



PRESENTED BY SAFEWAY 



2024 – 2025 SEAHAWKS

COMMUNITY IMPACT ANNUAL REPORT

ON A MISSION TO SERVE OUR COMMUNITY

Inspire 12s, build authentic connections, and leave a lasting impact through six areas of focus: **Community Response, Future of Football, Players & Legends, Military Community, Youth Empowerment** and **Social Justice**.



429
PLAYER, LEGEND AND EXECUTIVE APPEARANCES

230
COMMUNITY EVENTS

333
ORGANIZATIONS SUPPORTED

32,376
IN-KIND ITEM DONATIONS



\$2.5
MILLION IN DONATIONS

67,595
INDIVIDUALS IMPACTED



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A LETTER FROM THE PRESIDENT

Each year the Seahawks organization strives to be a championship caliber team both on and off the field, and community engagement continues to be one of our most important organizational priorities. We are committed to furthering the foundation laid by the Allen Family and Allen Family Philanthropies for a spirit of giving, and are grateful for the region's continued generosity and unwavering support of our programs as we aim to make a positive and lasting impact in our community.

Last year, the club supported **333 different community organizations** with a total of **32,376 in-kind donations, more than \$2.5 million in cash donations, and 67,595 individuals impacted.**

The Seahawks also held more than **230 community events**, while Seahawks players, Legends and Executives collectively made more than **429 community appearances.**

Additional highlights include:

- The Seahawks **50/50 Gameday Raffle Program** raised **\$1,119,532** for our **Spirit of 12 Partners** thanks to a generous match by Allen Family Philanthropies. This is a **33% increase year-over-year.**
- To date, the Seahawks have supported the creation of more than 100 high school girls flag football programs across Washington state with total grant donations reaching nearly \$500,000 in 2025. In April, Washington became the **15th state to sanction girls flag football as an official high school sport.** This is the first time a new sport has been added since 1999.
- Our inaugural Seahawks Classic golf tournament at Suncadia raised **\$150,000 for the Benaroya Research Institute at Virginia Mason Franciscan Health.** More than 40 Legends, players and celebrities golfed in the tournament to benefit an amazing cause.
- We hosted our first-ever **Seahawks Community Awards**, which celebrated the collective impact the Seahawks and our amazing community and corporate partners have made in the community in the past year.

Thank you for your continued support.



Chuck Arnold
President, Seattle Seahawks and First & Goal Inc.





COMMUNITY RESPONSE

COMMUNITY RESPONSE BY THE NUMBERS:

1,404

TICKETS DONATED FROM SEASON TICKET HOLDERS TO VETTIX

\$12,875

DONATED TO THE WOMEN'S SPORTS FOUNDATION AND SOLDIERS TO SIDELINES THROUGH SEASON TICKET HOLDER GIVE BACK PROGRAM

500

STEM BAGS PACKED WITH LUMEN VOLUNTEERS

1.5M

MEALS DONATED THROUGH HOME TEAM HARVEST FOOD DRIVE

\$1.1M

DONATED THROUGH 50/50 RAFFLE

\$246K

PROVIDED THROUGH NFL FOUNDATION GRANTS

SERVING OUR CITY

WHILE THIS CITY LIVES FOR SUNDAY, THE NEED FOR COMMUNITY RESPONSE TAKES PLACE SEVEN DAYS A WEEK.

Across the state of Washington, one in nine individuals are facing hunger. These statistics have taken a dramatic increase in the past three years, which makes programs like the annual Home Team Harvest, in partnership with Safeway, Northwest Harvest and KING 5, a critical part of placing meals in the homes of families across the state.

"There is so much more need. We're talking 30% more people in Washington are experiencing food insecurity, so those food resources and financial resources are so important," said Thomas Reynolds, Chief Executive Officer at Northwest Harvest.

"We partner with the Seahawks, Safeway, KING 5 [and others] because it really takes a whole community to come and support people who experience hunger, and we do it together."

Food justice is one of the many ways the Seahawks respond to critical issues impacting our community. In 2024, more than one million meals were provided to families across the state through this program.

A lack of proper nutrition can also impact physical and mental health, two other important causes closely aligned with the Seahawks community response priorities.

Through key programs like a Crucial Catch, partners like Virginia Mason Franciscan Health (VMFH) help provide more resources to deal with many challenging facets of cancer, including access to screenings and early detection that saves lives.

"It is an honor for all of us at Virginia Mason Franciscan Health to partner with the Seattle Seahawks to fight cancer and improve health in our region," said Ketul J. Patel, CEO of VMFH and president of CommonSpirit Health's Northwest Region.



At this year's Crucial Catch game in October, VMFH provided lung and prostate cancer screenings for fans at Lumen Field during the game, taking an important step from awareness to action. At halftime, seven survivors, representing the seven screenable cancers, took to the field to 'ring the bell', a ceremonious opportunity to cheer for victory while also silencing cancer's oppression.

Later that month, mental and physical health intersected with the Seahawks, VMFH and the Therapy Fund Foundation for an education event and conversation around mental and physical where guests were able to learn from VMFH specialists on the importance of screening and early detection for prostate, cervical and breast cancers. Guests also heard from a panel of VMFH and Seahawks leaders, including Tyler Lockett and team clinician Roy Fisher, prioritizing mental health, and the impact of this critical topic on the Black community.

"By bringing attention to both cancer prevention and mental health, [the Seahawks] helped create a space where vital discussions can lead to action," said Ashley McGirt-Adair, Founder and CEO of the Therapy Fund Foundation. "I have no doubt that the lives of many were positively touched by the [event]. It is partnerships like this that allow us to make a real difference in the community."

TEAM OF CHAMPIONS PRESENTED BY BOEING

Nine (9) organizations were recognized for their community work and received tickets to Seahawks home games, a visit from Seahawks Legend Marcus Trufant, co-branded Seahawks and Boeing giveaways and were recognized in-game. The 2024 organizations were:

- AMERICAN RED CROSS NW REGION
- COCOON HOUSE
- EARTH GEN
- GIRL SCOUTS OF WESTERN WA
- HOUSING HOPE
- NINELINE VETERAN SERVICES
- PATH WITH ART
- VOLUNTEERS OF AMERICA
- WA STATE BOYS AND GIRLS CLUB



SPOTLIGHT :
DELTA COMMUNITY CAPTAIN

Delta Community Captain recognizes local individuals or organizations in the greater Seattle area that are making a difference in the community by naming them as honorary team captains. Take a look at the 2024 recipients:



YAoyao LIU

Yaoyao, Seattle Art Museum's Manager of School & Educator Programs, created a brand-new school and workshop curriculum for K-12 students and educators. Her resulting program, entitled Eyes on Asia, provides creative learning opportunities that ignite curiosity, foster critical thinking, and support social and emotional skill development through exploration of SAM's Asian art collection.



CORPORAL MILLER

Last year, Corporal Miller stepped into the role of Marine Toys for Tots coordinator, leveraging his leadership skills to make the holiday season brighter for local children in need. Under his guidance, the program saw a significant increase in donations, as he organized fundraising events and rallied his fellow Marines to engage in outreach efforts.



LUKE MICHENER

A social studies teacher at Bellevue High School, Luke also serves as an Educator Ambassador for the Institute for Common Power. Luke has joined the Seattle Seahawks on two Truth & Purpose learning tours with the Institute for Common Power; a profound journey through the American South focusing on understanding historical roots to combat injustice.



SCOOTER LEWIS

For over 10 years, Scooter has worked with Permission to Start Dreaming Foundation to provide programs for veterans and first responders to access long-term solutions that transform Post-Traumatic Stress into Post-Traumatic Growth. Combining his passion for serving with his dedication to supporting the military community, Scooter also serves as Permission to Start Dreaming Foundation's representative with the Seattle Seahawks Task Force 12.



DR. QUINTON MORRIS

Over the past five years, Dr. Morris and the Seattle Symphony have developed a Community Partnership for Youth Education to support Key to Change. Under the leadership of Dr. Morris, students in the South King County region are receiving violin lessons in an environment that supports holistic growth as students and individuals.



CRYSTAL DIXON

Crystal serves as the Director of Strategic Impact for the Pike Place Market Foundation, designing programs that help people in need access the healthy abundance of farm-fresh foods in the Market. She also works with programs that support the sustainability of local family farms, creating a vibrant, prosperous, and diverse sustainable food economy.

BEN'S FUND



Ben's Fund, founded in 2012 by Seahawks President of Football Operations / General Manager John Schneider and wife Traci in honor of their son Ben, provides financial support and guidance to children and young adults in the state of Washington who have autism and are in need. Over **\$5.7M** has been raised and over **3,900** grants have been awarded to help cover costs associated with medical bills, therapies and numerous other aspects of supporting a child or young adult on the autism spectrum.



SEAHAWKS WOMEN'S ASSOCIATION



The Seahawks Women's Association (S.W.A.) focuses on investing time and efforts to improve the quality of life for individuals who need it most in our community. In 2024, the S.W.A contributed over **\$100,000** to local non-profit organizations.

GIRLS ON THE RISE

The Seahawks host a variety of events and programs throughout the year to support girls and women.

\$5,475 donation to Women's Sports Foundation (on behalf of 200+ Seahawks Season Tickets Holders)

Girl Scouts Flag Football Camp and Women's Empowerment Panel in celebration of Women's History Month (3/29/25)

Watch Party at Hope Place Women and Children's Shelter in recognition of Domestic Violence Awareness Month (10/20/24)

\$80,000 in High School Girls Flag Football Grants

WIN BIG

50/50

SEAHAWKS RAFFLE
PRESENTED BY STARBUCKS®

1.6M
TICKETS SOLD

581
VOLUNTEERS

\$1.1M
TOTAL DONATED

\$559K
AMOUNT DONATED

\$559K
ALLEN FAMILY
PHILANTHROPIES MATCH

On gamedays, crowds fill the Ticketmaster Tailgate and concourse as the anticipation for kickoff draws closer. But outside the WAMU Theater, another crowd gathers. They come with their own chants, signs and don't care which team you came to support. Their mission is simple: impact the community through the 50/50 Raffle.

The 50/50 Raffle, presented by Starbucks is one of the many ways the Seahawks support community partnerships throughout the season. Twelve nonprofit organizations, collectively known as our Spirit of 12

partners, are offered fundraising and volunteering opportunities at Training Camp and Seahawks gamedays to work together to make our community a better place.

During the 2024 season, Spirit of 12 volunteers helped raise more than \$1.1M for their community programs; and thanks to a generous matching gift from Allen Family Philanthropies, each organization received more than \$95K in unrestricted support of their most pressing needs.



FOR SO MANY ORGANIZATIONS, THE VISIBILITY AND OPPORTUNITY THAT COME WITH THESE TYPES OF UNIQUE PARTNERSHIPS CAN OPEN DOORS ELSEWHERE TOO. IT REALLY IS AN INCREDIBLE OPPORTUNITY AND WE'VE HAD JUST A BLAST THIS YEAR BEING PART OF IT.

KAREN WILSON
COMPASS HOUSING ALLIANCE

2024 SPIRIT OF 12 PARTNERS

Our Spirit of 12 Partners serve our community through a variety of programs, events and resources that align with the organization's value and efforts. With the donation received through their fundraising efforts at Training Camp and during gamedays, these incredible non-profits will continue to create value for the individuals they serve in the following ways:



"[The Spirit of 12] donation funds programs and grants that **increase access to cancer prevention and care, towards our goal to end cancer as we know it, for everyone.** The Spirit of 12 Program has provided many benefits, such as connectivity to the community, the opportunity to share our mission, and has provided additional engagement with our volunteers and partners outside of our traditional events."

- AMBER MOORE, SENIOR PROGRAM MANAGER



"With Spirit of 12 support, unhoused neighbors will secure housing, veterans will receive specialized assistance, and families, seniors, and individuals with significant barriers to stability will find the comprehensive support needed to achieve lasting security through permanent housing. **Resources received through the Spirit of 12 program will sustain Compass Housing Alliance's vital services and affordable housing for our region's most vulnerable neighbors.**"

- KAREN WILSON, CORPORATE RELATIONS MANAGER



"Few youth programs are equipped to provide children and families living with serious illnesses and disabilities with the medical and social-emotional support they need. For many children and families, Camp Korey is the only regional camp with the expertise and adaptive facilities required to support their unique medical and social-emotional needs. **These funds enable Camp Korey to serve children with one or more of 90 serious medical conditions,** including those requiring tracheostomies, gastrostomy and nasogastric tubes, ventilators (BiPAP), and oxygen. Our goal is to provide over 3,500 camp experiences in 2025!"

- NICHOL ELLIS, COMMUNITY ENGAGEMENT MANAGER



"This funding will support our organization in many different ways this year, allowing us to grow and truly unleash the limitless potential of girls throughout King County. [One way is through] a brand new curriculum for our program called, "Hello, Bold Heart" and focuses on giving girls confidence to share what's in their heart. **We will [also] be able to expand our coach stipend program to continue to reach our goal of having our coaches mirror our girl population.** Your funding will support our goal of recruiting an amazing and diverse group of coaches from our community!"

- ANDREA GOMES MORRISON, EXECUTIVE DIRECTOR

2024 SPIRIT OF 12 PARTNERS CONTINUED



“NAMI Seattle will use the funds to further address unmet mental health needs of thousands of people through support, education and combatting mental health stigma. [Programs include] support groups that provide safe, judgment-free spaces where individuals affected by mental health conditions, as well as their families and caregivers, can share experiences, find support, and connect with others who understand; classes and trainings delivered in English and Spanish; a helpline which provides guidance, referrals, and a listening ear to anyone in need; and workplace, school, and business training to build more supportive environments where people living with mental health conditions can thrive.”

– PETER BLOCH GARCIA, INTERIM EXECUTIVE DIRECTOR



“This partnership funding will bring more food to people by directly supporting Northwest Harvest’s food procurement efforts - amidst increasing economic headwinds. **It will support our purpose to ensure equitable access to nutritious food, and to build broad food partner capacity to create a stronger, more resilient, more just food ecosystem.** This is the foundation of our mission to grow food justice through collective action.”

– LAURIE ECKARDT, INSTITUTIONAL GIVING MANAGER



“This winter, we ran 78 program days and welcomed 301 participants for 1,312 experiences in skiing, snowboarding, snowshoeing, and more. Most of our programs filled within hours of opening, underscoring the growing demand for accessible outdoor recreation. We know that cost can be a major barrier to participation, which is why our financial aid covers up to 90% of program costs for those who need it. **The majority of our participants rely on this support, and thanks to the generosity of partners like Seattle Seahawks, we never have to turn away participants due to cost.**”

– GRIFFIN ARMOUR, DEVELOPMENT MANAGER



“Seattle Pride will use Spirit of 12 funding to invest in our youth-focused programming, with a central focus on our Pride Youth Internship Program. A highlight of their work includes curating a dedicated teen space at the event—which, in 2024, welcomed over 1,000 young people. This space empowers our interns to respond to the needs of their peers while fostering joy, belonging, and a strong sense of community among LGBTQIA2S+ youth in a celebratory and affirming environment. **By centering young people in our programming, Seattle Pride is not only amplifying their voices—we’re investing in a more empowered, connected, and resilient future for our entire community.**”

– NICK ALBRITTON, DIRECTOR OF COMMUNITY DEVELOPMENT



“Task Force 12 brings together 12 grassroots military non-profits to provide life-changing support to veterans and their families, resources, emotional support, and community connections. [For organizations like Gold Star Families], **this financial support provides emergency funds for Veteran, Military and Gold Star Families in Washington.**”

– MONICA MCNEAL, CO-FOUNDER,
GOLD STAR FAMILIES OF WASHINGTON



“VMFH offers [services like] proper fitting and wig services to cancer patients going through chemotherapy who have lost their hair helping them to feel good and better about their appearance. [In addition], **the fund enables us to supplement transportation, like bus vouchers and parking to ensure patients show up for treatment and or provide a few nights in a hotel nearby, if they are travelling a long distance for surgery,** [as well as] early screening for cancer prevention, and comfort care and therapies.”

– D’NIKA JACKSON, SENIOR DIRECTOR VMFH FOUNDATION



“We are truly grateful for the opportunity to share what we will be doing with the funds from the Seahawks and Allen Family Philanthropies. We are trying to increase our financial aid pools for youth who want to participate in our programs, including youth soccer, basketball, and baseball teams, swim lessons, day camp, and overnight camp. **We will be using these funds to increase our scholarship pools for these programs to help ensure that cost is not a barrier for youth to participate.** The Spirit of 12 allowed us to raise these additional funds.”

– ANNE BAUNACH, VICE PRESIDENT OF PHILANTHROPY



“Our Recovery Navigator Program (RNP) team—four incredible outreach workers and case managers—support nearly 100 youth and families across the county. **They help connect people to stable housing, food security, and other critical direct services. We plan to use some of this funding to bridge the gap and keep the program running.** We will also use a portion of the funding to help sustain our Community Passageways Family Integration Transition program (CP-FIT). CP-FIT is a juvenile diversion program that helps young people exit the justice system and reengage with school, sports, therapy, summer jobs, and consistent wraparound support—keeping them on a path toward educational and personal success.”

– CHARMAINE MADDEN,
DIRECTOR OF COMMUNITY ENGAGEMENT AND PARTNERSHIPS



COMMUNITY AWARDS

The inaugural Seahawks Community Awards presented by Safeway was a night to remember, celebrating the collective impact the Seahawks and our partners have made in the community this year. The star-studded event was hosted by actor, comedian and Seahawks fan Joel McHale and brought together everyone from high school coaches to corporate partners and community leaders. The evening was capped with the Future of Football is Female representing the community story of the year, and an announcement of a **\$250K** commitment from the Seahawks to continue helping grow girls flag across the Pacific Northwest and beyond.



2024 COMMUNITY HEART AWARD
TYLER LOCKETT

2024 CORPORATE PARTNER OF THE YEAR
SAFEWAY

2024 INSPIRE CHANGE CHANGEMAKER
MICHELLE MERRIWEATHER

2024 NON-PROFIT OF THE YEAR
CHAMPIONS OF CHANGE

2024 MASCOT OF THE YEAR
BAM

2024 SEAHAWKS FAN OF THE YEAR
TERRI FLETCHER

2024 SEAHAWKS WOMEN'S ASSOCIATION MEMBER OF THE YEAR
CONNIE CATE

2024 SEAHAWKS DANCER COMMUNITY IMPACT AWARD
ASHLEY G.

2024 SEAHAWKS SALUTE TO SERVICE AWARD
COACH MIKE MACDONALD

2024 HIGH SCHOOL TACKLE COACH OF THE YEAR
ADAM MATHIESON



2024 HIGH SCHOOL FLAG COACH OF THE YEAR
KATHRYN CROWE

2024 HIGH SCHOOL FLAG PLAYER OF THE YEAR
ELEANA LEE

2024 HIGH SCHOOL TACKLE PLAYER OF THE YEAR
DAVID SCHWERZEL

2024 LATINO YOUTH HONORS AWARD
DANIEL RODAS-ESCALANTE

2024 LATINO YOUTH HONORS AWARD
ALICIA WHATLEY

2024 LEGEND OF THE YEAR
JERMAINE KEARSE

2024 SEAHAWKS COMMUNITY SCHOLARSHIP
AKEEM MURPH JR.

2024 MIKE FLOOD HUMANITARIAN AWARD
MIKE FLOOD

2024 SEAHAWKS MAN OF THE YEAR
UCHENNA NWOSU

2024 COMMUNITY STORY OF THE YEAR
THE FUTURE OF FOOTBALL IS FEMALE



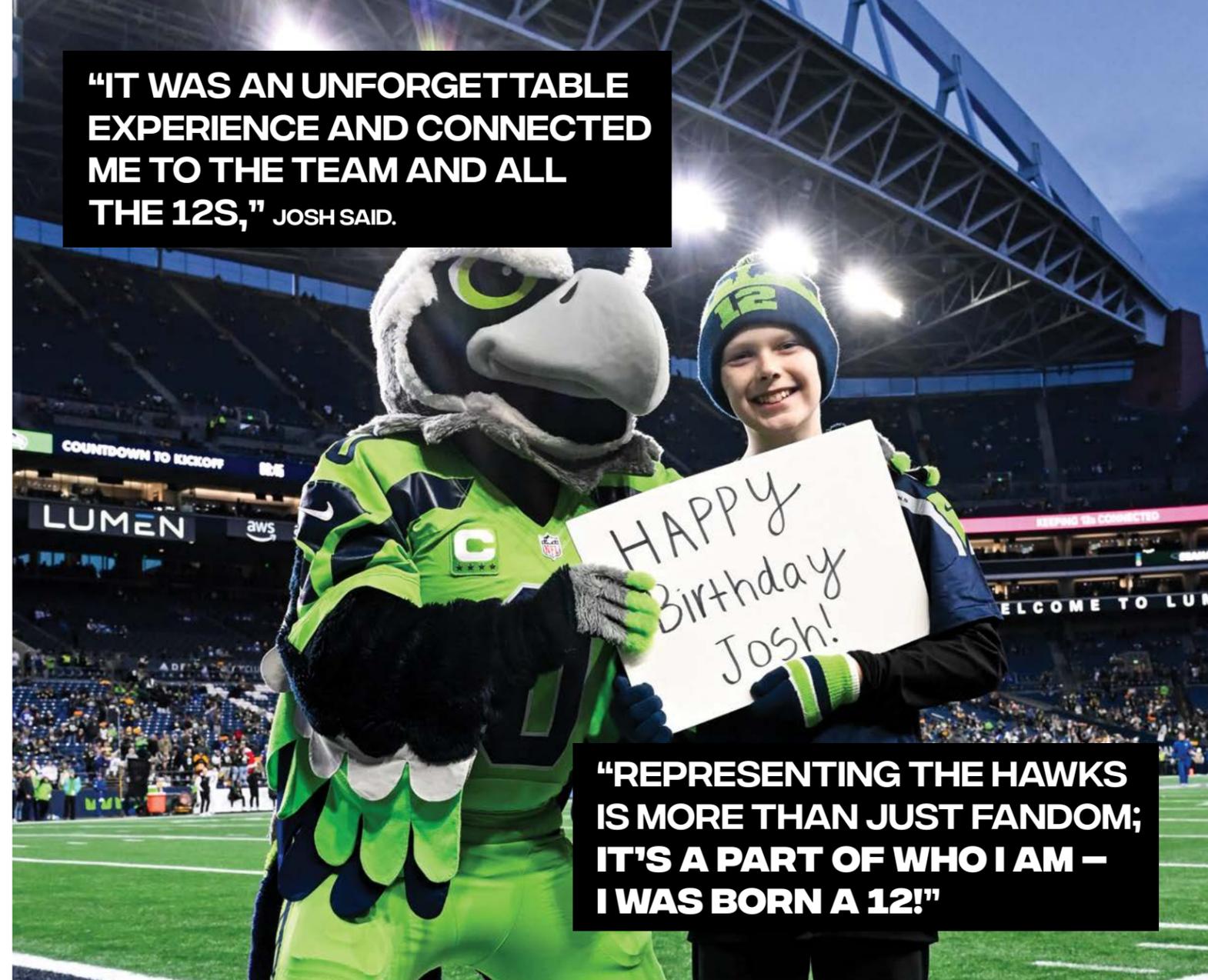
INAUGURAL SEAHAWKS CLASSIC GOLF TOURNAMENT

Birdies and Blitz filled the Tumble Creek Golf Course on Monday, June 24 for the inaugural Seahawks Classic Golf Tournament. The tournament raised more than **\$150K** for the Benaroya Research Institute at Virginia Mason Franciscan Health, and featured over 40 Seahawks Legends, players and celebrities golfing alongside participants.



TEAMMATE DAY OF SERVICE

Over **150** Seahawks teammates, Legends, players, and volunteers from Safeway participated in the Seahawks annual Teammate Day of Service. Volunteers were split between five different community projects including the Odessa Brown Children's Clinic, Rainier Beach Urban Farm and Wetlands, Salvation Army, Seattle World School and Woodland Park Zoo.



"IT WAS AN UNFORGETTABLE EXPERIENCE AND CONNECTED ME TO THE TEAM AND ALL THE 12S," JOSH SAID.

"REPRESENTING THE HAWKS IS MORE THAN JUST FANDOM; IT'S A PART OF WHO I AM – I WAS BORN A 12!"

SPOTLIGHT: SEAHAWKS TEE HAWK, PRESENTED BY SAFEWAY

When Josh Hagen was born on December 12, 2012, little did he know he was becoming intertwined into Seahawks fandom forever. With 2024 marking his 12th birthday – or his 'golden' birthday – it was a moment that felt too special not to celebrate in true 12th man style. At each 2024 home game, fans could nominate one lucky child for the game's Tee Hawk experience, presented by Safeway.

Thanks to the Tee Hawk experience, Josh opened up the playbook and ran onto the field to grab the kicking tee with Blitz at the Seahawks vs. Packers game on December 15. His mother, who nominated him for the experience, surprised Josh with the news that he would be spending his golden birthday with the Seahawks.



FUTURE OF FOOTBALL

FUTURE OF FOOTBALL BY THE NUMBERS:

50

FLAG FOOTBALL
KITS DONATED

7,500+

ATHLETES REGISTERED IN
SEAHAWKS FLAG FOOTBALL
LEAGUE SPRING AND FALL SEASON

\$100K+

NIKE GEAR DONATED TO
LOCAL YOUTH & HIGH SCHOOL
TACKLE PROGRAMS

7,500+

ATHLETES & COMMUNITY
MEMBERS ENGAGED IN BLUE
FRIDAY NIGHT LIGHTS PROGRAM

700+

PAIRS OF CLEATS DISTRIBUTED
TO YOUTH TACKLE PROGRAMS

\$10K

USA FOOTBALL EQUIPMENT
DONATIONS FOR LOCAL YOUTH
TACKLE LEAGUES



LAST YEAR I HAD A GIRL
IN TEARS, THANKFUL FOR
THE GAME. SHE TOLD ME
THAT FLAG SAVED HER
SENIOR YEAR. THAT SHE HAD
LOVED FOOTBALL FROM
WHEN SHE WAS LITTLE,
ALWAYS WANTED TO PLAY,
BUT NEVER THOUGHT SHE
WOULD BE ABLE TO PLAY
BECAUSE SHE WAS A GIRL.
**THESE ARE THE BARRIERS
THAT WE ARE BREAKING
AND THIS IS MY WHY.**

JUSTIN CHRISTIANSEN
HEAD COACH, OLYMPIA HIGH SCHOOL



WASHINGTON IS THE **15TH STATE** TO SANCTION GIRLS FLAG FOOTBALL AS AN OFFICIAL HIGH SCHOOL SPORT



Prior to the sanctioning, the Seahawks were already delivering a variety of support through resources for players, coaches, and school districts. Last June, the Seahawks hosted the High School Girls Flag Championships presented by Ticketmaster: a one-day tournament at Virginia Mason Athletic Center for local High School Girls Flag Football teams. It featured **250+** athletes, **10** school districts, **400+** spectators, and a fireside chat with **U.S. Women's National Flag Football Team** member Laneah Bryan.

In a monumental vote, the Washington Interscholastic Activities Association (WIAA) sanctioned a new sport in 2025: Girls Flag Football. This vote marks the first time since 1999 that a new sport was added by the WIAA, and puts **Washington as the 15th state to sanction girls flag.**

"We believe that everyone should have the access and opportunity to play football, and the momentum we've seen for girls flag has been incredible," Mario Bailey, Seahawks vice president of community engagement & legends said. "Sanctioning girls flag is an amazing step in giving these girls a new avenue to pursue playing flag football in college and beyond."

The sport has already provided hundreds of young women the opportunity to be a part of a historic legacy at their school.

"It has impacted my high school experience because I have formed bonds with girls from my school that I haven't had a chance to have before. We all are a part of a relatively new program, and **we are setting up a school legacy that we will be around forever,**" said Corinne Schuyler, Bishop Blanchet High School, Class of 2027.

Girls Flag Takeovers were also launched in December, with Seahawks players & Legends (**TE AJ Barner, Legend Marcus Trufant, Legend Bryan Walters, and Legend Randall Morris**), Seahawks Dancers, Seahawks mascot Blitz, and Blue Thunder visiting **four** High School Girls Flag Football gamedays and **14 teams**, bringing with them the same energy 12s experience on gameday at Lumen Field.

"THIS SPORT ALLOWED ME TO BE ME AGAIN,"

BRAELYNN JUSTICE
FLAG PLAYER AT OLYMPIA HIGH SCHOOL

"When flag was introduced, I found something that will always mean something to me. So much so that I plan on coaching in the future and bringing that joy to other athletes as well. I'll never forget the hug that my dad gave me after getting the game-winning pick against the defending state champs, he was so proud of me. That's what flag football is all about."



HERE TO STAY

WITH SUPPORT FROM THE SEAHAWKS, TWO NEW STATES, HAWAII AND WASHINGTON, HAVE NOW SANCTIONED GIRLS FLAG FOOTBALL AS AN OFFICIAL HIGH SCHOOL SPORT.

ISLAND TIME



HAWAII IS THE **12TH STATE** TO SANCTION GIRLS FLAG FOOTBALL AS AN OFFICIAL HIGH SCHOOL SPORT



Ahead of the inaugural Hawaii High School Girls Flag Football season, the Seahawks found a variety of ways to engage with different schools on the islands.

HIGH SCHOOL GIRLS FLAG FOOTBALL CAMPS: Hosted a series of camps on Oahu featuring **300** athletes, **40** local High School coaches, Seahawks **Legend Michael Bennett**, Seahawks mascot **Blitz**, and **Hawaii Senator Michelle Kidani**.

VIRTUAL HIGH SCHOOL GIRLS FLAG COACHING CLINIC: Hosted a virtual High School Girls Flag Coaching Clinic for **86** Hawaii coaches.

USA FOOTBALL GIRLS FLAG FOOTBALL KITS: Seahawks donated **50** USA Football High School Girls Flag Football Kits.

ADDITIONAL DONATIONS:
\$30K – High School Girls Flag Football Grants | **\$100K** – Nike Uniform Grant

THE FUTURE OF FOOTBALL IS FEMALE



When fans entered Lumen Field for the first regular season game this year, a new message covered the walls outside the Seahawks Pro Shop: **The Future of Football is Female**.

The new installation is dedicated to the **90+ high school girls flag football teams** in Washington. It represents the development of the sport over the past three years, but also the opportunity for further growth in Washington and beyond.

THIS SEASON LAUNCHED THE FUTURE OF FOOTBALL IS FEMALE COLLECTION IN COLLABORATION WITH THE PRO SHOP, WHICH PROVIDES **12% OF SALES** BACK TO SUPPORT GIRLS FLAG FOOTBALL GRANTS TO CONTINUE GROWING THE GAME.

PLAYING FLAG HAS GIVEN ME A SENSE OF BELONGING AND HAS SHOWN ME THE POWER OF TEAMWORK, RESILIENCE AND PASSION. IT'S NOT JUST A GAME, IT'S A PART OF WHO I AM.

MARIAH JACKSON
STADIUM HIGH SCHOOL, 2ND TEAM ALL-LEAGUE (DEFENSE)

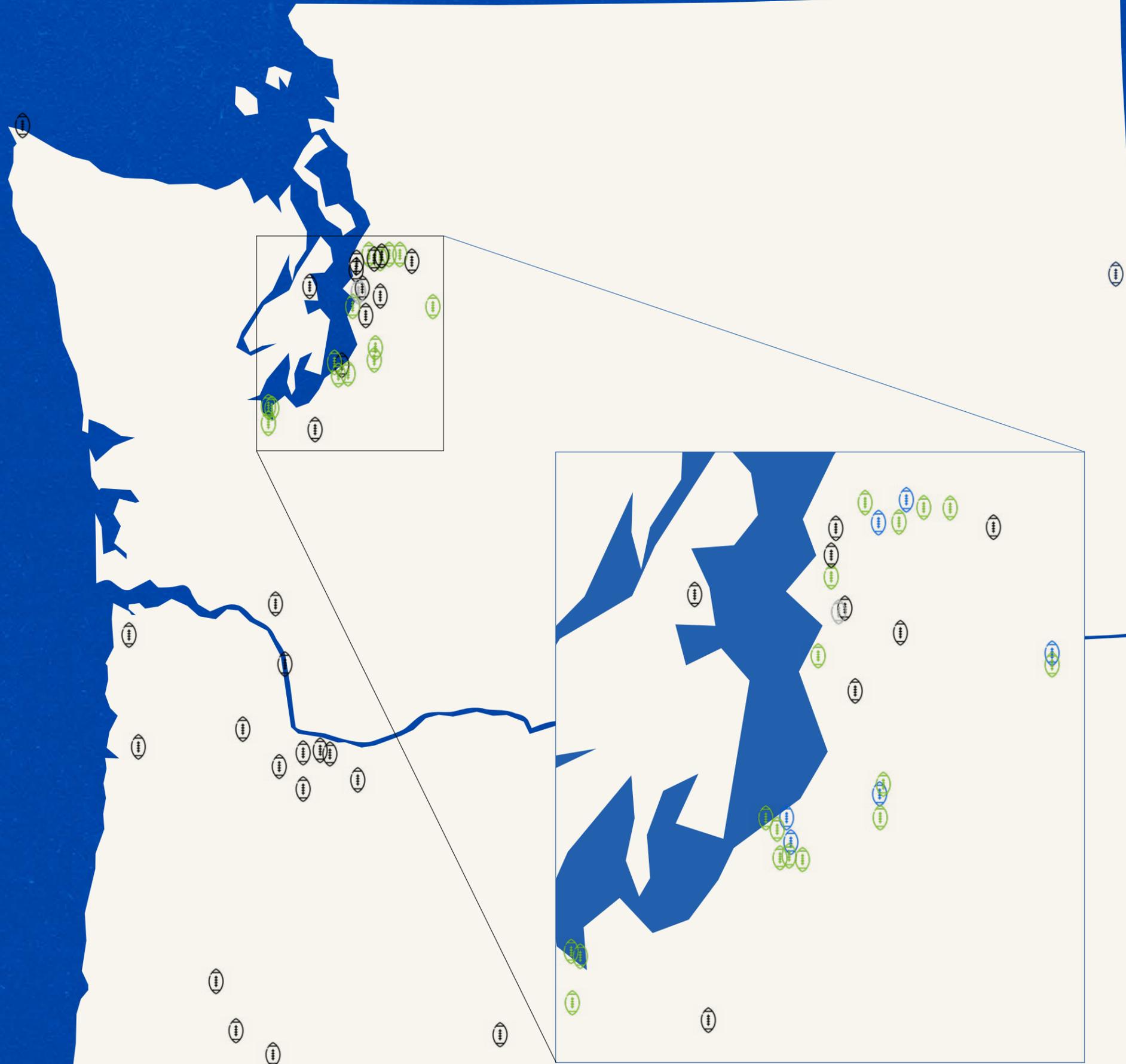
MAKING THE GAME MORE ACCESSIBLE

Throughout Washington and Oregon, the Seahawks helped to ensure access to equipment was not a barrier in growing flag football in our community. Through K – 12 schools and community centers,

50 FLAG FOOTBALL KITS were distributed including everything from footballs, flags, and rules of the game.

FLAG FOOTBALL KIT LEGEND

-  HIGH SCHOOL
-  2024 FLAG FOOTBALL TOP 8 HIGH SCHOOLS
-  MIDDLE SCHOOL
-  ELEMENTARY SCHOOL
-  SPORTS/DEVELOPMENT CENTER



SEAHAWKS FLAG FOOTBALL LEAGUE



TALENT ID CAMP

Hosted **200+** local flag football athletes at Virginia Mason Athletic Center to showcase their skills and compete for invitations to 2025 U.S. National Team Trials, Select Bowl Teams, and Regional Camps. **Seahawks Legend Ben Obomanu** stopped by to give words of encouragement and joined the drills!



YOUTH FLAG FOOTBALL LEAGUE FOR BOYS AND GIRLS AGED 4 – 14

12

LOCATIONS THROUGHOUT WASHINGTON

7,500+

TOTAL ATHLETES REGISTERED IN 2024

15

SURPRISE GAMEDAY VISITS WITH SEAHAWKS TALENT

1,000+

ITEMS OF SEAHAWKS-BRANDED SWAG



GOING GLOBAL



SEAHAWKS DEUTSCHLAND

SEAHAWKS FLAG FOOTBALL CAMP: Hosted **118** kids in Düsseldorf, Germany for a camp featuring the Seahawks International mascot Bam and Rhein Fire coaches and players.

SEAHAWKS FLAG FOOTBALL TOURNAMENT: Hosted the first-ever Seahawks Flag Football Tournament in Düsseldorf, Germany where **160** kids from **16** different schools throughout Germany competed with Seahawks mascot Blitz in attendance.



12 NORTH

SEAHAWKS FLAG FOOTBALL CAMP: Seahawks hosted a youth flag football camp for **125** kids from **20** different cities at the Richmond Olympic Oval with Seahawks **Legend Jon Ryan** and Seahawks mascot Blitz.

NFL FLAG CANADA REGIONAL TOURNAMENTS: Donated **2,500** of Seahawks-branded items to teams playing in the NFL FLAG Canada Regional Tournaments with a surprise gameday visit from Seahawks **Legend Jordan Babineaux** at the Vancouver tournament with **300+** attendees.

AT THE TOP OF THEIR GAME

EVERY YEAR, THE SEAHAWKS ARE PROUD TO RECOGNIZE PLAYERS AND COACHES WHO ARE RAISING THE GAME BOTH ON AND OFF THE FIELD.



GIRLS FLAG COACH OF THE YEAR:

KATHRYN CROWE

HEAD COACH, BOTHELL HIGH SCHOOL

A good coach can change a game, but a great coach can change a life. In June 2024, Coach Crowe led her team to win the Seahawks High School Girls Flag Championships presented by Ticketmaster, a tournament hosted at our training facility showcasing the best teams in the state. The Seahawks were proud to announce Kathryn Crowe, Head Girls Flag Football Coach at Bothell High School, as the inaugural Seahawks Girls Flag Coach of the Year.

GIRLS FLAG PLAYER OF THE YEAR:

ELEANA LEE

WIDE RECEIVER/SAFETY, CHIEF SEALTH INTERNATIONAL HIGH SCHOOL

Eleana Lee is the team captain, a wide receiver and safety on her girls flag team at Chief Sealth International High School. Eleana finished 2nd place at USA Football's U20 Select Bowl and participated in the 2024 Junior National Team trials. Eleana holds a 3.9 GPA while enrolled in Running Start, which allows her to take college courses, and Eleana is on track to graduate with her high school diploma and associate degree this spring. Eleana was nominated by her peers to win her high school's "Seahawks Award" for "Epitomizing Attitude, Effort, Work Ethic, And Being a Total Team Player".

HIGH SCHOOL TACKLE PLAYER OF THE YEAR:

DAVID SCHWERZEL

DEFENSIVE END, O'DEA HIGH SCHOOL

The High School Tackle Player of the Year Award went to an outstanding student-athlete who excelled on the field, demonstrated incredible leadership, and had a positive impact on the team's overall success. David Schwerzel, a Junior Defensive End from O'Dea High School, did just that, earning the Seahawks High School tackle Player of the Year award. Davis is a 4-star player who dominated the Metro league and state playoffs in 2024 and led his team to a 3A state championship. David excelled at the Nike 11-On competition at the VMAC last season as well as when he won the game in the closing seconds for his team at Blue Friday Night Lights event on a sack fumble that he forced and returned for a touchdown against a top team in the state. David is beloved by his teammates, coaches, and community.



HIGH SCHOOL TACKLE COACH OF THE YEAR:

COACH ADAM MATHIESON

HEAD COACH, CAMAS HIGH SCHOOL

Coach Mathieson is a veteran coach with more than 25 years of experience coaching offense, defense and special teams at the high school and collegiate level in the Pacific Northwest. 2024 was his first season as the Head Football Coach at Camas High School, and he led the papermakers to an incredible 13-1 season with their only loss coming in the State Championship game on a last second field goal. Coach Mathieson is a PE teacher and Athletic Coordinator at Camas and lives a life of service and mentorship through supporting and empowering young student-athletes' development on and off the field to reach their full potential. His impact continues to be felt much greater than just on the field!

COACH MATHIESON HAS PUT IN A TREMENDOUS AMOUNT OF WORK THIS SEASON CONNECTING WITH OUR KIDS AND COMMUNITY AND GROWING BOTH THE CHARACTER AND TALENT OF THIS TEAM. THE CAMAS COMMUNITY IS BETTER BECAUSE ADAM MATHIESON IS PART OF IT!

STEPHEN BARANOWSKI
ATHLETIC DIRECTOR, CAMAS HIGH SCHOOL



GROWING THE GAME

As football continues to be the most popular sport in North America, the Seahawks have continued to re-affirm their support in the tackle development space. Programs like Youth Tackle Takeovers and Blue Friday Night Lights that showcase local football programs while investing in them and celebrating their communities have been taken to new heights.

Youth Tackle Takeovers focus on junior football programs in the Pacific Northwest. The Seahawks engaged with five teams impacting over **1,000** community members while donating over **\$15K** in equipment grants in partnership with USA Football and Riddell. Seahawks Dancers, Blitz, and Legends like **Randall Morris** celebrated the young athletes and their communities throughout the takeovers.

South Park Raiders Youth Football Program was one of the youth tackle takeover locations and welcomed the Seahawks to a practice full of fun and competition.

“As a youth football program serving at-risk youth, the Seahawks presence brought more than just excitement—it brought hope, inspiration, and a powerful reminder that our young athletes' matter. Their investment of time and care has left a lasting impact, showing our kids that with hard work and belief in themselves, their dreams are within reach.”
– South Park President and coach Jason Cooper.

At the high school level, the Blue Friday Night Lights program was back in a big way thanks to presenting partner Oberto. Seahawks players, Dancers, Blitz, and Blue Thunder brought all the hype, swag and love to local Friday night high school football showdowns across the region! Blue Friday Night Lights included eight (8) high schools, six (6) player appearances from players like linebacker **Uchenna Nwosu** and offensive lineman **Christian Haynes**, and over **5,000** Seahawks swag items for those in attendance!



LOOK GOOD, FEEL GOOD, PLAY GOOD!

It is a privilege to use the Seahawks platform and resources to make an impact in the community through thoughtful and strategic equipment donations.

The Seahawks paid it forward all season to local youth and high school football teams with an extensive cleat, glove and football equipment donation program. Over **\$100,000** of Nike gear to **15+** local youth and high school tackle teams including over **700+** pairs of cleats and over **300+** pairs of gloves.

“These contributions have not only equipped players with the tools they need to compete safely and confidently, but they have also instilled a renewed sense of pride, motivation, and unity throughout the team. Many of our students face financial barriers that limit access to quality athletic gear, and your support has helped level the playing field—quite literally,” said Foster High School Head Coach Mark Cross, who has been a champion for youth in the area and the overall community.



THANKS TO THE SEAHAWKS' GENEROSITY, OUR ATHLETES ARE NOW ABLE TO TRAIN HARDER, PERFORM BETTER, AND PURSUE THEIR GOALS WITH INCREASED CONFIDENCE. BEYOND THE PHYSICAL GEAR, YOUR ACT OF KINDNESS HAS SHOWN OUR STUDENTS THAT THEY ARE SEEN, VALUED, AND SUPPORTED BY LEADERS IN THEIR OWN COMMUNITY. THAT KIND OF ENCOURAGEMENT IS IMMEASURABLE.

MARK CROSS
HEAD COACH, FOSTER HIGH SCHOOL



MILITARY COMMUNITY

MILITARY COMMUNITY BY THE NUMBERS:

65+

EVENTS

12

TASK FORCE 12
NON-PROFITS

8

GAMEDAY
FLYOVERS

12,500

INDIVIDUALS
IMPACTED

\$500K+

IN DONATION VALUE

12,000+

ITEMS DONATED



LEAD BY EXAMPLE



Coach Macdonald surprised the team by canceling practice to visit the 1-2 Stryker Brigade from the United States Army on Joint Base Lewis-McChord as a team bonding and community engagement activity in June.

Coach Mike Macdonald in his first year as head coach made it clear that we can all learn a lot from active-duty service members and Veterans. Coming from a military family, including his dad who was an Army Westpoint Grad, Coach Macdonald has found ways to share examples of best-on-best practices and leadership learnings through engaging with service members.

Coach stood inside the team meeting room in June 2024 while the team thought it was an average meeting. But instead of the usual meeting, Macdonald announced the players and football operations would be loading up buses to go spend the day on base.

When they arrived on base, Macdonald spoke to the team and soldiers at JBLM.

"I just want everyone to understand why we're here,"

Macdonald said. "First of all, pay our respects to the men and women at the tip of the spear for this country, protecting us on a daily basis with their lives and allow us to do this incredible job that we do day in and day out. Secondly, just to have some fun man, let's have some fellowship, everybody get to meet each other and sign some autographs. We want to understand what you guys do and get an understanding of what your day looks like. It's going to be an awesome day."

Although this was one of the rookies' first big team outings, this was also the first time the entire Seahawks team has visited the military base all together.

"All of this is new to me," Byron Murphy II said. "I've never been to a military base. Just to have the opportunity to experience new things, it's a blessing. I'm having a great time with my teammates; it's great team bonding. I'm having fun."

Throughout the afternoon, players checked out the military tanks, different equipment and learned about what goes on, daily at the base.

Command Sergeant Major Dennis Kirk from JBLM helped to set up the visit and talked about the similarities between football and the military, as well as the importance of football to the military.

"Football means a great deal to me and a lot of soldiers," Kirk said. "Often times the NFL was a break from going out on patrols... I remember on numerous occasions, coming back from patrol in Afghanistan... I hoped to gather around the one TV in the cafeteria and turning on AFN to watch a football game...it was a great stress relief."





CHANGE OF COMMAND

The Seahawks partnered with USAA for another visit to the Joint Base Lewis-McChord military base for their 12th Change of Command ceremony in October. Each year, a different military branch is recognized, and the US Army passed the honor to the Air Force in one of their C-17 Hangers. The Seahawks **rookie class**, Blitz, and Seahawks Dancers joined the celebration engaging with service members, touring the Air Force hanger and even got to check out a giant C-17 Globemaster airplane.



MILITARY FAMILY DAY

In partnership with Delta and Starbucks, 100 military families were hosted at Lumen Field for a day of fun activities. Seahawks **Legends Bryan Walters & Joe Tafoya** took photos with family members and helped kids through a variety of football obstacle courses set up on Lumen Field.



SALUTE TO SERVICE GAME

Celebrating active-duty service members, Veterans and their families year-round is at the forefront of military pillar. Every year the Seahawks dedicate an entire game day theme to the military community known as the Salute to Service game.

This year's Salute to Service game presented by USAA was full of impactful moments recognizing those who have and do serve our country.

Gameday started off with the first **10,000** fans receiving a free Salute to Service custom koozie, followed by a mass enlistment ceremony in Ticketmaster Tailgate swearing in over **75** service members into the United States Armed Forces.

Leading up to kickoff, 1st Lieutenant Cassidy Pickrell, a C-17 Globemaster Pilot in the United States Air Force, carried the American flag out of the Seahawks tunnel with the entire team following her onto the field. Following the team entrance, fans enjoyed powerful visuals of all branches in uniform holding branch stars honoring the Armed Forces, meanwhile Purple Heart Veterans from the Military Order of the Purple Heart held the giant American Flag proudly in anticipation of the National Anthem. This moment culminated with United States Navy Petty Officer 1st Class (Ret.) General Wilson, who served honorably for 21 years providing and incredible rendition of the Star-Spangled Banner with a joint-force color guard humbly stationed in his backdrop. Then, as the last notes of the National Anthem filled Lumen Field, the roar of the 12s and two EA-18 Growler Fighter Jets from Naval Air Station Whidbey Island ripped over a sold-out stadium.

Pregame wouldn't be complete without the official raising of the 12 Flag, which was conducted by 102-year-old Purple Heart recipient and World War II Veteran, Harvey Drahos who received a standing ovation.

SPOTLIGHT : **12 FLAG RAISER**

Harvey Drahos served in the United States Army's 96th Infantry Division. In 1945 at the age of 22, he was gravely injured in the Battle of Okinawa and nearly lost his life after suffering a traumatic brain injury and shrapnel wounds. Following his honorable discharge, Drahos dedicated his life to serving others, including as a search and rescue pilot for the Civil Air Patrol. His many decorations include a Bronze Star, World War II Victory Medal, Congressional Gold Medal, and Purple Heart, among others.



\$100K+

**50/50 JACKPOT
WITH VOLUNTEERS
FROM TASK FORCE 12**

\$13K+

**CONTRIBUTED TO THE MILITARY
ORDER OF THE PURPLE HEART
THROUGH THE 12% OF OFFICIAL
SEAHAWKS SALUTE TO SERVICE
MERCHANDISE SALES AT
SEAHAWKS PRO SHOPS ON
GAMEDAY**

Throughout the game, several groups and individuals were recognized including **40** members of the Seahawks honorary Change of Command unit from the 446th United State Air Force Airlift Wing out of Joint Base Lewis-McChord. During the Salute to Service moment presented by USAA, United States Army Veteran, Jennifer Horn was honored. Jennifer was the first female in her regiment to receive a Purple Heart after she sustained severe injuries from a mortar attack, resulting in temporary blindness and shrapnel wounds while her unit was deployed Mosul, Iraq. Behind the scenes, all Seahawks and First & Goal teammates that were Veterans enjoying a special pregame brunch, Seahawks and USAA swag as well as conversations with leaders and teammates like Seahawks and First & Goal Inc. President Chuck Arnold.

At halftime, the annual Battle of the Branches half-time competition featured each branch competing in a relay competition on-field. The Navy came away victorious this year, taking home the infamous Battle of the Branches trophy.

It was a memorable Salute to Service game and a reminder of the selfless leaders that serve and have served our country to make it a better place for our community to thrive. We thank our Active-Duty Service Members in the United State Armed Forces, Veterans, and all of their families for answering the call and making our communities better.



ARMY VS. NAVY FLAG FOOTBALL GAME

A unique and special way to engage with the military community last year came through hosting the local Army vs. Navy Flag Football Game at Lumen Field. This game is played between the top Army flag football team out of Joint Base Lewis-McChord and the top local Navy team from installments like Naval Air Station Whidbey Island leading up to the historic annual Army vs. Navy College Football game. For the first time ever, the game came to Lumen Field so active-duty service members and their families – as well as the broader Veteran and military community – could enjoy the big stage that the Seahawks play on and call home.

Over **1,200** active-duty service members, Veterans, and their families joined in the festivities which included the Army vs. Navy Flag Football Championship Game, a fan zone with games and activities, a Seahawks watch party and field access.

"The flag football game always had a lot of passion between the players on the field, but playing at Lumen Field and partnering with the Seahawks really made it unforgettable. They'll take this with them and talk about the experience wherever their Military career takes them." – Navy FFR, Kevin Danford said.

TASK FORCE 12

The Seattle Seahawks and 12 local grassroots military non-profit organizations join forces to create a family of support for our military service members, veterans, and their families.

Task Force 12 focuses on overcoming barriers to veteran support and promotes a culture of compassion and mutual respect to all who have served in the U.S. Armed Forces inclusive of race, ethnicity, age, gender, sexual orientation, military branch, and/or disability status. Together, we can Raise the Game for our Military Community.

"Our Task Force 12 organizations continue to have an incredible impact on our local active-duty service members and veteran community," said Mario Bailey, Seahawks vice president of community engagement & legends. "Life during and after military service can be extremely challenging for service members, veterans and their families. We launched Task Force 12 in 2020 to promote a culture of compassion and mutual respect to all from our U.S. Armed Forces community. Through the diverse variety of services these 12 non-profit organizations offer, we are able to come together as a support network to address a number of individual needs in the Military community."

"THE COMMUNITY CREATED BY TF12 HAS GIVEN, NOT JUST HEROES HOMESTEAD, BUT DANIELLE AND I; PARTNERS, COLLABORATORS, ACCOUNTABILITY, AND FRIENDS. TF12 HAS ALSO GIVEN A YOUNG NON-PROFIT A TRANSFER OF TRUST WHICH HAS HELPED TO BRING GREATER RESOURCES TO SERVICE MEMBERS, VETERANS AND THEIR FAMILIES IN EASTERN WASHINGTON."

ANDREW & DANIELLE, CO-FOUNDERS OF HEROES HOMESTEAD





PLAYERS & LEGENDS

**PLAYERS & LEGENDS
BY THE NUMBERS:**

NUMBER OF MY CAUSE,
MY CLEATS PARTICIPANTS

50+

LEGENDS, PLAYERS,
COACHES AND STAFF

LEGEND WITH THE MOST APPEARANCES

**RANDALL
MORRIS**

TOTAL NUMBER OF
LEGEND APPEARANCES

200+

TOTAL NUMBER OF
PLAYER APPEARANCES

30+

PLAYER WITH THE MOST APPEARANCES

BOYE MAFE

AMOUNT DONATED THROUGH BE WELL
WA COMMUNITY PLAYER PICKS

\$14K

WALTER PAYTON MAN OF THE YEAR:

UCHENNA NWOSU



The Walter Payton NFL Man of the Year Award recognizes a player for his excellence on and off the field. Each team nominates one player who has had a significant positive impact on his community, with one winner selected from the 32 nominees. In 2024, the Seahawks were proud to nominate Uchenna Nwosu for his years of service spanning from Nigeria, to Los Angeles and Seattle.

In 2023, he established the Uchenna Nwosu Foundation to serve others through its mission to promote education, health and wellness to sports-minded individuals, while planting seeds of productive expectancy in our youth. His vision began with targeting disadvantaged and at-risk youth and has since grown to support youth from all backgrounds and socioeconomic statuses. To date, his programs and events reach hundreds of youth & young adults ages 8-17 each year.

Beyond his Foundation, Uchenna's impact over the last year includes support of multiple projects focused on significant community concerns. From donating to programs aimed at gang reduction, to provide winter coats to foster children, Uchenna goes where the need is. Uchenna has even invested in multifamily property homes to assure affordable housing for the community. He now has three active multifamily property homes, two in the greater Los Angeles area and one in Lomita, CA.



"IT MEANS A LOT TO BE HONORED AND RECOGNIZED FOR SOMETHING I LOVE TO DO,"

NWOSU

LEGEND OF THE YEAR:

JERMAINE KEARSE

Jermaine Kearse, a Super Bowl XLVIII Champion and proud Washington native, is the co-founder of Evergreen Golf Club in Redmond, WA. Beyond his entrepreneurial success, he is a dedicated community activist, actively working to enhance local engagement and support initiatives that uplift his community. Jermaine's passion for both business and social responsibility drives him to create opportunities that inspire and empower those around him.



MY CAUSE, MY CLEATS

My Cause, My Cleats allows players and coaches to wear customized cleats designed in collaboration with artist that reflect their commitment to charitable causes. 50+ players, coaches, players & Legends participated, raising over \$7,500.

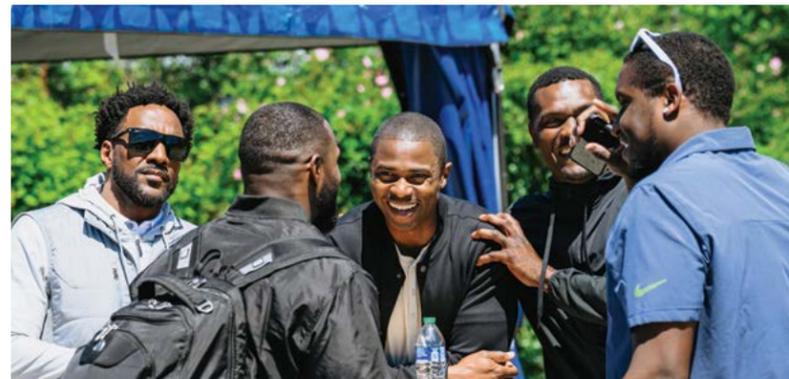


PLAYER	ORGANIZATION
Abe Lucas	Society of St. Vincent de Paul
Boye Mafe	American Cancer Society & Puget Sound Association of the Deaf
Brady Russell	Randall Morris Foundation
Charles Cross	NAMI-Mississippi
Chris Stoll	Uplifting Athletes
Coby Bryant	Footprints of Fight
Dareke Young	Lupus Foundation of America
Derick Hall	Gulfport Memorial Hospital NICU
DK Metcalf	SOUND & Prison Fellowship
Dre'Mont Jones	Boys & Girls Club Northeast Ohio
Geno Smith	Extended Hands Inc.
George Fant	Fant Foundation
Jaxon Smith-Njigba	Little Warriors
Jerrick Reed II	Life Enrichment Group
Josh Jobe	Seattle Children's Autism Center
Julian Love	Just1Mike
Kenneth Walker III	Le Bonheur Children's Hospital & Everytown
K'Von Wallace	American Cancer Society
Leonard Williams	Water Mission
McClendon Curtis	The McClendon Curtis Foundation
Mike Morris	Chad Tough Defeat DIPG Foundation
Noah Fant	Open Door Mission Omaha, NE

Pharaoh Brown	Little Bit Therapeutic Riding Center
Rayshawn Jenkins	Headstrong
Sam Howell	TABLE
Sataoa Laumea	Mary's Place Seattle
Stone Forsythe	Warrior Rising
Trevis Gipson	Humane Society
Tyreke Smith	Jed Foundation
Uchenna Nwosu	Uchenna Nwosu Foundation
Zach Charbonnet	Williams Syndrome Association
COACHES & FRONT OFFICE	ORGANIZATION
Chuck Arnold	American Cancer Society
Chuckie Keeton	Fellowship of Christian Athletes
David Stricklin	Heroes Homestead & NATA
Devin Fitzsimmons	Maryland Symphony Orchestra
Jake Peetz	Make-A-Wish Foundation
John Schneider	Ben's Fund
Lamar Campbell	We Stutter
Mario Bailey	Everytown
Mike Macdonald	RJR-1 Foundation
Neiko Thorpe	Alzheimer's Association
Rob Caprice	Marie Tumolo Fund for Hope
SEAHAWKS LEGENDS	ORGANIZATION
Cliff Avril	Champions of Change
Walter Jones	Fred Hutchinson Cancer Center

LEGENDS SPRING AND FALL WEEKENDS

Our Seahawks Legends are family for life. From the moment they step in the door, and beyond their time on the field: we provide opportunities for them to engage with each other, our organization, and the community.



In partnership with Be Well WA players selected various community organizations to be recognized and receive a \$2,000 donation.

Organizations this year included:

UCHENNA NWOSU:
FOSTERFUL



DERICK HALL:
SHADES OF MOTHERHOOD



BOYE MAFE:
HEARING, SPEECH AND DEAF CENTER



CHARLES CROSS:
DIGNITY FOR DIVAS



JULIAN LOVE:
COMMUNITIES IN SCHOOLS OF WA



KENNETH WALKER III:
EVERYTOWN



GENO SMITH:
SEATTLE CHILDREN'S HOSPITAL



MAKING SPIRITS BRIGHT

THROUGHOUT THE HOLIDAY SEASON, PLAYERS AND LEGENDS PROVIDE HOLIDAY CHEER THROUGH A VARIETY OF EVENTS, GIVEAWAYS, AND APPEARANCES.



12/9
LEGENDS HOLIDAY GIVEAWAY
PRESENTED BY AG CONSULTING



12/12
CHARLES CROSS
HOLIDAY IN THE HANGAR



12/16
ROOKIE GROCERY GIVEAWAY
WITH SAFEWAY



12/17
JAXON SMITH-NJIGBA
HARBORVIEW MEDICAL
CENTER VISIT



12/17
UCHENNA NWOSU
COAT DRIVE WITH TREEHOUSE



SOCIAL JUSTICE

**SOCIAL JUSTICE
BY THE NUMBERS:**

\$11,500

DONATED TO UNCF THROUGH
INSPIRE CHANGE INITIATIVES

3,962

VOTERS SERVED OVER THREE DAYS
AT LUMEN FIELD VOTING CENTER

\$10K

CONTRIBUTED FROM FIRST
SEAHAWKS COMMUNITY
SCHOLARSHIP

1,500

GUN LOCK-BOXES DISTRIBUTED

6

HERITAGE MONTHS RECOGNIZED

\$1.97M

DONATED SINCE 2017 THROUGH
PLAYER EQUALITY & JUSTICE FOR
ALL ACTION FUND

CREATING A FUTURE BLUEPRINT



A scholarship can help open doors and create a steppingstone for a new future through increased access to education. In 2024, the Seahawks introduced the first scholarship program to provide a high school student with a **\$10K** scholarship toward their next phase of education. Akeem Murph Jr, a senior at Rainier Beach High School, was awarded the inaugural Seahawks scholarship with plans to attend a four-year university in the fall to study engineering or architecture.

Akeem's educational pursuit was inspired by watching the construction at his high school. "The omnipresence of the new building got me asking questions about design and architecture, and in so doing discovered interesting facts about plans for how our new building came to be," Akeem said in his application. "Our high school rejected the first design proposal because of the lack of diversity in the architecture team. As a predominantly Black and African American school, this was important to the administration and students. After this revelation, they chose to hire Moody and Nolan instead, one of the first African American-owned architecture firms in Seattle. They are also working with the construction company to get my high school alumni into union jobs. So, my school is literally being built by the community."

"I COULD SEE MYSELF AS A FUTURE ARCHITECT WORKING HARD TO HIRE DIVERSE STAFF AND ENSURE OUR PROJECTS LIFT THE COMMUNITY WE ARE BUILDING IN."

AKEEM MURPH JR.

12s VOTE

The power to vote is one of the best ways to help make your voice heard. Leading up to Election Day, the Seahawks spent the summer and fall encouraging fans to register to vote, stay educated about the measures on the ballot, and learn more about the individuals in key positions of power in their communities.



2024

AUGUST

8/2
**WHEN WE ALL VOTE
REGISTRATION BOOTH AT
TRAINING CAMP**

8/3 – 8/6
**KING COUNTY ELECTIONS
VOTING CENTER AT
LUMEN FIELD FOR
PRIMARY ELECTION**

SEPTEMBER

9/17
**PLAYER REGISTRATION ON
NATIONAL VOTER REGISTRATION
DAY IN PARTNERSHIP WITH
INSTITUTE FOR COMMON POWER**

9/27
**VOTING CONVERSATIONS
AT UNIVERSITY OF
WASHINGTON FEATURING
LEGEND DOUG BALDWIN**

OCTOBER

10/7
**VOTER EDUCATION CIVIC
WORKSHOP AT RAINIER BEACH
HIGH SCHOOL IN PARTNERSHIP
WITH RISE AND OFFICE OF
SECRETARY OF STATE FEATURING
LEGEND BEN OBOMANU**

10/27 & 11/3
**FANS ENGAGED WITH A VARIETY
OF VOTING POP-UPS AT THE
TWO HOME GAMES LEADING
INTO THE ELECTION AND WERE
ENCOURAGED TO DROP THEIR
BALLOT AT THE GAME**

NOVEMBER

11/5
**WRAPPED UP 12s VOTE
INITIATIVES WITH
MESSAGING ON ELECTION
DAY AND KING COUNTY
ELECTIONS VOTING
CENTER AT LUMEN FIELD
WHICH SERVED 3,962
VOTERS OVER THREE DAYS**



INSPIRE CHANGE CHANGEMAKER

President and CEO of Urban League Seattle, Michelle Merriweather, was named as the 2024 Seahawks Inspire Change Changemaker. The award recognizes an individual who is making a difference in their communities through social justice work.

Merriweather's work and leadership as an advocate for housing, education, health and workforce development in Black communities inspires positive change across Washington. Michelle also is a founding member of the Black Future Co-Op Fund. Michelle received a **\$10,000** grant to support Urban League of Seattle and was surprised with a trip to the Super Bowl in New Orleans.



TOGETHER WE END GUN VIOLENCE

The Seahawks supported gun violence prevention throughout the first week in June by hosting a two day Together We End Gun Violence conference at Lumen Field, lighting the arches at Lumen orange, players wearing End Gun Violence t-shirts and partnering with Urban Family on a lock box event.

In November, the Seahawks partnered with King County Regional Office of Gun violence Prevention and local non-profits to host a free gun lock box giveaway at Lumen Field where over **1,500** gun lock-boxes were given away.



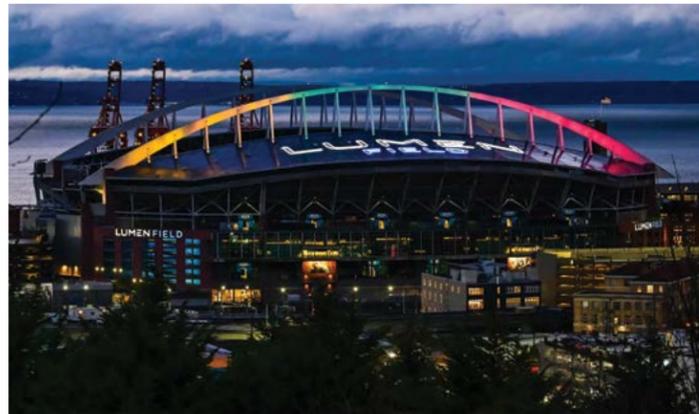


NATIVE AMERICAN HERITAGE FOOTBALL CLINIC



HERITAGE MONTHS

Celebrating the stories that make us who we are. The Seahawks are proud to support communities of color and historically marginalized communities through various heritage month recognitions throughout the year.



In partnership with Muckleshoot Tribe and a Nike N7 Grant, the Seahawks hosted a free football clinic for **100** youth from multiple tribes at the Virginia Mason Athletic Center with special appearances from Seahawks **Legend Lofa Tatupu**, Blitz and the Seahawks Dancers.



FEATURING PHOTOS FROM: BLACK HISTORY MONTH, WOMEN'S HISTORY MONTH, AANHPI HISTORY MONTH, PRIDE MONTH, HISPANIC HERITAGE MONTH, NATIVE AMERICAN HERITAGE MONTH



PLAYER EQUITY AND JUSTICE FUND

In 2024, \$200K was donated across six organizations.

The Seahawks Players Equality & Justice for All Action Fund supports education and leadership programs addressing equality and justice in an effort to create lasting change and build a more compassionate and inclusive society.

“The institute will use the Seahawks Players Equality & Justice for All Action Fund toward our youth leadership and civic engagement initiatives, curriculum and video development for educators and public servants, and education center campus development for serving youth and adults.”
Roy D Wilson Ed. D | Executive director – institute for common leadership



THESE FUNDS WILL SUPPORT OUR SUMMER YOUTH LEADERSHIP PROJECT WITH FIELD TRIPS, CULTURE CLASSES, STIPENDS, CONSUMABLE SUPPLIES, MATERIALS AND SUPPLIES. OUR SUMMER YOUTH LEADERSHIP PROJECT PARTICIPANTS WILL BE WORKING TOWARDS **STRENGTHENING THEIR CULTURAL IDENTITY, DEVELOPING THEIR PUBLIC SPEAKING SKILLS, AND DEEPENING THEIR ROOTS AND CONNECTIONS WITH ELDER, AND COMMUNITY.**

SARAH SENSE-WILSON (OGLALA)
URBAN NATIVE EDUCATION ALLIANCE, CHAIR



INSTITUTE FOR
COMMUNITY LEADERSHIP



RECIPIENT LOGOS FROM TOP TO BOTTOM: FAMILY FIRST COMMUNITY CENTER, CENTER FOR HUMAN SERVICES, PIONEER HUMAN SERVICES, SCHOOLS OUT WA, INSTITUTE FOR COMMUNITY LEADERSHIP, URBAN NATIVE EDUCATION ALLIANCE



YOUTH EMPOWERMENT

YOUTH EMPOWERMENT BY THE NUMBERS:

\$5K

IN SCHOLARSHIPS
THROUGH GAME CHANGERS
PRESENTED BY BECU

2,779

ITEMS COLLECTED THROUGH
A SCHOOL SUPPLY DRIVE WITH
PEMCO AND YOUNGIVEGOODS

797,801

MINUTES READ THROUGH
12 PAGES SUMMER
READING PROGRAM
PRESENTED BY PEMCO

\$15,000

DONATED TO SUPPORT
A NEW AED STATION
THROUGH PROJECT 100

\$165K

RAISED THROUGH
KICKS4KIDS

5,193

TRAINING CAMP TICKETS
DONATED TO COMMUNITY
ORGANIZATIONS

GAME CHANGERS

CHANGE IS INEVITABLE, BUT GROWTH IS OPTIONAL.

When **50** middle and high school students stepped into Lumen Field for the opening session of the Game Changers program, presented by BECU, it challenged them to show up to each lesson with a growth mindset in a safe, interactive environment that fostered conversation around cultural competency. It's a topic that can be hard to tackle, but thanks to partnerships with the Boys & Girls Club of King County and skilled educators from RISE, participants learned about diversity, inclusion and tactics to help eliminate racial discrimination and social injustices in their communities and beyond.

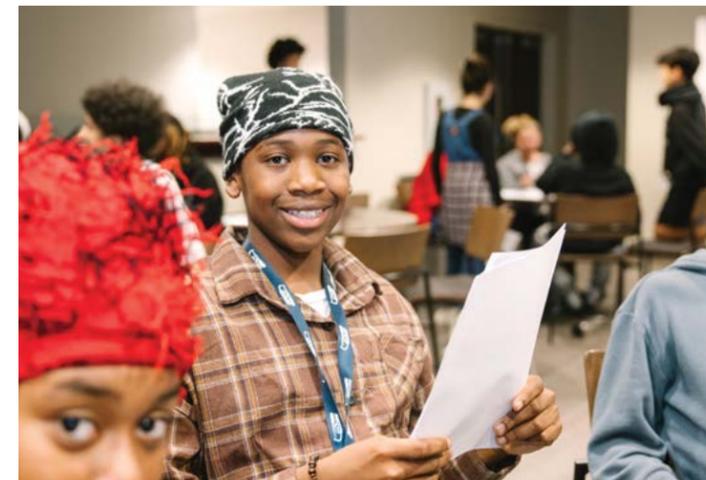
At the end of their eight-week program, students self-reported a **17%** increase in their level of understanding on terms like microaggressions, implicit bias and more. Most notably, when asked about their activism when witnessing acts of bullying or racial discrimination

100% OF RESPONDENTS REPORTED THEY WOULD INTERVENE TO ADDRESS THE SITUATION.

Another common trend among responses was commitments made to practice empathy, be more inclusive, and engage in their communities. When asked what takeaways they had from the program, one student responded with, "Be empathetic, try to make a more diverse group, and treat others with respect."

Thanks to the partnership with BECU, two students were nominated at the end of the program to receive **\$2,500** scholarships to pursue their next level of education. Scholarship recipients, Senai Sampson and Josh Williams, were then recognized on the field for their achievements.

"Through this program I was able to get closer to people in my club and meet people from other clubs which I enjoyed, in addition to learning new concepts and winning a scholarship!" said Senai.





ONE PAGE AT A TIME

While the obstacles facing young people in under-resourced communities can feel insurmountable, The Seahawks remain committed to providing more access to the resources children need – from elementary to high school – to be successful.

According to studies through Scholastic, research shows the power of reading is undeniable. In addition to the increased educational advancement, literacy enhances equity in communities, teaches the importance of social-emotional intelligence and provides appreciation of diverse experiences from an early age.

Through programs like 12 Pages presented by PEMCO, students find fun with the turn of every page. Starting in the summer, kids can log reading minutes to win cool prizes, a reading visit at their school, or even the chance to attend a Seahawks home game. This summer more than **1,100 youth** read over **797,801 minutes** through the 12 Pages program.

Throughout the school year, teachers and staff can also request reading visits at their school to bring the fun of a Seahawks gameday to their gym or

auditorium. This past school year, six elementary schools across the Seattle area hosted 12 pages visits, which were joined by Legends like **Garry Gilliam**, **Randall Morris**, and more, in addition to Blitz and Seahawks Dancers.

For the first time, the Seahawks hosted a book and supply donation drive with **PEMCO** and **YouGiveGoods** that resulted in **2,779** items donated including **571** books for over **5,000** students through the 12 Pages program.

As students advance through school, the Seahawks are present with additional resources to provide mentoring, character development and more. Launched this fall, Hawks on the Yard is a formalized program focused on providing minority high-school aged students with unique exposure, access, and resources to pursue and/or embark on post-secondary options including minority-serving institutions such as HBCU's (Historically Black Colleges and Universities) and HSI's (Hispanic-Serving Institutions). This is achieved through three core areas of focus: professional development, mentorship, and personal/ character development.



Blitz' favorite book is **Goodnight Football** by *Michael Dahl*, but he has some other recommendations to keep our Junior 12s entertained and reading all year long!

All Are Welcome Here
by *Alexandra Penfold* (AGES 6-8)

Jabari Jumps
by *Gaia Cornwall* (AGES 6-8)

Beyond The Laces
by *Bob Salomon* (AGES 6-10)

The True Story of the Three Little Pigs
by *Jon Scieszka* (AGES 6-8)

You Will Be My Friend!
by *Peter Brown* (AGES 6-8)

The Rainbow Fish
by *Marcus Pfister* (AGES 6-8)





KICKS FOR KIDS

Blitz is a constant presence at Seahawks community engagement events. His reach flies far beyond gamedays, and the Kicks4Kids program is one of the many representations of this. In 2024, Kicks4Kids provided **1,222 pairs of shoes** valued at almost **\$75,000** to children in need.

MAKE-A-WISH

The Seahawks hosted three Make-A-Wish kids, Nolan from Texas, Noah from Mississippi and Marcus from Vancouver, Wash. during the Seahawks preseason game vs. the Browns.

Nolan, Noah and Marcus are all fans of the Seahawks and have wanted to spend time with the Seahawks as part of their Make-A-Wish experience. Nolan, a former right tackle, could no longer play in the same capacity after his cancer diagnosis and surgery. If he is able to return to football, he has to be the punter/kicker – which he is learning right now. During his visit at Seahawks practice, Nolan met Seahawks punter Michael Dickson, and learned a little bit more about punting.

Nolan is originally from Texas and has been a fan since 2013.

“Some say it might be a bandwagon because when they won the Super Bowl, I jumped on the bandwagon and stayed,” Nolan said on being a fan.

Noah is also not from the Seattle area but has grown to love the Seahawks, all the way from Mississippi. And he was excited to meet his favorite Seahawks player also from Mississippi, DK Metcalf.

“He’s just so tall, he’s jacked too and he’s fast,” Noah said on why Metcalf was his favorite player.

During their visit to practice, each kid was able to lineup alongside Geno Smith and the offense to run a play and get a touchdown inside the Virginia Mason Athletic Center.

Outside of practice, the kids also attended the Seahawks preseason game vs. the Browns and were able to have a sideline experience to cap off their time in Seattle.

Marcus, who is from Washington, has been a Seahawks fan forever.

“I love football because I am passionate about it and I have been doing it since I was little,” Marcus said. “I love the Seahawks because of Chris Carson. He is my all-time favorite player on Seattle. I also love the Seahawks because loving Seattle is a family tradition.”

Another one of Marcus’ favorite players is Doug Baldwin, who surprised the kids at dinner while they were here.

“It was really shocking. I wasn’t expecting to meet him. I was really excited and kind of nervous. And I was excited when he signed my shirt.”

The three kids were able to travel home knowing their wishes had come true.



SCREENING TO SAVE LIVES

The Seahawks and Virginia Mason Franciscan Health teamed up to host their second annual youth heart screening event at the Virginia Mason Athletic Center on Saturday, March 8. The event runs in partnership with the Nick of Time Foundation, a local non-profit and the facilitator of some of the largest youth heart screening events in the Puget Sound region. The free screenings were open to anyone between the ages of 12 – 24 and is intended to identify undetected heart conditions, particularly among student athletes.

This year, **565 youth** were screened, helping make a safer playing experience to save lives on the field. Since the beginning of the partnership, more than 1,000 youth have been screened, with more than 10 screenings resulting in abnormalities that required follow-up care.



THANK YOU

COMMUNITY PARTNERS

- Alaska Native Medical Center
- Allen Family Philanthropies
- American Cancer Society
- American Red Cross NW Region
- Army 1st Special Forces
- Army Rangers
- Blue Angels
- Boys & Girls Club of King County
- Boys & Girls Club of Bellevue
- Brigadoon Service Dogs
- Camp Korey
- Cocoon House
- Communities in Schools of WA
- Community Passageways
- Compass Housing Alliance
- Coordinated Care Health
- Dignity for Divas
- Earth Gen
- El Centro Cultural Mexicano's
- EverFi
- Everytown
- Fairbanks North Star Borough School District
- Family First Community Center
- Federal Way School District
- Feeding Tampa Bay
- FOB Hope
- Fosterful
- Geeking Out Kids of Color
- Girl Scouts of Western WA
- Girls on the Run Puget Sound
- Gold Star Families of Washington
- Growing Veterans
- Habitat for Humanity Seattle-King County
- Hawaii High School Athletic Association
- Healthpoint
- Hearing, Speech, and Deaf Center
- Heroes Homestead
- Highline School District
- Hope Place Women & Children's Shelter
- Housing Hope
- Insitute for Common Power
- InvestEd
- Joint Base Lewis-McChord
- King County Elections
- King County Office of Gun Violence Prevention
- King County Play Equity Coalition
- Lake Washington School District
- Lavender Rights Project
- Make-A-Wish of Washington and Alaska
- Medal of Honor Foundation
- Military Order of the Purple Heart
- Minority Veterans of America
- Mission Outdoors
- NAMI Seattle
- Navy Region Northwest
- Nick of Time Foundation
- Nineline Veteran Services
- Northwest Harvest
- Odessa Brown Children's Clinic
- Oregon School Activities Association
- Operation Military Family
- Outdoors for All
- Path with Art
- Permission to Start Dreaming Foundation
- Pike Place Market Foundation
- Play Like A Girl
- Pro Football HOF
- Progress Pushers
- Project 100
- Project Hope
- PTSD Foundation
- Puyallup School District
- Rainier Beach Urban Farm and Wetlands
- RCX Sports
- Red Lake Warriors High School
- Renton School District
- RISE
- Salmon for Soldiers
- Salvation Army Northwest Division
- Seattle Children's Hospital
- Seattle Humane
- Seattle Out and Proud Foundation
- Seattle Public Schools
- Seattle Sports Commission
- Seattle Union Gospel Missions's Hope Place Women's and Children's Shelter
- Seattle World School
- Shades of Motherhood
- Shriner's Children's Hospital
- Smilow Rainier Vista Boys & Girls Club
- Special Olympics of Washington
- Sports in School WA
- St Francis Hospital
- Stanwood-Camano School District
- Swanson's Nursery
- Team Up WA
- The Salvation Army
- Therapy Fund Foundation
- Treehouse
- Tukwila School District
- UNCF
- United States Air Force 414th Airlift Wing & 313th Airlift Squadron
- Urban Family
- Urban League
- Veteran Rites
- Virginia Mason Franciscan Health Foundation
- Volunteers of America
- Washington Army National Guard
- Washington Food Coalition
- Washington Interscholastic Activities Association
- Women's Sports Foundation
- Woodland Park Zoo
- YMCA of Greater Seattle
- YMCA of Snohomish County
- YouGiveGoods
- Youth Achievement Center

THANK YOU

SEATTLE SEAHAWKS CHARITABLE FOUNDATION

Emphasizing its commitment to serving the widespread needs of the community, the Seahawks founded the Seattle Seahawks Charitable Foundation (SSCF) in 1995. Now celebrating 30 years, the SSCF supports a variety of community organizations in pursuit of its mission: to invest in the healthy, social, emotional, intellectual, and physical development of youth and support organizations and initiatives aimed at making the Pacific Northwest Region a better place for everyone to live. In 2004, the Foundation unveiled one of its cornerstone community initiatives, the Spirit of 12 Program, a collaboration among Seattle youth service organizations, the Seahawks, and

Allen Family Philanthropies (formerly known as the Paul G. Allen Family Foundation). Under this program, community-based nonprofits are offered fundraising and volunteering opportunities at Seahawks Training Camp and Seahawks gamedays through the Seahawks 50/50 Raffle Program, as well as at various touchpoints throughout the year. Today, Allen Family Philanthropies, of which Jody Allen is co-founder, board chair and president, continues its generous support of the Spirit of 12 partners through matching of the team's 50/50 raffle program proceeds, showcasing a commitment to continuing the legacy of making our community a better place.



THANK YOU

CORPORATE PARTNERS



SAFEWAY WAS HONORED TO BE THE FIRST ENTITLEMENT PARTNER FOR THE SEAHAWKS COMMUNITY INITIATIVES. THE ORGANIZATIONS AND PROGRAMS BASED IN COMMUNITY PLAY A CRITICAL ROLE IN CREATING REAL CONNECTIONS AND IMPROVING LIVES THROUGHOUT OUR REGION. WE SHARE A COMMITMENT WITH THE SEAHAWKS TO SUPPORT AND UPLIFT SUCH PROGRAMS, AS WELL AS INSPIRE GATHERINGS AROUND THE JOY OF FOOD AND PLAY. AS SAFEWAY HAS LOCATIONS IN HUNDREDS OF COMMUNITIES WHERE THE 12s LIVE, TOGETHER WE CAN SURPRISE AND DELIGHT EVEN MORE FANS, WHILE ALSO GIFTING TO MAKE IMPACT BEYOND THE EVENTS AND APPEARANCES.

SARA OSBORNE
 SENIOR DIRECTOR OF GOVERNMENT AND PUBLIC AFFAIRS
 FOR SAFEWAY AND ALBERTSONS





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