











COMMUNITY OUTREACH MISSION

We believe in being inclusive of all groups. As the only community-owned NFL team, we are committed to developing youth, strengthening communities and recognizing the positive impact of current and former players.



CHARITABLE IMPACT EXCEEDED \$9 MILLION!



A MESSAGE FROM PACKERS PRESIDENT/ CED MARK MURPHY

Each spring as the new NFL year gets underway, I enjoy the opportunity to reflect on the previous season, particularly as it relates to our impact in the community.

While 2021 was far from a "normal" year as we dealt with the ongoing challenges from the COVID-19 pandemic, I am proud of the incredible work our team did through Packers Give Back.

It was a unique year as the conditions of the pandemic in our area and around the country continued to shift. We went from hosting a vaccination clinic at the Lambeau Field Atrium to welcoming back fans and visitors for games and events at full capacity. We stayed flexible, encouraging proper protocols when necessary, and appreciated those opportunities when we could get together in person. We are proud to have continued supporting those who needed our help as a result of the pandemic, while also providing our assistance to areas of need that exist every year, regardless of whether there is a pandemic. We are honored to work with so many dedicated community partners throughout Brown County and the state of Wisconsin to give much-needed support to those in need.

Last year, our overall charitable impact again exceeded \$9 million, which included our annual grants and numerous donations to nonprofit organizations, as well as football outreach, player and alumni appearances, military and veteran support and community events. Our 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. This past year we also celebrated the fifth year of Give BIG Green Bay, which raised a record amount of more than \$2.47 million in 24 hours, bringing the total to nearly \$8 million raised. We also opened up several new spaces for the community to enjoy in Titletown, our development to the west of the stadium that now includes 14 acres of public park space.

Thank you for your support of the Packers and our community initiatives. We are incredibly proud of all the Packers do to give back, and we're honored to be a part of such a special community that is always ready to lend a helping hand to those in need.

Mak & Maryley

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"Thank you! My kids have loved this experience over the years... It's a memorable experience for

my kids and something we really enjoy. Thank you for creating this fun opportunity for kids and families!"

-Spooktacular Attendee





Lambeau Field's west concourse was the setting for this free family friendly Halloween-themed event. Volunteer groups from Green Bay and De Pere directed more than 2,400 attendees through stations that offered a variety of entertainment and take-home crafts. Each child left the event with a miniature pumpkin to decorate at home.



15TH ANNUAL FESTIVAL OF LIGHTS

This family-themed event returned in 2021 after taking a year off. The free event featured holiday movies and cartoons, holiday card making, cookie decorating, photo opportunities with Santa Claus and the lighting of a 50-foot spruce tree in Harlan Plaza. Volunteers collected toys and donations for Toys for Tots.





"As a parent and educator, I loved seeing the positive interactions between the older and younger kids. Your (student) athletes were encouraging and engaged with the young kids attending."

- Project Play 60 Attendee

The transformation of the Lambeau Field Atrium into an indoor activity zone provided nearly 2,000 attendees the opportunity to participate in various non-strenuous activities. Volunteer groups from Green Bay and De Pere assisted kids through inflatables, interactive physical activity games, a climbing wall and face painting. Kids also enjoyed participating in the ninja obstacle course, gymnastics circuit and mindful yoga sessions.









TIMEOUT FOR READING

Upon arriving at this inaugural literacy-themed event aimed at celebrating reading, nearly 600 children had the opportunity to select a free book and bookmark of their choice. Special reading areas were available and attendees could enjoy an interactive kids show, books read in English by Packers alumnus Grey Ruegamer and children's books read in Spanish by Eduardo Navarro, Jr., Community Outreach intern.

COMMUNITY BLOOD DRIVES

The Packers offered the Johnsonville Tailgate Village for two community blood drives in 2021. A total of 810 units of blood were collected for the American Red Cross.

CHRISTIAN OUTREACH ECUMENICAL THANKSGIVING DINNER

The ongoing pandemic did not prevent the annual Thanksgiving dinner from taking place in 2021. Volunteers utilized the Johnsonville Tailgate Village to package and deliver 2,500 Thanksgiving dinners to those in need in the Green Bay area. Included with each meal was a prayer card provided by Billy Turner, Packers guard/tackle and a safety light.

This program is 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. For the second consecutive year, a virtual version of this program was offered.

Students representing eight school districts in northeast Wisconsin and the Milwaukee area heard from keynote speakers delivering messages of moving forward and transitioning through change. Between 35 and 40 classrooms representing more than 25 schools attended each session virtually.

"We LOVED Tasha's message! She did a fantastic job!" -Empower Attendee

Jan. 19: Tasha Schuh presented "Building Resilience for Mental and Emotional Health"

Jan. 20: Packers alumnus Antonio Freeman presented "We Did What"

Feb. 28: Jovan Goodman presented "One Step at a Time"

Mar. 1: Packers alumnus Antonio Freeman presented "We Did What"





Throughout the 2021 high school football season, the Packers selected 10 high school football coaches for the honor of being named the Green Bay Packers

High School Coach of the Week. As educators, mentors and leaders, both on and off the field, these coaches serve as positive examples for their players and youth in the community. Each received a \$1,000 donation to their school's football program from the Packers and the NFL Foundation.



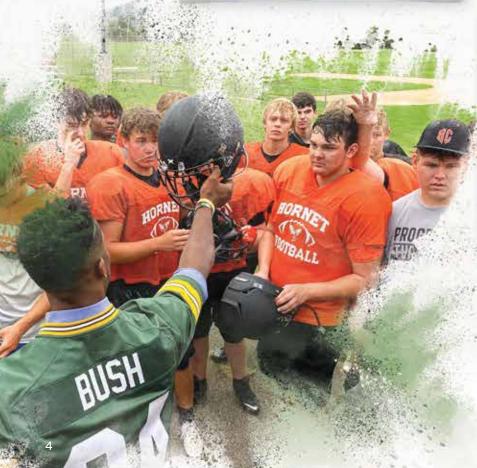


COACHES OF THE YEAR 2020 & 2021

Left: 2020 Wisconsin Football Coaches Association/Green Bay Packers Coach of the Year Corey Berghammer, Cumberland High School

Middle: Travis Wilson, Wisconsin Football Coaches Association Right: 2021 Wisconsin Football Coaches Association/Green Bay Packers Coach of the Year Louis Brown, Franklin High School

Each coach received a \$2,000 donation to their school's football program from the Packers and the NFL Foundation.





PACKERS XENITH HELMET GIVE BACK PROGRAM

The high school football programs at Milwaukee Marshall High School, Milwaukee Riverside University High School, Richland Center High School and Waukesha North High School each received 45 Xenith helmets to supplement or replace their existing equipment inventory. Packers representatives, including Packers alumnus Jarrett Bush, traveled to each school to surprise the teams with the donation made possible through Xenith, the NFL Foundation and Green Bay Packers Give Back.

PLAYS
OF THE MONTH

Wisconsin high school football teams submitted video highlights

from their games for review by a panel of Packers staff. The top five plays selected each month were featured on packers.com and social media platforms. Ten teams each received a \$1,000 donation to their school's football program.



Eight high school football teams participated in this event focused on celebrating team contributions rather than individual recognition while

offering development opportunities for athletes on both sides of the ball. Players and their coaches heard about character development from Packers alumnus Antonio Freeman. Each participating school received a \$1,000 donation for their football program. Madison West High School received a \$2,500 donation for their football program in exchange for volunteer support throughout the day-long event.







High school coaches from around the state presented "Chalk Talk" sessions and shared position-specific fundamentals and drills with youth football

coaches in attendance at this all-day educational opportunity.
Presenters included Packers Strength and Conditioning
Coordinator Chris Gizzi, Dave Keel from USA Football and
Clint Brightman from Riddell. Equipment grants totaling
\$2,000 were donated to selected attendees' football programs.







The football field in Titletown hosted more than 270 middle school aged youth who took part in various football drills. Football coaches from around the area ran the drills.

PLAY FOOTBALL MONTH

Several youth football organizations from around Wisconsin received free game tickets for the Aug. 14 and Aug. 21 preseason games.

FOOTBALL EQUIPMENT DONATIONS AND FOOTBALL PROGRAM SUPPORT

- The Packers and the NFL donated more than 400 protective practice helmet covers to 18 high school teams in Wisconsin. The helmet covers, called Guardian Caps, are aimed at reducing impacts during practice.
- The Packers, USA Football and the NFL Foundation awarded eight local youth football programs 2021
 Football Development Model grants. The purpose of these grants is to help advance youth football programs where young athletes can develop their skills in a safe and healthy environment.
- Grants valued at \$1,000 each were awarded to 13 youth football programs after each program raised \$1,000 of their own funds. Grants were used toward equipment, uniforms and improvement of football facilities.

- More than 4,500 items such as cleats, face masks, gloves and various pads were donated to 100 schools in Wisconsin for their football programs.
- Through a partnership with the NFL Foundation and True Impact Football, the Packers sponsored 10 under-resourced high school football programs. These schools will have access to football coaching education, player development and fundraising resources.
- The Milwaukee Public Schools Foundation was awarded a \$100,000 grant to install an artificial turf field at Washington High School of Information Technology. The grant from the Packers, the NFL Foundation and Local Initiatives Support Corporation (LISC) is part of \$6 million in field refurbishment awards allocated in 2022 through the NFL/LISC Grassroots Program.



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AUTOGRAPHED ITEMS

Assisting nonprofit organizations with their fundraising efforts is a priority of Packers Give Back. While upwards of 10,000 requests are received annually, the Community Outreach staff gives each request individual attention, ensuring appropriate items are provided to nonprofit organizations. Donations assisted the fundraising efforts of nonprofit organizations in 71 of Wisconsin's 72 counties.

"We are grateful of your support of local causes which continue to serve us, our neighbors and the broader community."

- In-kind Donation Applicant

MONETARY

Packers Give Back supported more than 160 fundraising events hosted by nonprofit organizations located primarily in Brown County.

By lending a hand in the form of monetary support, the Packers help nonprofits reduce their event expenses and maximize fundraising opportunities, which in turn provides more services to those in need.

CLOTHING AND TOILETRIES

Schools, human services and veterans' organizations received donations of new and gently used clothing, hats, jackets, shoes, towels and various toiletries from the Packers' equipment staff for distribution to those in need.

COMMUNITY EVENTS GRANTS

Lambeau Field room rental fees, valued at \$50,000, were waived for five nonprofit organizations hosting events at Lambeau Field.



IMPACT GRANT

The Packers awarded the Green Bay Botanical Garden a \$250,000 grant in November 2021. The donation was directed toward the Children's Garden Expansion, which will transform the Children's Garden from a half-acre area into a 2.5-acre natural wonderland by blending art, environment and education to create unique outdoor experiences.

CAUSE SPECIFIC GIVING



\$15,000 Hunger relief efforts



\$15,000 Coats for Kids initiative



\$20,000 Toys for Tots initiative

Digital Divide Grant

The ability to access computers and the internet has become increasingly important, especially to youth learning remotely. The Packers Foundation and the NFL Foundation disbursed donations totaling \$30,000 to African Heritage, Inc., in Appleton and the MPS Foundation in Milwaukee to help address the digital divide at the vouth/school level. The donations were used to purchase laptops, hotspots and vouchers for broadband coverage and to provide family or teacher technology training to increase user capabilities.

"I want to say thank you very much for awarding me this money. As someone who is doing this all on my own financially, this money will help me immensely in my journey to becoming a law enforcement officer in the Green Bay area."

- NWTC Scholarship Recipient

EDUCATION-FOCUSED GIVING



This program, in its 12th year, focuses on the development of lifelong reading habits by encouraging children in 4K through eighth grade to read at home. Grants for use toward literacy resources totaling \$6,465 were distributed to 60 schools across the state.

Packers Student Art Contest

In its fifth year, the Packers Student Art Contest asked students to share an artistic representation of what the Packers mean to them within the theme "Why Are the Packers Your Favorite Team?" Winning pieces were displayed in Lambeau Field's club level during the 2021 season. The grand prize winner from each category earned \$5,000 for their school's art program.

Grades 6-8

Ileana, Lombardi Middle School, Green Bay, Wis.

Grades 9-12

Julia, PiM Arts High School, Eden Prairie, Minn.

University/Technical College

Robert, University of Notre Dame, South Bend, Ind.

Scholarships

National Football League Properties returns, at the Packers' request, royalty fees paid for using the Packers logo on Wisconsin automobile license plates. The Packers add to the royalty fees to ensure CollegeReady and Northeast Wisconsin Technical College Educational Foundation Inc. each receive a \$26,500 donation to support scholarships for students residing in Brown County.

EMPLOYEE GIVING

MATCHING GIFTS

GREEN BAY PACKERS

GIVE BACK

50 participating employees \$13,365 in personal donations plus \$13,365 matched by the Packers = \$26,730 total impact

The 2021 Green Bay Packers United Way **Employee Campaign raised nearly** \$14,000 for Brown County United Way.



GREEN BAY PACKERS







"Without you, we would not have had the resources to provide to the kids that were falling behind academically. Thank you for helping create bright futures!"

- Grant Recipient

ANNUAL GRANT DISTRIBUTION

Grant recipients were welcomed to the Lambeau Field Atrium for a luncheon at which \$1 million was distributed to 274 nonprofit organizations. Attendees mingled with Packers alumnus LeRoy Butler and had the opportunity to take photos with Lambeau Field in the background. The program was recorded and made available to grant recipients not in attendance.

'21 FOCUS AREAS	GRANTS AWARDED	\$ DISTRIBUTED
Arts & Culture	88	\$289,850
Athletics	40	\$151,550
Education	146	\$558,600



BROWN COUNTY IMPACT GRANT

N.E.W. Community Clinic received a \$250,000 impact grant to be directed toward the clinic's new Green Bay facility, which began construction in 2021. This clinic has provided quality, comprehensive and compassionate health care to the underserved in the Green Bay community for 50 years. The grant helped furnish the new clinic, implement information technology to support programming and update the phone system to handle call volume and computer systems to enhance security.

MILWAUKEE COUNTY IMPACT GRANTS

Individual impact grants in the amount of \$125,000 were awarded to four nonprofit organizations in Milwaukee. Recipients and the programs supported by the grants include:

All-In Milwaukee, which embraces partners in the community to be "All-In" and develop future leaders of color for the city of Milwaukee and the state of Wisconsin. The grant supported costs of scholar and program support services.

Journey House, Inc., which empowers families on Milwaukee's Near Southside to move out of poverty by offering adult education, youth development, workforce readiness, and family engagement programs. The grant supported THRIVE STEAM Forward, a program addressing Milwaukee's shortage of STEAM talent.

Lad Lake – St. Rose Campus, which serves Wisconsin's most vulnerable youth and young adults, including at-risk young people. The grant supported the creation of the Connections Center in Milwaukee, targeting foster youth who have either aged out of the foster care system and/or have some affiliation with Lad Lake.

St. Ann Center for Intergenerational Care, which provides Franciscan-inspired intergenerational health and educational services for children, the elderly and people with disabilities, all under one roof. The grant supported the Gardetto Family Dental Clinic, Wisconsin's only dental clinic designated specifically for people with special needs.









In its fifth year, the 24-hour community-wide giving day raised \$2.47 million for the 45 participating Brown County nonprofit organizations. The \$250,000 committed to the program by the Green Bay Packers Foundation was allocated as matching funds. Packers Give Back participated as a Business Boost participant, a new feature in 2022, and matched Packers employees' donations dollar for dollar, adding an additional \$4,700 toward the overall success of the noon Feb. 23 to noon Feb. 24 event.



VETERANS IMPACT GRANT

The Wisconsin Veterans Village Association in Appleton was awarded a \$250,000 impact grant for the organization's Outdoor **VETERANS VILLAGE** Wellness Project. Components of the project include updating and

> expanding a pedestrian path around the perimeter of the Veterans Village which provides stable, affordable housing for area veterans, including single veterans and those with families. The project will also relocate and update the playground to enhance the area for kids and their families.



OPERATION FAN MAIL PRESENTED BY WPS HEALTH SOLUTIONS

This program has recognized 136 military families and veterans at Packers home games during the past 13 seasons. During the 2021 season, 11 additional military families and veterans were hosted at Lambeau Field and recognized on the video boards.



PARADE OF HONOR

Packers alumni LeRoy Butler and Ryan Taylor participated in the Parade of Honor. Stars and Stripes Honor Flight organized the parade across Milwaukee for 101 veterans who have had their trips postponed due to the pandemic.



SALUTE TO SERVICE MONTH

The Packers and Fleet Farm honored veterans and members of the military throughout the month of November in a variety of ways. As part of Salute to Service month, fans purchased custom Green Bay Special Forces patches from the Packers Pro Shop with 100% of the purchase price donated to the Special Forces Foundation.

Nearly \$11,000 has been donated from the sale of the patches.

The special Forces Foundation was chosen after Packers players Krys Barnes, Henry Black, Oren Burks, Dominique Dafney, Elgton Jenkins, Tyler Lancaster, Allen Lazard, Jordan Love, Dean Lowry, Will Redmond. Preston Smith and Tv Summers developed a unique connection with the organization during the offseason when they had the opportunity to visit a Special Forces facility in Arizona.



Also as part of Salute to Service month, more than 500 greeting cards were collected from fans at the Packers Pro Shop and Wisconsin Fleet Farm locations during the Cards for Troops campaign. Cards were distributed to active military members in the U.S. Air Force, Army, Coast Guard, Navy and Marines.



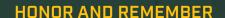


The flag football tournament featuring teams representing several branches of the military returned to the Titletown football field in 2021. Participating teams included the Air Force, Army, Army National Guard, Marines and Navy. Following round robin matchups and a single elimination tournament, first place and a \$2,500 donation went to the Navy and as the runner-up, the Army National Guard received a \$1,500 donation. The remaining teams each received a \$500 donation. Donations to the teams' morale funds were possible through a grant provided by the NFL Foundation.









A private flag presentation honoring eight Gold Star families was held at Rockwood Terrace in Titletown prior to the Salute to Service flag football tournament. Families who lost a loved one while serving in the military

or as a result of their service were each presented with a personalized Honor and Remember flag. The families were honored on the Titletown football field prior to the tournament.





MADISON VA HOSPITAL VISIT

Packers alumni Jared Abbrederis, Gary Ellerson and Bill Ferrario made a surprise visit to William S. Middleton Memorial Veterans Hospital, serving lunch and visiting with veterans.



STARS AND STRIPES HONOR FLIGHT

Stars and Stripes Honor Flight Mission 60 departed Milwaukee's General Mitchell Airport on Nov. 6. Packers alumni Jarrett Bush, Tony Fisher, Evan Smith and Ryan Taylor served as guardians for Vietnam veterans during the flight to Washington, D.C.



RETIRING MILITARY MEMBERS

Several service members retiring from the military requested to have a United States or other flag flown over Lambeau Field, and the Packers accommodated those requests in the retirees' honor and provided them each with a Packers memento.



SALUTE TO SERVICE NOMINEE

Packers strength and conditioning coordinator Chris Gizzi was chosen as the team's 2021 nominee for the NFL's annual Salute to Service Award. Gizzi, a graduate of the Air Force Academy, played linebacker for the Packers in 2001 and was the special teams captain for the first Monday Night Football game following the September 11, 2001, terrorist attacks. Gizzi led the team out of the Lambeau Field tunnel carrying an American flag. Gizzi mentors students interested in serving by visiting with them about his experience and he speaks at veterans events.





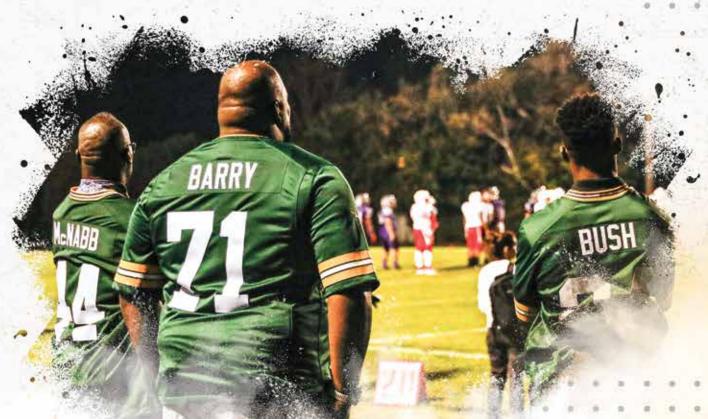
SHOPPERS' SUPPORT

During the month of October, shoppers in the Packers Pro Shop generously donated \$1 or more to their purchases and donated \$10,580 to the Vince Lombardi Cancer Foundation. The Packers matched their efforts with a \$10,000 donation.

Packers alumnus Nick Collins served as a spokesperson for the 2021 Packers Vs. Cancer initiative. Two new Packers Vs. Cancer New Era hats were available for purchase in the Packers Pro Shop, with \$5 from each hat sold donated to the Vince Lombardi Cancer Foundation. Hat sales raised a total of \$12,530 to benefit the Vince Lombardi Cancer Foundation's efforts to prevent and treat cancer.







PACKERS VS CANCER HIGH SCHOOL FOOTBALL GAME

The Packers Vs. Cancer initiative was featured at the Green Bay West vs. Green Bay East high school football game on Oct. 1 when Packers alumni Kevin Barry, Jarrett Bush and Dexter McNabb joined fans at the game 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 \$5,000, being donated to the Vince Lombardi Cancer Foundation.

NFL AUCTION

More than 25 players donated signed game-used jerseys to auction for specific causes hosted by NFL Auction. Game-used jerseys from the Green Bay Packers vs. New Orleans Saints game raised more than \$49,000 for Hurricane Ida relief. Other auction beneficiaries include the American Cancer Society, USO, Pat Tillman Foundation, TAPS, Wounded Warrior Project and the Bob Woodruff Foundation.

MY CAUSE MY CLEATS

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

Allen Lazard

Jordan Love

The Headstrong Foundation

Special Forces Foundation

Corey Bojorquez

SPCA

Oren Burks

House of Hope

Kenny Clark

Clark Family Dreams Do Come True Foundation

Josiah Deguara

AboutKidz

AJ Dillon

Ribbon of Hope

Rashan Gary

madebydyslexia.org

Shemar Jean-Charles

Ribbon of Hope

Aaron Jones

Alex's Lemonade Stand and A&A All the Way Foundation

Kingsley Keke

CHADD Inc.

Dennis Kelly

FARE

NFL PRO BOWL CHAMPIONS GRANT

A \$35,000 donation was awarded to the Green Bay East High School football program on behalf of the Packers 2021 Pro Bowl players Davante Adams, Jaire Alexander, David Bakhtiari, Elgton Jenkins, Aaron Jones, Aaron Rodgers and Za'Darius Smith. The donation to purchase equipment and other resources needed to safely play football was possible through a grant provided by the NFL Foundation.





PLAYER INITIATIVES

Many Packers players are frequently involved with causes that are important to them, from starting their own foundations to lending a helping hand for Packers outreach efforts and partner charity initiatives. Here are several examples of how players stayed involved during the 2021 season:

Aaron Jones and his A&A All the Way Foundation provided support for military families and shoes for kids at Boys & Girls Clubs across the state of Wisconsin. He hosted a football camp and participated in a virtual mini-camp for children with cancer. Aaron's generosity continued in El Paso, Texas, where shoes and turkeys were distributed.

Jaire Alexander, Oren Burks, Eric Stokes and Patrick Taylor distributed jackets and gift cards to 400 people in need at Better Days Mentoring in Green Bay. Grey Ruegamer, the Packers' Director of Player Engagement, assisted with the distribution.

The **Za'Darius Smith GOoD Life Foundation** held a Thanksgiving turkey and ham giveaway in Alabama.

The **offensive linemen** distributed toys to 10 families participating in the PALS Program.

The wide receiver group adopted five local families during the holidays. Provisions for holiday meals and gifts for all members of the family were provided.

Ty Summers adopted a local family through the Salvation Army of Greater Green Bay.

Billy Turner donated nearly 400 hoodies to Brown County United Way and Community Services Agency in Green Bay.

Adrian Amos and his I'm Still Here Foundation distributed Dick's Sporting Goods gift cards to kids from the Boys & Girls Club of Greater Green Bay with teammates Henry Black, Kenny Clark, Rasul Douglas, Shemar Jean-Charles, Eric Stokes and Isaac Yiadom.

Robert Tonyan and his mother, Tammy, stocked shelves at Paul's Pantry in Green Bay and joined Campbell's to donate 10,000 bowls of soup and \$5,000 in Meijer gift cards to help families in need.

Josh Myers participated in a school supply donation effort at Howe Elementary School in Green Bay.

Oren Burks participated in a surprise announcement shared with six businesses in the Sherman Phoenix, a thriving entrepreneurial hub in Milwaukee's Sherman Park neighborhood. Thanks to a \$40,000 donation from the Packers and American Family Insurance, the businesses received six months of rent relief for their leases.

Packers kicker **Mason Crosby** once again partnered with a local cheese company to donate \$1,000 per completed field goal to Make-A-Wish.

Footballs, helmets and jerseys signed by Davante Adams, Kenny Clark, Randall Cobb, AJ Dillon, Aaron Jones and Allen Lazard and meet-and-greet sessions with Adams, Clark, Dillon and Jones were auctioned off online and raised more than \$6,500 for the Salvation Army of Greater Green Bay.

Dozens of players and coaches donated \$135,325 to the **United for Waukesha Community Fund** to benefit the victims of the Waukesha parade tragedy and their families. The Packers matched that amount to bring the donation total to \$270,650.













ALUMNI WEEKEND

Alumni Weekend 2021 paid special tribute to the 25th anniversary of Super Bowl XXXI with more than 35 members of the championship team in attendance. Alumni from other eras, including the Lombardi era, were also in attendance. Alumni attended the Green & Gold Gala, a brunch and learn event and a pregame tailgate party and participated in the Green Bay Packers Golf Invitational. Fans attending the Green Bay Packers vs. Pittsburgh Steelers game on Oct. 3 were treated to halftime introductions of the Super Bowl XXXI team on the video boards.









ALUMNI SPORTING CLAYS

The Oct. 5 sporting clays event brought together 25 Packers alumni with 18 teams of four as the teams rotated through various stations on the course. More than \$31,000 was raised for Greater Green Bay Habitat for Humanity during the event.

"Would recommend to everyone, loved the proceeds going to Habitat for Humanity."
- Event Participant





CHILDREN'S WISCONSIN CELEBRITY GOLF INVITATIONAL

Packers alumni joined other Wisconsin celebrities and sports legends for a day of golf. Participants in the golf invitational had the opportunity to golf with Willie Buchanon, Jarrett Bush, Paul Coffman, Lynn Dickey, Tony Fisher, Marv Fleming, Willard Harrell, Bill Schroeder, Jan Stenerud and Frank Zombo.

PACKERS ROAD TRIP PLAYERS, COACHES AN ALUMNI OUTREAC Members of the Super Bowl XLV championship team visited with fans at surprise locations around Wisconsin. Packers alumni Morgan Burnett, Nick Collins, Ryan Grant and James Jones departed Green Bay on board a Packers-themed bus and traveled to Milwaukee, Madison and Wisconsin Dells before returning to Green Bay. Surprise stops included visits to hospitals, businesses, camps and event venues. A \$5,000 donation was provided to each of the following: • Boys & Girls Clubs of Dane County, Fitchburg • Friends of Camp Anokijig Inc., Plymouth · Milwaukee Police Foundation • William S. Middleton Memorial Veterans Hospital, Madison Photo By Lori Barthelemy



PACKERS EVERYWHERE PEP RALLIES

In-person pep rallies returned before select road games during the 2021 regular season, with special appearances from Packers alumni. Tony Moll, Brett Swain and Gary Weaver participated in San Francisco, Robert Brooks, Lamont Hollinquest and James Jones were on hand in Arizona, and in Kansas City, Paul Coffman and Lynn Dickey socialized and took photos with fans.

ALUMNI IN THE COMMUNITY

Many Packers players get involved with causes that are important to them and as alumni, they continue their involvement with those same causes. Here are a few examples of alumni lending a hand for Packers outreach efforts and partner charity initiatives:

Big Brothers Big Sisters of Northeast Wisconsin: Holiday shopping with Ahman Green and Bill Schroeder.

Friends of Pals Program: Tony Fisher, program spokesperson for the Year of Pals in Brown County.



LEGENDARY QUARTERBACKS COLLECTOR'S PHOTO

More than 11,900 prints have been sold since 2016, with 100 percent of the proceeds split between the quarterbacks' chosen charities.

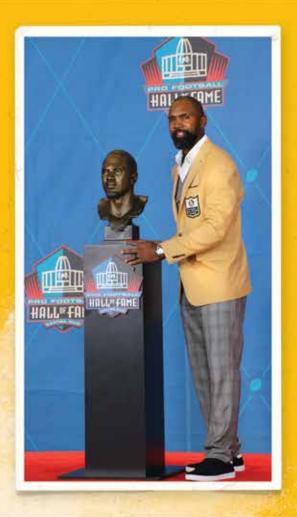
PRO FOOTBALL HALL OF FAME INDUCTEES



Bobby Dillon, Packers safety from 1952-59, was inducted into the Pro Football Hall of Fame in August 2021. Dillon is a member of the Centennial Class of 2020. Dillon's daughter Karen was on hand for the festivities.

Charles Woodson.

Packers cornerback/ safety from 2006-12, was inducted into the Pro Football Hall of Fame in August 2021. Family, friends and teammates were on hand to celebrate his enshrinement.



PLAYER-DIRECTED SOCIAL JUSTICE GRANTS

Packers players continued efforts to support programs that work to effect change in the areas of racism, oppression, injustice and inequalities by directing funds toward initiatives that reduce barriers to opportunity, through education and economic advancement, criminal justice reform and programs to improve police-community relations.

The Coalition for Youth/Adult Diversion Programs, Inc. (CYADP) in Green Bay and the Sherman Phoenix in Milwaukee, each received a \$125,000 grant to continue their work.



Through community collaboration, advocacy, mentorship and education, CYADP aims to divert young people from the traditional criminal justice system and work to support and assist young people of color with an end goal of providing a fair and equal platform for all races. The grant will help drive higher employment and social engagement and youth leadership development within the growing needs of the Green Bay and Brown County area.



As the eastern gateway to the Sherman Park neighborhood in Milwaukee, the Sherman Phoenix is a safe, welcoming space that is home to a variety of small businesses-of-color offering diverse foods, wellness services and cultural activities. The grant will enact programming in the areas of wellness, workforce development, entrepreneurial support, education, STEM and STEAM, financial literacy, empowerment and awareness events while reengaging tenants and the community as the entrepreneurial hub reemerges from the effects of the pandemic.

CHARACTER PLAYBOOK

Middle school students from more than 20 classrooms joined Packers alumnus Tony Fisher for a virtual event offered by the Packers and Brown County United Way. Tony shared ways students can move forward and be a positive light in their community and family.

FAMILY RADIO HELP FOR THE HOMELESS HYGIENE DRIVE

Volunteers representing 19 local shelters and support services, along with Packers alumnus Bill Schroeder were on hand to collect items from community members during the drive-up event in the Lambeau Field parking lot. The Packers donated \$5,000 of hygiene products to the collection with the help of a grant from the NFL Foundation, as well as more than 100 gallons of disinfectant, pallets of disinfectant wipes and hand sanitizer and items donated through staff and employee collections. Meijer donated additional hygiene products valued at \$10,000. More than 87,000 items were collected during the 2022 drive, exceeding the previous years' collections.





CHARACTER PLAYBOOK COMMUNITY IMPACT PROJECTS

The Packers and Brown County United Way invited Wisconsin middle school students to develop service projects that directly impacted their school, neighborhood or community. Funded in part by a grant from the NFL Foundation and funding from Brown County United Way, project proposals were selected by representatives from the Packers, Character Playbook and Brown County United Way to receive a \$500 grant.

"Thank you for allowing schools like St. Joseph the opportunity to investigate, find a need in our community and make a positive impact while instilling in our children the drive to make a real difference."

- Grant Recipient











CUPBOARD & CLOSE



"The students are hopeful that this flag display will reduce conflicts between students by portraying that we all have different backgrounds and that is what makes a community special."

- Grant Recipient

GRANT RECIPIENT

Barron Area School District

Clarke Street Elementary School, Milwaukee

Lance Middle School, Kenosha

Lombardi Middle School, Green Bay

Milwaukee College Prep (36th Street)

Northern Ozaukee School District, Fredonia

Parkview Middle School, Ashwaubenon

Pittsville Elementary School

Red Smith School, Green Bay

St. Joseph School, Baraboo

Savanna Oaks Middle School, Fitchburg

Sharon Community School

Sheboygan Leadership Academy

COMMUNITY IMPACT PROJECT

Warm Well Wishes for Those in Need

Teens Supporting Teens

Kids for the Environment - Outdoor Classroom

AAPI Club Mural

R.O.S.E.S. (Resilient, Outgoing, Strong, Educated, Stunning)

Eco STREAM-MS STEM Program

Relaxation Station

Adapting to Outdoor Learning: More Engagement and Fun for All!

Building Community and Culture with Flags

Helping Our Community from Head to Toe

A Place to Rest Your Head

Outdoor Early Childhood Education Space

Update school counselor classroom into a student break room

5K RUN/WALK AT LAMBEAU FIELD

The Packers and Bellin Health partnered to bring the 12th annual run/walk event to Lambeau Field and the area neighborhoods. Nonprofit organizations that assisted with the event earned \$7,617 for their programs:

- · Big Brothers Big Sisters of Northeast Wisconsin
- · Preble Music

- · Preble Cross Country
- · Volunteer Center of Brown County

FAMILY NIGHT

Packers Family Night, presented by Bellin Health, was held Aug. 7. Meijer Simply Give received net proceeds from the event's parking in support of its hunger relief efforts. The Brown County Mobile Vaccination Unit was parked on the east side of the stadium, with Bellin Health administering COVID-19 vaccines.

PACKERS GIVE BACK GAME

The inaugural Packers Give Back Game on Aug. 14 honored Big Brothers Big Sisters of Wisconsin. Bigs and Littles from across the state received a free bus ride to Lambeau Field and enjoyed a special tailgate party before taking their seats in a designated Big Brothers Big Sisters area in the north end zone. The Packers Give Back Game will annually support a different charity from Wisconsin.

"Thank you for the amazing opportunity for our matches...the majority of our Littles and Bigs would not be able to afford coming to a game on their own. This was so wonderful for them!"

- Packers Give Back Game Attendee









Photos By Shayna Amenson

TACKLE HYGIENE WITH EVERY CATCH

Each catch made by the Packers during the first five games of the 2021 season earned \$250 worth of safe and effective hygiene products for those in need. With 112 catches made by the Packers through Week 5, Tork donated a total of \$28,000 worth of hand sanitizer, paper towels and toilet paper to these organizations:

- · Golden House, Green Bay
- Milwaukee Homeless Veterans Initiative, Milwaukee
- · NEWCAP, Inc., Green Bay
- · Pathfinders, Milwaukee

CONCESSION STAND FUNDRAISING

Delaware North Sportservice provided nearly 170 nonprofit groups the opportunity to staff concession stands during Lambeau Field events. In total, the nonprofit groups earned \$2.5 million for their efforts.

TOUCHDOWNS FOR HUNGER

Feeding families in need in Green Bay and Milwaukee is the focus of this program, which celebrated its 19th season. Sargento Foods Inc. donated \$2,000 for every touchdown scored by the Packers during the regular season and playoffs, donating more than \$108,000 toward hunger relief. The donation is shared by Paul's Pantry in Green Bay and Hunger Task Force in Milwaukee.







FIRST DOWNS FOR TREES

In the 11th year of this program, Essity and Green Bay Packaging, Inc., the program's corporate partners, provided funds that supported the planting of 411 trees in Brown County communities. Each tree donated represents a first down scored by the Packers in the previous season. Communities receiving trees were Allouez, Ashwaubenon, Bellevue, De Pere, Green Bay, Hobart, Howard, Lawrence, Ledgeview, Morrison, Pulaski, Scott, Suamico, Wrightstown, Brown County and Oneida Nation.

THE GREEN BAY PACKER!

VOLUNTEER CENTER OF BROWN COUNTY

The Packers and the Volunteer Center of Brown County collaborated again in 2021 to offer an affiliate grant program to 66 nonprofit organizations in Brown, Oconto and Shawano counties. The \$10,000 donation, made possible by a grant from the NFL Foundation, waived the 2022 affiliate fee for the organizations.

PACKERS GIVE BACK DAYS

Staff were offered a variety of opportunities throughout the year to give their time, talents and energy to the community. Opportunities offered were based on staff surveys. Total staff participation included 138 people and 317 hours.

May 13

Staff assisted with outdoor and shoreline cleanup, planted trees and landscaped at Ashwaubomay Park and Heritage Hill. The Packers donated \$2,400 to the Village of Ashwaubenon to purchase the trees and \$3,000 to Heritage Hill toward the landscaping project.





Oct. 21

Butterfly Park in Milwaukee's Metcalfe Park neighborhood received a new and enhanced playground during the Hometown Huddle community outreach initiative. Working together on this effort to update the park that was destroyed by vandalism in 2019 were staff from the Packers' Milwaukee office, alumni Marwin Evans and Bill Ferrario and volunteers from Metcalfe Park Community Bridges. The Packers and the NFL Foundation donated \$50,000 toward the project.

Nov. 23

Throughout the day, staff rotated in and out of the assembly line, dishing hot and then cold food items into to-go boxes for the Christian Outreach Ecumenical Thanksgiving Dinner delivery.







Dec. 14

The community generously donated to The Salvation Army of Greater Green Bay by contributing on Packers Give Back Match Day.

GRAND TOTAL DONATED	\$33,149
Packers match	\$15,000
Donated other ways	\$3,450
Donated virtually	\$100
Donated at staff kettles	\$14,599

March 17

Packers interns performed various tasks at Paul's Pantry in Green Bay during the first ever Packers Intern Give Back Day. A \$2,000 donation toward hunger relief efforts was given to the pantry.





This program recognizes staff volunteer service by offering one \$500 grant per calendar year to be donated on the staff member's behalf to the nonprofit organization for which they volunteer. In 2021, nine employees reported 1,045 volunteer hours done on personal time.



"Foster a Great First Day" was the Ladies of Lambeau service project. Ladies associated with the Packers teamed up with Foster the Village in De Pere to help foster families prepare for the first day of school. Hundreds of clothing items and shoes were collected.



PLANTING FOR A PURPOSE

The partnership between the Packers and Brown County Community Gardens entered its fifth year of encouraging community members to plant a garden plot and donate fresh produce to local food pantries. Community members signing up for the program at the Go Green event in Titletown were provided newspaper pots planted with zucchini seeds to kick off their growing season. More than 1,300 seed potatoes were distributed as part of the Brown County Potato Project with the understanding that half of the potatoes harvested are donated to food pantries. Over the five years of the partnership, program participants donated 24,325 pounds of fresh produce to pantries.

GREEN BAY PACKERS
GIVEBACK

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 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.





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

THE COMMUNITY OUTREACH TEAM

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