

CONNECTING WITH COMMUNITIES SINCE 1919.



GREEN BAY PACKERS
GIVEBACK 



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 GIVE BACK

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.



The Packers have been fortunate to receive unwavering support from our dedicated fans for the last 100 years, and we feel it is our responsibility to give back by embracing and enhancing the community we share. We're proud to present this report to demonstrate how our team, alumni and staff has taken an active role in building a better community through philanthropy, which provides an opportunity for us to pioneer new ideas, generate new solutions, develop the next generation of leaders, strengthen civic and social organizations and build partnerships."

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

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COMMUNITY EVENTS



18,290 PEOPLE ATTENDED

“Through our community events, we strive to positively impact the region. We want to invest in and connect with our youth, give back to those in the greatest need and provide free, safe, fun events for families to enjoy.”

Amanda Wery,
Community Outreach Senior Coordinator

SPOOKTACULAR

Close to 5,000 people enjoyed free family-friendly Halloween-themed entertainment, crafts and activities. The Center for Childhood Safety provided information on safe trick-or-treating. New outdoor activities included a hay bale maze and pumpkin bowling.

Oct. 6, 2018



BLOOD DRIVES

328 PINTS – MAY 7, 2018
431 PINTS – AUG. 28, 2018
422 PINTS – NOV. 27, 2018
11 PINTS – FEB. 28, 2019

1,192 PINTS TOTAL

+18 INDIVIDUAL BONE MARROW
DONOR REGISTRATIONS





CHRISTIAN OUTREACH ECUMENICAL THANKSGIVING MEAL

Hundreds of volunteers prepped and served a Thanksgiving meal to 870 guests in the Atrium. An additional 1,189 meals were delivered.

Nov. 22, 2018



FESTIVAL OF LIGHTS

This free, family-themed event brought the joy of the holidays to all in attendance. Photo opportunities with Santa Claus were offered along with cookie decorating while area high school choirs performed holiday music.

Dec. 1, 2018

EMPOWER – GREEN BAY

This leadership event featured speakers and activities focused on encouraging students to be the best version of themselves.



I feel SO much more confident in myself now. I feel like you have shaped me into a more powerful girl...I just want to thank you for making me believe in myself and realize who I am and what I am to become!”

Student Testimonial

140 MIDDLE SCHOOL GIRLS ATTENDED
KEYNOTE SPEAKER: NOVA BROWNING RUTHERFORD,
MOTIVATIONAL SPEAKER

Jan. 16, 2019



He sparked my heart.”
Student Testimonial
Jan. 17, 2019



140 MIDDLE SCHOOL BOYS ATTENDED
KEYNOTE SPEAKER: ORLANDO BOWEN, MOTIVATIONAL SPEAKER

EMPOWER – MILWAUKEE

During Empower's inaugural offering in Milwaukee, 270 middle school students participated. The girls heard from keynote speaker Marcia Anderson on Feb. 6, 2019, and the boys heard from keynote speaker Orlando Bowen on Feb. 7, 2019.

GREEN BAY PACKERS
EMPOWER

“

I AM FABULOUS.
I AM POSITIVE.
I AM GOING TO TAKE CARE
OF ALL OF MY SISTERS.
I AM SOMEBODY.
I AM POWERFUL.
I AM THE FUTURE.

LOOK OUT WORLD.”

Marcia Anderson, the U.S. Army's first-ever
African American female major general



PROJECT PLAY 60

Kids attending this free event throughout the Atrium and Legends Club were encouraged to get up and be active during winter in Wisconsin.

Feb. 23, 2019



FOOTBALL OUTREACH



“The lessons that can be learned and the friendships that can be made through the sport of football are ones that can impact a person for a lifetime. Our goal is to help bring these unique experiences to as many people as possible through our extensive list of Football Outreach programs.”

Ryan Fencil,
Football Outreach Specialist

11,368

COACHES, PLAYERS,
AND PARENTS PARTICIPATED

\$291,500

DONATED TO FOOTBALL
OUTREACH INITIATIVES

3,977

PRESEASON TICKETS DONATED
TO YOUTH FOOTBALL TEAMS &
PLAY 60 PROGRAMS



FOOTBALL OUTREACH CAMPS

4,048 YOUTH PARTICIPATED



NFL DRAFT

Members of the Oconto Falls Panthers Youth Football team announced Equanimeous St. Brown, the Packers' sixth round pick. The announcement was shown on NFL.com and Packers.com.

April 28, 2018



PARENTS CLINIC

A rare April snowstorm did not prevent more than 30 parents from attending this clinic. Those in attendance received classroom and on-field instruction on how the game of football is being played more safely.

April 14, 2018



7-ON-7 HIGH SCHOOL PASSING TOURNAMENT

Participants in the 10th annual passing tournament included: Appleton North, Brookfield Central, Franklin, Manitowoc Lincoln, Menasha, Menomonie, Sun Prairie and Waunakee. Donations totaling \$6,000 were awarded to the winner and runner-up.

June 16, 2018



COACHING SCHOOL

This one-day complimentary clinic offered more than 120 coaches opportunities to sharpen skills and learn new approaches to coaching football beyond play-calling.

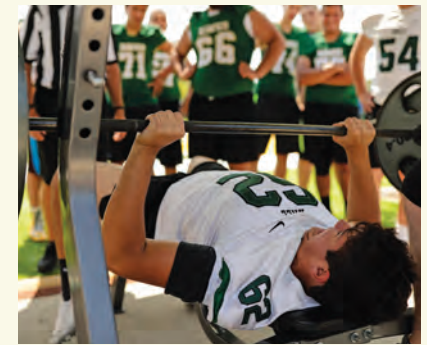
June 3, 2018



LINEMAN CHALLENGE

The inaugural Green Bay Packers Lineman Challenge was held in Tittletown. Athletes representing 12 high schools from around the state of Wisconsin heard from Grey Ruegamer, Director of Player Engagement, before participating in a variety of drills.

July 22, 2018



NFL/LISC GRASSROOTS PROGRAM

Milwaukee Public Schools received a \$250,000 grant from the Packers through the Local Initiatives Support Corporations (LISC) and the National Football League Foundation Grassroots Program. The grant was applied to the installation of a synthetic sports turf surface at Casimir Pulaski Stadium in Milwaukee.

PLAY FOOTBALL MONTH

Aug. 4, 2018

Eight teams from the Northwest Wisconsin Champions League in Eau Claire scrimmaged before the Packers took the field for Family Night.

Aug. 9, 2018

Four teams from East River Pop Warner in Green Bay scrimmaged during halftime of the Packers-Titans preseason game. Youth football teams and PLAY 60 programs received 2,000 game tickets free of charge.

Aug. 16, 2018

Four teams from the Appleton Youth Football Association scrimmaged during halftime of the Packers-Steelers preseason game. More than 1,900 game tickets were donated to youth football teams and PLAY 60 programs.



EXCEPTIONAL ABILITIES CHALLENGE

Special needs athletes of all ages participated in the first annual Exceptional Abilities Challenge. The flag football tournament was held in Tilletown with 12 teams competing in a round-robin style format. Packers alumnus Johnnie Gray spoke to the athletes about overcoming adversity.

Sept. 15, 2018



HIGH SCHOOL QUARTERBACK CHALLENGE PRESENTED BY HPE AND CAMERA CORNER

This on-field competition featured players from two different high school teams at each home game.



GREEN BAY PACKERS HIGH SCHOOL COACH OF THE WEEK PROGRAM PRESENTED BY JACK LINK'S PROTEIN SNACKS

Ten individual high school football coaches were selected for this honor. Each received a \$2,000 donation for their football program and took part in the Jack Link's High School Coach of the Week Game Ball Delivery at Lambeau Field.

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

Ken Krause of Muskego High School was awarded this honor and received a \$4,000 donation for the school's football program. Coach Krause competed for the Don Shula NFL High School Coach of the Year Award as the Packers' nominee.



NFL FLAG TEAM AT THE PRO BOWL

Ripon Youth Football, the Packers' "At-Large" team selection, participated in the NFL FLAG Championships in Orlando, Fla., and was awarded a \$4,000 donation to assist with expenses.



EQUIPMENT GRANTS

The Packers and the NFL Foundation awarded grants valued up to \$2,000 each for new equipment, uniforms and other resources to more than 19 youth and scholastic football programs throughout Wisconsin.

WISCONSIN YOUTH FOOTBALL STATE FORUM

The Packers, along with USA Football, the WIAA and the Wisconsin Football Coaches Association, hosted leaders from various youth football leagues at Titledown's Rockwood Terrace. After opening remarks by Packers President and CEO Mark Murphy, all in attendance participated in open discussions about various topics pertaining to youth football in Wisconsin.

March 9, 2019

GIVING



234 GRANTS
\$1.8 MILLION DISTRIBUTED

The Packers Foundation has disbursed more than \$10.6 million since 1986. Through its annual grant process, the Foundation’s goal is to continue assisting nonprofit organizations’ efforts to enrich Wisconsin’s communities.”

Bobbi Jo Eisenreich,
 Manager of Corporate & Foundation Giving

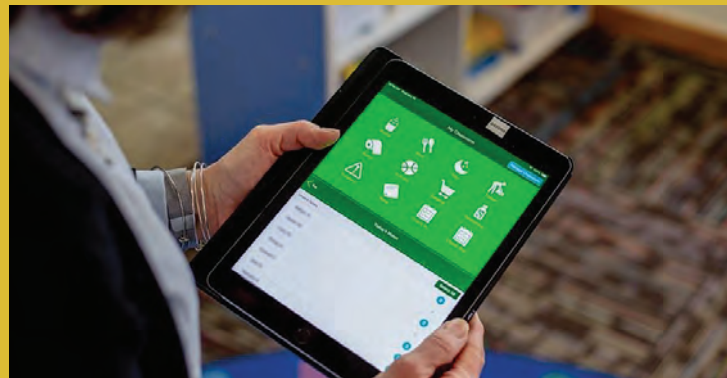


GREEN BAY PACKERS FOUNDATION IMPACT GRANTS

- CENTER FOR CHILDHOOD SAFETY INC. – \$250,000
- ENCOMPASS EARLY EDUCATION AND CARE, INC. – \$250,000
- HSHS ST. VINCENT/ST. MARY’S HOSPITAL FOUNDATION – \$250,000
- GIVE BIG GREEN BAY – \$250,000

ANNUAL GRANT DISTRIBUTION

Representatives from 230 nonprofit organizations attended the Dec. 5 grant recipient luncheon. \$800,000 was distributed toward the need areas of arts and culture, athletics and education causes.



“

Because of the impact grant, our new COR-Advantage Technology platform has increased family engagement by sharing daily and weekly notes and pictures of their child, as well as a summary of their child’s development and learning over time. Teachers can easily share observations and update families with digital information via text or email. Go technology!”

Tracy Arndt,
 Fund Development & Community Relations, Encompass



“The community has always supported the Green Bay Packers. In giving back, we hope that our donations can help make an instrumental impact on nonprofit organizations.”

Julie Broeckel,
Corporate Giving Coordinator



“It is with pride that we uphold the Packers' tradition of giving back to the public by coordinating the distribution of in-kind donations to benefit local nonprofit organizations and help enrich the community.”

Sandy Roubal,
Corporate Giving Coordinator

**\$1.3
MILLION**

Estimated dollars raised for nonprofit organizations throughout Wisconsin with the help of signed items provided by the Packers.



10,000 IN-KIND REQUESTS
RECEIVED

HONORING THE MILITARY

The Packers granted more than 30 requests to fly United States flags at Lambeau Field in honor of members retiring from the military. Members were also provided Packers mementos.

Missing babies' first words, first steps. Even missing their child being born. Those are just some of the things the members sacrificed in their long career. To have an organization known worldwide like the Green Bay Packers send them a thank you package and receive it on the day of their ceremony is amazing.”

**Joseph M. Tkaczuk MK1,
United States Coast Guard**

CLOTHING AND TOILETRY DONATIONS

Twenty-two human services organizations benefited from donations of shoes, gently used clothing, towels and various toiletries.

EQUIPMENT DONATIONS

Fifty-five schools in Wisconsin received 1,826 items for their football programs. Items included: chin straps, cleats, gloves, leg pads, game pants, belts, footballs and 23,450 square feet of artificial turf used during Packers Experience.

SOCIAL RESPONSIBILITY

Thanks to the NFL Social Responsibility Team Program Grant, funds were distributed to Family Services of Northeast Wisconsin for their Open Door Services Program, which helps youth who are experiencing homelessness and unsafe living situations. Because of the grant, the program facilitated nine different "Expect Respect" groups, helping 34 youth obtain the tools to cope with trauma and stress. 'Go Bags' for homeless, runaway and sex trafficked youth were created, as well.

“ I'm so glad we had group today. I really needed this. I was feeling like I was going to have a panic attack all day and in class but I knew that I could hold it together because we had group today.”

Participating Student



BISHOP'S CHARITIES GAME

2018 was the 58th year a preseason game has been designated as the Bishop's Charities Game, bringing the total raised for charity efforts in the Green Bay Diocese to \$3.8 million. Trevor Davis, MVP from the 2017 Bishop's Charities Game, was recognized at the Aug. 9, 2018, contest.

GREEN BAY PACKERS GIVE BACK IMPACT GRANT

\$250,000 was awarded to Golden House Inc. toward its On the Rise Capital Campaign to expand programming space to meet the needs of domestic abuse victims.



MATCHING GIFTS PROGRAM

More than 65 Packers employees participated in this program, matching their cash donations to nonprofit organizations in excess of \$17,500.

MIDWEST SHRINE GAME

Over \$4 million has been raised for the Midwest Shrine's burn centers and hospital through this annual game that began in 1950.

COMMUNITY EVENTS GRANTS

Room rental fees, valued at more than \$15,000, were waived for the four nonprofit organizations awarded this grant. All will host events at Lambeau Field in 2019.

LAMBEAU FIELD SCHOOL TRIP GRANTS

Cash donations to supplement the busing expenses to complete field trips to Lambeau Field were provided to 11 schools.

STUDENT ART CONTEST

2018 Theme – "100 Seasons of Packers Football"
A \$5,000 donation was awarded to the winner's school in each category.

GRADES 6-8 — Chase H. from De Pere Middle School, De Pere, Wis.

GRADES 9-12 — Andrew C. from Yorkville High School, Yorkville, Ill.

UNIVERSITY/TECHNICAL COLLEGE — Carolyn M. from University of Wisconsin – La Crosse

SCHOLARSHIPS

\$26,500 was provided to NWTC Educational Foundation Inc. for two-year programs. \$26,500 was provided to Scholarships, Inc. for four-year programs. A portion of the scholarship funds came from the National Football League Properties which, at the Packers' request, returned to the Packers Foundation royalty fees paid for using the Packers' logo on Wisconsin automobile license plates.

CALIFORNIA WILDFIRE RELIEF EFFORT

Following the devastating and deadly Camp Fire, the Packers donated \$250,000 to the Aaron Rodgers NorCal Fire Recovery Fund.

COATS FOR KIDS

The Salvation Army of Greater Green Bay was provided a \$15,000 donation for its Coats for Kids initiative.

TOYS FOR TOTS

The Marine Toys for Tots Foundation was provided a \$20,000 donation for its Toys for Tots initiative.

HUNGER RELIEF

Donations totaling \$30,000 were provided to Paul's Pantry to assist with hunger relief efforts in Brown County.

16 WISHES GRANTED



MILITARY SUPPORT

SALUTE TO SERVICE TOURNAMENT

One team from each branch of the U.S. Armed Forces participated in the second annual Salute to Service Tournament on the football field in Titledtown. The Army National Guard defeated the Navy in the championship game, 40-37, earning a \$2,500 donation from the Packers for their morale fund. The Navy received a \$1,000 donation for their second place finish, with the remaining three teams each receiving \$500 for their morale funds. Nonprofit group Hogs for Heroes generated funds through the sale of event merchandise and received a \$1,000 donation from the Packers for its program that purchases motorcycles for Wisconsin veterans.

Oct. 13, 2018



FLIGHT OF CHAMPIONS OLD GLORY HONOR FLIGHT

The Flight of Champions, a joint effort between the Packers, Brown County and Old Glory Honor Flight, departed from and returned to Austin Straubel International Airport with more than 70 veterans on board. Packers alumni Paul Coffman, Lynn Dickey, Earl Dotson, Marco Rivera and Mark Tauscher served as guardians to accompany the veterans and show their support.

Nov. 1, 2018



OPERATION FAN MAIL

The Packers and WPS Health Solutions recognized 10 families, including 100-year-old World War II veteran Eugene Nordby, 22 members of WPS's Veteran Enhancement Team and 10 highly decorated military veterans on the field during pregame activities.



VETERANS HOME VISIT

Packers alumni Kevin Barry, Jarrett Bush, Gerry Ellis and Tony Fisher surprised veterans with lunch at the Wisconsin Veterans Home at King.

Nov. 6, 2018



SALUTE TO SERVICE GAME

Holiday Mail for Heroes – the American Red Cross provided fans the opportunity to sign cards for military personnel.

Green Bay Vet Center made its mobile vet center available to fans on the fan walkway.

Halftime Flag Football Game – Wounded Warrior Amputee Football Team versus Packers Alumni Team.

Nov. 11, 2018



PACKERS VS. CANCER INITIATIVE

PACKERS VS. CANCER HIGH SCHOOL FOOTBALL GAME PULASKI RED RAIDERS VS. PREBLE HORNETS

Packers President/CEO Mark Murphy and players Jaire Alexander, Josh Jackson and DeShone Kizer joined fans to help raise awareness of all cancers. \$6,000 was raised for the Vince Lombardi Cancer Foundation.

Oct. 5, 2018



VINCE LOMBARDI CAP SALE

\$5 from each hat sold was donated to the Vince Lombardi Cancer Foundation, totaling more than \$87,000 over the course of the campaign that began in 2017.



DONATE A DOLLAR CAMPAIGN

During the month of October, shoppers in the Packers Pro Shop took advantage of the opportunity to add \$1 or more to their purchase that went directly to the Vince Lombardi Cancer Foundation.

\$8,656 DONATED BY SHOPPERS

+ \$8,656 MATCHED BY THE PACKERS

\$17,312 GRAND TOTAL DONATED

PLAYERS, COACHES & ALUMNI OUTREACH



800+ APPEARANCES

“Being able to have our players and alumni get out into the community is a huge asset to the Green Bay Packers. They understand the value of supporting the community that has supported them throughout the years and that there are other initiatives just as important as football.”

Tony Fisher

Player/Alumni Relations Specialist

GREEN BAY PACKERS Tailgate TOUR

Over \$398,000 raised at tailgate parties

929 miles traveled

22 cities total visited in Iowa & Wisconsin

\$10,000 distributed to five schools to purchase gym equipment

13TH ANNUAL TAILGATE TOUR

Tailgate Party Location and Recipient:

Verona, Wis. — Badger Prairie Needs Network

Monticello, Iowa — Camp Courageous

Janesville, Wis. — Salvation Army Janesville

Milwaukee, Wis. — Boys & Girls Clubs of Greater Milwaukee

West Bend, Wis. — The Threshold Inc.

April 10 — April 14, 2018



CHARACTER PLAYBOOK

The Packers and the United Way of Brown County teamed up for a second year to give middle school students across the state the tools to cultivate and maintain healthy relationships. Kids from four different schools tuned in to a talk with Aaron Jones during a Character Playbook Life event.

21 Schools - 1,355 Students Were Active - 4,423 Modules Completed



GREEN BAY PACKERS GIVE BACK CELEBRITY BOWLING EVENT PRESENTED BY NESTLÉ

Players, coaches and alumni, along with area businesses, raised over \$56,000 for the College Comeback Program at Northeast Wisconsin Technical College.

June 6, 2018



FUEL UP TO PLAY 60 SCHOOL VISIT

DeShone Kizer and James Looney visited Weyauwega-Fremont High School and along with the Dairy Farmers of Wisconsin, awarded the Weyauwega-Fremont School District a \$10,000 fitness grant.

Nov. 27, 2018



GIVING TUESDAY AT PAUL'S PANTRY

Randall Cobb, the Packers Women's Association and Campbell's Soup celebrated Giving Tuesday by presenting a donation of \$15,000 and more than 50,000 cans of Campbell's Chunky Soup to Paul's Pantry, Green Bay.

Nov. 27, 2018

WISCONSIN NATIONAL GUARD CHALLENGE ACADEMY

Nearly 90 cadets, ages 16-18, were offered words of inspiration and perspective from players Lucas Patrick, Tyler Lancaster, Dean Lowry and Danny Vitale and alumni Tony Fisher and Grey Ruegamer.

Dec. 4, 2018



SALVATION ARMY – AUTOGRAPHS IN EXCHANGE FOR DONATIONS

Fans donated \$43,177 over five weeks in exchange for autographs from Davante Adams, Jaire Alexander, David Bakhtiari, Oren Burks, Kenny Clark, Josh Jackson, Aaron Jones, Kevin King, Clay Matthews and Jamaal Williams.



AARON RODGERS HOLIDAY PARTY

Youth from Big Brothers Big Sisters of Northeastern Wisconsin, PALS and CASA of Brown County were treated to a surprise pizza party hosted by Aaron Rodgers. The Salvation Army received a \$10,000 donation from Rodgers, \$100 in honor of each child at the party.

Dec. 17, 2018



MY CAUSE MY CLEATS

During the league's third annual campaign, several players and coaches wore custom cleats promoting causes important to them. Cleats that were auctioned off raised over \$10,000 for the players' causes.

Jaire Alexander – Boys & Girls Club of Greater Green Bay

Geronimo Allison – Special Olympics

Oren Burks – Soles4Souls

Mason Crosby – Vince Lombardi Cancer Foundation and THE LOCKER

Mike Daniels – Anti bullying causes

Maurice Drayton – Pediatric cardiac awareness

Reggie Gilbert – Lupus causes

Patrick Graham – Jackie Robinson Foundation

Jimmy Graham – EAA Young Eagles

Jay Hayes – Prostate Cancer Foundation

Lance Kendricks – Sherman Phoenix

Corey Linsley – Wisconsin CASA Association

Jerry Montgomery – Stomp Out Bullying

Lucas Patrick – First Priority

Mike Pettine – Sempter Fi Fund

Aaron Rodgers – Wounded Warrior Project

Grey Ruegamer – 7G Foundation

Joseph Whitt – The Dyslexia Foundation



Kenny Clark



Davante Adams



Jaire Alexander

ED BLOCK COURAGE AWARD

Aaron Rodgers, Packers' 2018 Recipient – The Ed Block Courage Award 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.

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 and Clay Matthews – Green & Gold Charity Softball Game, supported Young Life

Kenny Clark – Football camp, Wilmer Amina Carter High School in Rialto, Calif. and holiday toy drive in San Bernardino, Calif.

Randall Cobb – Football camp, Notre Dame Academy in Green Bay, Wis. and organ donation

Mike Daniels – Football camp in Daniels' New Jersey hometown

Kyler Fackrell – Assisted veterans in need through various initiatives

Jimmy Graham – Charity Cornhole Challenge, supported Angel Flight and the Wounded Warrior Project

SALUTE TO SERVICE AWARD

Aaron Jones – 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. Aaron Jones was the Packers' 2018 nominee honoring his support of the military as a member of a military family and his dedication to injured war veterans.

WALTER PAYTON MAN OF THE YEAR AWARD NOMINEE

Kenny Clark – Each season, the Packers nominate a player for the Walter Payton NFL Man of the Year Award which recognizes a player for his excellence on and off the field. Kenny Clark was selected as the Packers' 2018 nominee honoring his continual investment of time and talents in the community.

BORDER BATTLE BONSPIEL

Packers alumni and Vikings alumni participated in a mini spiel curling tournament prior to the Packers vs Vikings game to benefit the Minnesota Vikings Foundation.

“

It's important to stay involved in the community because they treat the players with respect and dignity and I think it's good to return the favor and do things to help support charities in that local community up there in Green Bay.”

Frank Winters

Center/Guard, 1992-2002



LAMBEAU FIELD LIVE

Alumni participated in question-and-answer and photo sessions with fans visiting the Lambeau Field Live traveling exhibit at Summerfest, the Northern Wisconsin State Fair, EAA AirVenture, the Wisconsin State Fair and Taste of Madison.



ALUMNI WEEKEND

Fifty alumni, including 11 from the Vince Lombardi era, attended several events: Green & Gold Gala, 100 Seasons Celebration Concert, tailgate party, Packers vs Bears game, NFL Alumni Association Golf Outing and Green Bay Packers Golf Invitational.

Sept. 7 – 11, 2018



LEGENDARY QUARTERBACKS COLLECTOR'S PHOTO

9,400+ prints sold

100 percent of the proceeds were split between the quarterbacks' charities:

Brett Favre – University of Southern Mississippi Athletics/Volleyball

Bart Starr – Bart & Cherry Starr Foundation

Aaron Rodgers – MACC Fund



PACKERS EVERYWHERE PEP RALLIES

Washington D.C., Los Angeles & Minnesota



BROWN COUNTY UNITED WAY



“

It's important to stay involved in the community because I know any time I can help somebody I bend over backwards and do my best because I know where I came from. I know that just a little bit of help can go a long ways for somebody and if I can give a hand up to somebody, my hand is out to him.”

Dave Robinson

Linebacker, 1963-1972

HALL OF FAME TOURS

Home game weekend tours featured various alumni who added stories, perspectives and insight to the already-informative and historical stadium tours.





JERRY KRAMER PRO FOOTBALL HALL OF FAME INDUCTION

Jerry Kramer, Packers guard from 1958-68 was inducted into the Pro Football Hall of Fame in August 2018 as a senior candidate. He joined 24 other Packers alumni already in the Hall of Fame. Family, friends and teammates were on hand to celebrate his enshrinement.



SOCIAL JUSTICE INITIATIVES

The Packers supported 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.

SOCIAL JUSTICE DONATIONS

Players led by Ha Ha Clinton-Dix, Randall Cobb, Mason Crosby, Lance Kendricks and Aaron Rodgers selected five recipient organizations and presented each with a \$50,000 donation: **CASA Brown County, Ha Ha's HERO Foundation, Legal Action of Wisconsin, Sherman Pheonix and Young Life Green Bay.**

Sept. 11, 2018



HOMETOWN HUDDLE PLAYGROUND BUILD

New playground equipment was installed on an empty lot near 31st and Galena in Milwaukee with the help of the Milwaukee Police Department and MKE Plays volunteers. Packers player DeShone Kizer and alumni Kevin Barry, Frank Winters, Tony Fisher and John Anderson also participated.

Sept. 25, 2018



TRAINING CAMP & GAMEDAY INITIATIVES

BELLIN 5K RUN/WALK AT LAMBEAU FIELD AND 1K KIDS RUN PRESENTED BY EDVEST

Nonprofit organizations that assisted with these events earned \$11,330 for their programs:

- American Red Cross
- Big Brothers Big Sisters of Northeast Wisconsin
- DarJune Café

July 20-21, 2018

AMERICAN FAMILY INSURANCE DREAMDRIVE

Kids from the Boys and Girls Club of Greater Green Bay had the opportunity to ride special bikes to practice with the players during training camp.



PACKERS FAMILY NIGHT

Wisconsin 4-H served as the team's official community guests. Wendy's Wonderful Kids program received net proceeds from the event's parking.

Aug. 4, 2018



FIRST DOWNS FOR TREES

In partnership with Essity and Green Bay Packaging, Inc., 444 new trees were planted in 17 Brown County communities.

DELAWARE NORTH SPORTSERVICE CONCESSION STAND EFFORTS

Eighty nonprofit groups staffed concession stands during Lambeau Field events, earning over \$1.2 million for their efforts.

TOUCHDOWNS FOR HUNGER

16TH CONSECUTIVE SEASON in partnership with Sargento Foods

\$17,500 Donated to Paul's Pantry, Green Bay

\$36,000 Donated to Hunger Task Force, Milwaukee



HISPANIC HERITAGE LEADERSHIP AWARD

Lupe Martinez of Milwaukee was recognized as the recipient of the Hispanic Heritage Leadership Award and received a \$2,000 donation for EmpowerMe Foundation.

Sept. 16, 2018

VOLUNTEERISM

GREEN BAY PACKERS GIVE BACK DAY SUPPORTS FOOD SECURITY EFFORTS

More than 70 Packers employees worked with Ben's Wish, Paul's Pantry and the New Community Shelter to help address food security for those in need over the summer months.

May 17-18, 2018



345 STAFF VOLUNTEERED

1,949 HOURS

LADIES OF LAMBEAU

This event brought 162 ladies together to assemble fleece blankets and pair with books for children at Nicolet Elementary School. Nearly 200 blanket and book kits were distributed. Area schools and libraries benefited from donations collected from the volunteers. \$1,000 donations were made to three nonprofit organizations suggested by volunteers.

Oct. 11, 2018



PLANTING FOR A PURPOSE PROGRAM

The Packers and Extension Brown County once again partnered to continue and expand this program that encouraged community members to plant a garden plot and donate fresh produce to local food pantries. This year gardeners had the opportunity to receive sweet potato slips free of charge in exchange for donating half their yield to pantries. In its second year, over 15,000 pounds of fresh produce were donated, with 106 individuals who signed up to grow produce specifically for the program.

GREEN BAY PACKERS GIVE BACK AWARD

Ten individuals were recognized for their time and dedication as volunteers at a luncheon held in their honor. Collectively, they volunteered close to 100 years and annually, given nearly 8,000 hours. Each recipient received \$2,000 for the nonprofit where they volunteer.

Nov. 6, 2018



SALVATION ARMY ADOPT A FAMILY

Packers Pro Shop and distribution center employees collectively gathered close to \$2,500 toward making the holidays extra special for a family in need.

GREEN BAY PACKERS GIVE BACK DAY – BELL RINGING

100 employees rang bells for the Salvation Army of Greater Green Bay at nine locations throughout Green Bay.

Dec. 18, 2018

\$7,237 COLLECTED BY EMPLOYEES
\$16,255 COLLECTED THROUGHOUT GREEN BAY
+ \$15,000 PACKERS MATCH

\$38,492 GRAND TOTAL COLLECTED



HOW WE CAN 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 a 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.



GREEN BAY PACKERS
GIVE BACK 



GREEN BAY PACKERS
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