



COMMUNITY IMPACT

BUILDING A BETTER JACKSONVILLE TOGETHER.



C O M M U N I T Y R E P O R T
2 0 2 1 - 2 0 2 2

PRESENTED BY:





A Message To Our Fans, Friends And Partners

From Owner Shad Khan

On behalf of the Jacksonville Jaguars and Florida Blue, our official community partner, I would like to thank you for your tremendous support on what was a fantastic year in community outreach. I am extremely proud of our players, coaches, staff and Legends for their work and dedication to our community.

The entire Jaguars organization is committed to strengthening our city, beginning with the plans to revitalize downtown and its surrounding neighborhoods. From the Miller Electric Center, the Jacksonville Shipyards and Lift Ev'ry Voice and Sing Park to the Outeast neighborhood, we are just getting started.

My family and the Jaguars Foundation donated **\$1 million** to LIFT JAX and its work with the Historic Eastside CDC to revitalize the Outeast neighborhood community. Another key area for us is workforce development and providing economic opportunity for the northeast Florida region. With that in mind, the Jaguars brought the Construction Ready program to Jacksonville with the vision of creating jobs in a high-paying industry that can transform lives, families and ultimately communities. I am proud to say we have graduated three classes and all participants received a full-time position with top construction companies in Jacksonville.

It is because of YOU, our fans, our partners and the community's support that we can achieve positive impact in Jacksonville. Change doesn't happen overnight, and it is going to require all of us celebrating the small wins throughout the community as we keep moving the chains on our collective vision for Jacksonville and the downtown area.

On behalf of my family and the entire Jaguars organization, we thank you for your continuous support. We have much to look forward to on the football field and in building a stronger and healthier community together.

I also want to take a moment to congratulate our very own Tony Boselli, who will become the franchise's first player enshrined in the Pro Football Hall of Fame. Congratulations Tony on this well-deserved honor!

Go Jags!

Shad Khan

Owner, Jacksonville Jaguars

Contents

- Letter from the Owner
- Tony Boselli Hall of Fame
- Jaguars in the Community
- Neighborhood Revitalization
- Youth Development
- NFL League-Wide Initiatives
- Community Impact Team
- Thank You Partners

TONY BOSELLI



PRO FOOTBALL HALL OF FAME 2022 INDUCTEE

CAREER ACCOLADES

- Pro Football Hall of Fame All-1990s Second Team
- Five-time Pro Bowl selection (1996-2000)
- Three-time All-Pro (1997-99)
- 1995 NFL All-Rookie Team

NOTES TO KNOW

He was the first-ever draft selection by the Jaguars and started 90 of 91 career games as well as six playoff games from 1995-2001.

During his seven seasons in the NFL, he allowed only 15.5 sacks and allowed just 1.0 sack during his rookie season in 1995 (13 games).

On Dec. 28, 1996, the Jaguars played their first postseason game in franchise history and he lined up against the NFL's all-time sack leader, 11-time Pro Bowl selection, and 1996 Defensive Player of the year DE Bruce Smith and held him to zero sacks.

He led the way for Jaguars all-time leading rusher RB Fred Taylor to rush for nearly 3,500 yards and 32 TDs in the four seasons he blocked for Taylor.

Named to the NFL's All-Decade Team of the 1990s.

During his playing time, 59.6 percent of Jaguars rushes were to the left side.

Over his first three seasons (1995-97), he allowed just 0.13 sacks per game (5.5 sacks in 41 games).



TONY BOSELLI

PRO FOOTBALL HALL OF FAME
2022 INDUCTEE



The Road to Canton

"It's been crazy," Tony Boselli said of the whirlwind journey since the February announcement in Los Angeles. *"You go through the process, and I did for a long time, and you hope it happens and you think it's going to happen and when it does happen it's like, 'Holy Cow!' Being a part of that group, the Hall of Fame and the history of the game I love is truly amazing and humbling. It's been fun, it's been a lot of fun and it's really interesting now to get introduced as a Hall of Famer and I have to tell you that it's different. Different but awesome."*

The Jaguars' first-ever draft pick, Tony Boselli, is the first member of the franchise to be elevated to Hall of Fame status. Tom Coughlin's pursuit of Boselli began in the fall of 1994 when the then expansion coach put his coaches and scouts through the draft process even though they weren't picking until 1995. He saw the potential on the college tape and at Southern California's Pro Day in 1995.

"His will to win. His will to prepare and his desire to compete was at the very highest level," explained Coughlin, whose time with Hall of Famers Lawrence Taylor and Harry Carson from his days with the New York Giants gave him a good measuring stick. *"He had everything else — the height, the length, the feet, the strength and technique, but it was all of those things in combination with his desire to win on every play that made Tony Boselli not only a great football player but a cornerstone on which we could build an entire franchise."*

There is a strong sense of nostalgia among those who lived those first six seasons. Boselli has heard from many former teammates which has been a consistent source of gratitude. *"It's been great,"* he said. *"We had a great locker room and great guys, and they were so supportive throughout the entire process even when I didn't make it, they were so very supportive. I love the guys I played with and hopefully a number of them will be able to join us in Canton in August so we can celebrate together."*

Boselli and the Jaguars are planning a special celebration in Canton and on Legends Weekend in Jacksonville in October. Boselli's impact on the field and in the community, both while he was playing and since returning to northeast Florida in 2006, has turned what was a strong bond between player and fans into the kind of relationship that takes you back to Bart Starr in Green Bay, Joe Greene in Pittsburgh and all the old Colts in Baltimore. It's a relationship that Boselli treasures.

"I wish my shoulder would have let me keep playing, I would have loved to play seven or eight more years in Jacksonville," he said. *"Jacksonville is our home. I love this city, it's where my kids feel at home and the people are simply amazing to us. We're just so blessed to have been drafted by the Jaguars and to have played in northeast Florida. I can't imagine living anywhere else. I can't imagine being a part of any other franchise."*




2021 BY THE NUMBERS

\$3.67 MILLION 
IN TOTAL DONATIONS

 **\$2.26 MIL**
AWARDED IN GRANTS TO CHILDREN,
FAMILIES AND COMMUNITY.

800 CARE 
PACKAGES DISTRIBUTED TO
TROOPS LOCALLY
AND OVERSEAS

 **50K**
STUDENTS, TEACHERS, ATHLETES,
COACHES AND PARENTS IMPACTED BY
JAGUARS PREP

\$505K 
AWARDED IN GRANTS TO LOCAL
MILITARY ORGANIZATIONS.

\$610K 
AWARDED IN GRANTS TO YOUTH
AND HIGH SCHOOL FOOTBALL

50 FLAG KITS
DONATED TO LOCAL SCHOOLS TO HELP +
SUPPORT CONTINUED GROWTH OF FOOTBALL

700 TURKEYS
AND FOOD BAGS DONATED AT THANKSGIVING

73,702 LBS
OF FOOD AND MEALS DISTRIBUTED
TO FAMILIES ALONGSIDE FEEDING
NORTHEAST FLORIDA



COMMUNITY IMPACT

BUILDING A BETTER JACKSONVILLE TOGETHER.

Mission Statement

To uplift our community by providing economic and equal opportunity through programs that strengthen our neighborhoods and develop our youth. Building a Better Jacksonville Together.

Areas of Strategic Focus

Neighborhood Revitalization

- Business Development
- Capacity Building
- Community Football Fields
- Digital Divide
- Food Insecurity
- Green Space Improvement
- Workforce Development

Youth Development

- Jaguars PREP
- Scholarships and Internships
- Strategic School Partnerships
- Student Mentorship

NFL League-Wide Initiatives

- Salute to Service
- Inspire Change
- Crucial Catch
- Hispanic Outreach
- My Cause My Cleats
- Legends

Jaguars in the Community

Turkey Time with the Jaguars

Jaguars players donated more than **700** turkeys to families in need during the Thanksgiving holiday, in partnership with Publix, Feeding Northeast Florida and others to ensure families could enjoy their holiday around the dinner table. Jaguars Legend Fred Taylor helped distribute meals to each family.

Shop with a Jaguar

Each year, Jaguars players surprise hundreds of kids with a shopping spree during the holidays. The kids have a run of the store and purchase anything from sports equipment and toys to new clothes and shoes just in time for the holidays.

Wolfson Children's Hospital Toy Donation

Brandon Linder, Tyler Shatley and Logan Cooke joined together to purchase hundreds of toys for kids at Wolfson Children's Hospital and Ronald McDonald House in an effort to spread holiday cheer. The Jaguars and The Law Firm of Pajic and Pajic also partnered to sponsor the Ronald McDonald House Charities of Jacksonville's Annual Family Holiday Party.

Trunk or Treat

The Jaguars hosted a fun Halloween-themed night at Fields Cadillac Jacksonville, where more than **250** kids got the opportunity to trick-or-treat through the dealership. Legend Kyle Brady and members of The ROAR joined in on the Halloween festivities and pizza party.

Bike Giveaway

Jaguars wide receiver Laviska Shanault Jr. visited the River Science Academy to surprise more than **100** students with new bikes.

View bike giveaway:



Neighborhood Revitalization



Rebuilding and Strengthening Our Neighborhoods

Jaguars owner Shad Khan made a commitment to an important effort to renew a neighborhood whose history is rich in people and institutions and one that has made significant contributions both in Jacksonville and throughout the nation. The Khan Family and the Jaguars Foundation made a \$1 million donation to LIFT JAX and its work with the Historic Eastside CDC to help Jacksonville's Outeast neighborhood, one of the most historic and culturally-prominent African American communities.

"The Historic Eastside CDC calls it 'within-trification'," said T-Neisha Tate, Jaguars Vice President of Social Responsibility. *"Gentrification is when individuals come from outside the neighborhood, but Outeast is working together from within the neighborhood to take it to where it can be as good and strong and important as it once was and truly as it always should have been. We know we can't prosper if our neighbors aren't given the chance to prosper. We're going to ensure we do everything we can to make that happen."*

Khan's contribution will help LIFT JAX with its mission to eradicate poverty and create better outcomes by following a similar model that successfully worked to revitalize Atlanta's East Lake neighborhood. Specifically, the money will go towards a few key projects as part of the bigger picture.



Current projects:

- Deb's Store
- Flossie Brunson Park
- A. Philip Randolph Park
- Melanin Market
- Historical Designation
- Brotherhood Pocket Park



1st DownTown Jacksonville



The Jaguars investment entity, Iguana Investments, is committed to downtown development and a revitalized, vibrant downtown. Its 1st DownTown Jacksonville digital platform — website, social media channels, and emails to supporters — was created to help communicate, advocate and unite supporters who share the same vision and enthusiasm we have for downtown. Our projects, which include development of The Shipyards (*Four Seasons Hotel and Residences, a six-story office building with ground-level retail, and marina support building*), Miller Electric Center, and the eventual Stadium of the Future. These projects will increase jobs and tourism revenue, boost the number of residents living downtown, activate the St. Johns River along the downtown Riverfront, help build a destination economy, facilitate public engagement, and solidify Jacksonville as the Hometown of the Jaguars.



Workforce Development

Construction Ready Comes to Jacksonville

With the 1st DownTown Jacksonville projects underway, including the new Miller Electric Center that will house the football team's operations for years to come, the Shipyards and soon-to-be Jaguars Stadium of the Future, the Jacksonville Jaguars brought the Construction Ready program to Jacksonville. Its goal is to uplift downtown and its surrounding neighbors while creating new employment opportunities for residents to be part of the growth of downtown Jacksonville.

Construction Ready's model provides free training, credentialing and career placement services to people of all ages and backgrounds. In completing the Construction Ready program, graduates receive eight national, industry-recognized credentials and an opportunity to interview and work with some of Jacksonville's leading construction companies. This program is a pathway to new and enhanced career opportunities for the city's residents, including Outeast neighbors.



Construction Ready Jacksonville has already proven to break traditional barriers to employment, including background, childcare and transportation issues. The Jaguars have graduated three classes and all graduates received full-time positions, with a few graduates being hired onto the 1st DownTown Jacksonville projects. The Jaguars anticipate placing at least 120 graduates into full-time employment with Jacksonville's top construction companies in its first year.



GRASSROOTS
Field Grant Program in partnership with LISC

NFL/LISC Community Football Fields

The Jaguars believe in improving the quality, safety and accessibility of neighborhood football fields to give children a safe place to play the game of football. Through a partnership with the NFL Foundation, LISC-Jacksonville, local city and county governments, nonprofit organizations and youth football associations, the Jaguars have completed new construction and/or refurbishment of 16 community football fields throughout northeast Florida.

16 Community Football Field Locations:

1. Woodland Acres Field
2. Sweetwater Barco Field
3. Scott Park
4. Ray Greene Park
5. Pine Forest Field
6. Mollison Park
7. Lakeshore Criswell Field
8. Flossie Brunson Park
9. Ed Austin Regional Park
10. Bishop Snyder Field
11. 9A Baymeadows Regional Park
12. Yulee Sports Complex
13. Yancey park
14. Kooker Park
15. Clanzel T. Brown
16. Wesconnett Park



Youth Development



Jaguars wide receiver Laviska Shanault Jr.



EDUCATION City Year

In partnership with City Year, the Jaguars Foundation continues to encourage academic excellence and support Duval County Public Schools (DCPS). The Jaguars support of City Year helps thousands of local elementary, middle and high school students excel in school and graduate high school ready to enter career training, the military or college. The Jaguars partner with DCPS to host Family FAFSA (Free Application for Federal Student Aid) nights to equip students and parents with essential financial aid information and help prepare them with a college financial plan.

View FAFSA Night at Ed White High School:



Shad Khan and Harry Frisch Scholarship and Internship Program

Jaguars Owner Shad Khan and Harry Frisch, Founder of Beaver Street Fisheries, have a shared belief in the value of education which led them to form the Shad Khan and Harry Frisch Scholarship Fund. Since its inception, more than **\$332,000** in scholarships have been awarded.

Pictured below: Scholarship recipient, Marquis Roundtree, Harry Frisch and Ben Frisch



Honor Rows

The Honor Rows Program, one of the Foundation's longest standing programs, was established with the idea that our youth are our future and should be recognized for their great efforts in the areas of academic improvement, character and community service. This nationally recognized program uses seats at Jaguars home games as an incentive for youth to reach their goals, giving students something exciting to work towards! "Alert Today, Alive Tomorrow," from FDOT has been a great partner in this initiative.



Literacy Locker Room Visits

Created in 2021 by the Jaguars Foundation, alongside Read USA and other organizations, Literacy Locker Rooms promote the importance of literacy to local youth. The Jaguars plan to continue the initiative with former and current players visiting area schools and spending time reading to kids, discussing the impact of literacy on their lives and gifting books to schools and classrooms across the First Coast.

View Literacy Locker Room visits:





Jaguars PREP is committed to growing the game of football throughout northeast Florida by removing barriers of accessibility, encouraging health and safety, building strong character among participants, and enhancing opportunities and resources for youth and high school football athletes. Jaguars PREP programs include Nike 11-On, NFL FLAG, Girls Flag Football Preseason Classic, QB Skills Challenge, Special Olympics Fantasy Camp, High School Media Day, Project 17, FHS7V7A Tournament, Whataburger High School Coach of the Week, Whataburger Game of the Week and Whataburger Player of the Year and Coach of the Year.

NFL FLAG

NFL FLAG is a natural entry point into the world of football, creating opportunities for children to learn, engage and grow with the game. NFL FLAG leagues are no contact, giving boys and girls of all abilities a chance to develop their fundamental football skills in a positive, inclusive environment. Youth athletes ages 4 to 17 years old can join. Learn more by visiting nflflag.com and find a league near you.

The Jaguars hosted **13** NFL FLAG teams at TIAA Bank Field in preparation for the Tampa Bay NFL FLAG Regional Tournament.



NFL FLAG Championships at Pro Bowl

The Jacksonville Jaguars 14U PREP team packed their bags and headed out west to Las Vegas for the NFL FLAG Championships at Pro Bowl. The Jaguars covered the flights, hotels and meals and quarterback Trevor Lawrence contributed new cleats for the entire team.

Coach Elizabeth Graham led the Jaguars 14U boys team, which won every game in every tournament leading up to the championship game. When asked about the second-place finish for her select team, she responded, *"Some things just didn't go our way; we had a few bad calls and there were a lot of nerves on the boys side. We threw an interception on the first play and from that point on we were playing catch-up."* Despite the early setback, the team finished 5-1 and impressed out west. The ten middle school athletes experienced something that most football players have not – a female coach. You could say Graham is THE female football coach in Jacksonville, and her passion comes from her family's love affair with the game.





Nike 11-On

More than **540** First Coast student-athletes from **20** area high schools received an exclusive opportunity to participate in the Jaguars Nike 11-On lineman challenge and 7-on-7 tournament. The 11-On initiative supports scholastic high school football team competition that focuses on building transferable life skills.

Girls Flag Football Preseason Classic

More than **500** athletes competed from **24** different schools and showcased their talent at TIAA Bank Field at the 2022 Jaguars Girls Flag Football Preseason Classic. This program serves as a chance to bring girls flag football teams together to compete and to highlight the growth that girls flag football is seeing at high schools across northeast Florida.

High School Media Day

Jaguars PREP and Baker's Sports kicked off the 2022 high school football season with an annual High School Football Media Day. This event, held at TIAA Bank Field, brought together high school football coaches and student athletes from more than **80** schools in northeast Florida and southeast Georgia to meet with the media.

High School QB Skills Challenge

The Jacksonville Jaguars hosted its 2nd Annual High School QB Skills Challenge with more than **130** high school quarterbacks in attendance from **30** different counties across the state of Florida and south Georgia. These young and up-and-coming quarterbacks received the opportunity to showcase their talent and sharpen their skills at TIAA Bank Field. Special guest and former NFL quarterback, Jaguars Head Coach Doug Pederson, stopped by to encourage, inspire and share words of wisdom with the group before they headed out to compete.

View the High School QB Skills Challenge:



Special Olympians Become a Jaguar for a Day

Forty-five Special Olympians received an opportunity to sign one-day contracts to become professional football players with the Jacksonville Jaguars. The Jaguars surprised each athlete with a personalized Jaguars jersey with their name on the back and hosted a Special Olympics Fantasy Camp where they competed side-by-side with Jaguars players who guided them through various football drills on TIAA Bank Field.

Project 17

The Jaguars continue to support the Jacksonville Sports Medicine Program and Duval County Public Schools to ensure that all **17** general public high schools have full-time athletic trainers in each school. This initiative began six years ago with a start-up grant from the NFL Foundation and has been supported every year since then by the NFL.



Jaguars ALL-PREP Top 25

The top 25 high school football players in Jacksonville were selected by Action Sports Jax based on their on-and-off the field achievements and considered the best at their positions. The Jaguars honored these student athletes at the Jaguars versus Texans game last season, surprising them with custom Jaguars jerseys, giving them the honor of holding the flag during the national anthem and recognizing their accomplishments in-game.

ALL-PREP Top 25 athletes



Jaguars ALL-PREP Girls Flag Football Team

Girls flag football is rapidly growing in northeast Florida. The inaugural Jaguars ALL-PREP girls flag football team was announced this past May, and the Jacksonville Jaguars could not be more excited to be involved in this growing sport. Fourteen high school females have been added to the ALL-PREP roster for the 2021-2022 season. Jaguars PREP partnered with Florida High School Football Media Group to help identify these talented athletes.

ALL-PREP Girls Flag athletes



NFL League-Wide Initiatives



Salute to Service presented by CSX

The military is synonymous with Jacksonville, and we are proud to support our military community and honor members of the armed services year-around. Shad Khan and his family, through the Jaguars Foundation, have provided more than **\$1 million** dollars in support of the City of Jacksonville's Veterans Resource and Reintegration Center at City Hall. At the Mayor's Season of Valor press conference; the Jaguars Foundation, CSX and the Jacksonville Veterans Resource and Reintegration Center announced **\$67,500** in grants to 11 military and veteran serving organizations.

The Jacksonville Jaguars kicked off its 6th Annual 2021 **Salute to Service Campaign** by hosting special events for active-duty military, civilian personnel and their families to show appreciation for their service and sacrifices, including the following: The Jaguars hosted a free **Movie Night** with the screening of "Ron's Gone Wrong" for 120 service members, veterans and their children with Jaguars Legend Kevin Hardy. The Jaguars and Josh Scobee hosted a night of fun at Top Golf with **K9s for Warriors** veterans and their companion dogs. Jaguars players, coaches, Legend Paul Posluszny and staff volunteered with **St. Michael's Soldiers** to put together **800 Military Care Packages** with Jaguars items, snacks and handwritten thank-you notes for men and women on deployment over the holidays in partnership with Cadillac, Navy Mutual and Novo Nordisk. During the **Jacksonville Veterans Day Parade**, Jaguars Legends Damon Jones and Jason Babin, The ROAR, Drum Line, Jaxson de Ville and veterans from the 5 Star Veterans Center proudly rode on the Jaguars Foundation and CSX Float. Jaguars Legends Kevin Hardy and Ernest Wilford led a Jaguars **Military Base Visit** with the Naval Rescue Swimmer School at Naval Air Station Jacksonville, seeing the candidates in action during water rescue scenarios. They also visited the "other Jaguar" at the base – the U.S. Navy Helicopter Maritime Strike Squadron 60, which proudly boasts Jaguars colors on their helicopters and flight suits. The Jaguars Salute to Service campaign presented by CSX culminated at TIAA Bank Field with the **Jaguars Military Appreciation Game** in Week 12 of the 2021 NFL regular season against the Atlanta Falcons. The Jaguars hosted more than 6,500 active duty military members, veterans and their families. And, at all of the home games during the season, the Jaguars Foundation and UPS hosted military preparing or returning from deployment and their families in the **Honoring Our Troops** section.

View the 2021 CSX Salute to Service Campaign here:



In partnership with Jaguars players, Owner Shad Khan and the Jaguars Foundation, the Jaguars organization is committed to making Jacksonville a place of opportunity and equity for all its citizens. As part of an NFL league-wide effort to address social justice issues, the Jaguars are committed to working towards the change our city needs. Actions that move us toward a more equal and just tomorrow include creating progress in the areas of police community relations, criminal justice reform, education and economic advancement.

Lights On!

The Jaguars have partnered with the Jacksonville Sheriff's Office (JSO) to be a positive and proactive partner in the community.

Lights On! is a community-driven program that offers repair vouchers instead of traffic tickets. The program was founded after the needless death of Philando Castile in Minnesota in 2016.


"The Lights On! Program is a way to build relationships between police departments and the communities they serve," explained Don Samuels, CEO and Founder of Lights On!. "Instead of punishing drivers for broken lights, we can fix the mechanical issue and mitigate what often becomes a downward spiral for community members in need. We are giving officers a new tool on their duty belt that creates a positive interaction, especially needed in these tense times."

Statistically, traffic stops are among the most dangerous encounters that a police officer faces. Officers get out of their cars and must expect the unexpected. Even if it's not dangerous, having to write a ticket to a single mother on her way to work, becomes an unpleasant experience for the officer involved, and even more so for the single mother having to come up with the money for the ticket and repair.

"This voucher puts a positive spin on it," explains Assistant Police Chief Paul Restivo of the JSO Community Engagement Division. "An officer can come back and instead of a ticket where the person is going to lose money and on top of that have the expense of the repair, they're getting a way to pay for the vehicle to be fixed. Everywhere this program has been implemented it's turned into a positive for the person, and the police officer to have that kind of interaction."

There are currently nine local auto repair businesses engaged with the Lights On! initiative in Jacksonville, and JSO is actively seeking more. Restivo hopes the program solves problems for people and officers, and wants drivers to know that officers are on the road with vouchers today and that they're genuinely concerned with public safety, and they're here to help.



 **CRUCIAL CATCH**
INTERCEPT CANCER

Baptist MD Anderson

The Jaguars are proud to support Baptist MD Anderson Cancer Center's downtown facility. In 2016, Owner Shad Khan made a **\$1 million** dollar gift to the project, with matching funds, that created a **\$2.25 million** Jacksonville Jaguars Endowment that continues to facilitate breast cancer research, prevention and care.

The Jay Fund

The Jaguars are proud to support The Jay Fund founded by former Head Coach Tom Coughlin in 1996 to honor one of his former players at Boston College, Jay McGillis, who lost his battle to leukemia. In honor of Jay, Coughlin made it his mission to help other families tackling childhood cancer by providing comprehensive financial, emotional and practical support.

Jaguars Visit Wolfson Children's Hospital

Jaxson de Ville was along for a special ride with the Jacksonville Fire and Rescue Department as they put smiles on faces of patients of Wolfson Children's Hospital. JFRD hoisted Jaxson de Ville on the fire truck's aerial ladder so he could visit with patients outside their windows.



 **DUVAL SOMOS**

HISPANIC OUTREACH

Jacksonville has one of Florida's fastest-growing Hispanic populations. The Jaguars embrace cultural diversity and believe in creating opportunity for all citizens. During Hispanic Heritage Month, the Jaguars host several events to amplify the rich history, heritage and traditions of Latinos.

Hispanic Youth Leadership Scholarships

The Jaguars partner with the First Coast Hispanic Chamber of Commerce (FCHCC) to award college scholarships to **10** local Hispanic youth leaders. These students are recognized for their achievements at the annual FCHCC Achieving the Dream Gala sponsored by the Jaguars.

Mural Unveiling

The Jaguars collaborated with Duval County Public Schools, More Art Culture and FCHCC Florida to bring a one-of-a-kind mural to Alfred I. DuPont Middle School that represents the Hispanic and Latin American community beautifully. The mural was painted by artist Whitney Perez.

Food Distribution

To close out Hispanic Heritage Month the Jaguars collaborated with Feeding Northeast Florida and FCHCC to provide **300+** Hispanic families with groceries and meals.





The Jaguars Legends program exists to connect former Jaguars players back to the game of football through fan engagement, community programming and appearances. The Jaguars are excited to be bringing our Legends back for Legends Weekend and building the Legends program for years to come. This past year our Legends were active in the community, giving back through food distributions, supporting our military, hospital visits, shopping events, youth football and more.



Program and Equipment Donation

In celebration of National First Responders Day, the Jaguars and Academy Sports + Outdoors recognized the brave and selfless work so many do daily to put our safety first with a donation made to JaxPAL. Jaguars former wide receiver and current JSO officer Ernest Wilford and his colleagues donated new boxing equipment to enhance JaxPAL's boxing program that allows youth a safe place to build positive relationships with their peers and officers.



Shopping Event

The Jaguars, Tony Boselli, the Boselli Foundation and Academy Sports + Outdoors teamed up to surprise a group of students at Matthew Gilbert Middle School with \$100 gift cards to shop for sports equipment for their upcoming seasons.



Helmet Donations

Jaguars PREP joined together with Alert Today Florida and Jaguars Legend Paul Posluszny to surprise the entire Moncrief Broncos team with 60 pieces of new safety equipment – each receiving a new bike helmet and football helmet. In addition, Legend Kevin Hardy surprised the Arlington Seminoles with 30 brand new helmets together with the Law Firm of Pajcic & Pajcic.

View the Moncrief Broncos helmet donation:



Legends Community Spotlight Maurice Williams

Maurice Williams smiles when he ponders the impact that football has had on his life. The Jaguars 2001 second-round draft pick was a star offensive tackle for the fabled Pershing High School program in his hometown of Detroit and became a standout at the University of Michigan. Williams became a mainstay on the Jaguars offensive line for nearly a decade and was ready for something different when he retired in 2010.

"Back in high school, if you would have told me that I would be coaching someday I would have told you, 'no!'" he said without hesitation. *"But I've just developed such a love for this game, I want to give back and have an impact on football somehow. I have had these unique opportunities to stay connected and put my stamp on the game, and I really just want to help as many of these young guys have the chance to get as much out of the game as I did. I want them to love it and enjoy it. It's supposed to be fun."*

Williams is the new head football coach at the Providence School in Jacksonville, a private Christian school with a history of former Jaguars players involved in the program. Williams stuck his toes in the water after hanging up his cleats when Hall of Fame left tackle Tony Boselli was coaching the offensive line and brought him on board to assist.

"Boselli was the original reason I got to Providence," Williams recalled. *"I was his assistant offensive line coach because he knew he would miss a few games. So, I spent a year under his belt and then he went to Episcopal and I took over for him. I did that for four years right as I was transitioning to become the Jaguars' team chaplain and I ended up letting that go. Then when they made the change a few months ago they called, and I was ready for the challenge."*

Williams quickly discovered that a number of his former teammates with the Jaguars were up for one also and has assembled an impressive staff in his first season with the Stallions. Defensive end Reggie Hayward will team up with Roy Miller to coach his defensive line and tight end Kyle Brady will take the offensive line and tight

ends. Greg Jones will coach the running backs, Donovin Darius will handle the secondary and Joe Zelenka will of course tutor the special teams. That list is bound to attract the attention of high school football players who want to give football a go, but Williams also understands the pressure it brings.

"It will be a tremendous help, especially at a small school like Providence that has some great kids with the potential to become good football players," Williams explained. *"It also should make a statement across the state and teams will come after us because they want to test us, and our coaching skills and knowledge and I think we're all looking forward to that challenge. We're working hard to put together a solid program that can go and compete against anyone. It's going to take time, we're not kidding ourselves, but we're all confident that we're going to build something special."*

Williams, who is just weeks away from finishing his seminary studies and becoming an ordained minister, feels he has landed in the right spot at Providence where the connection to the church makes sense for him as a football coach. He wants to do more than just win football games – he wants to help his players and staff win the game of life.





MY CAUSE MY CLEATS



#2

NATIONAL NATIVE AMERICAN BOARDING SCHOOL HEALING COALITION / HEADSTRONG FOUNDATION
S | RAYSHAWN JENKINS

I'm looking forward to supporting two causes close to my heart during the My Cause My Cleats Campaign. The HEADstrong Foundation provides support to individuals and their families affected by childhood cancer, a cause that's very important to me. I'm also supporting The National Native American Boarding School Healing Coalition. My mother is Chippewa, and I believe people should learn more and have a better understanding of the Native American experience in this country.



Trevor Lawrence dedicates his cleats to Long Branch Elementary

The car ride from Long Branch Elementary School, where Trentiss Harris studies, to TIAA Bank Field, where Trevor Lawrence plays, takes less than 10 minutes.

While the distance between the two Jacksonville institutions is minimal, the potential impact of a brief meeting between the now fourth grader and the Jacksonville Jaguars' starting quarterback could be monumental. Harris' voice was one of the first Lawrence heard when he and his wife, Marissa, arrived in the Bold City for the first time, the day after Trevor became the franchise's first-ever No. 1 overall draft pick.

"Welcome to Duval. This is your ball," said Harris, flanked by 23 of his classmates, as he handed Trevor a commemorative pigskin to mark the occasion in a symbolic gesture that'll never be forgotten in Jaguars' lore.

Now, Trevor, a Cartersville, Ga. product and Clemson alumnus, is paying back the southern hospitality he was shown upon his arrival in the 904. He chose to champion Long Branch Elementary for the NFL's 'My Cause, My Cleats' initiative, through which players showcase their passions beyond the game and sport custom footwear that represents a goodwill organization they support. Lawrence wore one-of-a-kind adidas cleats designed by Long Branch students and perfected by Jacksonville artist Chris Clark during the Jaguars' Week 13 matchup at the Los Angeles Rams.



Originally drawn by Clark, he provided coloring pages for the kids to unleash their creativity. Several themes reoccurred in the students' renderings:

1. "Drip" (They wanted to make sure Lawrence's cleats looked cool)
2. "LBE" (Those are the school's initials)
3. The school building (It represents students' desire for Lawrence to visit once COVID-19 protocols permit.)

The finished product is the colorful custom cleats you see today.

View video here:




#16

LONG BRANCH ELEMENTARY
GB | TREVOR LAWRENCE

I'm pumped to be able to represent Long Branch Elementary during the My Cause My Cleats campaign this year. Those kids were the first to welcome me to Jacksonville after I was drafted and gave me a taste of the spirit of this great city. No matter what challenges or obstacles that their students and families face, the school's dedication to its students and the way they encourage them to be their best is why I'm supporting them this year and for years to come.



COMMUNITY IMPACT

BUILDING A BETTER JACKSONVILLE TOGETHER.

COMMUNITY IMPACT

The Community Impact team is the philanthropic and community investment arm of the Jaguars. Whitney Meyer, who joined the team in 2021 as Senior Vice President and Chief Community Impact Officer, brought together the Jaguars Foundation, Social Responsibility and Legends under one umbrella to work collectively to bring about positive change within our communities. From neighborhood revitalization to youth development, the Community Impact team works closely with an array of community partners to positively transform northeast Florida.



Pictured from left to right: Chris Sutton, Milena Ruiz, Adriel Rocha, Peter Racine, Whitney Meyer, T-Neisha Tate, Michael Carnahan and Kristina Heath.

Community Impact Team

Whitney Meyer

Senior Vice President and Chief Community Impact Officer

Adriel Rocha

Director, Jaguars Foundation and Community Impact

Michael Carnahan

Community Impact and Programs Manager

Peter Racine

Senior Vice President of Jaguars Foundation and Community Impact

Chris Sutton

Director of Community Partnerships

Milena Ruiz

Program and Communications Manager

T-Neisha Tate

Vice President of Social Responsibility and Impact

Kristina Heath

Community Nonprofits and Events Manager

Caelan Rhinehardt

Youth Football Coordinator

THANK YOU TO OUR PARTNERS

The thousands of lives and neighborhoods impacted does not happen without the strength of our partners. Thank you for your support and for being such an important part of the Jaguars family in helping us to build a better Jacksonville together for the past 27 years.

Major nonprofit community partners we'd like to thank:

Florida Blue, The Official Community Partner of the Jacksonville Jaguars

United Way of Northeast Florida

Feeding Northeast Florida

LISC - Jacksonville

First Coast Hispanic Chamber of Commerce (FCHCC)

American Heart Association

Baptist MD Anderson

City Year

Tom Coughlin Jay Fund

HabiJax - Habitat for Humanity

Jacksonville Humane Society

Jacksonville Veterans Resource and Reintegration Center

YMCA

Wolfson Children's Hospital | The Players Center for Child Health

Boys and Girls Clubs of NE Florida

Dubow Family Foundation

Nonprofit Center of Northeast Florida

Nemours

Corporate partners listed on back



SUPPORT THE JAGUARS FOUNDATION

You can support the Jaguars Foundation's mission in the community through various activities including: purchase a Jaguars license plate, participate in the 50:50 Jackpot or Prize Wheel on game day, join us for our annual Back to Football Luncheon, and participate in the Novo Nordisk 5K Stadium Challenge. You can also donate directly to the Jaguars Foundation by visiting: betterunite.com/jaguarsfoundation



Darnell Smith, Market President, North Florida Florida Blue

"Florida Blue is driven by our mission of helping people and communities achieve better health, and we are proud to partner with a community-focused organization like the Jaguars for another season. As we look to determine our new normal as a community, the Jaguars are leading the way by providing service and hope to those in need. We look forward to continuing our partnership."

THANK YOU TO OUR CORPORATE COMMUNITY PARTNERS



The Official Community Partner of
the Jacksonville Jaguars



DREAM FINDERS
HOMES



jaguars.com/community



COMMUNITY IMPACT
BUILDING A BETTER JACKSONVILLE TOGETHER.