





### A MESSAGE FROM PACKERS PRESIDENT/CEO MARK MURPHY

Every year, I am proud of the enormous impact the Green Bay Packers have on our community. As a community-owned team, we recognize how important it

is for us to prioritize giving back to local charities, nonprofits and those in need, and during my time with the Packers, we have been fortunate to be in a position to grow that impact.

But in 2020, our impact was different. The COVID-19 pandemic has affected us all in countless ways, big and small, and it has created ripple effects and new challenges throughout our community. Food pantries served new clients, education migrated to the virtual space and health care disparities took on an even greater urgency. But through this trying time, our community displayed remarkable fortitude and stuck together, even though we couldn't all be together in person.

We are honored to work with so many dedicated community partners throughout Brown County and the state of Wisconsin to give support to those in need. In the early days of the pandemic here in Wisconsin, we worked with our partners at the Greater Green Bay Community Foundation to establish our COVID-19 Community Relief Fund. Over the course of several months, we directed funds toward the organizations that were on the front

### TABLE OF CONTENTS

COVID-19 EFFORTS
COMMUNITY EVENTS
FOOTBALL OUTREACH9
GIVING
GREEN BAY PACKERS FOUNDATION
MILITARY SUPPORT
PACKERS VS. CANCER
PLAYERS, COACHES & ALUMNI OUTREACH 17
SOCIAL JUSTICE & SOCIAL RESPONSIBILITY INITIATIVES
TRAINING CAMP & GAMEDAY INITIATIVES 24
VOLUNTEERISM
HOW WE CAN HELP

lines serving those hit hardest by the pandemic. Our support also helped local health care systems acquire more PPE to care for those who were sick and provide ready-made meals for frontline workers and educators. Later in the season, we honored those frontline workers by inviting them to safely attend our home games, with only a few hundred fans in the stands. And in spring of 2021, we opened Lambeau Field's COVID-19 vaccination clinic in partnership with Bellin Health and Brown County Public Health, a huge step toward ending the pandemic and restoring our way of life. Every step of the way, I have been extraordinarily proud of what we've done to provide support to our community.

Last year, our overall charitable impact exceeded \$9 million. While much of that impact was focused on pandemic relief, we continued many of our traditional community efforts during this time, hosting virtual or adjusted community events and even making player appearances via robots. We continued our ongoing support for education and football outreach, local nonprofits, hunger relief, military members and veterans, and the wide variety of charitable efforts under our Packers Give Back umbrella:

We also expanded our support of social justice and racial equality initiatives throughout Wisconsin. Our organization and players have directed donations to a variety of nonprofit organizations that work each day to improve their communities through programs that effect change in the areas of racism, oppression, injustice and inequality. While we have much work ahead as we move toward a more just society, we remain committed to fighting racism and advocating for equality.

Our community support also extends beyond monetary contributions, with our players and employees frequently giving back to the community through Packers Give Back Days and other volunteer opportunities. We are also extraordinarily proud of the success of Give BIG Green Bay, our annual day of giving with the Greater Green Bay Community Foundation that has raised more than \$5.5 million for local charities over the last four years (and raised over \$2M in 2021). We have also continued to invest significantly in Titletown, our development that has grown into a vibrant neighborhood and is an asset for our entire community, with one-third of the development dedicated to public use.

Thanks so much to our fellow community members and fans for joining us in these efforts. While we've missed seeing so many of you in person during the last year, we have felt your support from afar and we look forward to seeing you soon. We are honored to be a part of a community that lifts each other up in times of need and continues to help each other through this challenging time.

Make Mayley

# **COVID-19 EFFORTS**

### **COVID-19 COMMUNITY RELIEF FUND**

The Green Bay Packers Give Back COVID-19 Community Relief Fund was established to help address food and hygiene needs, housing assistance, transportation, medication and other basic needs of residents in Brown and Milwaukee counties facing challenges caused by the pandemic. A total of \$1.5 million in grants were given to organizations on the front lines of the pandemic.

\$1M DISTRIBUTED IN BROWN COUNTY

**79 GRANTS**TO 58 DIFFERENT ORGANIZATIONS

**\$250,000** was distributed to Green Bay's health care systems (Aurora Health Foundation, Bellin Health Foundation and HSHS St. Vincent/St. Mary's Hospital Foundation) to provide personal protective equipment for health care workers.

\$500,000 DISTRIBUTED IN MILWAUKEE COUNTY

31 GRANTS
TO 31 DIFFERENT
ORGANIZATIONS

\$150,000 was distributed to Milwaukee Health Services and its community-led initiative focused on COVID-19's impact in the central city of Milwaukee.

### **COMMUNITY VACCINATION SITE**

A community COVID-19 vaccination site opened inside the Lambeau Field Atrium through the Packers' partnership with Bellin Health and Brown County Public Health. This site, which later moved to the Terrace Suites in the stadium's South End, has administered more than 41,000 vaccines to members of the community.



### **EMERGENCY RESPONSE FUND SUPPORT**

Donations totaling \$40,000 were provided to emergency response funds managed by Brown County United Way and Northwoods United Way, supporting Forest, Oneida, Price and Vilas counties.

### **NFL DRAFT-A-THON**

NFL fans took part in the first ever Draft-A-Thon in 2020. Packers fans donated more than \$69,000. The Salvation Army of Greater Green Bay, The Salvation Army of Milwaukee County, Brown County United Way and United Way of Greater Milwaukee & Waukesha County each received a portion of the total amount donated. Packers alumni LeRoy Butler and Dave Robinson and player Billy Turner participated virtually.

### **WISCONSIN FACE MASK WARRIORS**

Zone 4 of the Wisconsin Face Mask Warriors received Cenex gas cards valued at \$5,000 and a \$5,000 donation to buy additional supplies for volunteers making the masks at home. This group of 800 volunteers sewed and distributed more than 128,000 masks throughout 12 Northeast Wisconsin counties during the pandemic.

### **BLOOD DRIVES**

While Lambeau Field was closed to the public, the American Red Cross held appointment-only blood drives weekly inside the Johnsonville Tailgate Village from May to August. During that time period, 1,475 units of blood were collected. On July 31, Packers blood drives reached the 10,000-pint milestone when long-time donor Carl Mathu donated blood. The Packers have been hosting blood drives since 2003.





# FEEDING THE COMMUNITY

Packers team dining staff prepared and delivered more than 1,500 meals per week during spring and summer of 2020 to feed staff at area health care facilities, shelters and several local school districts. Non-perishable food items, protein bars and protein shakes were also provided to local public schools and area food pantries.

### **KEEP ON WISCONSIN**

The Packers joined other companies and organizations in the Keep On Wisconsin movement aimed toward spreading the message of love, hope and coming together as a community during the pandemic. The Packers contributed \$20,000 in financial support to help grow the initiative in the state.

### **FEEDING AMERICA EASTERN WISCONSIN**

The Packers and Delaware North provided vacant freezer space to Feeding America Eastern Wisconsin, filling their need to temporarily store frozen pizzas. Offering the freezer space at no cost gave Feeding America the opportunity to spend funds on food purchases to meet the needs of the community.

### PERSONAL PROTECTIVE EQUIPMENT KITS

Nearly 3,000 kits consisting of a cloth mask, hand sanitizer, pair of gloves and packet of wipes unused by the team during the season were donated to 14 organizations throughout Wisconsin.

### **FLU SHOT DISTRIBUTION**

Bellin Health, Brown County Public Health and the Packers teamed up to provide hundreds of free flu shots to the community on Dec. 5. The drive-thru event was held in the Lambeau Field parking lot near the Johnsonville Tailgate Village. Face masks were also provided free of charge.



### **#STAYHOMESTAYSTRONG**

Players, coaches and alumni did their part to stay home, stay strong and help slow the spread of COVID-19. Head Coach Matt LaFleur and numerous Packers players and alumni shared videos on social media to encourage fans to stay safe by staying home during the early days of the pandemic.



### FRONTLINE WORKER RECOGNITION

### #LightItBlue

Lambeau Field and Titletown joined dozens of other entertainment venues, landmarks and buildings throughout the country on Thursday, April 9, for the #LightItBlue campaign to show support for health care and frontline workers in the fight against COVID-19. The lights around the stadium and Titletown were lit up in blue to create a symbol of solidarity and hope and show gratitude for those caring for the community.

### **Nurse Appreciation and Police Appreciation Weeks**

American Family Insurance and the Packers provided \$20,000 in the form of more than 1,300 ready-made meals. These meals were distributed to 10 locations in Brown, Outagamie and Winnebago counties during Nurse Appreciation Week and Police Appreciation Week.

### **Bellin Health Employee Recognition**

The Bellin Health Foundation extended appreciation and support to Bellin Health employees on the front lines of the fight against COVID-19 with gift cards purchased from local businesses thanks to a \$10,000 donation provided by the Packers.

### **Home Game Attendance**

Frontline workers, including health care professionals and first responders, attended the Packers' Dec. 19 and Jan. 3 home games. While the games were not open to ticketed guests, these workers were invited to attend games as guests of the Packers to show the team's appreciation for their dedication to the community during the pandemic.

6

# **COMMUNITY EVENTS**

"Today's event was amazing! Normally, it's one of our favorite events, but I didn't know what to expect this year. Everyone did such a great job. Thank you for finding a different way and not just canceling the event."

— Spooktacular attendee



### **COMMUNITY EVENTS**



With safety in mind, this free community event, usually held in the Lambeau Field Atrium, was moved to the Lambeau Field concourse. Over 600 kids attended the event that featured interactive.

hands-free obstacles and take-home activities for physical and mental wellness. The Packers provided monetary donations to The Salvation Army of Greater Green Bay, St. Norbert College Zeta Omega Tau, West De Pere High School Sting Cancer and Family, Career and Community Leaders of America (FCCLA) in exchange for event support provided by volunteers representing the organizations.

### THANKSGIVING MEAL

To ensure the safety of guests and volunteers, all Christian Outreach Ecumenical Thanksgiving meals were delivered. Included with each meal was a face mask and a Thanksgiving Dinner prayer card provided by Packers alumnus Paul Coffman. More than 60 volunteers assisted with meal preparation and 80 volunteers delivered 2,200 meals to those in need in the Green Bay area.



### **HELP FOR THE HOMELESS HYGIENE DRIVE**

Local shelters and support service programs working with people and families in need benefited from a drive-up collection event in the Lambeau Field parking lot. Volunteers were on hand to take hygiene products from donors' vehicles, and there were enough donations to fill a large box truck and four additional vehicles. The Packers added \$5,000 worth of products to the collection, courtesy of an NFL Foundation grant.



GREEN BAY PACKERS This program, designed to encourage and inspire middle school students to be their best selves and use their influence to create positive ripples in their

school and community, was offered virtually. Students representing 10 school districts in northeast Wisconsin and the Milwaukee area heard messages of hope and resilience throughout the series, which consisted of four 30-minute sessions. Each session featured one speaker with a virtual audience of more than 20 schools. Overall, sessions within the series were viewed more than 2,000 times.

Nov. 17: Tasha Schuh presented "PATH: Purpose Attitude Team Hope"

Dec. 1: Renita Robinson presented "Be The One"

Hal Johnson presented "Set Good Habits" Dec. 8:

Orlando Bowen presented "Being a Game Changer When Dec. 15:

the Game Itself Has Changed"

### **COMMUNITY BLOOD DRIVES**

Drives held in November 2020 and February 2021 drew people to the Johnsonville Tailgate Village to donate a combined total of 603 units of blood for the American Red Cross.

# FOOTBALL OUTREACH



More than 150 youth football coaches had the opportunity to benefit from the experience of high school football coaches from around the state at the virtual clinic. Featured as presenters were Rayna Stewart, Packers Assistant Special Teams Coach, and Dave Keel from USA Football. Equipment grants totaling \$2,500 were donated to selected attendees' football programs.

### **PARENTS CLINIC**

Parents of youth and high school football players attended the virtual clinic, designed to educate parents about how the game is being played safer and better than ever before. The free clinic provided opportunities to hear from Packers President/CEO Mark Murphy, Bellin Health experts and representatives from USA Football and Positive Coaching Alliance. Equipment grants totaling \$3,500 were donated to selected attendees' football programs.



The Packers recognized 10 high school football coaches in the fall regardless of whether the high school team played in the fall or spring. Coaches were recognized for their impact on their community, players and families. Each received a \$1,000 donation for their football program.

# GREEN BAY PACKERS-USA FOOTBALL WEBINAR SERIES

A pair of free webinars were offered to Wisconsin youth football coaches in August to provide insight and direction and help youth leagues deliver fun and positive football experiences when youth football responsibly returns to play. The Packers underwrote USA Football Youth Coach Certifications for hundreds of youth coaches statewide.



Although this scholastic based, team-oriented and character-building event was unfortunately canceled due to the COVID-19 pandemic, the football programs of the seven committed high schools each received a \$1.000 donation.

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



Corey Berghammer of Cumberland High School was named the Wisconsin Football Coaches Association/Green Bay Packers High School Coach of the Year. Coach Berghammer received a \$2,000 donation for the Cumberland High School football program.



### 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 HIGH SCHOOL PLAYS OF THE MONTH

Wisconsin high school football teams participated in this new program by submitting video highlights from their games. A panel of Packers staff determined the top five plays each month, which were featured on packers.com and social media platforms. Selected teams each received a \$500 donation for their football program.

### **AT-HOME PLAY PACKS**

The Packers and national nonprofit Good Sports, Inc. pooled resources to provide at-home play packs to youth programs that serve kids without opportunities for structured play due to impacts of COVID-19. The Boys & Girls Club of Greater Green Bay and COA Youth & Family Centers in Milwaukee each received 300 at-home play packs.

### **NFL FLAG KITS**

With the support of GENYOUth, 100 NFL FLAG In-School kits were donated to middle schools in the Milwaukee Public School District.

### **MADDEN NFL 21 TOURNAMENT**

Kicking off on Dec. 26, 256 fans competed in a Madden tournament for the chance to match up against current and former Packers players, as well as receive a signed helmet from that player. Fan tournament winners faced off against Packers alumnus Ahman Green and players Jaire Alexander, Kenny Clark, AJ Dillon, Raven Greene, Elgton Jenkins, Aaron Jones, Jordan Love and Lucas Patrick on Dec. 28. Fans were encouraged to donate to Paul's Pantry during the registration process.



### **AUTOGRAPHED ITEMS**

The pandemic's impact on nonprofit organizations' fundraising efforts was undeniable. Events were postponed initially and later canceled. Some transitioned to virtual or drive-thru events. The Packers have consistently taken great pride in supporting nonprofit organizations' fundraising efforts and it did not back away from the challenges of 2020. Community Outreach staff worked with event coordinators and volunteers to ensure donated items were effectively utilized with positive results for the nonprofit organizations.

### **MONETARY**

Each year, Green Bay Packers Give Back supports various fundraising events hosted by nonprofit organizations located primarily in Brown County. When the pandemic forced the cancellation or redesign of fundraising events, the team remained committed to supporting the nonprofit groups and allowed them greater flexibility to use donations for their areas of greatest need. Many organizations used the donations to provide support to their clients during the pandemic.

### **CLOTHING AND TOILETRY**

Donations of new and gently used clothing, hats, jackets, shoes, towels and various toiletries were provided to more than 30 human services and veterans organizations across Wisconsin.

### **EQUIPMENT**

More than 770 items, such as cleats, gloves and various pads were donated to 18 schools in Wisconsin for their football programs.



### TAILGATE TOUR

As part of the collective effort to stop the spread of COVID-19, the difficult decision was made to cancel the 15th annual Tailgate Tour that was scheduled to travel to La Crosse, Madison and Milwaukee in May 2020. Each of the nonprofit organizations set to benefit from the tour received a \$25,000 donation in support of their worthy causes: Habitat for Humanity, La Crosse; Special Olympics Wisconsin, Madison; Stars and Stripes Honor Flight, Milwaukee.

### IMPACT GRANT HONORING WILLIE DAVIS

The University of Wisconsin — Green Bay's Cofrin School of Business was awarded a \$250,000 impact grant toward the establishment of the Willie Davis Financial Trading and Investment Laboratory. The late Packers great and Pro Football Hall of Famer was known beyond football for his belief in the power of education and his business and financial acumen.



### **BAY BEACH MATCHING GRANT**

Following through on a commitment made in 2018, the Packers donated \$250,000 to the beach restoration project at Bay Beach Amusement Park. The donation was made after supporters of the project donated more than \$250,000.

### VOLUNTEER CENTER OF BROWN COUNTY

The Packers collaborated with the Volunteer Center of Brown County to offer a new affiliate partner grant program for the 2021 calendar year. The \$20,000 donation, made possible by a grant from the NFL Foundation, waived the 2021 affiliate fee for 86 nonprofit organizations in Brown, Oconto and Shawano counties.

11

CAUSE SPECIFIC GIVING







**\$15,000**Coats for Kids initiative

\$15,000 Hunger relief efforts **\$20,000**Toys for Tots initiative

### **EDUCATION-FOCUSED GIVING**

### **Scholarships**

Northeast Wisconsin Technical College Educational Foundation Inc. and CollegeReady each received a \$26,500 donation to support scholarships for students residing in Brown County. A portion of the scholarship fund donations came from National Football League Properties which, at the Packers' request, returned the royalty fees paid for using the Packers logo on Wisconsin automobile license plates.

### Green Bay Packers Hall of Fame Tundra Tales

The reading program awarded grants totaling \$4,275 to 32 elementary and middle schools. Grants toward literacy resources were awarded based on program completion rates of participants.

### **Packers Student Art Contest**

Three grand prize winners each earned \$5,000 for their school's art program and the opportunity for their art to be featured at Lambeau Field. Winners of the 2020 contest, who submitted artwork with the theme "Packers Gameday Tradition" included:

Grades 6-8:

Lauryn Wissestad,

St. Patrick's, Sparta, Wis.

**Grades 9-12:** 

Madison Olszewski,

Menasha High School, Wis.

University/ Technical College:

Jordyn Hussey,

University of Wisconsin

- Oshkosh

### EMPLOYEE GIVING

More than 40 employees participated in a matching gifts program that resulted in the Packers donating more than \$12,400 to nonprofit organizations supported by Packers employees.

The 2020 Green Bay Packers United Way Employee Campaign raised more than \$16,000 for Brown County United Way.

Donations from employees totaling more than \$8,400 were distributed to Colton's Cure Foundation, Inc., Compassionate Home Health Care Inc., NAMI — Fox Valley, Ribbon of Hope Foundation, Violence Intervention Project, Inc. and Wisconsin Humane Society Green Bay Campus.



# FOUNDATION



### **ANNUAL GRANT DISTRIBUTION**

Due to the pandemic, nonprofit organizations and their clients were experiencing greater need in 2020, and in recognition of the extraordinary circumstances, the Foundation Trustees adjusted their review period and issued grant checks two months earlier than in previous years. Checks totaling \$1 million were mailed to 237 nonprofit groups in September.

FOCUS AREAS	# OF GRANTS	\$ DISTRIBUTED
ELDERLY	42	\$166,500
HOMELESSNESS	45	\$217,750
HUMAN SERVICES	105	\$406,500
HUNGER	45	\$209,250



The Green Bay Packers Foundation and the Greater Green Bay Community Foundation hosted Give BIG Green Bay from noon on Feb. 16 until noon on Feb. 17. The \$250,000 committed by the Packers Foundation to the fourth annual community-wide

giving day was allocated as matching funds. The 2021 event raised more than \$2 million for the 45 participating Brown County nonprofit organizations and helped promote their unique causes.

### **IMPACT GRANT DISTRIBUTION**

The Packers Foundation shifted its selection and disbursement process for impact grants in 2020 to benefit nonprofit organizations that assisted those impacted by COVID-19.

\$500,000 was distributed in June of 2020 to assist organizations meeting the immediate needs of individuals and families.

	# OF GRANTS	\$ DISTRIBUTED
BROWN COUNTY	14	\$350,000
MILWAUKEE COUNTY	G	\$150,000

\$250,000 was distributed in February of 2021 to organizations that support children by providing childcare, mentoring services or education support.

	# OF GRANTS	\$ DISTRIBUTED
BROWN COUNTY	6	\$150,000
MILWAUKEE COUNTY	4	\$100,000

13





# **MILITARY SUPPORT**

### PARADE OF HONOR

Packers alumnus Frank Winters handed out military coins to veterans in the first-ever Parade of Honor held in August. With honor flights canceled due to the pandemic, Stars and Stripes Honor Flight hosted the event in Milwaukee as a way to continue honoring veterans.



# OPERATION FAN MAIL PRESENTED BY WPS HEALTH SOLUTIONS

Marking its 14th season, the virtual Operation Fan Mail program continued honoring military families and veterans despite the pandemic. Selected military and veterans, including U.S. Air Force Captain Crystal Staszak

pictured here, were featured on the Packers' website and social media platforms in conjunction with each home game.

### **VETERANS IMPACT GRANT**

The Center for Veterans Issues (CVI) was awarded a \$250,000 impact grant. The grant assisted CVI with providing various basic needs such as housing, food, transportation and mental wellness counseling to veterans and their families. The Milwaukee-based organization provides critical humanitarian services across 54 counties in Wisconsin to veterans and their families who are homeless or at risk of becoming homeless.



### **SALUTE TO SERVICE MONTH**

During the month of November, shoppers in the Packers Pro Shop generously donated more than \$900 when they added \$1 or more to their purchase. The Packers matched and added to the shoppers' efforts, donating \$5,000 to 4th HOOAH of Wisconsin.

Fans brought holiday cards to the Packers Pro Shop and Wisconsin Fleet Farm locations as part of the Cards for Troops campaign. More than 650 cards were distributed to active military members in the U.S. Army, Air Force, Coast Guard, Navy and Marines.



### MILITARY SUPPORT





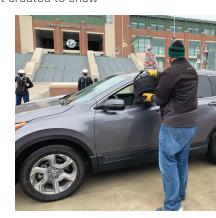
### "CURLY LAMBOT" AND "PACKBOT" VISIT MILWAUKEE VA MEDICAL CENTER

In compliance with COVID-19 restrictions, Packers players Lucas Patrick and Lane Taylor utilized robots with tablets during a virtual appearance to visit with veterans at the Milwaukee VA Medical Center. The Packers provided lunch in the domiciliary and Salute to Service knit hats to veterans.

### **VETERANS HOLIDAY DRIVE-THRU**

More than 250 veterans participated in a drive-thru event in the Lambeau Field parking lot created to show

appreciation for those who served in the United States military. Veterans were greeted by Packers alumni Tony Fisher and Frank Winters, who gifted each veteran a duffel bag with a ham and other items enclosed. Local military color guards, the Mobile Vet Center and DAV were present throughout the event.



### **RETIRING MILITARY MEMBERS**

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

### **SALUTE TO SERVICE AWARD NOMINEE**

Packers assistant equipment manager Tom Bakken was chosen as the team's 2020 nominee for the NFL's Salute to Service Award. Bakken was chosen for his work over the past 20 years organizing the military flyovers that have been a regular part of the playing of the national anthem at Packers home games and hosting the military members involved. The award recognizes NFL players, coaches, personnel and alumni who demonstrate an exemplary commitment to honoring and supporting the military community.



# bellinhealth PACKERS = VS ==== CANCER

Photo courtesy of Bellin Health.

### SHOPPERS' SUPPORT

During the month of October, shoppers in the Packers Pro Shop generously donated more than \$1,840 when they added \$1 or more to their purchase. The Packers matched and added to the shoppers' efforts, donating \$5,000 to the Vince Lombardi Cancer Foundation.

### HATS OFF

Packers kicker Mason Crosby, along with his wife Molly, served as spokespeople for the 2020 Packers Vs. Cancer initiative. Sales of the Packers Vs. Cancer New Era knit beanie hat resulted in a donation to the Vince Lombardi Cancer Foundation totaling more than \$8,700.

The Packers donated 280 Packers Vs. Cancer hats to patients and Cancer Team employees at Bellin Health.

# PLAYERS VISIT CANCER SURVIVORS

Three kids in the Children's Wisconsin Survivorship Program were visited virtually by players Aaron Jones, Corey Linsley and Jamaal Williams. Using appearance robots, the players chatted with the kids who overcame cancer.



When COVID-19 restrictions did not allow for in-person player appearances, the Packers got creative to keep players connected with the community by introducing robots "Curly Lambot" and "Packbot" as the newest members of the team. During appearances, players controlled the movements of the robots, which were outfitted with the players' jerseys, from their phone or computer. Zoom and FaceTime were also utilized.

Several players did appearances through the robots. Here are just a few examples.



**ASPIRO** Tim Boyle and Tyler Lancaster



**Marshfield Clinic**AJ Dillon and Jordan Love



**Boys & Girls Club of Kenosha**Billy Turner



**Birch Hill Health Services**Kingsley Keke and Hunter Bradley

### **MAKE-A-WISH**

When the pandemic put in-person Make-A-Wish visits on hold, Aaron Rodgers granted one child's wish with the help of Zoom.









### **CHARACTER PLAYBOOK**

Working together for a fourth year to offer Character Playbook to middle school students across the state, the Packers and Brown County United Way presented a live virtual event. Through questions asked by the radio voice of the Packers, Wayne Larrivee, students heard player Oren Burks talk about his experience related to cultivating and maintaining healthy relationships.



### **FUEL UP TO PLAY 60**

Jordan Love and Ty Summers virtually joined students from the Sheboygan Area School District to present the Fuel Up to Play 60 Hometown Grant. The \$10,000 grant supports physical education and food service programs.

### **MY CAUSE MY CLEATS**

This league-wide initiative provided players the opportunity to wear custom cleats promoting causes important to them.

Montravius Adams • Montravius Adams Legacy Foundation

David Bakhtiari • Goodwill Industries

**Hunter Bradley •** Muscular Dystrophy Association

James Burgess • James Burgess Youngbulls Foundation

Mason Crosby • THE LOCKER

AJ Dillon • First Book

Rashan Gary • Made by Dyslexia

Marcedes Lewis • More Than A Vote

Kamal Martin • Breast Cancer Research Foundation

Seth Roberts • Crab5foundation

**Jon Runyan •** The Dyslexia Foundation

Vernon Scott II • Million Hearts

Marquez Valdes-Scantling • Goodwill Industries of Southeastern Wisconsin

**Jamaal Williams** • GoodEatz Foundation

Billy Winn • Lupus Foundation of America









### **ED BLOCK COURAGE AWARD**

Billy Turner 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 the vote of their teammates.





has been his work with CASA of Brown County. The Walter Payton NFL Man of the Year Award recognizes a player for his excellence on and off

### **PLAYER INITIATIVES**

the field.

Many Packers players take their dedication to the community to another level by supporting causes important to them, not just in Green Bay but in different places around the world. Below are a few examples of what some of the players did in 2020.

**Oren Burks** provided instruction on the fundamentals of American football to more than 50 youth in Ghana, Africa during a football camp held at the University of Ghana's Legon Rugby Field.

**Jordan Love** provided lunch to first responders in his hometown of Bakersfield, Calif.

**Ty Summers** hosted a virtual football camp for athletes from second grade up to 12th grade.



### HONORING WILLIE DAVIS

The team honored Pro Football Hall of Fame defensive end Willie Davis, who passed away April 15, 2020, by wearing a No. 87 decal on their helmets for the entire 2020 season. The No. 87 decal also appeared on Lambeau Field during home games.



### CHILDREN'S WISCONSIN CELEBRITY GOLF INVITATIONAL

Participants in the Children's Wisconsin Celebrity Golf Invitational had the opportunity to golf with Packers alumni Paul Coffman, Gerry Ellis, Johnnie Gray, Bill Schroeder, David Whitehurst and Frank Winters.

### **GREEN & GOLD GALA**

Alumni Jarrett Bush, Patrick Lee and Andrew Quarless greeted attendees picking up to-go meals in the Lambeau Field parking lot preceding Family Services of Northeast Wisconsin's virtual Green & Gold Gala. Alumnus Nick Barnett co-hosted the virtual event and was joined by dozens of other alumni including Paul Coffman, Lynn Dickey, Jerry Kramer and Dave Robinson who sent videos of support for the event.





### PACKERS EVERYWHERE VIRTUAL PEP RALLIES

Fans were invited to attend virtual pep rallies held via the internet the day before select games during the 2020 regular season and playoffs. Participating alumni included: Gilbert Brown, Cullen Jenkins,

Greg Jennings, A.J. Hawk, Sam Shields and Charles Woodson.

# LEGENDARY QUARTERBACKS COLLECTOR'S PHOTO

More than 11,200 prints sold overall with 100 percent of the proceeds split between the quarterbacks' charities:

BRETT FAVRE — University of Southern Mississippi BART STARR — Bart & Cherry Starr Foundation AARON RODGERS — MACC Fund



Since 2018, the Packers have supported ongoing efforts 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.

### **TOTAL IMPACT:** \$1,552,000 AND 27 DIFFERENT ORGANIZATIONS

### **PLAYER-DIRECTED GRANTS**

Packers players worked together to direct two \$125,000 grants to organizations in Milwaukee.

### Boys and Girls Clubs of Greater Milwaukee -

the city's largest youth-serving agency which sees an average of 5,000 youth each day participate in academic and recreation programming.

**Sherman Phoenix Project** — an organization which provides mentorship and coaching to help entrepreneurs of color grow their businesses, generate jobs and support the local economy.

### **PLAYER INITIATIVES**

### The Irie Project

Guard/Tackle Billy Turner created The Irie Project in 2019. Through the spirit of giving back to local communities, Turner donated children's winter coats valued at more than \$15,000 to The Salvation Army of Greater Green Bay, Boys and Girls Clubs of Greater Milwaukee and Incarnation Catholic Church in Minneapolis. Turner also founded Public Immunity, a platform for self-expression and activism, in 2020.

### **Better Days Mentoring**

Players Jaire Alexander, De'Jon Harris, Lane Taylor, Patrick Taylor and others have supported Better Days Mentoring, Green Bay by mentoring and serving meals to at-risk youth. An informal internship/job program was also started thanks to the players' support.

### Connecting with lawmakers

Players have had open conversations with Wisconsin legislators on topics of legislative change, policing and youth incarceration, and they continue to pursue how they can have a meaningful impact on the state and local levels.

# SUPPORTING THE CITY OF GREEN BAY POLICE DEPARTMENT

The Packers and the city of Green Bay teamed up to support the Green Bay Police Department's purchase of public safety technology, which included body cameras. Players, community partners and elected officials agreed the donation of more than \$757,000 will greatly enhance the police department's everyday operations in protecting the community.

### PACKERS PRESIDENT/CEO MARK MURPHY AND LAURIE MURPHY MATCHING DONATION

Mark and his wife, Laurie, made their own \$250,000 donation to Black-led organizations focused on changing long-standing racial inequalities in the areas of education, internet access, housing and maternal and infant mortality.

**#ConnectMilwaukee** — Milwaukee Public Schools Foundation's initiative to provide internet connectivity to students so they can properly access remote learning.

**Maroon Calabash** — a Milwaukee organization which offers a community-based doula program.

**Urban Triage** — a Madison organization whose vision is to empower Black families and children.

**We All Rise African American Resource Center —** a Green Bay organization whose vision is to create and help restore a vibrant African American community.

### SOCIAL JUSTICE & SOCIAL RESPONSIBILITY INITIATIVES

### **GREEN BAY PACKERS GIVE BACK IMPACT GRANTS**

Grants of \$50,000 each were donated to nonprofit organizations in Kenosha, Madison and Milwaukee, as part of the Packers ongoing effort to support social justice and racial equality.



### Kenosha

**Building Our Future** — a countywide collaborative with a vision ensuring that all Kenosha County children and youth have the opportunity and support to succeed in school and life, regardless of race, ethnicity, zip code or income.

**The Mary Lou & Arthur F. Mahone Fund** — a mission to provide educational opportunities for economically and academically deserving youth and to support healthy lifestyle initiatives in communities of color.

### Madison

**100 Black Men of Madison Inc.** — established to make positive differences in the lives of area youth, especially African American males, through mentoring, education, health and wellness and economic development programs.

**Urban League of Greater Madison Inc.** — a mission to ensure that African Americans and other community members are educated, employed and empowered to live well, advance professionally and contribute to the common good in the 21st century.

### Milwaukee

**Leaders Igniting Transformation (LIT)** — a Black and Brown-led independent nonprofit that organizes young people to build independent political power for social, racial and economic justice.

### **NFL VOTES**

The Johnsonville Tailgate Village was used as one of the City of Green Bay's 16 polling places during the Nov. 3 election. The Packers' support of the election locally was a component of NFL Votes, a non-partisan league-wide initiative.



### **BROWN COUNTY COMMUNITY GARDENS**

Funds donated to the Brown County Jail purchased materials for 10 raised garden beds. Inmates will gain knowledge and skills in planting, caring for and harvesting a garden. Fruits and vegetables will be donated to Brown County food pantries.

# GRANTS THROUGH THE NFL FOUNDATION IMPACT YOUTH

### City Year Milwaukee

A \$25,000 grant supported the training of AmeriCorps members, helped produce materials used in schools and facilitated program events in 13 City Year partner schools. In partnership with Milwaukee Public Schools, programming geared toward social emotional learning will be offered at Bay View High School.

### Character Playbook Community Impact Grants

A new grant opportunity for middle school student groups was created with the \$5,000 Social Responsibility grant. Student groups from 10 Wisconsin school districts developed service projects that directly impacted their school, neighborhood or community and they were each awarded a grant up to \$500 to bring their service projects to life.

# TRAINING CAMP & GAMEDAY INITIATIVES



### **FIRST DOWNS FOR TREES**

Funds provided by corporate partners Essity and Green Bay Packaging, Inc. resulted in the distribution of 428 trees to these Brown County communities: Allouez, Ashwaubenon, Bellevue, De Pere, Green Bay, Hobart, Howard, Lawrence, Ledgeview, Morrison, Pulaski, Scott, Suamico, and Wrightstown. The Oneida Tribe and Brown County also received trees.

Since 2011, **5,572 trees have** been planted through the program.

### **TOUCHDOWNS FOR HUNGER**

The 66 touchdowns scored during the regular season resulted in a record-breaking 'Touchdowns for Hunger' season. Sargento Foods, Inc. donated \$2,000 for each touchdown during the regular season resulting in \$132,000 shared by Paul's Pantry, Green Bay and Hunger Task Force, Milwaukee. Running back Aaron Jones partnered with the program for a second year to raise awareness about the increased need to help families facing hunger.



### DREAMDRIVE

While the COVID-19 pandemic prevented the traditional experience of players riding fans' bikes to and from practice, several rookie players took DreamDrive rides on brand new Schwinn bicycles. Players autographed eight bikes which were donated to local charities for fundraising events.

# **VOLUNTEERISM**

50 employees donated 895 hours

### **PACKERS GIVE BACK DAYS**

With COVID-19 safety protocols in place, Packers employees helped clean up the environment in the Broadway District and completed outdoor fall chores at the homes of people who are elderly or disabled as part of Make A Difference Day.

Packers employees also rang bells for The Salvation Army of Greater Green Bay during the holiday season at four locations throughout Green Bay and De Pere.

\$2,595 \$15,000	
\$4,330	
\$9,393	









### **PLANTING FOR A PURPOSE**

The Packers and Brown County Community Gardens worked together to encourage community members to plant a garden and donate fresh produce. Local food pantries reported more than 27,400 pounds of fresh produce donated in 2020. Participants in the Brown County Potato Project, a component of Planting for a Purpose, received 1,300 seed potatoes that yielded nearly 900 pounds of potatoes donated to local pantries.





The rain gauge was provided to 123 registered participants.





# **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.



1265 Lombardi Avenue, Green Bay, WI 54304 920.569.7500 • packers.com #PackersGiveBack

### 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