



GREEN BAY PACKERS  
**GIVE BACK** 

**2024/2025 COMMUNITY IMPACT REPORT**

# Table of Contents

Developing Youth Through Education and Other Support.....	1
Developing the Sport From Grassroots .....	6
Community Events .....	15
Monetary and In-Kind Giving .....	20
Employee Giving and Volunteerism .....	23
Player Impact .....	26
Alumni Impact .....	35
Green Bay Packers Foundation.....	40
Social Justice Initiatives.....	44
Packers Vs. Cancer Campaign.....	48
Military and Veteran Support .....	51
Training Camp and Gameday Activities.....	58
How We Can Help .....	65

## 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 \$13 Million



## A Message From Packers President/CEO Mark Murphy

As I approach retirement in July, I've begun to reflect on my 17 years leading this historic franchise. People have asked me what my proudest accomplishments have been as Packers President and CEO. Of course, our Super Bowl XLV victory is at the top of the list, as well as our consistent success (13 playoff appearances) and the profound impact we've made across Wisconsin and Upper Michigan communities through Packers Give Back.



From the very beginning of my Packers tenure, the special connection the Packers and the community share was evident to me – it's the most unique relationship in all of professional sports. The community members and fans who have supported the organization for more than a century have been absolutely critical to our success. Packers Give Back is just one way for us to show our profound gratitude for this long-standing support.

As our organization continues to grow, so does our responsibility to give back. Year after year, our charitable impact continues to increase, with last year's number exceeding a record \$13 million. This includes 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 volunteering their time through Packers Give Back days and other meaningful opportunities. It has been a privilege for me to be involved in many of these initiatives, and I am confident that the organization will continue to find new ways to enrich lives, strengthen communities and develop the next generation of leaders for years to come.

Our work would not be possible without the involvement of so many dedicated individuals and organizations throughout Wisconsin and Upper Michigan who partner with us to make a difference in their communities. Their work inspires us to do our part to give back, and we're proud to support and amplify their missions.

Thank you for your support of the Packers and our community initiatives. It takes teamwork to make a difference, and the Packers are proud to be a part of a great team.





## DEVELOPING YOUTH THROUGH EDUCATION AND OTHER SUPPORT



# GREEN BAY PACKERS EMPOWER

Over 900 students and chaperones from across Wisconsin attended the Packers' Empower event. The Packers-funded middle school leadership conference is aimed at inspiring students to be leaders, be their best selves and create positive changes in their communities. Students heard from interactive keynote speaker, Darryl Bellamy Jr., on fearing less by embracing their fears and acting even in the face of uncertainty. They also attended a Packers alumni panel hosted by Scott Wells and Earl Dotson, took a tour of Lambeau Field and packed care kits for patients and families at the Ronald McDonald House Charities Eastern Wisconsin located in Milwaukee.

*"Thank you for your work and planning for the Empower event. I'm so happy that the Packers are able to offer this to students each year. The speakers were phenomenal and were very engaging to middle school students. And my students really loved the tour of Lambeau! My students and I really enjoyed the day and the message that it's ok to have some fear, but gave practical strategies to fear a little less. So thank you!!!"*

- School counselor







The digital course funded by the NFL Foundation is geared towards students to provide them with tools to address their mental wellbeing and interpersonal relationships on a foundational level. It consists of two courses– Healthy Relationships and Understanding Mental Wellness. In 2024, the Packers reached 1,705 students, 53 schools and contributed 1,633 hours of learning in Wisconsin through the program.

## Character Playbook Live

As part of the Green Bay Packers Mental Health Awareness Month in May, safety Anthony Johnson Jr. and Team Behavioral Clinician Dr. Carr participated in an insightful live panel discussion with 375 middle school students from 22 schools throughout Wisconsin. Topics discussed included social media influences on mental health and practical tips for a positive online experience.

*“Thank you for hosting a great webinar!...and for including my students’ questions; now they feel pumped and famous.”*

- Teacher attendee



## Character Playbook Community Impact Project

The Packers invited middle school students to take part in the Character Playbook Community Impact Project to create and execute a service project that directly impacted their school, neighborhood or community. Ten group project ideas were selected to receive a grant of up to \$500 to help finance implementation. The projects that received support include:

**Hi-Mount Community School, Milwaukee:** *create a community garden.*

**Kiel Middle School:** *build a fundraising stand to utilize when fundraising and collecting donation items.*

**Badger Middle School, West Bend:** *create encouraging “lift kits” for students to give their peers if they notice they are struggling.*

**Poynette Middle School HOPE Squad:** *host an engaging “HOPE Night” to bring students and families together to talk about suicide awareness and prevention.*

**Seymour Middle School eighth graders:** *engage in small acts of kindness by visiting and playing bingo with elementary school students and residents of a local retirement home, along with creating and delivering cards for the local veteran’s manor.*

**Harborside Academy's Pollinator People, Kenosha:** *plant a pollinator patch to improve water quality in the Lake Michigan area.*

**Gaenslen School, Milwaukee:** *organize a school food drive and meal kit assembly event to address food insecurity.*

**St. Clare Catholic School, Wrightstown:** *assemble “love baskets” for students with disabilities to foster and promote inclusivity.*

**Mineral Point Middle School:** *organize a district wide generosity day by pairing K–5 students with middle and high school students to create community gift bags and deliver to different organizations.*

**Waterloo Intermediate/Middle School:** *compete in the “Pirate Games” to promote community and inclusion while developing important life skills such as teamwork and sportsmanship.*





This at-home reading program is offered to students in grades 4K through 5. It aims to support children reading at grade level by third grade and developing lifelong reading habits. Participants who read outside of school for 240 minutes received a Packers Hall of Fame voucher. Classrooms with 75% or higher completion rate were eligible to receive a \$100 grant to use towards literacy resources. Additionally, schools with five or more classrooms completing the program were entered to win one of five \$1,000 grants for literacy resources at the school. The Packers distributed \$26,600 to 54 schools in Wisconsin.

***“Our students really enjoy participating in the Tundra Tales program, and they especially love being acknowledged for their reading efforts by the Green Bay Packers. We intend to spend the money on (of course) more books! We are so grateful for community support such as this, which helps keep our students motivated and fulfilled.”***

- District Administrator



The Green Bay Packers and UScellular teamed up for the Leap for Learning program to help identify and award Leopold Elementary School in Fitchburg with \$20,000 in technology upgrades to improve STEM (science, technology, engineering and math) education. Packers alumnus Jared Abbrederis was on hand for the surprise announcement.

## Brown County Scholarships

At the Packers’ request, NFL Properties returns royalty fees paid for using the Packers logo on Wisconsin automobile license plates and the funds are used toward scholarships for students residing in Brown County. To ensure CollegeReady and Northeast Wisconsin Technical College Educational Foundation Inc. each receive a \$26,500 donation annually, the Packers fund the remainder of the amount not covered by the royalty fees, a figure that totals \$610,000 since 2006.



Timeout for Reading, a literacy-themed event, was held at Lambeau Field on March 1. The free event featured a story time with Ashlee Alicea, author of *Luka and Little Feather*, a reading by Packers alumnus Kevin Barry and a reading in Spanish.

Kids in pre-K through fifth grade selected books and bookmarks free of charge. Howe Community Resource Center, Bellin Health and Oneida Reads also took part in the event by offering different literacy activity booths for children to enjoy. Special reading areas were available for attendees to enjoy while reading their books.





# Packers Student Art Contest

In its eighth year, the Packers Student Art Contest offered students the opportunity to share an artistic representation of "Why the Packers Inspire You." Winners included:

## Grades 6–8

*Livvy Edmund, Cambridge Community School District, Cambridge, Ill.*

## Grades 9–12

*Cole Sowinski, Monticello CUSD, Monticello, Ill.*

## University/Technical College

*Olivia Piper, Madison Area Technical College, Madison, Wis.*

Winners received a trip to a Packers home game, a \$5,000 donation to their school's art program and their art displayed at Lambeau Field.



Olivia Piper  
"Family"



Livvy Edmund  
"Life at Lambeau"



Cole Sowinski  
"Jordan 10ve"

# Free Book Fairs

Throughout 2024, sponsored book fairs were delivered to three schools in need: Anne Sullivan Elementary in Green Bay and Nathan Hawthorne Elementary and Gilbert Stuart Elementary in Milwaukee. Each student picked out three books of their choice, free of cost. A total of 1,253 students were reached with new books, adding a total of 4,665 books to the kids' home libraries. Each teacher also selected 10 books, with a total of 900 books distributed to stock their classrooms. These books supplied a grand total of 1,001,700 reading minutes across the participating schools.

*"I wanted to thank you for your generous donation of allowing all of our students to choose books...The excitement that the students had was contagious as it ran through the school with students showing off their books to anyone they passed in the hallway."*

- Anne Sullivan Elementary School teacher







## DEVELOPING THE SPORT FROM GRASSROOTS



# GIRLS FLAG OPEN

Ten Wisconsin high schools were invited to the Don Hutson Center for the second annual Girls Flag Open. Players were led through an on-field fundamentals clinic by Global Flag Ambassador Desiree Abrams, competed in Team Skills Challenges and played two exhibition games. During lunch, participants heard from a panel of female Packers employees who shared their experiences as women in the sports industry. Each team received a \$1,000 donation for their program.







## Halftime Scrimmage

For the second consecutive year, the Packers hosted four high school girls flag football teams for a scrimmage at Lambeau Field. During halftime of the Packers-Cardinals game, Black Hawk High School faced off against Kickapoo High School, while Muskego High School scrimmaged against Verona Area High School.







The Packers welcomed 48 teams from Wisconsin, Kansas, Minnesota, Missouri and Michigan to the third annual NFL FLAG Regional tournament. The tournament started with a special Kickoff Event in Titletown on Friday. Participants enjoyed team introductions, hearing from Packers alumnus Mike Daniels and participated in Player Skills Challenges. During Saturday's tournament, teams had the opportunity to play on the same fields the Packers practice on, as tournament games were held on Ray Nitschke Field and in the Don Hutson Center. Winners from each of the 11 divisions qualified for the 2024 NFL FLAG Championships in Canton, Ohio and received a \$5,000 donation for team travel.





## NFL FLAG in Brazil

Ahead of the Packers' international game in Brazil, the NFL hosted a Community Day on Sept. 4 in São Paulo where kids participated in flag football fundamentals drills and enjoyed mini footballs and t-shirts donated by the Packers.



Players from 12 teams from across the state participated in the fifth annual Exceptional Abilities Challenge. Each team played two games against opponents of similar skill levels. Packers alumnus Ryan Grant spoke to and took pictures with the teams during lunch. All players and coaches received a gold medal for their participation in the event.



The fifth annual Nike 11-ON was held in Titledown, with eight teams from across Wisconsin competing in the one-day event. Teams earned points for their standings in Team Skills Challenges, 7-on-7 games and Lineman Challenge competitions. During lunch, teams heard from Packers alumnus Scott Wells. Menomonie High School took first place with Sun Prairie East High School the runner-up. Each participating school's football program received a \$1,000 donation.







The Packers hosted 21 Football Outreach Camps for more than 2,700 kids in 2024. Several Packers players participated in camps at Syble Hopp in De Pere and with the GRIT 920 program for kids with special needs.



## Football Outreach Grant and Equipment Donation Opportunities

The Packers and USA Football awarded USA Football grants to eight youth football organizations throughout Wisconsin. The fall grants provided continued support of grassroots football by awarding new equipment and resources to youth programs based on merit and need.

St. Francis Public School District in Milwaukee was awarded a \$250,000 grant from the Packers and the NFL Foundation Grassroots Program. The grant will be applied to the installation of a synthetic turf field at St. Francis High School. An additional \$50,000 was awarded to Fox Valley Pop Warner Football, Inc. to fund field improvements at the Challenger Accessible Football Field at Plamann Park in Appleton.

Twenty Wisconsin youth football programs received a \$1,000 grant as part of the Packers Youth Football Matching Grant Program.

More than 30 youth, high school and college football programs in Wisconsin received football equipment donations, including cleats, gloves and a variety of pads.

## Girls Flag Club/Intramural Grant

Through the Packers' inaugural Girls Flag Club/Intramural Grant Program, 20 high schools each received a \$5,000 equipment grant to offset expenses that go along with forming and running their own girls flag football program. The goal of the program is to help drive school participation in the sport as part of the continued effort to have girls flag football become a sanctioned high school sport in Wisconsin.

## Girls Flag National HS Player of the Year

The Packers nominated Riley Vertz, a senior at Kettle Moraine High School, for the Maxwell Football Club Girls National Flag Football Player of the Year award. The award, in its inaugural year, recognizes female high school flag football players for their outstanding on-field performance, academic achievement and community service.





Throughout the 2024 high school football season, 10 Wisconsin high school football coaches were named the Green Bay Packers High School Coach of the Week. Recipients were selected based on their incredible impact on the field and in their communities. Each received a \$1,000 donation to their school's football program from the Packers and the NFL Foundation. In addition to the donation, the winning coaches received recognition on [packers.com](https://packers.com), [wissports.net](https://wissports.net) and [wifca.org](https://wifca.org) and were mentioned in the Packers gameday program.

The Coaches of the Week and Coach of the Year were also recognized at Lambeau Field during the Packers-Bears game on Jan. 5.

**Coaches of the Week included:**

Michael Roemhild of Boyceville High School

Nick Schroeder of Barron High School

Sal Logue of Oconomowoc High School

Jordan Hansen of Prescott High School

Chris Greisen of West De Pere High School

Tyler Kramer of Wausau East High School

Mark Kibler of Delavan-Darien High School, Delavan

David Esswein of Kiel High School

Mike Nolden of Belleville High School

Terry Laube of Owen-Withee High School, Owen



Bill Jacklin of Slinger High School was selected by the Wisconsin Football Coaches Association as the WFC/Packers High School Coach of the Year. He was given a \$2,000 donation for his football program.





## NFL Don Shula National High School Coach of the Year for the NFC

All NFL clubs nominate a high school coach that demonstrates the integrity, achievement and leadership exemplified by Don Shula. The Packers' nominee, Bill Jacklin of Slinger High School, was named the NFL Don Shula National High School Coach of the Year for the NFC. He attended the Pro Bowl Games and Super Bowl LIX. His high school football program received a \$15,000 award, and Coach Jacklin received a \$10,000 cash award, courtesy of the NFL Foundation and Nike.



In its inaugural year, the Green Bay Packers, in conjunction with the WIAA and the InSideOut Initiative, named Peggy Seegers-Braun of Divine Savior Holy Angels High School in Milwaukee, as the first recipient of the Athletic Director of the Year award. Seegers-Braun is described as an outstanding role model to the school's all-girls population.

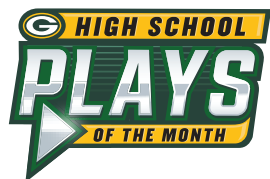
*"I love what I do. I have dedicated my life to this profession and to helping young women reach their potential and see what they can accomplish in their lives. To have the opportunity to be in this particular school, a Catholic, all-girls high school, has really made me the person that I am."*

- Peggy Seegers-Braun



USA Football master trainers and other high school and college coaches led drills and discussion for the 99 youth football coaches in attendance at the 16th annual Coaching School, held at Lambeau Field and the Don Hutson Center. Packers alumnus Jarrett Bush also spoke to the coaches. All attendees received their USA Football coaching certification for participating in the one-day event, courtesy of the Packers.





This program, presented by Head & Shoulders, showcases impressive catches, throws, interceptions, broken tackles, fumble recoveries and other exceptional plays made by Wisconsin high school football players. Submitted game highlights were reviewed by a panel of Packers staff, and the top five plays each month were featured on the Packers' social media platforms. Each winning school also received a \$1,000 donation, courtesy of the Packers and Head & Shoulders.

## High School Quarterback Challenge Presented by HPE and Camera Corner

During halftime of each game at Lambeau Field, players from two rival Wisconsin high schools compete to see who can complete the longest pass.



## NFL Latino Youth Honors

This program recognizes outstanding Latino high school tackle and flag football athletes for their academic and athletic excellence. The Packers nominated Mariano Talamantez, a senior at St. Catherine's High School in Racine. A finalist for the award, Talamantez participated in special events during Super Bowl LIX Week in New Orleans. Talamantez was named the male winner of the national award at the NFL Honors, receiving a \$25,000 grant to use toward college.

## Youth Football Programs Scrimmage at Lambeau Field

Teams from the Waupun Gridiron Association scrimmaged on Lambeau Field prior to the Packers taking the field for their annual Family Night.

At halftime of the Packers–Ravens preseason game at Lambeau Field, teams from the Sauk Prairie Youth Football Association participated in a scrimmage. The Packers provided more than 2,700 tickets to Wisconsin youth football programs to attend the preseason matchup.



## USA Football Blitz

The Packers hosted their first USA Football Blitz in Titledown. USA Football instructors and several Green Bay East High School football players were on hand to help 375 kids ages 5–14 learn and grow their skills.







## COMMUNITY EVENTS



# Naturalization Ceremony

In the first-ever naturalization ceremony held at Lambeau Field, 99 candidates took their Oath of Allegiance to the United States of America and officially became U.S. citizens. The new citizens came to the United States from 32 different countries around the world. U.S. Magistrate Judge for the Eastern District of Wisconsin James R. Sickel presided over the ceremony and administered the oath. The citizens and their families enjoyed an opportunity to view Lambeau Field and meet Packers wide receiver Bo Melton. A class of elementary school students from Beaumont Elementary School in Green Bay attended the civic ceremony.





## Community Blood Drives

The Packers donated event space at the Johnsonville Tailgate Village for three community blood drives held during 2024 in partnership with the American Red Cross. A total of 1,083 units of blood were collected. The Packers and Red Cross celebrated a milestone at the November drive, surpassing 15,000 pints donated at the Green Bay Packers Give Back Community Blood Drives since the two organizations held the first community drive in 2009.



## Festival of Lights

The 18th annual Festival of Lights was held at Lambeau Field on Dec. 7. The free family event featured holiday movies, holiday card making, area high school choirs, photo opportunities with Santa Claus and cookie decorating. Families attending the event donated new, unwrapped toys for Toys for Tots. The event moved out onto Harlan Plaza for the formal lighting of the over 50-foot spruce tree donated by Neil and Julie Basten of De Pere.



The annual Thanksgiving dinner provided 2,200 meals to families in need throughout Brown County. A prayer card with a prayer provided by Packers alumnus Aaron Kampman was included in each delivered meal. The Packers supported the meal by providing the turkey, a gift and helping to cover the cost of off-site preparations.





# spooktacular

Nearly 2,000 kids participated in this free, family-friendly Halloween-themed event. Held in the Lambeau Field Atrium, Spooktacular featured stage entertainment, face painting, virtual reality with Edge VR, balloon artists, cookie decorating, games and Halloween-themed craft stations. The Center for Childhood Safety of Green Bay provided attendees with information on safe trick-or-treating.

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# PROJECT PLAY:60

The Lambeau Field Atrium was converted into an indoor fun zone with inflatable obstacle courses, a bounce house, climbing walls, football and gymnastics circuits, pickleball, a ninja course and a gaga ball pit. Bellin Health certified instructors offered 10-minute mindful yoga sessions to teach kids techniques to strengthen their minds and bodies. This free event is focused on getting kids out of the house to get active and enjoy physical activity. Attendees also donated hygiene items to the Help for the Homeless Hygiene Drive.









## Autographed Items

A priority of Packers Give Back is assisting the fundraising efforts of Wisconsin's nonprofit organizations. Each request is reviewed individually by community outreach staff to ensure selected donation items will positively impact the nonprofit organization. Upwards of 10,000 requests were received the past year from organizations in each of Wisconsin's 72 counties.

***"Your signed football donation was one of the most highly coveted items in our basket raffle. Many of the attendees at our event are from underserved demographics, and to win such a wonderful prize is a dream come true."***

— In-kind donation applicant

***"We are so grateful for the continued support from our favorite team. It's a fan favorite in our silent auction. Also raised enough money to pay for shipping on 15 care packages to be sent to our deployed military."***

— In-kind donation applicant



## Monetary

More than 300 fundraising events hosted by nonprofit organizations located primarily in Brown County received support from Packers Give Back. The monetary support provided helps nonprofits reduce their event expenses and maximize fundraising opportunities, providing more services to those in need.

***"Thank you for your dinner sponsorship! We appreciate all the Packers do to help us help individuals and their families get the support they need when they need it!"***

— Local nonprofit organization

## Clothing and Toiletries

New and gently used clothing, hygiene items and shoes provided by the Packers' equipment staff were donated to nearly 20 organizations focusing on education, homelessness, human services and veterans services.

## Community Events Grants

Nonprofit organizations located in or primarily serving Brown County who are hosting events at Lambeau Field can apply for a grant that waived room rental fees. Each September, four nonprofit applicants are selected to benefit. A total of \$20,500 in room rental fees were waived during the past year from this grant opportunity.







## Impact Grants

Five nonprofit organizations serving Brown County were each awarded a \$50,000 grant to recognize Packers employees' philanthropic interests. These organizations were selected based on year-round support provided by Packers staff through personal donations and volunteer hours.

### Recipient Organizations:



## Cause Specific Giving

### Hunger Relief Efforts

\$10,000 to Paul's Pantry

### Coats for Kids Initiative

\$15,000 to The Salvation Army of Greater Green Bay

### Toys for Tots Initiative

\$10,000 to Marine Toys for Tots Foundation

### CPR Instruction and AEDs

For the second consecutive year, the Packers and Bellin Health partnered to donate updated CPR instruction and AED equipment to local schools, thanks to a \$20,000 grant from the NFL Foundation. The following schools and school districts benefited from this grant:

Ashwaubenon High School

Bonduel High School

Coleman High School

Crivitz High School

Gillet High School

Green Bay Area Public School District

Lena High School

Marinette High School

Notre Dame Academy, Green Bay

Reedsville High School

Suring High School


Wausaukee High School

## The Mark Murphy Endowed Director of Athletics Position

The Packers made a \$250,000 donation to the University of Wisconsin – Green Bay in honor of Packers' longtime President and CEO Mark Murphy. This donation is the leading gift to establish and endow the Mark Murphy Director of Athletics position at the University. It also kickstarted a \$1 million fundraising campaign goal that will help ensure Phoenix student-athletes are able to excel in the classroom and in competition, while also making a positive impact in the Green Bay community.





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PAY TO THE ORDER OF <u>Ronald McDonald House Charities</u>		\$ <u>2,500.00</u>
<u>Two Thousand Five Hundred and 00/100</u>		
FOR <u>Give Back Day</u>	<u>Green Bay Packers</u>	

EMPLOYEE GIVING AND VOLUNTEERISM





## Packers Give Back Days

Packers employees took advantage of multiple opportunities to give back, spending 413 hours in the community during various volunteer days throughout 2024. In addition, organizations were awarded a total of \$44,016 in monetary and in-kind donations.



**May 3** Fox-Wolf Watershed cleanup along the Fox River Trail.

**May 9 and Nov. 19 – 20** Helping students select books to take home during free Scholastic book fairs at Beaumont Elementary School, Nicolet Elementary School and Anne Sullivan Elementary School in Green Bay.

**May 23** Deep cleaning of common spaces at the Ronald McDonald House Charities Eastern Wisconsin in Milwaukee.

**June 7** Completing a wood chip spreading project on the trails around the Wisconsin Humane Society Green Bay Campus.

**Oct. 7** Spending time with veterans residing at Woodside Senior Communities in Ashwaubenon during an afternoon reception.

**Oct. 15** Oneida heirloom white corn picking and husking at Tsyunhehka.

**Oct. 22** Working alongside Sargento employees repackaging bulk items and sorting donations during the Touchdowns for Hunger Day of Action at Paul's Pantry in Green Bay.

*"I can't tell you enough how much we appreciate your support and your presence with us here at Paul's Pantry. Thanks for being a part of our family."*

- Paul's Pantry

**Nov. 11** Assembling military care packages for 150 service members deploying prior to the holidays.



## Green Bay Packers United Way Campaign

Through employee contributions and other activities focused on raising awareness of the challenges faced by ALICE (asset limited, income constrained, employed) families, more than \$16,000 was raised for the programs and services provided by Brown County United Way.

## Give BIG Green Bay Business Boost Donation

As a Business Boost participant, Packers Give Back encouraged employees to learn more about the nonprofit organizations participating in the 24-hour online giving event and as an incentive, offered to match up to \$15,000 of personal donations made by employees.

## Volunteerism Grant

For the fourth consecutive year, the Packers and the Volunteer Center of Brown County in Green Bay collaborated to offer an affiliate partner program to nonprofit organizations in Brown, Oconto and Shawano counties. The \$10,000 donation, made possible by a grant from the NFL Foundation, reduced membership fees for the program that connects nonprofit organizations with dedicated volunteers needed to fulfill their missions.

## Help for the Homeless Hygiene Drive

Packers employees donated more than 200 various hygiene items and \$1,000 during the annual Help for the Homeless Hygiene Drive. Donations collected help stock the shelves of homeless and crisis programs in the community the donations were collected.



Nonprofit organizations benefit two-fold from Packers employees who volunteer; the volunteer hours they provide and if 50 or more hours are accumulated throughout the calendar year, a \$500 donation to the organization is provided by the Packers. In 2024, \$4,500 was donated on behalf of nine employees who recorded 1,237 volunteer hours done on personal time.



This program matches eligible personal donations made by employees to nonprofit organizations, with donation amounts ranging from \$25 up to a maximum of \$500 per calendar year. In 2024, \$16,843.50 in personal donations made by 56 employees plus \$16,843.50 matched by the Packers equaled a total impact of \$33,687.



More than 200 ladies attended the annual Ladies of Lambeau event in October. This event brought together female employees, retirees, board members, spouses or significant others of all employees, board members, players and coaches for a fun evening of creating custom wood signs and a dinner. The custom wood signs will be donated to various organizations during the 2025 Packers Tailgate Tour. Art supplies and monetary donations collected from attendees were donated to the Boys & Girls Club of the Bay & Lakes Region. Three charitable organizations suggested by attendees were drawn and each organization received a \$1,000 donation.





## PLAYER IMPACT





# **MY CAUSE MY CLEATS**

This NFL initiative encourages players across the league to wear customized cleats on gameday to raise awareness for their hand-picked causes and show their support for numerous nonprofit organizations around the country. During the Week 13 Packers-Dolphins game, 36 Packers players and coaches wore their customized cleats. At the end of the campaign, cleats worn by Jordan Love raised \$8,020 for his Hands of 10ve charity through an auction hosted by NFL Auction.



## **Players that participated and their nonprofit organization:**

Zayne Anderson – Family Connect of WI  
 Karl Brooks – Dementia Society of America  
 Kenny Clark – U.S. Dream Academy  
 Edgerrin Cooper – Happily Ever After Animal Sanctuary  
 AJ Dillon – Dillon Family Foundation  
 Romeo Doubs – Tricia's Troops Cancer Connection  
 John FitzPatrick – ZERO Prostate Cancer  
 Rashan Gary – Made by Dyslexia  
 Malik Heath – Homeboy Industries  
 Julian Hicks – Beat the Streets Cleveland  
 Elgton Jenkins – Breast Cancer Research Foundation  
 Tucker Kraft – Cheyenne River Youth Project  
 MarShawn Lloyd – Blue Galaxy  
 Jordan Love – Hands of 10ve  
 Bo Melton – Boys & Girls Club of Greater Green Bay  
 Arron Mosby – Boys & Girls Club of Greater Green Bay  
 Josh Myers – The Jansen Myers Child Abuse Foundation  
 Matt Orzech – International Justice Mission  
 Jayden Reed – Chicago CRED  
 Sean Rhyan – American Breast Cancer Foundation  
 Ben Sims – Down Syndrome Association of South Texas  
 T.J. Slaton – Boys and Girls Club of Broward County  
 Zach Tom – Society of St. Vincent de Paul Green Bay  
 Carrington Valentine – Get Out Network  
 Lukas Van Ness – Stead Family Children's Hospital  
 Rasheed Walker – Youth is the Future  
 Christian Watson – American Breast Cancer Foundation and  
 Light of Life Foundation for Thyroid Cancer  
 Dontayvion Wicks – Friends of Pals, Youth and Families  
 Evan Williams – NAMI of Brown County  
 Malik Willis – American Cancer Society  
 Emanuel Wilson – NAMI of Brown County

## **Staff that participated and their nonprofit organization:**

Derrick Ansley – Henderson-Ansley Foundation  
 Sean Duggan – Down Syndrome Association  
 Matt LaFleur – Valley Kids Foundation  
 Joseph McKillip – Public Immunity  
 Kyle Wilber – Active Minds





## Player Initiatives

Many Packers players are involved with causes important to them, from starting their own foundations to lending a hand for Packers outreach efforts and partner charity initiatives. Here are several examples of how players stayed involved during the 2024 season:



**Chris Brooks, Sean Clifford, Jordan Love, Alex McGough, Brandon McManus, Jacob Monk and Rasheed Walker** guided eight children from Better Days Mentoring in Green Bay for a holiday shopping event. Every child received \$300 to spend however they desired.



**Deslin Alexandre, Omar Brown, Malik Heath and Isaiah McDuffie** went holiday shopping at Meijer with children from the Pals Program, Green Bay.

**Chris Brooks, Elgton Jenkins and Eric Stokes** visited Bellin during the holidays and greeted hospital patients and staff with hot chocolate and treats.





**Jayden Reed** and coaches provided campers with valuable football knowledge and hands-on instruction in a fun, high-energy, positive environment. Camp activities included lectures, fundamental skills and competitive stations.



A group of Green Bay Packers wide receivers– **Julian Hicks, Bo Melton, Jayden Reed** and **Christian Watson** attended a local high school football game between the Bay Port Pirates and West De Pere Phantoms.

As part of the Pals Program–Packers Play 60 Night, **Ellis Merriweather** and **Malik Willis** spent time with the kids running football drills and participating in other athletic activities.







**Rasheed Walker** volunteered at Happily Ever After Animal Sanctuary in Green Bay as part of the global GivingTuesday initiative.

**Zayne Anderson, Donovan Jennings** and **Bo Melton** joined nearly 150 youth and adult participants of GRIT 920 for a Football Outreach Camp in Titledown. GRIT 920 provides adaptive fitness programs, regardless of ability.



More than a dozen Packers **rookies** teamed up with Greater Green Bay Habitat for Humanity in June, working together with a local family to clear trees and brush from the site of the family's future home.





**Jaire Alexander, Ben Sims, Evan Williams** and **Emanuel Wilson** assisted with a Football Outreach Camp for students who have special needs held at Syble Hopp School in De Pere.

To ring in the holiday season, Packers players supported the Salvation Army of Greater Green Bay by signing autographs for fans in exchange for monetary donations to the Red Kettle campaign. Players **Kenny Clark, AJ Dillion, Kingsley Enagbare, Jordan Love, Bo Melton, Quay Walker, Rasheed Walker** and **Evan Williams** helped raise a total of \$37,693 for the campaign. All proceeds raised go toward aiding families in need, seniors and people experiencing homelessness in the Green Bay area.



**Sean Clifford, AJ Dillon** and **Matt Orzech** donated children's books to Howe Elementary School in Green Bay.





**Rasheed Walker** hosted his inaugural fundraiser 'Bowling for a Future' charity event to raise funds for his organization, Youth is the Future.

**Jordan Love** visited Green Bay West High School's football practice to kick off his 10ve for Cleats initiative. For every touchdown Love participated in during the season, a Wisconsin youth sports team received Nike cleats for their players.



**Anders Carlson, Ellis Merriweather, Matt Orzech and Henry Pearson** read to students at Eisenhower Elementary School in Green Bay.





**Karl Brooks, Julian Hicks, Ty’Ron Hopper, Brandon McManus and Dontayvion Wicks** teamed up with Scheels to host a Toys for Tots toy drive and holiday shopping spree for kids from Big Brothers Big Sisters of Northeast Wisconsin.

## Make-A-Wish Visits

The Packers, in conjunction with the Make-A-Wish Foundation, welcomed four children with wishes to visit Lambeau Field and the Green Bay Packers. Wish children and their families enjoyed lunch in team dining, attended practice, took a tour of Lambeau Field and were on the field during pregame warm ups before heading to their seats to watch the Packers take on that week’s opponent.



## Ed Block Courage Award

The Packers named Josh Myers the 2024 recipient of the Ed Block Courage Award. The award recognizes NFL players who best 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.

*“It’s been a really hard year, and I appreciate (the award) ... It means more than anything else.” - Josh Myers*



## Walter Payton NFL Man of the Year Award Nominee

Kenny Clark was named the team's nominee for the Walter Payton NFL Man of the Year award. The award is the league's most prestigious honor and acknowledges NFL players that excel on the field and demonstrate a steadfast commitment to creating a positive impact beyond the game.

Clark has proven to be committed to giving back to communities in Wisconsin and his native Southern California. Through his foundation The Clark Family Dreams Do Come True Foundation, he focuses on empowering youth with resources and mentorship to succeed no matter their upbringing. During the summer, the foundation hosted its eighth annual Kenny Clark Dreams Do Come True Football Camp in California, providing hundreds of kids the opportunity to learn and play the game at no cost. Clark has also assembled food packages for Wisconsin families, provided 250 families in Riverside, Calif., with a full Thanksgiving dinner and donated celebrity dinners to the Boys & Girls Club of Greater Green Bay. Over the years, he has also hosted coat and toy drives so kids can stay warm and experience the joy of the holidays and worked with several organizations to provide support to youth with incarcerated parents.

*"A respected leader in the locker room, Kenny makes his presence known off the field, too. His commitment to the community, both in Green Bay and southern California, has only grown as he has excelled in his career. His dedication to giving back to young people is particularly impressive, and we're fortunate to have him on our team."*

- Mark Murphy, President/CEO







## ALUMNI IMPACT





## Packers Tailgate Tour

Players Kenny Clark, Elgton Jenkins and Rasheed Walker joined Packers alumni Bryan Bulaga, Mike Daniels and Alex Green and Packers President/CEO Mark Murphy on the Packers Tailgate Tour. The bus departed from Lambeau Field for ticketed events held in Kenosha, Beloit, Platteville and Sun Prairie before returning to Green Bay. A variety of surprise and planned visits to schools, hospitals, businesses, retirement homes and community centers occurred along the route. A \$20,000 donation was provided to each of the following:

- **Shalom Center, Kenosha**
- **NeighborWorks Blackhawk Region, Beloit**
- **Platteville Dairy Days, Platteville**
- **Sunshine Place, Sun Prairie**

High schools in Beloit, Dodgeville, Kenosha, Lake Geneva, Manitowoc, Milwaukee and Platteville received donations ranging from \$1,000 to \$1,500 for the schools' physical education programs.

During a surprise visit to the Special Olympics Spring Games in Oshkosh, Packers Give Back awarded a \$250,000 impact grant to Special Olympics Wisconsin. The grant will help fund healthy athlete screenings, updated equipment and enhanced training for coaches.







## Alumni Weekend 2024

More than 50 alumni from the last six decades, including Marv Fleming, Jerry Kramer and Dave Robinson from the Lombardi era, were welcomed back to Green Bay. Weekend activities included the Green & Gold Gala, the NFL Legends Benefits Reception and the Green Bay Packers Golf Invitational. Fans attending the Packers-Colts game on Sept. 15 were treated to on-field introductions during halftime.







## Hometown Huddle

Packers alumni participated in a Hometown Huddle event on the Saturday morning of Alumni Weekend. Twenty alumni unloaded, assembled and installed playground equipment at Danz Park in Green Bay. Spreading woodchips in the space concluded their work.

## Featured Alumni at Games

During home game weekends, Packers alumni can be found greeting fans and signing autographs in the Lambeau Field Atrium and visiting with fans at surprise locations around the stadium on gameday. A question-and-answer session with alumni is held in Titletown on gameday.

## Hall of Fame Tours

Periodically throughout the football season, Packers alumni will guide Classic Stadium Tours, offering their personal perspective on the aspects of their time as a player.



The annual Alumni Sporting Clays event was held on Sept. 12. Twenty Packers alumni and 33 area business teams participated. Teams enjoyed special giveaways, lunch and the opportunity to shoot with the alumni stationed throughout the course. A total of \$54,300 was raised for the event's charity beneficiary, Curative Connections of Green Bay.





# Packers Everywhere Pep Rallies

Pep rallies featuring alumni were held before select road games during the 2024 season. The free pep rallies offered fans opportunities to hear comments on the game from Packers President/CEO Mark Murphy and others. Alumni participating in pep rallies included:

**Nashville:** Chad Clifton and Scott Wells

**Los Angeles:** Willie Buchanon, Marv Fleming and James Lofton

**Jacksonville:** Sam Barrington and Dorsey Levens

**Chicago:** Bill Schroeder and Frank Winters

**Seattle:** Mark Lee and Ken Ruettgens

**Minneapolis:** Esera Tuaolo and Darrell Thompson

**Philadelphia:** Mike Daniels, Antonio Freeman and Sean Jones







## GREEN BAY PACKERS FOUNDATION



# Impact Grants

Impact grants are aimed at directing significant funds toward organizations making a difference in their communities in Brown, Dane and Milwaukee counties. In June, \$1.75 million was awarded to ten nonprofit organizations. Varying in amounts, some of the grants are matching grants, which require the recipient organization to raise the same amount to secure the grant.

**In Brown County:**

Brown County United Way – \$125,000 matching grant to support programming offered to community members at the City East Center in Green Bay.

Cornerstone Community Center Inc. – \$200,000 matching grant for facility updates and expansion.

Encompass Early Education and Care, Inc. – \$250,000 matching grant to expand childcare opportunities in Northeastern Wisconsin.

Friends of Pals Youth & Families Inc. – \$250,000 matching grant to expand and enhance their Family Center.

The National Railroad Museum – \$200,000 matching grant for their Fox River Expansion Project.

**In Dane County:**

Agrace Hospice Care Foundation – \$125,000 grant to expand Dementia and Alzheimer’s services throughout Wisconsin.

The Nature Conservancy’s Wisconsin Chapter – \$150,000 matching grant to devote toward the East River Collaborative in Brown County.

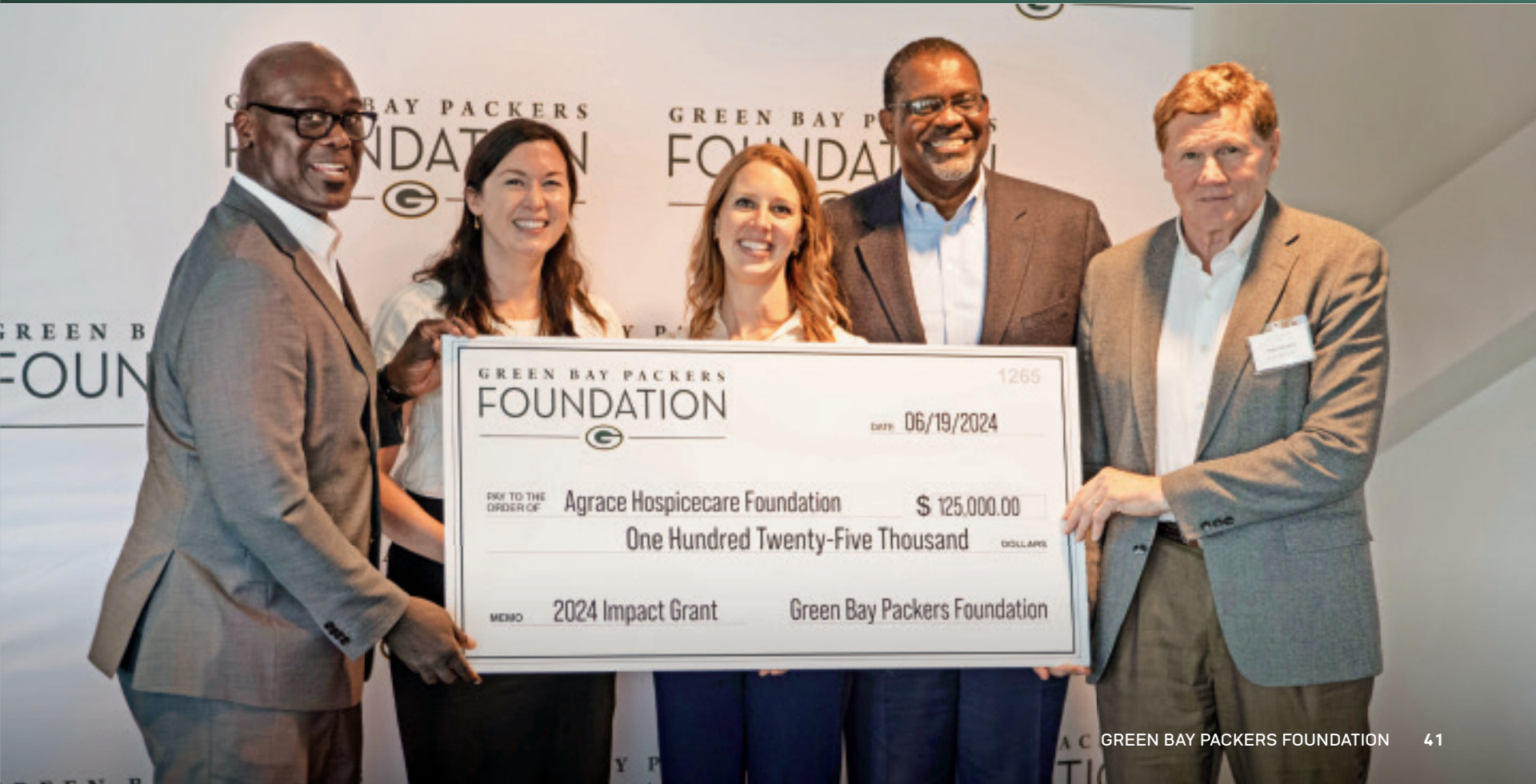
**In Milwaukee County:**

College Possible – \$125,000 matching grant to grow their college-readiness strategy program to be more accessible statewide.

MENTOR Greater Milwaukee – \$75,000 matching grant to enhance mentorship through community building and increased awareness to the surrounding areas.

**In Brown and Milwaukee counties:**

Marian University, Inc. – \$250,000 matching grant to contribute to their Dr. George E. Koonce Scholars Program, supporting first-generation, low-income students in Green Bay, Milwaukee, Kenosha and Racine.





# Annual Grants

Representatives from 398 grant recipients attended a luncheon in the Lambeau Field Atrium in November to collect grant checks ranging in amounts from \$3,000 to \$8,000. Grant recipients represented 55 of Wisconsin's 72 counties. Attendees mingled with Foundation Trustees and Packers alumnus Dorsey Levens while the Green Bay Preble Concert Choir, a grant recipient, provided entertainment. Following lunch, the program featured messages from Wilson Jones, Foundation Chair, representatives from three grant recipients and Levens. At the conclusion of the program, attendees were provided complimentary admission to the Packers Hall of Fame.



2024 Focus Areas	Grants Awarded	\$ Distributed
Arts and Culture	143	\$520,050
Athletics	66	\$260,900
Education	189	\$719,050







The Packers and the Greater Green Bay Community Foundation teamed up to host the eighth annual 24-hour giving day in February. This event, which encourages everyone to learn about and support the participating nonprofits to generate community-wide impact, raised more than \$3.5 million for 50 organizations serving Brown County. The Packers Foundation once again provided a \$250,000 grant to create a matching pool of funds to encourage generosity and assure that every dollar donated will go further to make a difference in the community.





## SOCIAL JUSTICE INITIATIVES







This award recognizes exemplary law enforcement officers in Wisconsin who go above and beyond the call of duty. From the nominations received, 14 active full or part-time law enforcement officers and one department who demonstrate leadership, dedication and a commitment to bettering their communities were selected to receive the Packers Protect & Serve Award.

Packers alumnus Evan Smith was on hand for the awards luncheon. Each recipient received a \$2,000 grant, funded by the Packers and the NFL Foundation, to benefit their department or a nonprofit organization with which they are involved.

**Department Award Recipient:** Eau Claire County Sheriff's Office

**K-9 Award Recipient:** K-9 Officer Puma and handler, Officer Tom Conley from the Green Bay Police Department

**School Resource Officer Award Recipient:** School Resource Officer Josh Gallagher from the Menasha Police Department





### Individual Officer Award Recipients:

- Deputy Leah Berg from the Chippewa County Sheriff's Office
- Sergeant Christopher Biese from the Appleton Police Department
- Deputy Jake Blum from the Dunn County Sheriff's Office
- Detective Craig Brey from the Green Bay Police Department
- Officer Alex Carlson from the Green Bay Police Department
- Deputy Jacob Colassaco from the Iron County Sheriff's Office previously with the Vilas County Sheriff's Office
- Conservation Warden Samuel Haferkorn from the Wisconsin Department of Natural Resources in the Division of Public Safety and Resource Protection in the Milwaukee County area
- Officer Taylor Justice from the Appleton Police Department
- Officer Daniel Morrell from the Milwaukee Police Department
- Sergeant Joe Teigen from the Grand Chute Police Department
- Officer Jason Tetrack from the Kenosha Police Department
- Deputy Alexander Wysocki from the Brown County Sheriff's Office



## Pals, Police and Packers Movie Night

The Packers and Green Bay Police Department teamed up to host a movie night for kids and mentors from the Brown County Pals Program at the De Pere Cinema. The event, made possible in part through a grant from the NFL Foundation, aims to promote mentorship and police and community relations. Officers from the Green Bay Police Department presented on anti-bullying and safe social media habits. Packers alumnus Bill Schroeder was on hand to interact with the kids. Attendees were treated to the new "Dogman" movie, pizza and snacks.







## Social Justice Impact Grant Recipient

The organization provides long-term individualized social, emotional and academic support to young people from historically marginalized communities from kindergarten through post-secondary education.

The Milwaukee chapter, founded in 2007, has continued to grow throughout the years to serve more children, empowering students to thrive at school, at home and in the community by providing support from first grade to first job. The \$250,000 grant will provide support for the 100 third graders and their families, including 161 siblings, currently served by the organization.

*"Every one of our Dreamer-Scholars has a light in them, and this kind of investment in their holistic well-being helps us ensure those lights shine bright for everyone to see. Our kids are amazing, and it means so much that the Packers see them and believe in their promise the way that we do. This gift will make a meaningful and lasting difference."*

- Dan Schiller, Executive Director



Credit: "I Have A Dream" Foundation – Milwaukee

## Inspire Change Changemaker Award

The 2024 Inspire Change Changemaker Award was presented to Mai J. Lo Lee. An influential member of the community in Northeast Wisconsin for more than 17 years, Lo Lee has tirelessly nurtured belonging, wellbeing and inclusion for underrepresented groups through her advocacy and educational endeavors.

Lo Lee was recognized at the Packers' Inspire Change game on Dec. 23, for her extraordinary work in pursuit of social justice. As the award recipient, Lo Lee directed a \$10,000 donation from the NFL Foundation to Fox Valley Literacy Program, the nonprofit organization of her choice.





## PACKERS VS CANCER CAMPAIGN







For the eighth consecutive year, the Packers, Bellin Health and the Vince Lombardi Cancer Foundation teamed up for the Packers Vs. Cancer campaign. The initiative is aimed at raising awareness of all cancers, raising funds for research and care and reminding fans that early screenings save lives. Packers Elgton Jenkins and Jaire Alexander helped kick off the 2024 campaign by visiting patients at Bellin Health Cancer Team.

Elgton Jenkins served as a spokesperson for the campaign that featured a new Packers Vs. Cancer hat that 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 \$3,495 toward the Foundation's efforts to prevent and treat cancer.

During the month of October, shoppers in the Packers Pro Shop generously added \$1 or more to their purchase totals, donating \$12,050 to the Vince Lombardi Cancer Foundation. The Packers also added a \$10,000 donation.

Those who have battled and continue to battle cancer were recognized and honored during the Sept. 29 Packers Vs. Cancer game, presented by Bellin Health.







## Players Support Packers Vs. Cancer Initiative at West De Pere High School

Players Bo Melton, Ellis Merriweather, Chris Russell and Evan Williams helped bring the Packers Vs. Cancer initiative to the high school level by visiting the matchup between De Pere and West De Pere high schools on Sept. 27. The Packers donated \$5,000 to the schools' Sting Cancer programs, supporting a local teacher battling cancer.







## MILITARY AND VETERAN SUPPORT



## Military Appreciation Week

As part of the Packers Salute to Service initiative, a military appreciation week featuring daily events was held from Oct. 5–12 to honor current service members and veterans.

### Stars and Stripes Honor Flight

On Oct. 5, the Packers, Milwaukee Brewers and Milwaukee Bucks teamed up to sponsor three planeloads of veterans on Stars and Stripes Honor Flight's 77th mission, the "Flight of Champions". Packers alumni Alex Green, Dexter McNabb, Bill Schroeder and Scott Wells served as guardians assisting 180 Korean War and Vietnam-era veterans from northeast, southeast and east central Wisconsin on a one-day, all-expenses-paid trip to Washington, D.C. to visit memorials built in their honor.

*"Dear Green Bay Packers, thank you, thank you for letting my dad go on the Honor Flight to D.C.! He is 84 years young and LOVED IT! He was Army!"*

— son of a participating veteran

The Flight of Champions Fund in Green Bay was the recipient of a \$250,000 Veterans Impact Grant awarded in April. This grant will fund future Flight of Champions flights out of Austin–Straubel International Airport in Green Bay.

### Order of St. Maurice

With Lambeau Field as the backdrop, the Wisconsin Army National Guard and the National Infantry Association awarded medals to seven members of the 127th Infantry Regiment for the Order of Saint Maurice on Oct. 9. Nominees were recommended by an individual who has already received the Order of Saint Maurice.



### Veteran Integration Program Wisconsin

More than 20 veterans participated in the two-day Veteran Integration Program held at Lambeau Field Oct. 10–11. The Courage Foundation provided training focused on helping veterans learn skills to mitigate the effects of post-traumatic stress.



Credit: Dave Weber





## TAPS Event

The families and loved ones of five fallen military service members were invited to Lambeau Field on Oct. 8 to participate in an event held with the Tragedy Assistance Program for Survivors (TAPS) organization. Players Josh Jacobs, Tucker Kraft, Josh Myers, Eric Stokes and Lukas Van Ness were present and assisted the families in painting and assembling wooden flags in honor of their loved one. The players also presented specialized jerseys to each family. During a tour of Lambeau Field, the families were surprised with a picture and name of their fallen loved one displayed on the videoboards. Each family was provided two tickets to the Nov. 24 Salute to Service game.



The seventh annual Salute to Service Tournament was held on the Titletown football field on Oct. 11. Teams representing all branches of the military and a team of veterans participated in round-robin pool play. Volunteers from the Wounded Warrior Project received a \$1,000 donation for their assistance throughout the event. Packers alumnus Ahman Green shared words with the teams during lunch. The Army National Guard took home the first-place trophy and received a \$2,500 donation for their morale fund. The Army received a \$1,500 donation for their morale fund as the runner-up. The remaining teams each received a \$500 donation. The morale fund donations were funded in part by a grant received from the NFL Foundation.



## Operation Fan Mail Presented by Network Health

Operation Fan Mail recognized 12 veterans and military families at Packers home games during the 2024 season. The program honors veterans, active duty service members and their families by recognizing them on the field during pregame activities.

- Aug. 24 U.S. Marine Corps veteran **Matthew Filtz**
- Sept. 15 U.S. Army veteran **AJ McKinney**
- Sept. 29 U.S. Army veteran **Steve Froeschle**
- Oct. 13 U.S. Army veteran **George Gosz**
- Oct. 20 U.S. Army veteran **Benjamin Breckheimer**
- Nov. 3 U.S. Air Force veterans **Kendall and Harrison Anderson**
- Nov. 24 U.S. Army veteran **David Zawicki**
- Nov. 28 U.S. Army veteran **Jim Murphy**
- Dec. 23 U.S. Army veteran **John Craemer**
- Jan. 5 U.S. Air Force veteran **Elizabeth Disalvo** and her son, U.S. Army Sergeant **Jake Disalvo**







## Wisconsin Challenge Academy Visit

Players Ty’Ron Hopper, Cornelius Johnson, Ellis Merriweather and Chris Russell traveled to the Wisconsin National Guard Challenge Academy campus at Fort McCoy on Oct. 22. The players shared lunch with the cadets, toured their living quarters and answered questions. The voluntary Challenge Academy program assists 16- to 18-year-olds at risk of not completing high school.



## NFL Salute to Service Award

Defensive lineman Lukas Van Ness was named the Green Bay Packers 2024 NFL Salute to Service Award nominee. The award recognizes NFL players, coaches, staff and alumni who have demonstrated a commitment to honoring and supporting military and veteran communities.

Growing up with several family members that served in the military, including his grandfather who earned the rank of Lieutenant Colonel in the U.S. Army during his 27-year career, the importance of honoring and thanking service members was instilled in Van Ness at a young age.

Van Ness began to make an impact on the military community soon after the Packers selected him in the first round of the 2023 NFL Draft. Starting his rookie season, he has connected with local veterans and active-duty military members during various events.



# Veterans Impact Grant

A \$250,000 impact grant was awarded to Veterans 1st of Northeast Wisconsin in Green Bay. The grant will help fund Northeast Wisconsin’s first cottage court of tiny homes for veterans to help address the need for affordable housing in Brown County and to serve local veterans facing housing insecurity. The project includes 17 one-bedroom homes and four resident transitional homes, along with a community center to provide residents with an on-site space to participate in more than 20 supportive services.

*“Thanks to the Packers Veterans Impact Grant, Veterans 1st of Northeast Wisconsin will be offering a safe, supportive tiny homes village for up to 25 veterans every five years for them to become self-sufficient with over 20 different health, wellness and employment services.”*

- Kim Nohr, President of Veterans 1st of Northeast Wisconsin



# Honoring Retiring Military Members

Several service members retiring from the military requested to have a United States flag flown over Lambeau Field. The Packers are honored to accommodate those requests and include Packers mementos with the flown flag.







## Salute to Service Month

The Packers and Fleet Farm honored veterans and members of the military through the Salute to Service initiative throughout the month of November. Defensive lineman Lukas Van Ness served as the initiative's spokesperson, helping raise awareness of the initiative and ways fans could get involved to support military members and veterans. Shoppers at all Wisconsin Fleet Farm locations rounded up their purchases in November, raising \$52,000 to benefit H.O.O.A.H. WI. The Packers added to the shoppers' efforts with a \$10,000 donation. H.O.O.A.H. WI aims to eliminate suicide by proactively addressing the overall wellness of service members, veterans and their support systems. Players wore and used special equipment that featured the NFL Salute to Service camo-ribbon decal during the Packers-49ers game presented by Fleet Farm on Nov. 24.





## TRAINING CAMP AND GAMEDAY ACTIVITIES





GREEN BAY PACKERS  
**GIVEBACK**  
NONPROFIT OF THE DAY

In its second year, this program featured 11 chosen nonprofit organizations at weekday practices open to the public. The initiative aims to connect the organizations with community members at training camp and provide a platform to showcase the services they offer to the community.

**Participating organizations included:**

- Violence Intervention Program
- First Tee Northeast Wisconsin
- Wisconsin Humane Society
- House of Hope Green Bay
- Neville Public Museum
- Court Appointed Special Advocates (CASA) of Brown County
- Junior Achievement of Northeast Wisconsin
- Family Services of Northeast Wisconsin
- The Salvation Army of Greater Green Bay
- American Red Cross
- Brain Center of Green Bay







Packers Family Night, presented by Bellin Health, was held Aug. 3. In its 23rd year, Family Night served as the introduction of the 2024 Green Bay Packers to an in-person capacity crowd at Lambeau Field. Meijer's Simply Give received net proceeds from the event's parking in support of its mission to feed hungry families through local food pantry partners.



## Tackle Hygiene with Every Catch

The Packers teamed up with Tork®, the professional hygiene brand of leading global hygiene and health company Essity, for the fourth annual Tackle Hygiene with Every Catch campaign. The campaign aims to raise awareness and promote the benefits of proper hygiene. For every catch the Packers made during the first five home games of the season, Tork donated \$250 worth of effective and sustainably produced hygiene products, such as paper roll towels and toilet paper to local nonprofit organizations working to improve the well-being of those in need.

With 113 catches made, Tork donated a grand total of \$28,250 in hygiene products to numerous charity partners in the Fox Valley and Milwaukee. Packers wide receiver Bo Melton, who helped make many of those catches, assisted with the donation presentation at Feeding America Eastern Wisconsin in Appleton on Nov. 12.







FIRST DOWNS FOR TREES



Green Bay Packaging Inc.

One of the Packers' Green Team initiatives, the First Downs for Trees program donates trees to participating Brown County communities based on the number of first downs scored by the Packers in the previous season. Green Bay Packaging, Inc., the program's corporate partner, provided funds that supported the planting of 402 trees supplied by Meacham Nursery and Leaves Inspired. Administrative support for this program is provided by the Wisconsin Department of Natural Resources and Wisconsin Public Service.

Communities in Brown County receiving trees were: Allouez, Ashwaubenon, Bellevue, Brown County, De Pere, Green Bay, Hobart, Lawrence, Ledgeview, Morrison, Oneida, Pulaski, Scott, Suamico and Wrightstown.



## Packers Give Back Game

The Packers Give Back Game provides a Wisconsin nonprofit organization the opportunity to highlight their work and amplify their message before and during a preseason game. Wisconsin Literacy was recognized as the nonprofit honoree for the Aug. 24 preseason game for their commitment to strengthening literacy in Wisconsin. More than 80 member agencies serve over 11,000 adult learners and their families across the state.

More than 900 Wisconsin Literacy guests sporting Green Bay Packers Give Back Wisconsin Literacy shirts received transportation to Lambeau Field, a food and beverage gift card and tickets to the game, courtesy of the Packers. Prior to kickoff, 40 Wisconsin Literacy members took the field to be recognized.

*"[The game] was unforgettable! My sincere, heartfelt thanks to you and your team for offering this incredible opportunity to WL- and, more importantly, for highlighting the essential literacy programs being offered by our member agencies to 11,000 adult students and their families across WI."*

- Associate Director at Wisconsin Literacy

Credit: Trevor Steffen





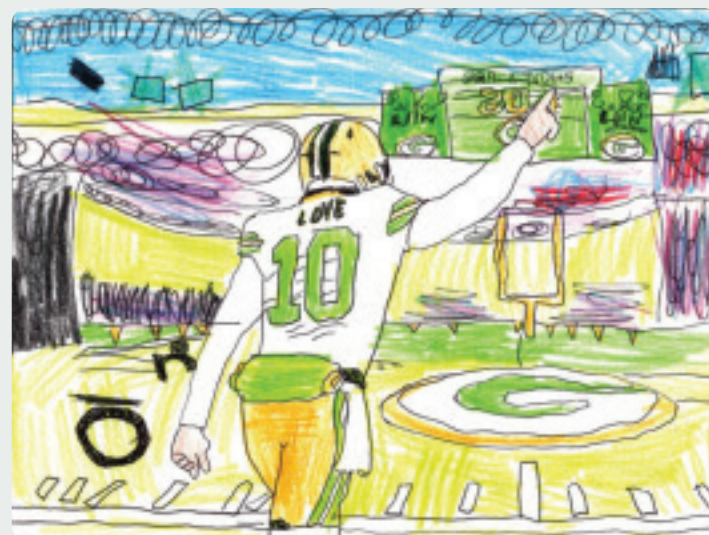


Sargento, the Official Cheese of the Packers, committed a \$2,000 donation for every touchdown scored by the Packers during the regular season as part of the Touchdowns for Hunger™ program. With 53 touchdowns scored, \$106,000 was shared by Paul's Pantry in Green Bay and Hunger Task Force in Milwaukee to support their hunger relief efforts.

Since it began in 2002, this program has raised more than \$1.9 million to help alleviate hunger in Wisconsin and has provided more than one million meals for those in need.



To kick off the postseason, fans of all ages were welcomed to send mail to the team as encouragement. Some letters and drawings were featured on packers.com.







The July 22 ribbon-cutting ceremony celebrated the official opening of the 11th season of the American Family Insurance DreamDrive bike path. DreamDrive is the unique bike experience for Packers fans and families at training camp, centered on the storied training camp tradition where Packers players ride children's bikes to and from practice. Special bikes, which each celebrate a different piece of Wisconsin's rich heritage, were provided for kids to use: The Superfan Mobile, The Cheddar Chariot and The Fearless Rider.

Children also participated in the DreamDrive bike tradition throughout training camp by offering players rides on their own bikes at practices open to the public.







In its 15th year, this family friendly run/walk took participants through neighborhood streets and past Titledown before ultimately going through Lambeau Field and around the famed gridiron. A portion of the proceeds from this event benefited Big Brothers Big Sisters of Northeast Wisconsin, De Pere High School Cross Country, Preble High School Cross Country, US Army Recruiting and the Volunteer Center of Brown County.

## Batteries Plus

The Packers and Batteries Plus teamed up to launch a new battery recycling initiative to educate and raise awareness about the importance of battery recycling among Packers fans. Through the partnership, fans were encouraged to bring their used batteries to their local Batteries Plus store to utilize free recycling drop-offs. Wisconsin recyclers were also eligible to win experiences, prizes and other incentives.





## 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 submitting an appearance request can do so at [packers.com/appearances](https://packers.com/appearances).

All appearance requests must be submitted a minimum of eight weeks prior to the event date.

### 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 Green Bay Packers Give Back. Those interested in requesting a donation to benefit a nonprofit organization in Wisconsin can do so at [packers.com/donations](https://packers.com/donations).

All donation requests must be submitted a minimum of six weeks prior to the event.

### 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](https://packers.com/foundation).





## THE COMMUNITY OUTREACH TEAM

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

Bobbi Jo Eisenreich, *Assistant Director of Corporate & Foundation Giving*

Ryan Fencil, *Football Outreach Manager*

Amanda Wery, *Community Outreach Manager*

Nathanael Washington, *Player/Alumni Specialist*

Jake Krueger, *Football Outreach Coordinator*

Julie Broeckel, *Corporate Giving Coordinator*

Larissa Martinez, *Corporate Giving Coordinator*

GREEN BAY PACKERS  
**GIVE BACK** 

1265 Lombardi Avenue, Green Bay, WI 54304

[packers.com/community](http://packers.com/community) | 920.569.7500

**#PACKERSGIVEBACK**