





















2019-2020 REPORT

COMMUNITY OUTREACH MISSION

We are committed to enriching the communities that have supported us for over 100 years. As the only community-owned NFL team, we believe in utilizing the spirit of football to promote life lessons, build togetherness and create future leaders.

GREEN BAY PACKERS

The team's all-encompassing community outreach initiative includes the Green Bay Packers Foundation; appearances made by players, alumni, coaches and staff; football outreach; cash and in-kind donations; Make-A-Wish visits and community events.





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A MESSAGE FROM THE PACKERS' PRESIDENT AND CEO

The Packers' ownership structure is unique within the NFL, and it's a huge advantage to our organization, as well as Green Bay and the state of Wisconsin. We realize that we would not be in Green Bay were it not for the support of our community over the years, and as a community-owned team, it's important for us to prioritize giving back to local charities, nonprofits and those in need. We are very proud of the support we provide to not only Brown County, but also the entire state. Last year, our overall charitable impact was over \$9 million, including donations, football outreach, community events and the wide variety of charitable efforts under our Packers Give Back umbrella.

Our community support is not just demonstrated through financial donations. Our players and employees contribute through Packers Give Back days and other volunteer opportunities. We are also pleased with the success of the Give BIG Green Bay day of giving, a partnership with the Greater Green Bay Community Foundation that has raised more than \$3.4 million for local charities over the last three years. We have also invested significantly in Titletown, a tremendous community asset with one-third of the development dedicated to public use.

Thanks so much to our fans and community partners for joining us in these efforts; your help has been crucial in making Wisconsin a great place to live. We are so proud to be part of such a supportive community.

Mak & M/myler

COMMUNITY EVENTS

15,350 PEOPLE ATTENDED



THANKSGIVING MEAL

Through the efforts of over 300 volunteers, 900 people enjoyed the free Christian Outreach Ecumenical Thanksgiving Meal served in the Lambeau Field Atrium. Packers President and CEO Mark Murphy welcomed the group. An additional 1,288 meals were delivered to those in need.





Over 5,000 people enjoyed this free Halloween-themed event that included information on safe trick-or-treating provided by the Center for Childhood Safety.







Kids were provided the opportunity to test their Ninja Warrior and Simon Says skills in addition to participating in a variety of non-strenuous physical activities.



FESTIVAL OF LIGHTS

Holiday-themed opportunities were offered to the public free of charge at this event held in the Lambeau Field Atrium. The Marine Corps Reserve collected 67 new, unwrapped toys donated by attendees. The blue spruce tree, donated by Duane and Judy Fritz of Green Bay, displayed in the Harlan Plaza was formally lit during the event.





Drives held on May 6, Aug. 27 and Nov. 13 drew people to Lambeau Field to donate a combined total of 1,100 units of blood for the American Red Cross.

GREEN BAY PACKERS

A program that encourages and inspires middle school students to make positive changes in their lives was offered in Green Bay and Milwaukee. Keynote speakers Orlando Bowen and Nova Browning Rutherford kicked off programs with their motivational messages that were heard by 560 students between both locations.





"LIFE IS ALL ABOUT PERSPECTIVE."

Orlando Bowen, Motivational Speaker Students from eight Milwaukee area schools participated in sessions facilitated by Kwabena Antoine Nixon and Muhibb Dyer, PEARLS for Teen Girls and United Way of Greater Milwaukee & Waukesha County.



FAVORITE PART OF THE DAY: "WATCHING STUDENTS REALIZE THEIR WORTH AND THE POSSIBILITY THAT LIES BEFORE THEM."

Empower Chaperone



Students from Appleton, Bonduel, De Pere, Denmark, Freedom, Green Bay, Howard-Suamico, Oconto Falls, Oneida Nation and Wrightstown participated in sessions facilitated by Books 'n' Blankets, Cole's Crusade, Eye Heart World, Kwabena Antoine Nixon and Muhibb Dyer and newscasters from local television stations.





"I REALLY ENJOYED THIS... I KNOW NOW THAT IT'S NEVER TOO LATE TO CHANGE YOUR MIND AND YOUR LIFE."

Participating Student





10,211 COACHES, PLAYERS AND PARENTS PARTICIPATED

\$326,350 DONATED TO FOOTBALL OUTREACH INITIATIVES

4,000 PRESEASON TICKETS DONATED TO YOUTH FOOTBALL TEAMS AND PLAY 60 PROGRAMS



EFOOTBALL DUTREACH

EVENTS PROMOTING SAFETY AND SPORTSMANSHIP IN YOUTH AND HIGH SCHOOL FOOTBALL

GREEN BAY PACKERS COACHING SCHOOL

Youth football coaches learned new approaches to coaching beyond play-calling and on-field football instruction during this one-day event. Equipment grants totaling \$2,000 were donated to selected attendees' football programs.

PARENTS CLINIC

Attendees heard from featured speakers, including mental performance coach James Leath and Packers alumnus Bill Schroeder, and participated in Heads Up Football drills inside the Don Hutson Center. Equipment grants totaling \$3,500 were donated to selected attendees.



8 FOOTBALL OUTREACH



PLAY FOOTBALL MONTH

Twelve youth football teams from across the state scrimmaged on Lambeau Field during Family Night and at halftime of two preseason games. More than 4,000 individuals from youth football teams and PLAY 60 programs received game tickets, free of charge, for the Aug. 8 and Aug. 29 games.

GATORADE JUNIOR TRAINING CAMPS

More than 300 youth ages 8-12 experienced various football drills on Titletown's football field.

USA FOOTBALL CLINIC

This clinic provided 100 youth football coaches from across the state the opportunity to renew their Heads Up Football Certification compliments of the Packers.



HIGH SCHOOL QUARTERBACK CHALLENGE

PRESENTED BY HPE AND CAMERA CORNER Players from around the state were featured in an on-field competition during halftime of each home game.







PRESENTED BY JACK LINK'S PROTEIN SNACKS

Throughout the 2019 high school football season, 10 individual coaches were recognized. Each received a \$2,000 donation for their football program.



WISCONSIN YOUTH FOOTBALL STATE FORUM

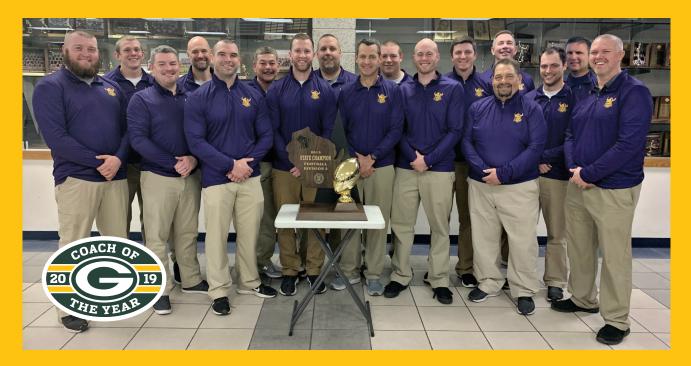
Leaders from multiple youth football leagues came together for open discussions about assorted topics pertaining to youth football in Wisconsin. Attendees heard from Packers President and CEO Mark Murphy in addition to representatives from USA Football, the WIAA and the Wisconsin Football Coaches Association.





More than 3,500 youth in second to fifth grades participated in 27 football outreach camps around the state and in Titletown. Complimentary busing was offered to schools participating in camps held in Titletown.





WISCONSIN FOOTBALL COACHES ASSOCIATION/GREEN BAY PACKERS HIGH SCHOOL COACH OF THE YEAR

Mike Minick of DeForest High School was named the Wisconsin Football Coaches Association/Green Bay Packers High School Coach of the Year. Coach Minick received a \$4,000 donation for his school's football program. He competed for the Don Shula NFL High School Coach of the Year Award as the Packers' nominee.







CHITNING CHI

playo

EVENTS PROMOTING CAMARADERIE



police and fire departments from Appleton, Brown County, De Pere, Green Bay and Milwaukee competed in a flag football tournament held in Titletown. Each team received a \$1,100 donation for their department.

11-**ON**

Eight teams composed of 194 high school football players participated in the 11-ON. This new event offered a scholastic-based, team-oriented and character-building program focused on team players over individual recognition while providing development for all 11 athletes on both sides of the ball. Each team received a \$1,000 donation for their football program.









Packers alumnus Dexter McNabb provided opening remarks to 12 teams of special needs athletes prior to the flag football tournament in Titletown.

GRANT OPPORTUNITIES



NFL/LISC GRASSROOTS PROGRAM

The Racine Unified School District received a \$250,000 grant from the Packers through the NFL/LISC Grassroots Program. The grant supported the process of converting a practice field at Pritchard Park into a state-of-the-art football facility with artificial turf, proper seating, goals posts and other amenities.

YOUTH FOOTBALL MATCHING GRANTS

Grants valued at \$1,000 each were awarded to 18 youth football programs after each program raised \$1,000 of their own funds. Grants were used toward equipment, uniforms and improvement of football facilities.

PACKERS +1 CHALLENGE

Schools were incentivized to increase their high school football participation. The team with the highest absolute increase in participation over the previous year received a \$1,000 donation. The school with the highest percentage increase over the previous year received a \$1,000 donation.

GIVING

GREEN BAY PACKERS





DESIGNATED GAMEDAYS

The Packers have been designating a preseason game as the Bishop's Charities Game for 59 years, resulting in cumulative donations exceeding \$3.7 million for charity efforts in the Green Bay Diocese. Bishop Ricken of the Green Bay Diocese presented Marquez Valdes-Scantling the MVP award from the 2018 Bishop's Charities Game.

Since 1950, donations exceeding \$4 million resulting from the annual Midwest Shrine Game during the preseason have been directed to the Midwest Shrine's burn centers and hospitals.

DONATION OF AUTOGRAPHED ITEMS

The Packers take great pride in supporting nonprofit organizations throughout Wisconsin by donating autographed items to use at fundraising events. Items were donated to nonprofit organizations in each of Wisconsin's 72 counties.

ESTIMATED **\$1.2M** RAISED

GREEN BAY PACKERS GIVE BACK IMPACT GRANT

In honor of Bart Starr's life, his dedication to the community and his legacy as a Packers player, the Packers awarded a \$250,000 impact grant to the Bart and Cherry Starr Foundation. Charities supported by the Starr family will benefit from this donation including Rawhide, the Starr Children's Pediatric Cancer Fund, Cornerstone Schools of Alabama and the Birmingham Humane Society.

EQUIPMENT DONATIONS

Twenty-three schools and youth teams in Wisconsin received over 800 items for their football programs. Items donated included chin straps, cleats, gloves and assorted practice equipment.



COMMUNITY EVENTS GRANTS

Lambeau Field room rental fees, valued at more than \$21,000, were waived for four nonprofit organizations hosting events at Lambeau Field.

EMPLOYEE GIVING

More than 60 employees participated in a matching gifts program that resulted in the Packers donating more than \$17,900 to nonprofit organizations supported by Packers employees.

A record \$22,356 was raised for the United Way of Brown County during the 2019 Green Bay Packers United Way Employee Campaign.

BEDDING, CLOTHING AND TOILETRY DONATIONS

More than 30 human services and veterans' organizations across Wisconsin benefited from donations of shoes, boots, new and gently used clothing, towels and various toiletries. At the completion of Packers Training Camp, twin mattresses and sheet sets were donated to Ascension Lutheran Church and St. Vincent de Paul Society in Green Bay. EMPLOYEE GIVING EXCEEDED \$40,000

^{\$}50K

CAUSE SPECIFIC GIVING

\$15,000 Coats for Kids initiative

***15,000** Hunger relief efforts in Brown County

\$20,000 Toys for Tots initiative







EDUCATION FOCUSED GIVING

Scholarship funds at NWTC Educational Foundation Inc. and Scholarships, Inc. each received a \$26,500 donation. A portion of the scholarship fund donations came from the National Football League Properties which, at the Packers' request, returned the royalty fees paid for using the Packers logo on Wisconsin automobile license plates.

"The Next 100 Seasons of Packers Football" was the theme of the 2019 Packers Student Art Contest. The winner's school in each category received a \$5,000 donation.

- Johanna Perrin Middle School, Fairport, N.Y. Grades 6-8
- Poplar Bluff Senior High School, Poplar Bluff, Mo. Grades 9-12
- College of Design, Construction and Planning, Gainesville, Fla. University or Technical College

Lambeau Field school trip grants totaling \$2,230 supplemented eight schools' busing expenses to complete field trips to Lambeau Field.

Literacy resources in 29 elementary and middle schools received grants totaling \$4,100. Grants were awarded based on program completion rates of participants in the Green Bay Packers Hall of Fame Tundra Tales reading program.

The Green Bay Packers Hall of Fame and Stadium Tours invited high school students and college students to participate in Green and Gold Career Day, a day of football fun with opportunities to learn about career paths in professional sports. Speakers from a variety of Packers departments conducted informational sessions in April and October.



FAN SUPPORTED DONATIONS

Commemorative Bart Starr t-shirts purchased from the Packers Pro Shop generated a \$38,950 donation to Rawhide.

Sales of seed packets commemorating the Packers' 100 Seasons resulted in a \$25,230 donation to the American Red Cross.

Proceeds from sales of the limited-edition "Go Pack Go" t-shirt that featured the logos of both the Milwaukee Bucks and the Green Bay Packers raised \$37,500 for hunger relief efforts. Paul's Pantry, Green Bay and Feeding America Eastern Wisconsin, Milwaukee each received \$18,750. **\$38,950** TO RAWHIDE **\$25,230** TO AMERICAN RED CROSS **\$37,500** FOR HUNGER RELIEF













GREEN BAY PACKERS FOUNDATION





\$250,000 IMPACT GRANT RECIPIENTS

- ► Freedom House Ministries, Inc. construction of a new homeless shelter facility.
- Give BIG Green Bay created matching funds for nonprofits during the 2020 fundraising event.
- Greater Green Bay Habitat for Humanity Framing our Future Campaign to expand ReStore operations.



\$150,000 IMPACT GRANT RECIPIENTS

Fellowship Open - MKE Fellows, serving academically talented African-American young men.

Milwaukee Health Care Partnership – Housing is Health program, dedicated to improving health care for low-income, underserved populations in Milwaukee County.





ANNUAL GRANT DISTRIBUTION

A record \$1 million was distributed to 192 nonprofit organizations toward the need areas of animal welfare, civic and community, environmental, health and wellness including drug/alcohol and domestic violence causes.

MILITARY SUPPORT







OATH OF ENLISTMENT

U.S. Army, Navy, Air Force and Marine recruits took an oath of enlistment on the field during halftime of the Packers-Eagles regular season game on Sept. 26. The ceremony was conducted by Milwaukee native U.S. Army Lieutenant Colonel Collin Keenan.



FLIGHT OF CHAMPIONS

The Packers, Milwaukee Brewers and Milwaukee Bucks collaborated to sponsor three planeloads of local veterans on the Stars and Stripes Honor Flight's 55th mission. The Flight of Champions provided more than 240 veterans of WWII, the Korean War, and the Vietnam War the opportunity to visit memorials dedicated to their service in Washington, D.C. Packers alumni Jared Abbrederis, Jarrett Bush, LeRoy Butler, Johnnie Gray and Bill Schroeder served as guardians on the Green Bay flight.



HUDDLE FOR HEROES

More than 40 military veterans were treated to an afternoon with Packers players David Bakhtiari, Bryan Bulaga, Jimmy Graham, Aaron Jones, Dean Lowry, Aaron Rodgers and Danny Vitale along with Packers alumnus Chris Gizzi. This inaugural event's activities included a player Q&A, writing letters that were forwarded to active duty service members, interactive sports games and tours of Lambeau Field.







SALUTE TO SERVICE

Teams representing the Air Force, Army, Army National Guard, Marines and Navy participated in the third annual Salute to Service Tournament on the Titletown football field. Following round-robin pool play in the single-elimination tournament, the Marines defeated the Army National Guard in the flag football championship game. Donations totaling \$5,500 were made to the teams' morale funds. Members of the Redbird Vocal Music Group of De Pere High School sang the national anthem and the American Legion Post 11 presented the colors.





SALUTE TO SERVICE GAMEDAY

Veterans and military members were honored at the Packers-Panthers regular season game on Nov. 10. The Mobile Vet Center was on location to share its mission of helping veterans adjust back to civilian life after serving in a war zone. The American Red Cross had several large holiday cards available for fans to sign for service members, veterans and their families.





OPERATION FAN MAIL PRESENTED BY WPS HEALTH SOLUTIONS

Military families and veterans, including several American Legion members, were recognized on the field during pregame activities at each Packers home game.



RETIRING MILITARY MEMBERS

The Packers honored more than 40 members retiring from the military by fulfilling their requests to have a United States flag flown over Lambeau Field. Packers mementos for each member were provided.



RAISING AWARENESS

The Packers Vs. Cancer high school football game was held at Kaukauna High School where the Ghosts hosted the Hortonville Polar Bears. Packers players Tim Boyle, Tony Brown, Tyler Lancaster and Manny Wilkins and Packers alumni Vonta Leach and David Whitehurst were on hand to help raise awareness of all cancers. The schools sold t-shirts, rally towels and raffle tickets with 100 percent of the proceeds, totaling more than \$6,000, being donated to the Vince Lombardi Cancer Foundation. The Packers donated a total of \$1,500 to the schools for their efforts.



SHOPPERS' SUPPORT

During the month of October, shoppers in the Packers Pro Shop generously donated \$10,352 to the Vince Lombardi Cancer Foundation when they added \$1 or more to their purchase. The Packers matched shoppers' efforts with a \$10,000 donation. **\$10,352** FROM SHOPPERS **\$10,000** MATCHED



HATS OFF

Packers players Mason Crosby and Blake Martinez served as spokespeople for the 2019 Packers Vs. Cancer initiative. Both were on hand to introduce the Packers Vs. Cancer New Era knit hat, with \$5 from each hat sold going directly to the Vince Lombardi Cancer Foundation. Hat sales resulted in a donation totaling more than \$35,000.





PLAYERS, COACHES & ALUMNI OUTREACH









TAILGATE TOUR

The Green Bay Packers Tailgate Tour bus departed from Green Bay on April 9 with Packers President and CEO Mark Murphy and alumni Nick Barnett, Earl Dotson, Ryan Grant, Bernardo Harris, Aaron Kampman and Scott Wells on board.

Marshfield

PDC Orenda Center Sparta Boys & Girls Club of Sparta New Richmond Grace Place Shelter Chippewa Falls Chippewa River Industries Antigo Habitat for Humanity of Langlade County

14<u>th</u>

ANNUAL TOUR

\$339,076 raised for charities
\$10,000 donated to schools
790 miles traveled
16 cities visited

CHARACTER PLAYBOOK

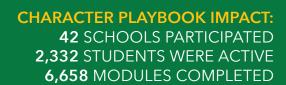
Brown County United Way and the Packers continued working together for a third year to offer Character Playbook to students across the state. This digital initiative educates middle school students on how to cultivate and maintain healthy relationships. Students at Washington and West De Pere Middle Schools heard about taking moments and turning them into opportunities from motivational speaker Orlando Bowen. Students from five schools tuned in to talk with Packers player Kenny Clark during a Character Playbook Live event.











MENTAL WELLNESS BASICS IMPACT: 5 SCHOOLS 440 STUDENTS WERE ACTIVE 610 MODULES COMPLETED

ED BLOCK COURAGE AWARD

Mason Crosby was selected to receive the Ed Block Courage Award, an award that honors NFL players who exemplify commitments to the principles of sportsmanship and courage. This award is unique in that the recipients are selected solely by a vote of their teammates.

SALUTE TO SERVICE AWARD NOMINEE

PanCAN

St. Jude's

Danny Vitale was chosen as the Packers' nominee honoring his support of the Chris Kyle Frog Foundation, and military and civil first responders. The Salute to Service Award annually recognizes NFL players, coaches, personnel and alumni who demonstrate an exemplary commitment to honoring and supporting the military community.



WALTER PAYTON MAN OF THE YEAR AWARD NOMINEE

Blake Martinez was named the Packers' nominee to honor his continual investment of time and talents outside of football in the community, both in Green Bay and back home in Tucson. The Walter Payton NFL Man of the Year Award recognizes a player for his excellence on and off the field. Proceeds from his nomination were donated to St. Jude Children's Research Hospital.

MY CAUSE MY CLEATS

This league-wide initiative provided players the opportunity to wear custom cleats promoting causes important to them. Cleats auctioned off raised \$16,755 for the players' causes.

Jaire AlexanderBoys & Girls Club of Greater Green BayGeronimo AllisonThe Progress Village Panthers Inc.Hunter BradleyMuscular Dystrophy AssociationKenny ClarkDreams Do Come True FoundationKyler FackrellDisabled American VeteransJimmy GrahamThe Jimmy Graham Foundation

Allen Lazard Blake Martinez Lucas Patrick Aaron Rodgers Danny Vitale Tramon Williams

n **Tramon Williams** 38

OREN BURKS South County Football Alumni Association





MASON CROSBY The Locker & Vince Lombardi Cancer Foundation

ADRIAN AMOS JR. Adrian Amos "I'm Still Here"

PLAYER INITIATIVES



These players are among those who have taken their dedication to the community to another level by supporting causes important to them.

DAVANTE ADAMS football camp, Palo Alto, Calif.

DAVANTE ADAMS & BLAKE MARTINEZ

Green & Gold Charity Softball Game benefiting multiple charities in northeast Wisconsin.

JAIRE ALEXANDER Skills & Wellness Camp for DB's, Rocky River High School, Mint Hill, N.C.; donation of 100 jerseys to club members at the Boys & Girls Club of Greater Green Bay.

GERONIMO ALLISON Special Olympics Wisconsin spokesperson.

ADRIAN AMOS Bowling night to benefit the I'm Still Here Foundation for Alzheimer's Research and Advocacy and a holiday shopping event for Boys & Girls Club of Greater Green Bay club members. **DAVID BAKHTIARI** and his mother served dinner at the New Community Shelter where 10,000 bowls of Campbell's soup were donated.

OREN BURKS Team Burks Football Camp 2019, South County High School, Lorton, Va.

KENNY CLARK Walk for Children leader benefiting Next Door's critical early childhood education programming for children living in poverty in Milwaukee; third annual football camp, Carter High School, Rialto, Calif.; hosted Howe Elementary students at the NEW Zoo & Adventure Park for a day of learning and fun.

KYLER FACKRELL Teamed up with Campbell's Chunky Soup to give back to area first responders. **JIMMY GRAHAM** Second Annual Jimmy Graham Charity Cornhole Challenge.

AARON JONES Strikes for Kids Green Bay Bowling Classic.

KEVIN KING Rising Stars Youth Football Camp, Martin Luther King Jr. Junior High School, Pittsburgh.

WILL REDMOND Youth football camp, Memphis, Tenn.

BILLY TURNER Donated coats to families in Green Bay and Minnesota via the Salvation Army.

DANNY VITALE DAV Russell Leicht Chapter 3 public service announcement and various other initiatives with Green Bay's DAV chapter. Players, coaches and alumni, along with area businesses, participated in the Green Bay Packers Give Back Celebrity Bowling Event presented by Nestlé. Wisconsin CASA Association received more than \$50,000 from the event for its "My Stuff My Bag" program.





More than 170 students participated in the third annual Syble Hopp Football Outreach Camp. Players Corey Linsley and Blake Martinez helped with the camp.

Tim Boyle, Ka'dar Hollman, Ty Summers and Dexter Williams boarded a school bus and picked up elementary school students on the way to Shattuck Middle School in Neenah for the PLAY 60 Super School visit. Neenah Joint School District was presented with a \$10,000 Hometown Grant for their physical education programs.





Players Geronimo Allison and Mason Crosby joined Wisconsin students and the Dairy Farmers of Wisconsin for a special Fuel Up to PLAY 60 workout session inside the Johnsonville Tailgate Village on May 1. The workout session encouraged students to lead healthy, active lives.



AUTOGRAPHS FOR DONATIONS

During the holiday season, Packers players signed autographs in exchange for donations to the Salvation Army's Red Kettle Campaign. Participating players included: Davante Adams, Jaire Alexander, Geronimo Allison, Adrian Amos, Kenny Clark, Rashan Gary, Jake Kumerow, Tyler Lancaster, Dean Lowry, Blake Martinez, Darnell Savage, Preston Smith, Marquez Valdes-Scantling and Jamaal Williams. Quarterback Aaron Rodgers matched fans' donations over five weeks of signing events, bringing the grand total donated to \$58,260.











ALUMNI WEEKEND

The life of Bart Starr was celebrated with the help of 65 alumni that either played with or were coached by the legendary quarterback. Cherry Starr and Bart Starr Jr. were on hand for the weekend's events which included: Green & Gold Gala, Brunch and Learn, a tailgate party and the Packers-Vikings game. The Bart Starr Commemorative Celebration took place at Rawhide in New London on Sept. 14. The free event provided various activities for fans of all ages and featured Starr's two Super Bowl MVP Corvettes on display together. Halftime of the Packers-Vikings game included a program and ceremony that honored the life and legacy of Bart Starr.





PACKERS EVERYWHERE RALLIES

Fans gathered at rallies held in Chicago, Dallas, Green Bay, Los Angeles and San Francisco. Alumni in attendance included: Donny Anderson, Nick Barnett, Mark Chmura, Lynn Dickey, Santana Dotson, Bubba Franks, Al Harris, James Jones, Vonta Leach, Pat Lee, James Lofton, Ryan Longwell, Karl Swanke, David Whitehurst and Frank Winters.

LAMBEAU FIELD LIVE

A traveling exhibit that was part of the Green Bay Packers' 100 Seasons celebration made stops at Summerfest, the Northern Wisconsin State Fair, the Racine County Fair, the Wisconsin State Fair and Taste of Madison. Alumni that participated in Q&A and photo sessions with fans included: Donny Anderson, John Brockington, Willie Buchanon, Nick Collins, Santana Dotson, Bubba Franks, Jim Grabowski, Ezra Johnson, Aaron Kampman, Ryan Longwell, Jan Stenerud and Dave Robinson.

HALL OF FAME TOURS

Various alumni added stories, perspectives and insight to the already-informative and historical stadium tours on home game weekends.



ALUMNI SPORTING CLAYS

More than \$34,000 was raised for the Boys & Girls Club of Greater Green Bay. Packers alumni participating in the event included: Paul Coffman, Daryn Colledge, Jerry Kramer, Tony Moll, Craig Nall, Dave Robinson, Jason Spitz and Frank Winters.



LEGENDARY QUARTERBACKS COLLECTOR'S PHOTO

10,300+ prints sold with 100 percent of the proceeds split between the quarterbacks' charities:

Brett Favre - Favre4Hope Foundation Bart Starr - Bart & Cherry Starr Foundation Aaron Rodgers - MACC Fund

SOCIAL JUSTICE INITIATIVES

The Packers continued their support of the ongoing effort by NFL players and clubs to improve their communities through programs and initiatives that reduce barriers to opportunity, whether through education and economic advancement, criminal justice reform or improving police-community relations.





PACKERS & PALS MOVIE NIGHT

Relationships between kids in the Brown County PALS program and Green Bay Police were built during the inaugural Police, Packers and PALS Movie Night. Youth under the age of 12 observed K-9 demonstrations and participated in character presentations prior to enjoying dinner and a movie.

\$250,000 TO WISCONSIN ORGANIZATIONS

Packers players, led by Geronimo Allison, Adrian Amos, Oren Burks, Elgton Jenkins, Aaron Jones, Corey Linsley, Will Redmond, Marquez Valdes-Scantling, Za'Darius Smith and Dexter Williams, worked together to select five organizations. Each organization received a \$50,000 donation to further the social justice causes championed by the players and their teammates.

IFRMAN

coaching to help entrepreneurs

of color grow their businesses,

generate jobs and support the

Invest in mentorship and

local economy.



Provide a safe space, meals and programming to 50,000 kids in Milwaukee annually.



Recruit, train and support CASA volunteers who advocate for abused and neglected children who are under court protection.



Expand programming for youth experiencing homelessness who are under the age of 21.



Create a multi-purpose athletic space for boys and girls at the charter school.

(house of hope



TRAINING CAMP & GAMEDAY INITIATIVES

FAMILY NIGHT

Packers Family Night, presented by Bellin Health, was held Aug. 2. Make-A-Wish Wisconsin served as the team's official community guests. Meijer Simply Give, which raises money for hunger-related causes, received net proceeds from the event's parking.





BELLIN 5K RUN/WALK

The 10th annual Bellin 5K Run/Walk was held at Lambeau Field and in area neighborhoods. Extreme heat prevented the 1K Kids Run, presented by Edvest, from being held. Nonprofit organizations that assisted with these events earned \$11,257 for their programs:

- American Red Cross
- Bellin Run Kids for Running
 Big Brothers Big Sisters of Northeast Wisconsin
 Volunteer Center of Brown County

DREAMDRIVE

The American Family Insurance DreamDrive kicked off its sixth year with the introduction of its Dream Fleet bikes. Kids from the Boys and Girls Club of Greater Green Bay had the opportunity to ride special bikes to practice with the players.





FIRST DOWNS FOR TREES

The Packers, together with corporate partners Essity and Green Bay Packaging, Inc., provided funds that resulted in the planting of 437 trees in 16 Brown County communities. First Downs for Trees donates trees to participating Brown County communities based on the number of first downs scored by the Packers in the previous season.

CONCESSION STAND FUNDRAISING

Delaware North Sportservice provided 98 nonprofit groups the opportunity to staff concession stands during Lambeau Field events, earning more than \$1.8 million for their efforts.





TOUCHDOWNS FOR HUNGER

The program in partnership with Sargento Foods Inc., donated \$1,500 for every touchdown scored by the Packers in the regular season and \$3,000 for every touchdown scored during the playoffs. An additional \$8,044 was donated resulting from video shares or retweets featuring Packers running back and touchdown leader Aaron Jones.

\$29,000 ► Paul's Pantry, Green Bay \$58,000 - Hunger Task Force, Milwaukee

HISPANIC HERITAGE LEADERSHIP AWARD

José Vásquez, President, St. Anthony School, Milwaukee, received this award that recognizes contributions of Hispanic leaders in each NFL market. Vásquez chose St. Anthony School to receive a \$2,000 donation.



VOLUNTEERISM

372 STAFF VOLUNTEERED 1,955



LADIES OF LAMBEAU

"Operation Shower" was the Ladies of Lambeau service project. Ladies associated with the Packers gathered to assemble 200 care packages of baby items for expectant military 150 packages of disposable diapers that were given to Paul's Pantry. Three \$1,000 donations were made to nonprofit organizations suggested by volunteers.



ADOPT-A-FAMILY PROGRAM

Donations totaling \$3,400 were collected by Packers Pro Shop and distribution center employees to be used toward making the holidays extra special for two families in need through the Salvation Army Adopt-A-Family program.



\$14,641.04 DONATED AT EMPLOYEE KETTLES
 \$9,226.87 DONATED AT OTHER GREEN BAY KETTLES
 + \$15,000.00 PACKERS MATCH
 \$38,867.91 GRAND TOTAL DONATED

PACKERS GIVE BACK DAY

The semi-annual Green Bay Packers Give Back Day was held Dec. 17. Packers employees rang bells for the Salvation Army of Greater Green Bay at seven locations throughout De Pere, Green Bay and Suamico.

STAFF HYGIENE COLLECTION

Packers employees donated more than 950 hygiene items and \$650 to the Help for the Homeless Hygiene Drive, a springtime collection benefiting local homeless and crisis programs.



PLANTING FOR A PURPOSE

The Packers and Extension Brown County continued working together for a third year on the Planting for a Purpose program. The Brown County Potato Project was added in 2019 and gave 678 free seed potatoes to community members who agreed to donate half of their potato harvest to food pantries. The Planting for a Purpose booth at the Titletown Night Market served as a collection point for community members to donate fresh produce to Paul's Pantry. More than 100 people specifically signed up to grow and donate fresh produce to food pantries in Brown County.

19,870 POUNDS OF FRESH PRODUCE DONATED



PACKERS GIVE BACK DAY

Packers employees volunteered during the semi-annual Green Bay Packers Give Back Day with Make a Difference Day and United Way Day of Action. Volunteers packed over 200 suitcases for foster kids with Wisconsin CASA's My Stuff My Bag initiative, cleaned up Green Bay's Broadway District, completed tasks at Howe Elementary Community School with the United Way of Brown County and through the Volunteer Center of Brown County, helped seniors and people with disabilities complete outdoor fall tasks.





HUDDLE FOR 100

The NFL's Huddle for 100 initiative looked to inspire 1 million people to volunteer 100 minutes of their time to make meaningful contributions to their communities. Super Bowl Sunday marked the conclusion of Huddle for 100 with a final tally of more than 1 million individuals who generated a total of 397 million minutes of volunteerism.

The Packers Huddle for 100 initiatives included a playground build at Milwaukee County's Center Street Park through a collaborative effort between the Packers, Milwaukee County Parks and Milwaukee County Sheriff's Department. Playground equipment donated by the Packers was installed by players Tim Boyle, Kenny Clark, Tyler Lancaster, James Looney and Dean Lowry, several deputies, community members, representatives from the Milwaukee County Parks department and staff from the Milwaukee Sales Office.



HOW CAN WE HELP?



APPEARANCES

The special bond between the Green Bay Packers and the community is never more apparent than when members of the organization volunteer their time at schools, hospitals and other community events and programs. Those interested in scheduling an appearance can apply at packers.com/appearances. Only applications submitted a minimum of eight weeks in advance of the event will be considered.

Information on alumni visits during home game weekends can be found at packers.com/calendar.

DONATIONS

Supporting a wide variety of charity efforts by donating items primarily for use in raffles and/or auctions continues to be the leading outreach effort of the Green Bay Packers. Those interested in requesting a donation to benefit a nonprofit organization in Wisconsin must apply online at packers.com/donations. Only applications that are submitted a minimum of six weeks in advance of the event will be considered.

FOUNDATION GRANTS

The Green Bay Packers Foundation has been giving back to Wisconsin's communities since it was established in 1986 by Judge Robert J. Parins, then president of Green Bay Packers, Inc. Nonprofit organizations located in Wisconsin interested in applying for a grant can verify their eligibility and apply online May 1 through July 1 at packers.com/foundation.

THE COMMUNITY OUTREACH TEAM



Cathy A. Dworak Director of Community Outreach & Player/Alumni Relations



Bobbi Jo Eisenreich Manager of Corporate & Foundation Giving



Amanda Wery Community Outreach Senior Coordinator



Ryan Fencl Football Outreach Specialist



Tony Fisher Player/Alumni Relations Specialist



Julie Broeckel Corporate Giving Coordinator



Sandy Roubal Corporate Giving Coordinator



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