employment Process) program's concentrated construction 'Building Futures Together' track. Jaguars Partner DeWalt Tools graciously provided the first graduating class with a bag of essential items to kickstart their construction careers.



COMMUNITY FIELDS

The Jaguars, alongside the NFL Foundation, brought a new state-of-the-art track and football field to KIPP Bold City High School making it the 19th community field opened through the partnership in Northeast Florida. The Jaguars are committed to investing in community fields to provide safe, accessible spaces.



THE JAGUARS FOUNDATION BOYS AND GIRLS CLUB AT RUSSELL B. COOK JR. PARK

We continued support of the Boys and Girls Clubs of Northeast Florida with a \$250,000 donation towards a club renovation of the Jaguars Foundation Boys and Girls Club at Russell B. Cook Jr. Park in Jacksonville's Historic Eastside neighborhood. The renovations include major improvements to the building interior and structure, along with new equipment for recreational and academic use.





YOUTH DEVELOPMENT

Investing in our youth through education and sports offers productive environments for learning and growth. We strongly believe these two powerful tools positively impact the Northeast Florida community and thousands of youth benefit annually from the resources offered through Literacy Locker Rooms, Honor Rows, scholarship opportunities and nonprofit partnership programs.



LITERACY LOCKER ROOMS

Literacy Locker Rooms were created in 2021 by the Jaguars Foundation in collaboration with READ USA and other partners to promote the importance of literacy to area youth. Jaguars football players visit local schools and spend time reading to the kids and discuss the importance of reading and the impact literacy has had on their lives. Corporate partners Florida Blue, Whataburger, JEA, Gallagher Insurance and Nemours, made it possible to host Literacy Locker Rooms at John Love Early Learning Center, Beauclerc Elementary, The Guardian Catholic Schools, Andrew Robinson Elementary, Louis S. Sheffield Elementary and Julington Creek Elementary. More than 2,500 elementary and middle school students received free books in 2024.

HONOR ROWS

The Honor Rows program was established to recognize area students for their dedicated efforts in the areas of academic improvement, character and community service. In partnership with Beaver Street Fisheries, this nationally recognized program is one of the Foundation's longest-standing initiatives and uses the opportunity to attend Jaguars home games as an incentive for youth to reach their goals. During the 2024 season, more than 4,400 students earned a seat.



JAGUARS PREP PRESENTED BY DREAM FINDERS HOMES

The Jaguars PREP program is committed to growing the game of football throughout Northeast Florida by removing barriers to accessibility, encouraging health and safety, building strong character and enhancing opportunities and resources for youth and high school football athletes.



ANNUALLY, JAGUARS PREP PROGRAMS IMPACT MORE THAN 52,000 YOUTH AND HIGH SCHOOL FOOTBALL ATHLETES INCLUDING:



GIRLS FLAG PRESEASON CLASSIC

The Jaguars 2024 Girls Flag Preseason Classic presented by Experience Kissimmee took place prior to the start of Girls Flag Football season at EverBank Stadium. The two-day event was the largest preseason classic the Jaguars have hosted to date, featuring 45 girls flag high school teams with over 1,000 athletes from across Northeast Florida.

GIRLS FLAG COLLEGE SHOWCASE

Our second annual Girls Flag College Showcase featured 145 high school girls flag athletes and offered the opportunity to be seen by NAIA and NJCAA coaches. Legend Paul Spicer was on-site to show his support.

DREAM BIG GIRLS FLAG SCHOLARSHIP

The DREAM BIG Scholarship was established through the Jaguars Foundation to support high school girls football athletes pursuing higher education. In its second year, we awarded three scholarships to female high school seniors participating in girls flag and/or tackle football who plan to pursue a higher education. The 2024 recipients included Olivia Cadiz, senior at Dr. Phillips High School; Courtney Brown, senior at Stanton College Preparatory High School; and Lilyana Hirschi, senior at Forest High School.

**GIRLS FLAG GAME OF THE WEEK, COACH OF THE WEEK AND PLAYER OF THE WEEK
PRESENTED BY FARAH & FARAH**

During the girls flag football season, the Jaguars and media partner Action Sports Jax joined forces to highlight girls flag games and the top athletes and coaches of the week. Each Coach of the Week received a \$1,500 check for their school's football program.

FARAH & FARAH COACH OF THE WEEK

- wk1 | **Coach James Black** | Middleburg High School
- wk2 | **Coach Clint Lyons** | Fleming Island High School
- wk3 | **Coach Mike Brown** | Mandarin High School
- wk4 | **Coach Patrick Logue** | Paxon School for Advanced Studies
- wk5 | **Corie James** | St. Augustine High School
- wk6 | **Latoya Patterson** | Yulee High School
- wk7 | **Coach Dale Whitfield** | Palatka High School

FARAH & FARAH PLAYER OF THE WEEK

- wk1 | **Charlotte Minnon** | QB | Baldwin High School
- wk2 | **Kyra Jackson** | QB | Ed White High School
- wk3 | **Alexis Pabon** | QB | Mandarin High School
- wk4 | **Ashley Purdy** | QB | Sandalwood High School
- wk5 | **Tatum Vaughn** | DB | Clay High School
- wk6 | **Tyra Pierce** | ATH | Ed White High School
- wk7 | **Gaby Rourke** | ATH | Atlantic Coast High School



GIRLS FLAG COACH OF THE YEAR AND PLAYER OF THE YEAR

Jaguars named Coach Bachir Saoud from Ed White High School as the 2024 Girls Flag Coach of the Year and London Jenkins from Fleming Island High School as the 2024 Girls Flag Player of the Year. Coach Saoud was awarded a \$2,500 check for Ed White's flag program.



GIRLS FLAG GAME ALL-PREP TEAM

The Jaguars partnered with Florida High School Football Media Group to help identify the top 25 female athletes named to the 2024 Girls Flag ALL PREP team:

Alexis Pabon | QB | Mandarin High School
Ansley Hicks | QB | Paxon School for Advanced Studies
Ashley Mohrmann | ATH | Fletcher High School
Ashley Purdy | QB | Sandalwood High School
Brooke Cooper | QB | Middleburg High School
Catherine Brewer | ATH | Stanton College Preparatory School
Cheyne Jenkins | ATH | Middleburg High School
Courtney Brown | ATH | Stanton College Preparatory School
Devyn Dudones | QB | Fleming Island High School
Elyhana Perez-Stevenson | ATH | Fleming Island High School
Gabi Musa | LB | Fleming Island High School
Gaby Fajardo | WR/LB | Stanton College Preparatory School
Gaby Rourke | ATH | Atlantic Coast High School

Irvieona Gantt | WR/DB | Mandarin High School
Jasmin Cross | QB | Fletcher High School
Katie Rodney | WR | Fletcher High School
Kyra Jackson | ATH | Ed White High School
Lily Holden | WR | Bartram Trail High School
Lily Kalil | RUSH | Clay High School
London Jenkins | ATH | Fleming Island High School
Paola Cruz | LB | Crescent City High School
Reese Holman | DB/WR | Paxon School for Advanced Studies
Shelby McClain | C/OLB | Clay High School
Teaghan Moses | QB | Clay High School
Tyra Pierce | ATH | Ed White High School



WHATABURGER GAME OF THE WEEK, COACH OF THE WEEK AND PLAYER OF THE WEEK

During the high school football season, the Jaguars and Action Sports Jax partnered to highlight boys high school football locally. The top matchup of the week is highlighted along with the Player and the Coach of the Week. Each Coach of the Week received a \$1,500 check for their school's football program.

WHATABURGER COACH OF THE WEEK

- wk1 | **Coach Jamie Rodgers** | Bradford High School
- wk2 | **Coach Matt Toblin** | The Bolles School
- wk3 | **Coach Cory Johns** | Bartram Trail High School
- wk4 | **Coach Maurice Williams** | Providence School of Jacksonville
- wk5 | **Coach Collin Drafts** | Nease High School
- wk6 | **Coach Donovan Masline** | William M. Raines High School
- wk7 | **Coach Pete Duffy** | Beachside High School
- wk8 | **Coach Kyle Dougherty** | Yulee High School
- wk9 | **Coach Donald Velvet** | Baldwin High School
- wk10 | **Coach Derek Chipoletti** | Fleming Island High School
- wk11 | **Coach Martin Lee** | First Coast High School

WHATABURGER PLAYER OF THE WEEK

- wk1 | **Kenyon Gardner** | ATH | Paxon School for Advanced Studies
- wk2 | **Nate Harry** | QB | Nease High School
- wk3 | **Tristan Kelly** | DE/LB | Impact Christian Academy
- wk4 | **Mason Williams** | QB | Providence School of Jacksonville
- wk5 | **Elisha Luckett III** | CB | Nease High School
- wk6 | **Timothy Cole II** | QB | William M. Raines High School
- wk7 | **Samuel Hayward** | DE/OLD | Providence School of Jacksonville
- wk8 | **Jordan Durham** | QB | Zarephath Academy
- wk9 | **Trace Burney** | WR | Fleming Island High School
- wk10 | **Joshua Bruton** | RB | University Christian
- wk11 | **Brian Case** | ATH | Ponte Vedra High School



WHATABURGER COACH OF THE YEAR AND PLAYER OF THE YEAR

The Jaguars, Action Sports Jax and Whataburger partnered to present the Whataburger Coach of the Year to Coach Martin Lee from First Coast High School and Whataburger Player of the Year to Timothy Cole II of William M. Raines High School. In receiving the Coach of the Year recognition, Coach Lee was awarded a \$2,500 check for his football program and two tickets to Super Bowl LIX!



ALL-PREP TOP 25

Each season, the Jaguars and Action Sports Jax select the top area high school football players to be recognized as part of the ALL-PREP Top 25 based on their on- and off-the-field achievements.

THE 2024 RECIPIENTS WERE:

Andre Jackson | DL | Fletcher High School
Arthur Lewis IV | RB | Bartram Trail High School
Brian Case | RB | Ponte Vedra High School
Christopher “Deuce” Foy II | RB | Oakleaf High School
Cibastian Broughton | QB | Fleming Island High School
Drake Stubbs | DB | Mandarin High School
Elyiss Williams | TE | Camden County High School
Jamie Ffrench | WR | Mandarin High School
Jeremiah McKenzie | LB | Bradford High School
Joe Miracle III | LB | Nease High School
Joshua Patterson | DB | Ed White High School
JP Donovan | ATH | Bishop Kenny High School
Jyon Simon | DL | William M. Raines High School
Kenyon Gardner | ATH | Paxon School for Advanced Studies
Locklan Hewlett | QB | St. Augustine High School
Maddox Spencer | WR | Nease High School
Naeem Burroughs | WR | The Bolles School
Sam Hayward | DL | Providence School of Jacksonville
Sean Ashenfelder | QB | Creekside High School
Simeon Caldwell | LB | The Bolles School
Solomon Thomas | OL | William M. Raines High School
Tae’Shaun Gelsey | TE | Riverside High School
Tay’vion Lawson | DB | Jackson High School
Timothy Cole II | QB | William M. Raines High School
Trenton Jones | WR | St. Augustine High School



BOLD GOLD GAMES

In continuing its dedication to developing pathways for youth and flag sports, the Jaguars hosted nearly 700 athletes and coaches at the “Bold Gold Games.” The Olympic-themed 5v5 flag football tournament hosted nine divisions of travel flag teams ranging from 9U to 18U teams of girls and boys/coed teams. Fifty five teams had the chance to compete at EverBank Stadium and Daily's Place Flex Field with champions receiving gold medals.



QB SKILLS CHALLENGE

The Jaguars QB Skills Challenge continues to grow and attract the top talent across Florida and southeast Georgia with over 200 male and female high school quarterbacks competing in a head-to-head competitive challenge.



THE NIKE 11-ON

In 2024 the Jaguars hosted Nike 11-On series with 16 high school football teams participating and competing against other local high school teams to prepare for their seasons. Boys flag athletes representing Jacksonville to North Orlando and the panhandle traveled to Northeast Florida to compete at EverBank Stadium.



NIKE GIRLS FLAG SUMMER TOURNAMENT

The Jaguars and Nike hosted 16 teams for the second annual Girls Flag Summer Tournament at EverBank Stadium. Choctaw High School's team was crowned the champions in the 7v7 tournament and Niceville High School won the tug-of-war contest.



HIGH SCHOOL MEDIA DAY

Thanks to Baker Sporting Goods, the Jaguars hosted 60 regional boys high school football teams at EverBank Stadium for an afternoon of interviews with the media, photo and content opportunities, and more at the annual High School Media Day.





NIKE "THE NEXT ONES"

Local high school football athlete, Simeon Caldwell, LB from The Bolles School, was selected to represent the Jaguars in 2024 Nike's "The Next Ones." This exclusive invite is extended to the top athlete out of each of the NFL's 32 markets and offers a special experience at the Super Bowl to compete against top talent from across the country.

SPECIAL OLYMPICS FANTASY CAMP

Special Olympics Florida 'Fantasy Camp' presented by Ticketmaster was a day filled with once-in-a-lifetime moments. Athletes began with a stadium tour that led to the official team locker room, where THE ROAR cheerleaders showed them to lockers featuring personalized nameplates and game-day style jerseys. Jacksonville Jaguars GM Trent Baalke was onsite to welcome attendees and announced that each athlete would each sign an exclusive one-day contract to become Jaguars players for the day.





HELMET DONATIONS

The Jacksonville Jaguars and Gatorade teamed up to surprise the Riverside High School football team with new helmets and equipment for their season. Athletes are provided equal access and opportunity for all to play the game they love thanks to Gatorade's equity in sports program. To kickoff August's Play Football Month, the Jaguars also donated nearly 200 new helmets to local youth football programs.



GATEWAY CONFERENCE AWARDS

The Jaguars partnered with Florida Lottery to celebrate more than 350 local public high school athletes at the annual Duval County Public Schools Gateway Conference Awards. The ceremony honors the top male and female athletes on the field and in the classroom from across Duval County.



PREP PROSPECT CAMPS

The Jaguars hosted PREP Prospect Camps with over 500 of the best athletes in Jacksonville in attendance. Boys and girls flag athletes ages 8 through 17 showed off their skills through a series of drills and scrimmages.





LEAGUE-WIDE INITIATIVES

Each season, all 32 NFL teams come together to celebrate and support a variety of different initiatives and causes that touch each of our respective communities. The Jaguars are committed to making an impact, bringing awareness, and driving change in each of the following areas:



INSPIRE CHANGE

As part of an NFL league-wide effort to address social justice issues, we focus on the following four areas of social justice: education, economic advancement, police-community relations, and criminal justice reform.

**INSPIRE
CHANGE**

NATIONAL VOLUNTEER MONTH

During April's National Volunteer Month, nearly 80 Jaguars front office staff dedicated more than 700 volunteer hours to impact several non-profit organizations and companies across Jacksonville. The team packaged and distributed 3,522 meals, supported 500 area youth, assembled 300 care packages for the homeless, and served 1,500 meals.



INSPIRE CHANGE CHANGEMAKER AWARD

Mia Jones, CEO of AGAPE Community Health Center, is the Jaguars 2024 Inspire Change Changemaker awardee. AGAPE Community Health Center is a Jacksonville-based nonprofit that provides quality healthcare services for insured, uninsured, and underinsured Jacksonville residents. Jones has long been a community steward, serving in the Florida House of Representatives and on Jacksonville City Council. She was recognized during a home game and received a donation from the NFL Foundation plus a trip to Super Bowl LIX!



CRUCIAL CATCH

The Crucial Catch campaign raises awareness for multiple types of cancer and promotes early detection and risk reduction across all 32 NFL markets. The Jaguars host various events for families affected by cancer and support local nonprofits that offer financial support and services for families.

CRUCIAL
CATCH
INTERCEPT CANCER



HOSPITAL VISITS

To kick off our Crucial Catch campaign, Tom Coughlin, former Jacksonville Jaguars Head Coach and founder of the Tom Coughlin Jay Fund alongside specialists Ross Matiscik and Cam Little, stopped by Wolfson Children's Hospital to spend time with our Wolfson Warriors.



CRUCIAL CATCH NIGHT

The Jaguars and UF Health teamed up to host more than 200 members of our community affected by cancer at Main Event for a night of arcade games, bowling, and fun alongside Jaguars players and legends.



PINK OUT MONTH

In partnership with Clay County Athletics and the American Cancer Society, Jaguars PREP helped promote PINK OUT Month during October. During eight high school football games, athletes, coaches, parents and students wore pink to help raise awareness and funds for breast cancer.



CRUCIAL CATCH GAME

During the Jaguars' Crucial Catch game, players, coaches, fans and referees wear Crucial Catch apparel to help create awareness surrounding multiple types of cancer. The team provides unique and unforgettable on-field gameday experiences for those battling cancer, survivors, and their families.



SALUTE TO SERVICE PRESENTED BY CSX

Jacksonville is home to six area military bases, and we are proud to support our military community and honor members of the armed services year-round. Through the Jaguars Foundation, Shad Khan and his family have provided more than \$1 million to support the City of Jacksonville's Veterans Resource and Reintegration Center at City Hall.



THE 2024 SALUTE TO SERVICE CAMPAIGN INCLUDED:





T.A.P.S. TRAINING CAMP

The Jaguars Foundation hosted 14 military families through Tragedy Assistance Program and Survivors at Jaguars Training Camp. Families were treated to a surprise meet-and-greet with Jaguars head coach Doug Pederson and General Manager Trent Baalke. Legends Marcus Stroud and Donovan Darius signed autographs.



CELEBRATION OF VALOR PRESS CONFERENCE

In a special ceremony at City Hall, Mayor Donna Deegan, Mark Lamping and Bryan Tucker of CSX distributed \$70,000 in grants to 11 local military and veteran-serving organizations.



BATTLE OF THE BRANCHES

The Jaguars Battle of the Branches flag football tournament continues to be a much-anticipated event for our military community. This year, 250 service members and 13 teams competed at Naval Air Station Jacksonville with Fort Stewart Hunter Army Airfield taking back-to-back victories, and were recognized on field at the Jaguars Salute to Service game.

BASE VISIT

Jaguars players Travon Walker and Ventrell Miller, alongside Jacksonville Jaguars Legends DT Marcus Stroud and LB Kevin Hardy, visited NAS JAX during the Jaguars Salute to Service campaign to thank local active and retired members.



VETERANS DAY PARADE

On Veterans Day, Jaxson de Ville, members of THE ROAR, Jags D-Line, and veterans employed by CSX proudly rode the Jaguars and CSX float in the City of Jacksonville's Veterans Day Parade.



NAVAL STATION MAYPORT YOUTH FOOTBALL CAMP

Over 250 service members' children joined Jaguars Legends RB James Stewart and LB Kevin Hardy for a youth football camp at Naval Station Mayport.



SALUTE TO SERVICE GAME

The Jaguars Salute to Service campaign presented by CSX culminated at EverBank Stadium with the Jaguars Military Appreciation Game vs. Minnesota Vikings in Week 10 of the 2024 NFL season. The Jaguars honored local military and hosted more than 3,000 service members and their families.





JAGUARS LEGENDS

This program connects former Jaguars players back to the game of football through fan engagement, community programming, and appearances. During the year, Jaguars Legends were active in the community, giving back through food distributions, supporting our military, visiting local schools, participating in Jaguars youth football camps, and more.





ROOKIE AND LEGENDS DINNER

The Jaguars 2024 Draft Class, including rookie free agents, joined 15 Jaguars Legends for dinner at the Miller Electric Center. It was an opportunity for former players and the next generation of Jaguars players to connect and reflect on being an NFL football player.



LEGENDS GAME DAY AUTOGRAPH SIGNING

Prior to each home game, the Jaguars provided fans the experience to take a photo, receive an autograph, and meet Jaguars Legends throughout the 2024 season. Twelve Legends joined us across six home games to meet fans and cheer on the Jaguars.



LEGENDS WEEKEND

The Jaguars hosted more than 75 Legends during Legends Weekend in October, beginning with a welcome reception on Friday evening, followed by exclusive access to a closed-door Jaguars practice on Saturday, and a dinner reception at the team's practice facility. On Sunday, Legends were greeted by thousands of fans during a pre-game, on-field recognition at the Colts vs. Jaguars home game.



TOM COUGHLIN - PRIDE OF THE JAGUARS

Original Jacksonville Jaguars head coach Tom Coughlin quickly built the Jaguars from a 1995 expansion team into a perennial playoff team, and became the seventh PRIDE of the Jaguars member. Jaguars Legends near and far were invited to town for Legends Weekend where Coach Coughlin was formally inducted on-field before family, friends and fans.

PLAY FOOTBALL

Through camps, activities, NFL flag and tackle leagues, the NFL celebrates youth and high school football year-round through its Play Football initiative. Play Football provides a fun and engaging experience for players of all ages and skill levels, equipping young people with key life skills for success on and off the field.





NFL FLAG

Jacksonville hosts 14 NFL FLAG boys and girls leagues across northeast Florida. NFL FLAG serves athletes ages 4-17 with more than 1,600 leagues across the country.



NFL FLAG JAX REGIONAL

The Jaguars hosted their second JAX NFL Flag Regionals event in 2024 with 98 teams, 980 athletes and 190 coaches participating. The Championship teams also received a \$3,000 travel stipend for the NFL Flag Championships in Canton, Ohio where they proudly represented the Jaguars.



PLAY FOOTBALL GAME

The Jaguars hosted over 5,800 youth football athletes, coaches, and families for the first two preseason home games against the Chiefs and Buccaneers. The Jaguars recognized these athletes as the honorary captains and offered exclusive game-day experiences and pre-game recognitions for Jaguars PREP youth and high school football athletes.

MY CAUSE MY CLEATS

Jaguars players' passions go beyond the field and beyond the game. The NFL's My Cause My Cleats initiative allows players and coaches to bring awareness to a multitude of important and worthy causes on a national stage. Over 70 players and coaches worked with artists and organizations around the world to design custom cleats that tell a story and raise awareness for charities close to their hearts, which is showcased on-field during a home game.

SCAN QR CODE

Learn about all the causes supported by the Jaguars:





HISPANIC HERITAGE MONTH

Throughout September and October, the Jacksonville Jaguars celebrated Hispanic Heritage Month, recognizing the rich cultural heritage and contributions of the Latino community around the NFL.



SOMOS DUUUVAL FOOD DISTRIBUTION

The Jaguars partnered with Verizon and Feeding Northeast Florida to host the 3rd annual food distribution impacting 375 Hispanic and Latino families in need. Jaguars Legend Jorge Cordova assisted with the distribution.



SOMOS DUUUVAL YOUTH FOOTBALL CAMPS

During Hispanic Heritage Month, Jaguars PREP and former Jaguars LB Jorge Cordova hosted the Somos DUUUVAL youth football camp at Englewood High School with over 240 kids from neighboring elementary schools.



LATINO YOUTH HONORS NOMINEES

The Jaguars selected PREP girls flag football athlete Paola Cruz-Ramos and boys football athlete Harrison Garrigo as the 2024 NFL Latino Youth Honors nominees. Cruz-Ramos was also chosen to be a league finalist and received a grant for college, and the Jaguars surprised her with two tickets to Super Bowl LIX!



HISPANIC HERITAGE GAME

During the Jaguars vs. Browns home opener, the Jaguars celebrated Hispanic Heritage Month by having former Jaguars LB Jorge Cordova kick off the game with the First DUUUVAL sponsored by Farah & Farah. The First Coast Hispanic Chamber of Commerce scholarship recipients as well as this year's NFL Latino Youth nominees were also recognized in the South End Zone during the game.



DUVAL COUNTY PUBLIC SCHOOLS CONTEST

The Duval County Public Schools Hispanic Heritage Month Essay Contest allows students in grades 4-12 a chance to explore the rich Hispanic Heritage in Northeast Florida. Entries must be written about a living person of Hispanic/Latino heritage from the Jacksonville community. Winners were recognized at EverBank Stadium during a luncheon.

HOLIDAY GIVING

Jaguars players and staff are committed to serving the Northeast Florida community — especially during the holiday season — as they strive to make a difference in the lives of those who are less fortunate. Together, we impact local residents, families and children in need through food drives and donations, gift giving, and memorable events.





TOUR AND TREAT

The Jaguars Foundation and Cadillac joined forces for the annual Tour and Treat event at EverBank Stadium. More than 250 kids from the Boys & Girls Clubs of Northeast Florida were invited to enjoy an evening of Halloween fun. Former Jaguars QB David Garrard and DT Marcus Stroud spent the evening with the kids trick or treating and participated in the many Halloween activities, included a tour through haunted locker rooms.



SIGHT FOR KIDS SPOOKTACULAR

Sight For Kids is a program by Johnson & Johnson Vision and Lions Clubs International Foundation that provides free, comprehensive eye health services to students in underserved schools. Hundreds of Boys & Girls Club of Northeast Florida youth joined the Jaguars Foundation and Sight for Kids program at EverBank Stadium for this special Halloween-themed event to bring essential eye care to local students. Children participated in eye screenings conducted with the help of local organizations. Jaguars players QB Mac Jones, WR Parker Washington and DT Tyler Lacy took part in photo opportunities and meet and greets.



TURKEY TIME WITH THE JAGUARS

In November, more than 600 families in need received meals containing turkeys and other Thanksgiving essentials through a drive up/walk up food distribution event made possible by TECO Peoples Gas, the Jacksonville Jaguars, and partner Feeding Northeast Florida. Food was distributed by Jaguars CB Tyson Campbell, DT DaVon Hamilton, DE De'Shaan Dixon, and CB Christian Braswell, alongside Legends T Tony Boselli and RB James Stewart, THE ROAR, Jaxson de Ville and other volunteers.



SHOP WITH A JAGUAR

For the 8th year, the Jaguars and Academy Sports hosted Shop with a Jaguar, an evening in which 325 Jacksonville-area children each received a \$150 gift card for a holiday shopping spree with Jaguars players at Academy Sports + Outdoors. The children were from Sponsored by Grace, MaliVai Washington Youth Foundation, Level the Playing Field, Jacksonville Arts and Music School and Boys & Girls Club of Northeast Florida. Each child also received a shirt and Jaguars swag. Players included CB Tyson Campbell, DE Travon Walker, LB Foye Oluokun, DT Davon Hamilton, WR Parker Washington, and DT Ezezi Otomewo.



12 DAYS OF TEAL

The Jaguars Foundation and FIS launched the inaugural 12 Days of Teal, a grant-giving initiative for nonprofits in the Jacksonville community during the holiday season. \$60,000 worth of grants were given to 12 nonprofits to assist them in their work to continue to make Jacksonville a better community. Nonprofit recipients included MaliVai Washington, The Women's Center of Jacksonville, The Boselli Foundation and nine others.

HOLIDAY SENIOR MEALS DISTRIBUTION

During the holiday season, Jaguars staff and CSX employees united to wrap gifts, prepare nutritious meals, and write heartfelt cards for over 100 seniors in Jacksonville communities facing food insecurity. Dedicated volunteers personally delivered these thoughtful packages to each senior's doorstep, ensuring they were nourished and welcomed with a warm, joyful smile.



RONALD MCDONALD HOUSE HOLIDAY PARTY

Jacksonville Jaguars specialists Logan Cooke, Ross Maticcik, and Cam Little and team mascot Jaxson de Ville visited children and their families at the Ronald McDonald House Charities of Jacksonville. The Jaguars Foundation sponsored the holiday party and the players donated \$10,000 towards toys that were gifted to the children and their families. The evening was full of excitement as kids opened presents, played games with Jaguars players, and took pictures with the players and Santa.



DELORES BARR WEAVER
...supporting children & families

NONPROFIT SUPPORT

The thousands of lives and neighborhoods positively impacted each year does not happen without the strength and support of our nonprofit partners. We are grateful for the many nonprofits we team up with, who are doing incredible work to assist our community in meaningful and impactful ways.

- 904WARD
- American Cancer Society
- American Heart Association
- Baptist Health Foundation
- Boys & Girls Clubs of Northeast Florida
- Cathedral Arts Project
- Cathedral District
- Changing Homelessness
- City of Jacksonville Veterans Resource and Reintegration Center
- City Year Jacksonville
- Clara White Mission
- Clay County District Schools
- Community Hospice & Palliative Care
- Community Rehabilitation Center
- Construction Ready
- Cummer Museum Foundation
- Daily's Foundation
- Delores Barr Weaver Policy Center
- Duval County Public Schools
- Families of Slain Children
- Feeding Northeast Florida
- First Coast Relief Fund
- Five STAR Veterans Center
- Florida State Parks Foundation
- FreshMinistries
- Gator Bowl Association
- Girls Inc. of Jacksonville
- Guardian Catholic School
- Historic Eastside Community Development Corporation
- I.M. Sulzbacher Center for the Homeless
- Jacksonville Arts and Music School
- Jacksonville Historical Society
- Jacksonville Humane Society
- Jacksonville Public Education Fund
- Jacksonville Speech & Hearing Center
- Jacksonville Sports Medicine Program
- Jacksonville Urban League
- Jacksonville Zoo and Gardens
- JAX Chamber / I am a Star Foundation
- Jewish Federation of Jacksonville
- Lift Ev'ry Voice and Sing Park / City of Jacksonville
- LIFT JAX
- Lights On!
- LISC Jacksonville
- MaliVai Washington Kids Foundation
- Nemours Foundation
- Nonprofit Center of Northeast Florida
- Northwest Behavioral Health Services
- Operation Barnabas
- PACE Center for Girls Jacksonville
- Read USA
- Rethreaded
- Ronald McDonald House Charities Jacksonville
- Sport for Impact
- St. Johns County School District
- The ALS Association Florida Chapter
- The Bail Project
- The First Tee of North Florida
- The Florida Ballet
- Tom Coughlin Jay Fund Foundation
- United Negro College Fund
- University of North Florida Foundation
- Walk-Off Charities of Jax
- West Jacksonville Restoration Center
- YMCA Florida's First Coast

THANK YOU PARTNERS

The Jaguars Foundation thanks the partners who join us each year to carry out important initiatives across Jacksonville. This work cannot be done without the many partners who all play an integral part in moving our community forward, together.



OFFICIAL COMMUNITY PARTNER

- Academy Sports + Outdoors
- AECOM Hunt
- AT&T
- Baker Sporting Goods
- Beaver Street Fisheries
- Brooks Building Solutions
- Breeze Airways
- Cadillac
- Coca-Cola Beverages Florida
- CSX
- Daily's
- DeWalt Tools
- Duval Ford
- Dream Finders Homes
- ETM
- EverBank
- Experience Kissimmee
- Farah & Farah
- FIS
- Florida Lottery
- Fresh From Florida
- Gallagher
- Gatorade
- Healy Foundation
- JEA
- Johnson & Johnson Vision
- Kissaway Foundation
- Nemours Children's Health
- Proctor & Gamble/Head & Shoulders
- Publix
- Pajcic & Pajcic
- Regency Centers
- Suddath
- TECO Peoples Gas
- Ticketmaster
- Tito's Handmade Vodka
- TruVet
- UPS
- UF Health
- Verizon
- Vet Tix
- VyStar Credit Union
- Whataburger



SUPPORT THE JAGUARS FOUNDATION

JAGUARS 50/50 JACKPOT

The 50/50 Jackpot, presented by Duval Ford, gives fans an opportunity to purchase tickets for a chance to win half the jackpot at Jaguars home games with the remaining half benefitting the Jaguars Foundation.

THE JAGUARS STADIUM 5K CHALLENGE

The Jaguars 5K Stadium Challenge presented by Novo Nordisk and the 1 Mile Fun Run presented by Nemours, and other partners including Cadillac, Florida Blue, and PRI Productions, brings together thousands of runners each year to EverBank Stadium to take on the challenging stadium course with proceeds benefitting the Jaguars Foundation's youth and sports programs.

COCKTAIL PARTY

The Jaguars host an annual Cocktail Party in partnership with Suddath, Brooks Building Solutions and Cadillac to bring together the Jacksonville business community for a night out at EverBank Stadium to raise thousands of dollars for the Jaguars Foundation's community programs. This year's theme was 'Dine and Drink Around Duval' and featured offerings of more than a dozen local restaurants.



MEET THE TEAM



COMMUNITY IMPACT
BUILDING A BETTER JACKSONVILLE TOGETHER.

The Jaguars Community Impact team is the philanthropic arm of the Jaguars' organization and a passionate group of leaders who serve with the community in mind. Working with ownership, players, coaches, staff, Legends, community leaders, nonprofit organizations and partners, the Jaguars Community Impact team oversees the Jaguars Foundation, Social Responsibility, and Legends programs, focusing on three key areas of impact. These three areas are neighborhood revitalization, youth development, and League-wide initiatives.

Whitney Meyer
SVP & Chief Community Impact Officer

Peter Racine
SVP of Jaguars Foundation

T-Neisha Tate
VP of Social Responsibility

Adriel Rocha
VP of Community Impact & Football Development

Chris Sutton
Director of Community Partnerships

Caron Streibich
Senior Manager, Community & Development Initiatives

Michael Carnahan
Community Impact Manager

Kristina Heath
Director of the Jaguars Foundation

Caelan Rhinehardt
Youth Football Coordinator

Madison Saul
Communications and Events Manager

Scout Alexander
Social Responsibility Coordinator

Jason Trosclair
Legends Coordinator





At Florida Blue, our mission is to help people and communities achieve better health. We're proud to have shared a decade-long partnership with the Jacksonville Jaguars, and this year's role as Official Community Partner allowed us to highlight local stakeholders during home games, as well as have hands-on activities with those in need to include meal packing with personal delivery to seniors and other meaningful activities. This experience not only deepened the connection to our mission but also underscored the Jaguars' significance in the fabric of our community.

We look forward to continuing our collaboration and making a lasting impact together.

Courtney Harris,
Northeast Florida Market Leader, Chief of Staff
Florida Blue



