



COMMUNITY IMPACT

BUILDING A BETTER JACKSONVILLE **TOGETHER.**

2025 IMPACT REPORT

PRESENTED BY

Florida Blue 

TABLE OF CONTENTS

- 3 Letter from Shad**
- 4 Jaguars in the Community**
- 12 League-Wide Initiatives**
- 22 Neighborhood Revitalization**
- 25 Youth Development**
- 30 Support the Jaguars Foundation**
- 31 Nonprofit Support
Thank You Partners**
- 32 Letter from Florida Blue
Meet the Community Impact Team**

LETTER FROM SHAD

Dear Community,

Both on and off the field, 2025 was a significant year for the Jacksonville Jaguars. Not only did your football team reverse its regular season win-loss record to win the AFC South title, but the organization's community impact overwhelmingly succeeded in its mission to uplift Northeast Florida by providing economic and equal opportunity through programs that strengthen our neighborhoods and develop our youth.

As you will read in this report, the Jaguars Foundation made meaningful strides in its three pillars of focus: neighborhood revitalization, youth development and NFL-wide initiatives, including support for the military, cancer awareness and prevention, and non-profit engagement, among others. These highlights include committing more than 1,200 hours of time to organizations during National Volunteer Month, hosting more than 5,300 area goal-oriented students in the Honor Rows program and building an NFL Flag Championship winning 14U Boys' Jaguars Elite flag team in Canton.

Through the Jaguars Foundation, we strive to improve the lives of our families, friends and neighbors and build a better Jacksonville. Since 2012, the Jaguars and Khan Family have donated more than \$39 million through the Jaguars Foundation in support of many worthy causes within our pillars.

On behalf of the Khan Family, I want to thank you all for your continued support of the Jaguars Foundation and our community. As was said time and again this season, it truly is about us. All of us.

Go Jags!

Shad Khan

Owner

Jacksonville Jaguars



JAGUARS IN THE COMMUNITY

2025 Jaguars Community Impact Numbers

8,000+

Families impacted by food distributions

7,597

Home game tickets distributed to local nonprofits

5,379

Honor Rows seats awarded

2,916

Books donated

1,211

Staff volunteer hours

100+

Programs and events activated

Community Day

Leading into the start of the Jaguars season, we hosted our third annual Community Day presented by Florida Blue. This packing event positively impacted thousands of local families, and military personnel. Volunteers from Florida Blue, CSX, FIS, Regency Centers, JEA, and Tito's Vodka Assembled:

1,145

Meal kits for Feeding Northeast Florida

1,000

Hygiene kits benefiting Changing Homelessness

500

Backpacks for students at Duval County Public Schools with Communities in Schools

200

Care packages for St. Michael's Soldiers

100

Storm preparedness kits for residents with JEA service



National Volunteerism Month

While Jaguars staff, players and coaches are relentlessly committed to building a better Jacksonville throughout the year, we doubled down on that promise in April during National Volunteerism Month. Over the course of the month, Jaguars front office staff dedicated more than 1,200 volunteer hours to local nonprofits addressing food insecurity and homelessness; beautifying neighborhoods; supporting children, families and animals; among other areas of need.



Turkey Time

The team's annual Turkey Time with the Jaguars presented by Peoples Gas provided more than 600 families in need with Thanksgiving meals containing turkeys and other essentials through a drive up/walk up food distribution event. Volunteers from Peoples Gas, the Jaguars front office and community partner Feeding Northeast Florida passed out the meals with the help of Jaguars CB Christian Braswell and Legends Marcus Stroud and David Garrard.



Ronald McDonald Holiday House Party

To celebrate the holidays, Jaguars' specialists P Logan Cooke, LS Ross Maticcik and K Cam Little surprised children and their families at the Ronald McDonald House Charities of Jacksonville for their annual Holiday House Party. The Jaguars Foundation sponsored the event with the players donating funds towards toys that were gifted to the children. Team mascot Jaxson de Ville and THE ROAR joined the celebration while kids opened presents, played games and took pictures with the players, and Santa.



Special Olympics Fantasy Camp

The Jacksonville Jaguars and Ticketmaster invited Special Olympics Florida to participate in our annual 'Fantasy Camp.' The afternoon was filled with unforgettable moments as athletes began their day receiving customized jerseys and signing one-day contracts with Jaguars GM James Gladstone. Once the athletes were officially on the Jaguars roster, drills including catching, throwing and touchdown celebrations with the Jaguars rookie class followed by a locker room tour and meal in the team dining room.



Sight for Kids Spooktacular

The Jaguars, Johnson & Johnson Vision, Sight For Kids and the Lions Clubs International Foundation held the second annual Sight for Kids Spooktacular at EverBank Stadium. Approximately 600 members of the Boys & Girls Club of Northeast Florida received free comprehensive eye screenings conducted with the help of local organizations. Jaguars players, Legends, Jaxson de Ville and THE ROAR participated in the festivities.





Shop with a Jaguar

The Jaguars ninth annual Shop with a Jaguar impacted 200 area children from nonprofits including Level the Playing Field, Jacksonville Police Athletic League, MaliVai Washington Youth Foundation and the Sulzbacher Center. Each child received a gift card to shop for holiday gifts while C Robert Hainsey, DT Davon Hamilton, DE Travon Walker, LB Foye Oluokun and most members of the Jaguars' offensive line assisted them with their selections at Walmart and Academy Sports + Outdoors.

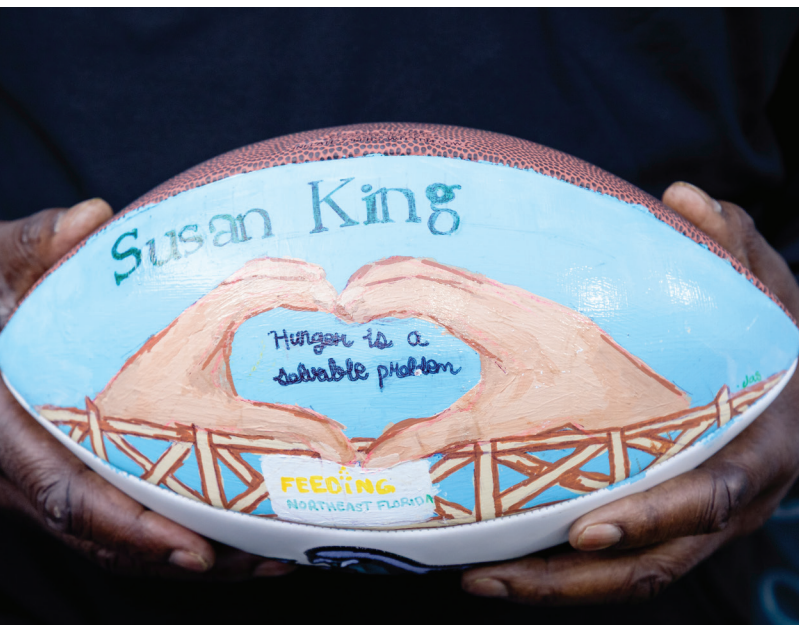


Community Champions

During each home game, the Jaguars and Florida Blue recognized a Community Champion for their outstanding contributions and commitment to our community. The 2025 Community Champions presented by Florida Blue were:

Jade Robinson	Volunteer Jax
Betty Burney	I'm a Star Foundation
Darryl Crawford	American Red Cross
Susan King	Feeding Northeast Florida
Cindy Springer	American Lung Association
Kathy Signorile	St. Michael's Soldiers
Erica Willie	ScienceSIS Foundation
Andrea Reyes	Northeast Florida Immigrant Resource Alliance
Terri Florio	MaliVai Washington Youth Foundation





Footballs painted by students from Jacksonville Arts and Music School

LEAGUE-WIDE INITIATIVES

Play Football

Through the NFL's Play Football initiative and aligning with the Jaguars PREP program, the Jaguars are committed to providing a fun and engaging experience through camps, activities and NFL FLAG and tackle leagues for all ages and skill levels. These experiences equip athletes with key life skills for success on and off the field.



NFL Flag

NFL FLAG serves athletes ages 4-17 with more than 1,600 leagues across the country. Jacksonville is the host of 14 NFL FLAG boys' and girls' leagues impacting 5,000+ athletes each season.



NFL Flag Regional

Eighty teams from throughout Florida and the Southeast competed in the Jaguars 2025 NFL Flag Regional. The Jaguars supported the 11 championship teams from each division by giving them a \$5,000 grant to help cover their costs as they traveled to Canton, OH, to compete in the NFL Flag Summer Championships.



Play Football

The Jaguars hosted more than 6,000 youth football athletes, coaches, and families for the August preseason game against the Steelers. Athletes got to experience exclusive pregame activities such as The Shadows where they cheered on the hometown team as they hit the field, plus on-field recognitions and a halftime flag football game between two girls 12U teams.



NFL Flag Championships Canton, OH

Following the Jacksonville NFL Flag Regional, the Jaguars traveled to Canton to support the 11 teams competing at the NFL Flag Summer Championships. Each team was invited to the Jaguars practice facility for a sendoff where they received words of encouragement from Jaguars players, team swag and equipment and an exclusive tour of the locker room and indoor facility. As millions watched on ESPN, the 14U Boys' Jaguars Elite brought the championship title back to Jacksonville.



NFL Flag Player of the Year

At the 2025-26 NFL Honors Brysen Wright, 14U Boys athlete, was named the NFL Flag Player of the Year. His viral catches and outstanding performance at the NFL Flag Championships in Canton, Ohio, helped lead Jaguars Elite 14U Boys to a championship victory and earned him Tournament MVP honors.



Hispanic Heritage Month

From Sept. 15 to Oct. 15, the 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 fourth annual food distribution impacting 375 Hispanic and Latino families in need. Families received fresh meat, produce, dried goods and Jaguars swag with the help of Jaguars Legend Arrelious Benn.



Somos DUUUVAL Youth Football Camp

Jaguars LB Dennis Gardeck surprised students at San Jose Elementary school with the Somos DUUUVAL Youth Football Camp presented by Verizon, teaching them football skills and giving them words of encouragement.



Latino Youth Honors Nominees

The Jaguars selected Jaguars PREP girls flag football athlete Diaris Morales, a senior quarterback at Choctawhatchee High School, and boys football athlete Edward "Eddie" Jordan IV, a senior quarterback at Beachside High School, as the team's 2025 NFL Latino Youth Honors nominees.

Jordan was selected as one of eight finalists to represent the AFC South and was named the Latino youth Honors Male Winner for the 2025-26 season. The Jaguars also surprised him with two tickets to attend Super Bowl LX in San Francisco and will be awarded a grant for his higher education.



Crucial Catch

The NFL's 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 Night

The Jaguars and UF Health teamed up to host more than 200 community members who are affected by cancer at Main Event for a night of arcade games, bowling and fun alongside Jaguars players K Cam Little, S Antonio Johnson, QB Nick Mullens and WR Chandler Brayboy.



PINK OUT Month

Each October in partnership with Clay County Athletics and the American Cancer Society, Jaguars PREP helps promote their PINK OUT Month. Athletes, coaches, parents and students wore pink to help raise awareness and funds for breast cancer during eight home high school football games in Northeast Florida.



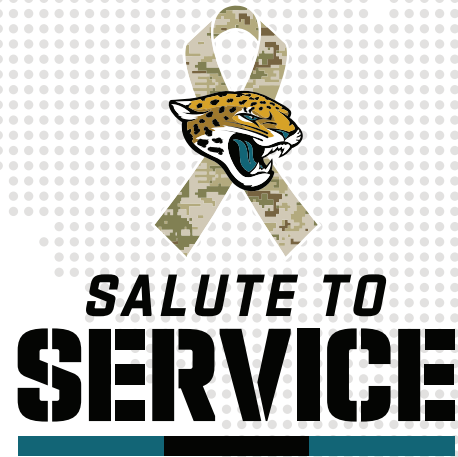
Crucial Catch Game

During the Jaguars' Crucial Catch game, players, coaches, fans and referees wore Crucial Catch apparel to bring awareness to multiple types of cancer. The team provided unique and memorable on-field gameday experiences for those battling cancer, survivors and their families.



Salute to Service

Jacksonville is home to six area military bases, and we are proud to support our military community and honor its members year-round. Through the Jaguars Foundation, the Khan Family has provided more than \$1 million to support the City of Jacksonville's Veterans Resource and Reintegration Center. The 2025 Salute to Service campaign included:



Salute to Service Nominee

The Jaguars named LB Devin Lloyd as the nominee for the 2025 NFL Salute to Service Award presented by USAA, in recognition of his exceptional efforts to honor and support military and veteran communities. Lloyd, whose parents are both U.S. Navy veterans with a combined 40 years of service, has visited multiple military bases, including Naval Station Mayport and Naval Air Station (NAS) Jacksonville, and hosted numerous free youth football camps for military families.



Celebration of Valor Press Conference

In a special ceremony at City Hall, with Mayor Donna Deegan, City Council members, the military affairs and veterans department, the Jaguars Foundation and CSX distributed \$105,000 in grants to 12 local military and veteran-serving organizations.



Veterans Day Parade

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



Naval Air Station Jacksonville Youth Football Camp

Over 150 youth, ages 6-14, from military families at NAS Jacksonville joined Jaguars Legends Tyler Shatley and Josh Evans, team mascot Jaxson de Ville and THE ROAR cheerleaders for the Salute to Service Youth Camp presented by GORUCK.



Military Appreciation Movie Night

The Jaguars, CSX and Jaguars safety and U.S. Marine Corps Reserve Second Lieutenant Rayuan Lane III hosted a Military Appreciation Movie Night for local military families. Attendees enjoyed a free movie screening with complimentary popcorn and beverages.



Battle of the Branches

The Jaguars hosted 250 service members for our Battle of the Branches flag football tournament presented by Veteran Benefits Guide. This annual tournament continues to be a much-anticipated event for our military community with 16 teams competing in 2025. Army Base Fort Gordon took home the championship title and was recognized on field at the Jaguars Salute to Service game in November.

Salute to Service Game

The Jaguars Salute to Service campaign delivered by CSX culminated at EverBank Stadium with the Jaguars military appreciation game vs. Los Angeles Chargers in Week 11 of the 2025 NFL season. The Jaguars honored local military and hosted more than 3,000 service members and their families at the game with complimentary tickets.





My Cause My Cleats

Jaguars players' passions go beyond the field and beyond the game. Over 50 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 the team's My Cause My Cleats game.



Inspire Change

Inspire Change Changemaker Award

In honor of the NFL Inspire Change initiative, the Jaguars proudly named Ronnie King as our 2025 Inspire Change Changemaker Award recipient. As the founder of the My Village Project, King established the world's largest community knowledge repository, empowering students and nonprofit leaders by integrating local insights with state-of-the-art technology. Through initiatives like "Coding in Color," King has successfully trained over 500 students for careers in AI, app development, and video game design. King was also surprised with two tickets Super Bowl LX.



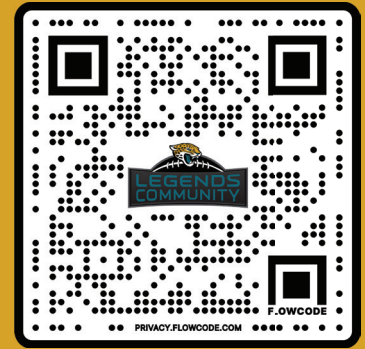
Inspire Change Game

During the Jaguars' Inspire Change game in December, artists from the Jacksonville Arts and Music School (JAMS) were recognized on-field for the outstanding work they did this season. Each recognized student designed and painted custom footballs for our 2025 Community Champion honorees during every home game.



Legends Community

This program connects former Jaguars players back to the game of football and the team 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.



NEIGHBORHOOD REVITALIZATION

904 Day

To celebrate 904 Day, a local celebration of activities representative of Jacksonville, the Jaguars participated in a block party proudly centered on the Historic Eastside marking the one-year anniversary of The Corner at Debs Store. The event honored the neighborhood's rich history, celebrated its present vibrancy, and invested in its future by bringing together residents, local businesses, artists, youth and community partners for a day rooted in culture, wellness and connection. This celebration would not have been possible without the support of our community partners, including Florida Blue, UF Health and their mobile units, Blue Zones Project Jacksonville, Goodwill Industries of North Florida, VyStar Credit Union and the Jacksonville Transportation Authority.



Community Baby Shower

The Jaguars Foundation and Wolfson Children's Hospital hosted a Community Baby Shower for more than 20 expectant mothers and new parents. Attendees participated in a day filled with fun games, exciting giveaways and gifts, and valuable resources from regional experts at Wolfson Children's Hospital, Jacksonville's only full-service tertiary hospital for children.



Workforce Development

In 2025, the Jaguars partnered with AECOM Hunt and DeWalt Tools to support the Goodwill A-STEP (Academic Support Through the Employment Process) program. This free-to-students program has seen 144 graduates to date and provides adults in North Florida access to post-secondary education opportunities in the construction industry to elevate earning potential and job security through courses at Florida State College at Jacksonville.



Fort Mose Historic State Park

In 2025, the Jaguars were proud to support the reconstruction of Fort Mose Historic State Park. The revitalization of America's "First Site of Freedom" brought to life a more than 39-foot-tall fort structure, with a historically accurate moat and landscaping, at the northern end of St. Augustine. Fort Mose was originally established by the Spanish as the first legally sanctioned free Black community, and an estimated 100 formerly enslaved men, women and children made their homes there after fleeing the British Carolinas. The historic site was designated a National Historic Landmark in 1994 and is now open to the public.



YOUTH DEVELOPMENT

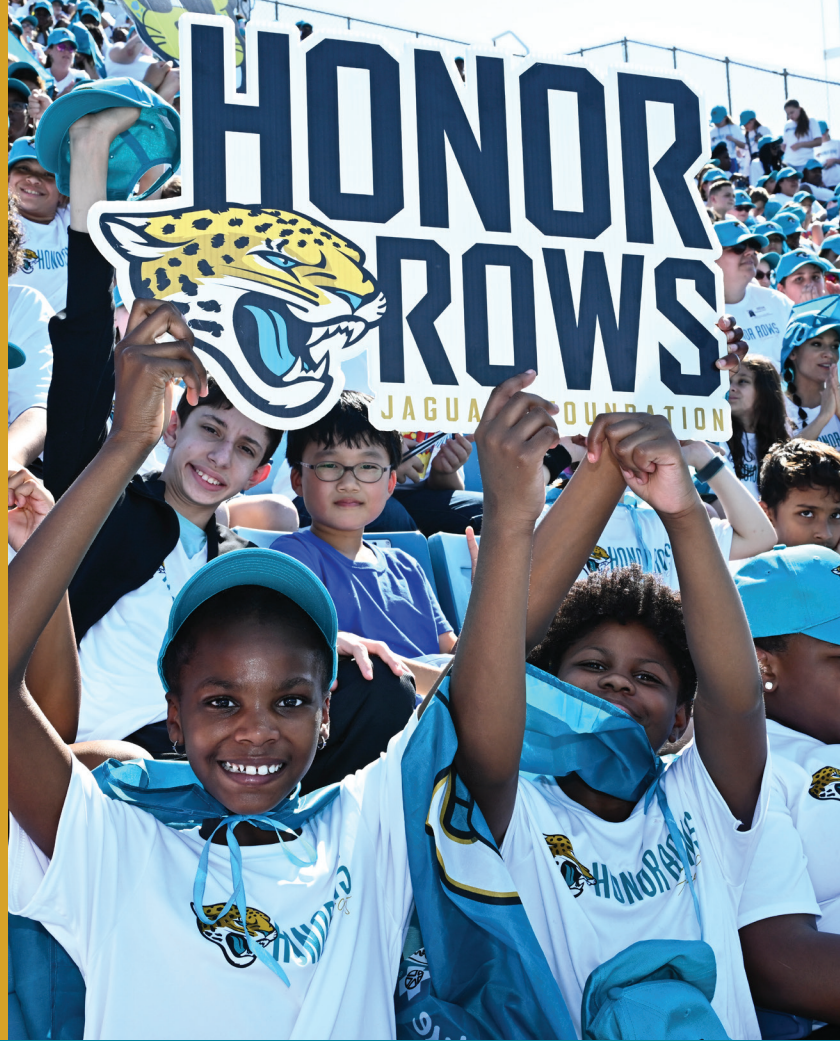
Literacy Locker Room

The Jaguars Foundation, in collaboration with READ USA, created Literacy Locker Rooms in 2021 to promote the importance of literacy to area youth. Jaguars players and Legends visit local schools to spend time reading to the kids and to discuss the importance of reading and the impact literacy has had on their lives. Corporate partners including Whataburger, Florida Lottery, JEA, Gallagher and Nemours Children's Health made it possible to host these events and distribute over 2,500 free books for students to take home for their personal libraries.



Honor Rows

Founded during the Jaguars inaugural season, the Honor Rows program recognizes 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 provides the opportunity to attend Jaguars home games as an incentive for youth to reach their goals. During the 2025 season, more than 5,300 students earned a ticket and an unforgettable experience.



Equipment Donations

Athletes are provided equal access and opportunity for all to play the game they love thanks to Gatorade's Equity in Sports program. In 2025, the Jaguars and Gatorade teamed up to surprise the Terry Parker High School football team with new helmets, shoulder pads and equipment for their season.





Bold Gold Games

The Jaguars and Head & Shoulders hosted our second annual Bold Gold Games, an Olympic themed 5v5 flag football tournament. This event helped develop and provide pathways to youth and flag sports with over 700 athletes and 55+ teams participating in the 2025 tournament. The bracket consisted of nine divisions of travel flag teams ranging from 9U to 18U girls and boys/coed teams and division champions received gold medals.



DREAM BIG Scholarship

The DREAM BIG Scholarship was introduced by the Jaguars Foundation to help support girls high school flag athletes in Florida wanting to pursue higher education. In its third year, this year's recipients for a \$3,000 scholarship included Adrienne Rivera from Fort Pierce Central High School, Emma Rayes from Ridgeview High School, and Jaiden Dodge from St. Petersburg High School.

Girls Flag Preseason Classic

The Jaguars 2025 Girls Flag Preseason Classic presented by Experience Kissimmee was the largest event of its kind to date in Jacksonville. The four-day event took place prior to the start of girls flag football season at the Miller Electric Center, the Jaguars practice facility, and featured 60 girls flag high school teams with over 1,200 athletes from across Northeast Florida, Southeast Georgia and the Panhandle.



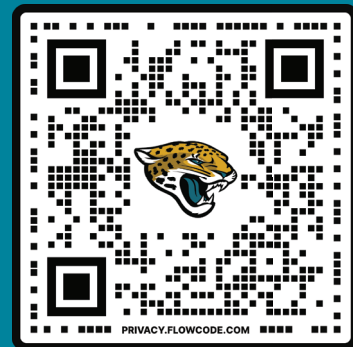
Farah & Farah Girls Flag High School Coach, Player and Game of the Week

During the girls flag football season, the Jaguars, Farah & Farah 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. Scan the QR code to see our players and coaches of the week from 2025.



Jaguars All PREP Girls Flag Team

The Jaguars partnered with Florida High School Football Media Group to help identify the top 25 female athletes named to the 2025 Girls Flag All PREP team. Scan the QR code to see our 2025 recipients.



High School Media Day

In partnership with Baker's Sports, the Jaguars hosted 60 regional high school football teams at EverBank Stadium for our annual High School Media Day. Each team had the opportunity to participate in media interviews, as well as photo opportunities and content creation, at the annual event prior to the start of their seasons.



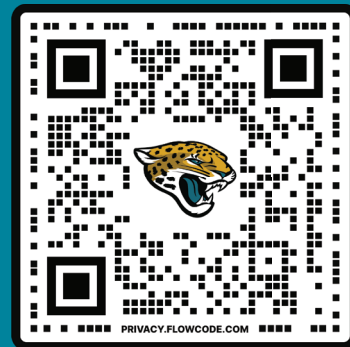
Whataburger Coach, Player and Game of the Week

During the high school football season, the Jaguars, Whataburger 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. Scan the QR code to see our players and coaches of the week from 2025.



Jaguars All PREP Top 25

Each season, the Jaguars and Action Sports Jax select the top area high school football players in Jacksonville to be recognized as part of the All PREP Top 25 based on their on- and off-the-field achievements. Scan the QR code to see our 2025 recipients.



SUPPORT THE JAGUARS FOUNDATION



Jaguars 50/50 Jackpot

The Jaguars 50/50 Jackpot, presented by Duval Ford, gives fans a chance to win big and benefit the Jaguars Foundation's community initiatives. Fans have the opportunity to purchase raffle tickets for the chance to win half the jackpot collected at Jaguars home games and online with the remaining proceeds benefiting the Jaguars Foundation.



Jaguars 5K Sports Complex Challenge

Thousands of runners put on their running shoes to participate in the Jaguars 5K Sports Complex Challenge presented by Fresh from Florida, and the 1 Mile Fun Run presented by Nemours Children's Health. Runners and walkers took on the challenging course through the sports complex with proceeds benefiting the Jaguars Foundation's youth and sports programs. Cadillac, Brooks Building Solutions and PRI Productions also partner on the annual event.

Nonprofit Support

American Cancer Society
American Heart Association
Atlantic Coast High school
Baptist Health Foundation
Black Sports Business Academy
Boys & Girls Club of Northeast Florida
Cathedral Arts Project
Changing Homelessness
Children's Literacy Initiative
Community Hospice & Palliative Care
Duval Jaguars Athletic Association
Family Promise of Jacksonville
Feeding Northeast Florida
First Coast Hispanic Chamber of Commerce
First Coast YMCA
Five Star Veterans Center, Inc.
Florida Coaches Coalition
Florida National Guard Foundation, Inc.
Generation W
Girls Inc. of Jacksonville
Goodwill Industries of North Florida
Greater Jacksonville Area USO Council, Inc.
Historic Eastside Community Development Corporation
Hubbard House, Inc.
Jacksonville Arts and Music School
Jacksonville Humane Society
Jacksonville Police Athletic League
Jacksonville Speech and Hearing Center
Jacksonville Sports Foundation
Jacksonville Sports Medicine Program
MaliVai Washington Youth Foundation
Nonprofit Center of Northeast Florida, Inc.
Northeast Florida Builders Association Charitable Foundation
Operation Barnabas
Operation New Uniform
PACE Center for Girls Jacksonville
READ USA, Inc.
Rethreaded, Inc.
Ronald McDonald House Charities of Jacksonville
Sanctuary on 8th Street
The ALS Association Florida Chapter
The Beauty Institute
The Boselli Foundation
The Daily's Foundation
The DONNA Foundation
The Fire Watch Project, Inc.
The First Tee of North Florida
The PLAYERS Championship
University of North Florida Foundation
Veterans Treatment Court
Walk Off Charities Jax, Inc.
West Jacksonville Restoration Center
Women Veterans United

Thank You Partners

Academy Sports + Outdoors
AECOM Hunt
Baker's Sporting Goods
Beaver Street Fisheries
Breeze Airways
Brooks Building Solutions
Cadillac
CSX
Daily's
DeWalt Tools
Dream Finders Homes
Duval Ford
Everbank
Experience Kissimmee
Farah & Farah
FIS
Florida Blue
Florida Lottery
Fresh From Florida
Gallagher
Gatorade
GORUCK
Holidays Network Group
Jackson Electric Supply
JEA
Johnson & Johnson Vision
Nemours Children's Health
Pajcic & Pajcic
Peoples Gas
Proctor & Gamble
Publix
Regency Centers
Sherwin-Williams
Suddath
The Kissaway Foundation
Ticketmaster
TruVet Solutions
UPS
UF Health
Verizon
VetTix
Veterans Benefits Guide
Vystar Credit Union
Whataburger
Wolfson Children's Hospital



LETTER FROM FLORIDA BLUE

At Florida Blue, our mission is to help people and communities achieve better health. As we celebrate our continued partnership with the Jacksonville Jaguars, we're proud to have served as the team's Official Community Partner for another year. This partnership has enabled us to make a meaningful difference in the lives of our neighbors, and we're grateful for the opportunities it has afforded us.

Over the past year, we've had the privilege of collaborating with the Jaguars on several impactful initiatives, including the annual Senior Meal food drive, Jaguars Community Day, and player appearances with toy drives for those less fortunate. These events not only allowed us to address pressing issues like food insecurity but also brought our community together in a spirit of service and compassion.

As we look to the future, we're excited to continue our collaboration with the Jaguars and build on the momentum we've established. Together, we're committed to making a lasting impact in our community and promoting the health and well-being of those we serve. We're proud to be part of the Jaguars' community efforts and look forward to many more years of partnership and progress.

Courtney Harris,
Market Leader Northeast Florida



Jaguars Community Impact Team

Whitney Meyer	Senior Vice President and Chief Community Impact Officer
Adriel Rocha	Vice President of Community Impact and Football Development
T-Neisha Tate	Vice President of Social Responsibility
Kristina Heath	Director of the Jaguars Foundation
Michael Carnahan	Community Impact Senior Manager
Caron Streibich	Community and Development Initiatives Senior Manager
Madison Saul	Communications and Events Manager
Jordan Todman	Legends Manager
Caelan Rhinehardt	Youth Football Manager
Scout Alexander	Social Responsibility Coordinator



COMMUNITY IMPACT

BUILDING A BETTER JACKSONVILLE **TOGETHER.**