

SEATTLE SEAHAWKS

2021 COMMUNITY IMPACT





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Top Left: CB Tre Brown
 Top Right: WR Penny Hart
 Bottom Right: TE Colby Parkinson, TE Tyler
 Mabry, WR Penny Hart & WR Cody Thompson
 Bottom Left: RB DeeJay Dallas



COMMUNITY AREAS OF FOCUS

Our Mission

Using our unique and powerful platform, we educate, empower, and encourage our region's youth, support and celebrate our local military communities, drive youth aspiration to play the game of football, build equitable programs to support community partners in social justice and inclusion efforts, and create meaningful connections between our past and present team and fans throughout the Pacific Northwest and beyond.

Areas of Focus



109

147

\$1,803,068

228

16,234

68,410

Individuals Impacted in the Community



Seahawks Commitment to Racial Equity & Justice

The Seahawks continue their commitment to fight for racial equity and justice within our workplace and our community.

We will address inequities in the Black community, tackle systemic racism, remove barriers, and provide access and opportunities for all people of color in the communities we serve.

Focus Areas



INVEST IN ADVANCING
ECONOMIC STABILITY



FOSTER AN
INCLUSIVE CULTURE



COMBAT RACISM THROUGH
EDUCATION AND AWARENESS

12 Commitments

- 1 Support Youth Achievement Center with a \$500K donation
- 2 Improve our equity among diverse suppliers, with an emphasis on Black small businesses
- 3 Support nonprofits focused on advancing racial equity through charitable cash donations
- 4 Partner with FareStart to advance equity through providing personal stability and economic mobility
- 5 Form a racial equity and social justice committee comprised of players, legends, coaches, and leadership
- 6 Increase and retain Black representation throughout all levels of our organization
- 7 Implement mentorship and leadership opportunities for all Black employees
- 8 Form a Justice Equity Diversity and Inclusion (J.E.D.I) team with local community leaders
- 9 Engage employees in anti-racism training
- 10 Leverage our partnership with the Black Future Co-op Fund to amplify Black voices
- 11 Engage employees in crucial conversations related to racial equity
- 12 Participate in an annual day of service dedicated to giving back to the Black community



Youth Achievement Center

On December 9, 2021, the Seattle Seahawks announced a commitment of **\$500,000** to the development of Seattle's Youth Achievement Center (YAC), which will provide vital housing and resources for youth in South Seattle. The team has pledged to donate \$100,000 per year for the next five years to the center, which upon completion, will provide resources such as health care, childcare, counseling, and technology and financial education, in addition to housing. Commercial spaces on site will provide job training and skill building opportunities.

Players Equality & Justice for All Action Fund

Seahawks Players Equality & Justice for All Action Fund has granted over **\$1,337,000** to organizations working to create lasting change and build a more compassionate and inclusive society. The 2021 grantees were:

- Gathering Roots
- Collective Justice
- East African Community Services
- The BE Project
- Youth Achievement Center
- **Players Equality & Justice for All Scholarship Fund**

In 2021, in partnership with the Seattle Foundation, the Seahawks players allocated **\$250,000 to a college scholarship fund** to support career opportunities for students who have overcome significant adversity, with preference given to students of color and first-generation college students from Tacoma, Seattle, Renton, Bellevue and Kent School Districts.

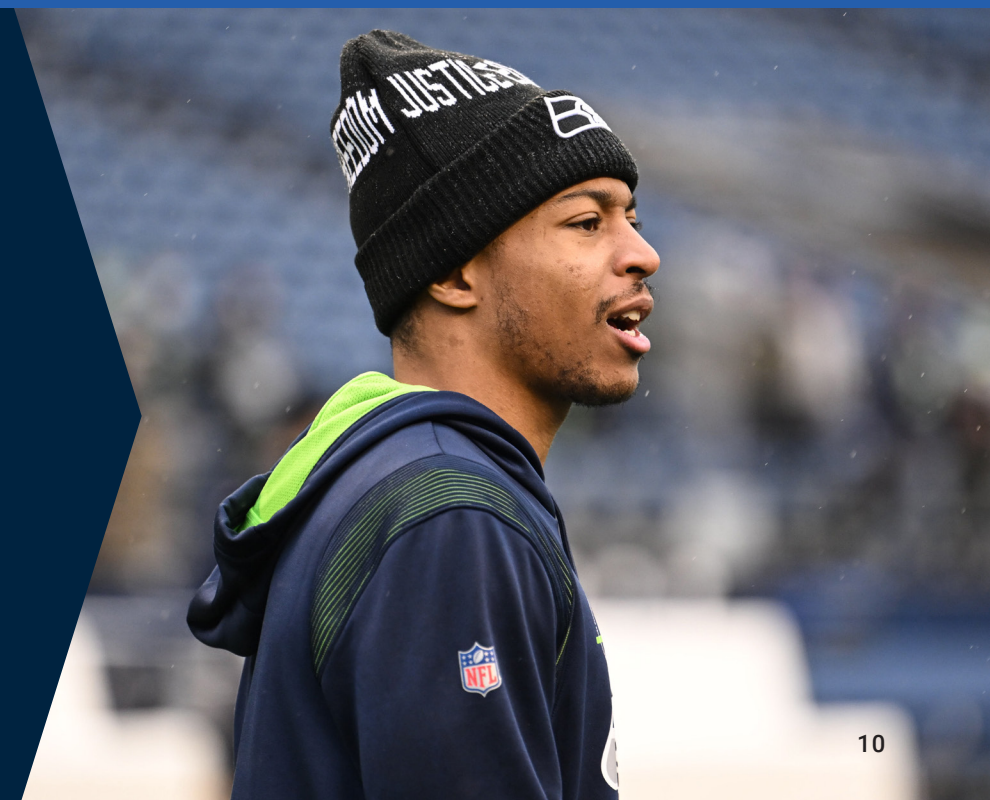
Juneteenth

Juneteenth, a celebration of the day in 1865 when enslaved people in Texas were freed, became a federally recognized holiday in 2021. Quandre Diggs and Tyler Lockett reflected on what the holiday means to them.



"It's really important. I definitely think it should be a national holiday. As a nation, we've got to tell the truth. For us, especially down south, that was a big time for us as Black people. I've always celebrated it— it's my mom and my brother's birthday. We always had big parades in my hometown and they always kind of gave it the attention it deserved. So for me it's been really special, and it's kind of cool that people are finally getting on the wave and understanding what it really means to us as Black people."

Quandre Diggs
Free Safety



"It's very important that we continue to keep learning about our history. For me, I'm still learning about Juneteenth and learning about a lot of other stuff as well. It's a big step forward for the country just to be able to finally start to recognize the truth behind our history and being able to help us move forward, not only as we continue to heal but as we continue to build."

Tyler Lockett
Wide Receiver

Heritage Months

Seahawks proudly support communities of color and historically marginalized communities through a variety of heritage month recognitions throughout the year.

FEBRUARY
Black History Month

MARCH
Women's History Month

MAY
Asian American & Pacific Islander Heritage Month

JUNE
Pride Month

SEPTEMBER-OCTOBER
LatinX Heritage Month

NOVEMBER
Native American Heritage Month





WR Freddie Swain delivers the Crucial Catch game ball to Virginia Mason Franciscan Health



COMMUNITY RESPONSE

NFL Foundation Grants

The Seahawks, in partnership with NFL Foundation, granted **\$184,500** to various community causes including youth football, digital equity, cancer, military, social justice and more.

Voter Registration

Over the past three years, Seahawks have partnered with King County Elections to create a safe and convenient venue for residents to register to vote and cast ballots at Lumen Field. In 2021, the Lumen Field Vote Center served a total of **856 voters**, the highest of the six King County vote sites.

COVID-19 Vaccination

In partnership with the City of Seattle and Swedish Hospital, Lumen Field hosted the largest civilian-led vaccination clinic in the country, providing **102,414 COVID-19 vaccine doses**.

Crucial Catch

Throughout the month of October, the Seahawks partnered with **Virginia Mason Franciscan Health** to spread awareness for early detection and encourage people to get screened for cancer. Over **\$9,000** was raised for Crucial Cash which helps local patients who cannot cover the incidental costs of cancer treatment.

Wide Receiver Penny Hart and Blitz surprised three families with kids battling cancer with Seahawks care packages in partnership with Footprints of Fight, contributing **\$9,000** to the families and the non-profit.

Cigna Healthcare Hero

In 2021, **Cigna** recognized a Laboratory Manager that pioneered protocols for a local hospital to test for some of the first cases of COVID-19 in the country. The Healthcare Hero received an exclusive gameday experience and in-game recognition and was promoted to Laboratory Director shortly after his gameday honor.

Microsoft Teams Pregame Huddle

Thanks to technology provided by **Microsoft Teams**, over **100 individuals** from various community groups including cancer survivors, women veterans, My Cause My Cleats non-profit organizations and Youth Achievement Center were able to chat with players in the tunnel before warming up at Lumen Field.

Delta Community Captain

Seattle Seahawks and **Delta Air Lines** launched Delta Community Captain, a program designed to recognize local individuals and organizations who are making a difference in the community by naming them as honorary team captains in the categories of education, military, social justice, and environment.

Domestic Violence Awareness Month

Cornerback Tre Brown helped deliver over **\$10,000** worth of Amazon wish list items to Domestic Abuse Women's Network (DAWN) local shelter. Tre spent time with the residents, gifting Seahawks teddy bears to kids, and touring the shelter.



Blitz presents Delta Community Captain award



Legend Thomas Rawls
at Mary's Place



COMMUNITY RESPONSE

Homelessness

Seahawks and many of their Corporate Partners supported a variety of homelessness causes throughout the year.

- **INTERN DAY OF SERVICE:** Seahawks interns volunteered at ROOTS Young Adult Homeless Shelter donating over **\$2,500** worth of items from their Amazon wish list.
- **NEIGHBORHOOD TAKEOVER:** Seahawks built over **200 care packages** in partnership with **Safeway** for residents of Gardner House & Allen Family Center.
- **CAMPBELL'S SOUP DONATION:** **Campbell's Chunky Soup** donated **1,000 cans** of soup to Mary's Place along with Seahawks Legend Thomas Rawls and Blitz.
- **TABLEAU x A WAY HOME WA:** Seahawks and **Tableau Foundation** partnered with A Way Home Washington championing a data-driven approach to preventing and ending youth and young adult homelessness.
- **ASHLEY HOMESTORE HOPE TO DREAM:** **Ashley HomeStore** donated **50 beds** to Mary's Place residents transitioning out of shelter or out of homelessness through their Hope to Dream program.
- **ELYSIAN HAWKITECT DONATION:** A portion of proceeds from every can of **Elysian Hawkitect American Wheat Ale** sold goes to help eliminate homelessness through Plymouth Housing.
- **WINDERMERE TACKLE HOMELESSNESS:** Since 2016, **Windermere Real Estate** has donated \$100 to Mary's Place for every Seahawks defensive tackle made at a home game, donating **\$35,800** in 2021.

SeaLife Response + Rehab + Research (SR3)

Seahawks celebrated the work of **SeaLife Response + Rehab + Research (SR3)**, a non-profit organization dedicated to assisting injured or sick marine wildlife, rehabilitating them for a second chance at life, and doing research to inform conservation efforts.

Gameday Posters

Seahawks Gameday Posters, designed in collaboration with Ames Bros co-founders Coby Schultz and Barry Ament, are created for every home game and sold to the general public, with proceeds benefiting a local cause. This year's program raised **\$60,000** for Urban ArtWorks, a non-profit organization whose mission is to engage youth and communities in the creation of public art that inspires connections and honors their voices.

Urban ArtWorks

The Seahawks partnered with **American Family Insurance** and Urban ArtWorks to create a stadium artwork piece inspired by the poetry of wide receiver Tyler Lockett, with American Family Insurance donating **\$25,000** to Urban ArtWorks.



Harbor seal pup, Grateful, at
SR3's SeaLife Rescue Center



Toyota Tundra Giveaway

Seahawks and **Western Washington Toyota Dealers** selected three non-profit organizations for a chance to win the Seahawks Tundra that sat on top of the Toyota Fan Deck at Lumen Field. The winning organization, **Alajawan's Hands**, will use the truck to collect and distribute goods and resources to their community.

Sea Hawkers

The Sea Hawkers, the official booster club of the Seahawks, volunteered **16,700 hours** and raised **\$357,000** for charitable organizations around the world in 2021.

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 2021, the S.W.A contributed over **\$30,000** and tallied over **500 volunteer hours** to local non-profit organizations.

Ben's Fund

Ben's Fund, founded in 2012 by Seahawks General Manager/EVP 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. Over **2800 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 volunteering at Mary's Place



Seahawks employees build care packages for Allen Family Center



Seahawks President Chuck Arnold and General Manager John Schneider present WR Tyler Lockett with his awards pregame



Walter Payton NFL Man of the Year & Steve Largent Award

Tyler Lockett was named the Seahawks' 2021 nominee for the Walter Payton NFL Man of the Year Award for his excellence both on and off the field. He was also named the Steve Largent Award winner, voted on by players and presented to someone who best exemplifies the spirit, dedication, and integrity of the Seahawks.

My Cause My Cleats

My Cause My Cleats allows players and coaches to wear customized cleats designed in collaboration with artists that reflect their commitment to charitable causes. A total of **35 players, coaches and staff** participated raising over **\$10,000**.



Legend of the Year Presented by American Family Insurance

The Legend of the Year award and a **\$10,000** donation, presented by **American Family Insurance**, was given to Doug Baldwin who continues to give back to his community long after retirement from the NFL, including his work through the Family First Community Center in Renton.

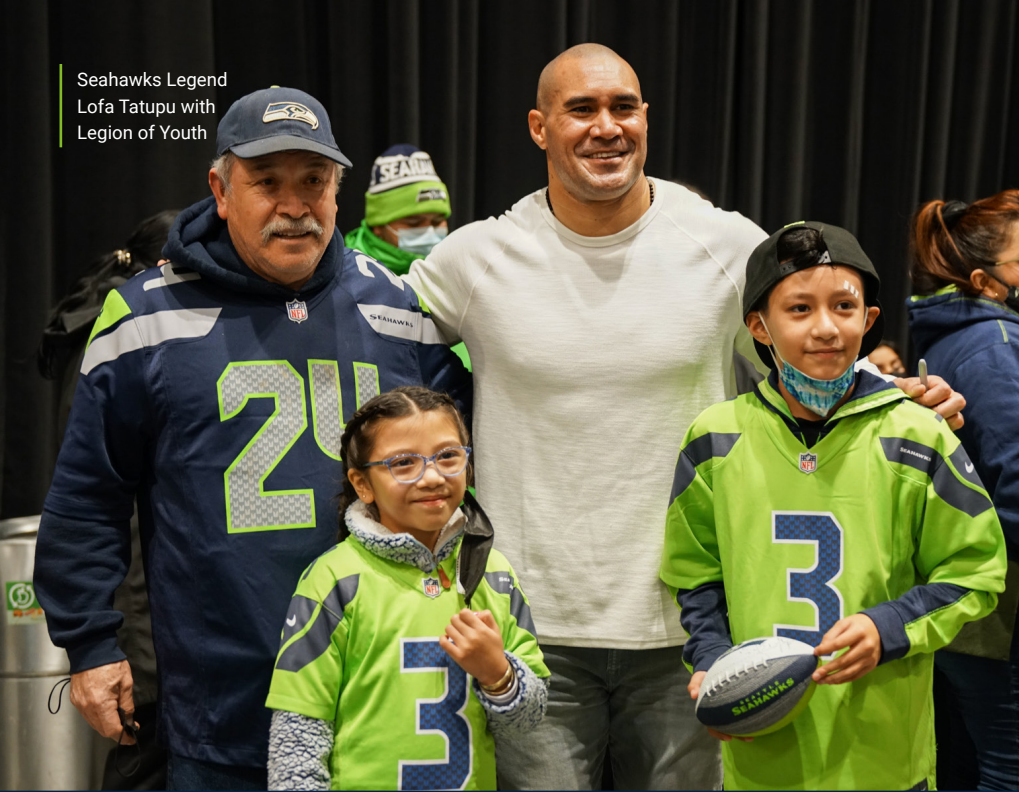
Rumble at the Ridge

Rumble at the Ridge is a highlight of the annual PGA TOUR Champions event that brought together over **30 Seahawks Legends, celebrities and other guests** to golf in support of the **Virginia Mason Foundation**.



Seahawks Legend Doug Baldwin receives his Legend of the Year award

Seahawks Legend
Lofa Tatupu with
Legion of Youth



Spirit of 12 partners
distribute programs
on gameday



YOUTH EMPOWERMENT



Legion of Youth Powered by Boeing

Since 2014, the Seahawks and **Boeing** have partnered on Legion of Youth Powered by Boeing and have provided over **4,000 game tickets** to local youth for a one of a kind gameday experience.



Game Changers Presented by Symetra

Game Changers Presented by **Symetra** is a program that engages youth and teens through interactive leadership programming and opportunities to empower their peers and communities. In 2021, the program hosted two cohorts of over **120 youth** from Boys & Girls Clubs of King County for a series of conversations around mental health, healthy relationships, social justice, sports careers and more.



Spirit of 12

Members of Big Brothers Big Sisters of Puget Sound, Outdoors for All, Special Olympics Washington, and Treehouse distribute Seahawks gameday programs keeping 100% of the proceeds that are then matched by the Paul G. Allen Family Foundation. Since 2004, **\$5,133,046** has been raised through the Spirit of 12 program.



Seahawks Legend Ben Obomanu
with Game Changers youth



Seahawks Dancers welcome students back to school in the Renton School District.



Blitz delivers Nikes through KICKS4KIDS



YOUTH EMPOWERMENT

Premera Heroes in the Classroom

Seahawks and **Premera** come together to honor school employees helping their students and communities stay ahead of the game. Each Heroes in the Classroom winner will receive **\$2,000** for their school, a special Seahawks tailgate package and tickets to a Seahawks game with an in-game honorary moment.

Adopt-A-District

The Seahawks partnered with the **Renton School District** during the 2021-2022 school year, providing resources and unique experiences for the students and teachers, creating fun and lasting impact.

Washington STEM

In partnership with the Seahawks, **Lumen** donated **\$20,000** to Washington STEM which creates solutions and partnerships that bring STEM education to Washington students, especially those historically underrepresented in STEM fields like students of color, girls and young women, students living in poverty, and students living in rural areas.

BLITZ KICKS4KIDS

The first ever BLITZ KICKS4KIDS scoot across the state of Washington took BLITZ on a scooter journey of more than 350 miles over the course of 6 days. More than **\$120,000** was raised to provide over **2,100** new Nike shoes to community organizations.

Summer Reading Program

Over the summer, the Seahawks had more than **2,000 young readers** participate in the Seahawks Summer Reading Program with a collective total of more than **220,000 minutes** read.

InvestED

For every Seahawks license plate sold or renewed, 75% of the specialized plate fee goes directly to InvestED, helping students in need throughout Washington State get to school, engage in school and graduate. In 2021, **\$306,982** was donated through the license plate program.

In addition, Seahawks partnered with InvestED to donate **\$30,000** to four school districts across the state to help close the digital divide by providing funding for high-speed internet and devices necessary for a quality education in 2021 and beyond.

Western Washington Toyota Dealers donates \$500 to InvestED for every opponent false start at Lumen Field and in 2021 donated a total of **\$5,000**.

Fuel Up to Play 60

Fuel Up to Play 60, the leading in-school health and wellness program done in partnership with the Seahawks and **Washington Dairy Council**, empowers students and educators to work together to build healthier schools and create healthy, high-achieving students.



LB Jordyn Brooks promotes healthy eating through Fuel Up to Play 60



Seahawks Legend
Walter Jones at Blue
Friday Night Lights

High School Spring Football

The 2020 high school football season was delayed until early Spring in 2021 and the Seahawks helped to amplify the spring football season through the Game of the Week live on NFHS Network every Friday and by announcing **6 high school football Coaches of the Year** who each received a **\$2,000** donation to their school's football program.



NFL FLAG

NFL FLAG is designed to give boys and girls of all abilities a chance to learn, play and have a blast doing it. In 2021, Washington State had a total NFL FLAG participation of **9,997** which was a **40% increase** from 2020 participation.



Blue Friday Night Lights

Blue Friday Night Lights celebrates high school football by bringing Seahawks gameday entertainment elements including DJ SupaSam, Seahawks Dancers, Blue Thunder, Blitz, Boom and Seahawks Legends to **3 high school football matchups** every season.



Gatorade Camps

Seahawks hosted both in-person and virtual **Gatorade Junior Training Camps** for over **500 kids** ages 7-14 to learn football drills and skills.



Girls High School Flag Football

Seahawks teamed up with the WIAA, Nike and NFL Flag to launch Washington's first ever girls high school flag football league in Pierce County, donating **\$25,000** to Tacoma Public Schools in 2021. In early 2022, the team donated **\$60,000** over the next three years to Seattle Public Schools to help launch their girls flag football league. In addition, the Seahawks announced a **\$250,000** commitment to the WIAA over the next five years to help schools across Washington State launch girls flag football leagues.

LISC Grant

Wellpinit School District has been granted **\$250,000** by the Seattle Seahawks through the National Football League Foundation Grass-roots Program for a new synthetic turf field at Wellpinit High School, on the Spokane Indian Reservation.

High School Coach of the Week

Each week during the 2021 high school football season, the Seahawks and the Washington State Football Coaches Association select two high school football coaches as the Coach of the Week winners who receive a **\$500** donation to the school's football program. At the end of the year, Lynden High School Coach Blake Van Dalen was selected as the High School Coach of the Year and received a **\$2,000** donation.

"We are thrilled to commit these funds to the WIAA to create new opportunities for girls across our state to play NFL FLAG," said Chuck Arnold, President, Seattle Seahawks and First & Goal Inc. "The Seahawks are committed to spreading a love for the game of football and providing equitable opportunities for youth in athletics. We are proud to support the continued growth of flag football programs year after year, with a long-term goal of having girls flag adopted as an official sanctioned sport in the state of Washington."

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



Seattle Public Schools
host girls high school flag
football jamboree

USAA x Seahawks Military

The Seahawks and **USAA**, the team's official Salute to Service partner, worked closely throughout the year on events serving the military community including the annual Change of Command ceremony where the 13th Coast Guard District passed the honors to Naval Air Station Whidbey Island. **50 sailors** from Naval Air Station Whidbey Island were invited to participate in an on-field combine. USAA also recognized service members and veterans at every home game through the Salute to Service moment.



Seahawks Legend Walter Jones at Naval Air Station Whidbey Island

Care Package Build

Seahawks in partnership with **Delta Air Lines**, **Starbucks** and Task Force 12 organizations built and distributed over **2,000 care packages** to local veterans and their families.

Task Force 12

Seahawks brought together 12 local grassroots military non-profit organizations to form **Task Force 12**, who are all working together to create and provide life changing support to our military community. In 2021, the group came together for a variety of events including a Mental Health Summit, Playground Build in Eastern Washington, Virtual Military Hiring Fair, and a Military Supply Drop.



Members of Task Force 12 joined together to build a playground at Heroes Homestead

Salute to Service Non-Profit

Throughout the month of November, the Seahawks raised **\$14,045** for Brigadoon Service Dogs, an organization that trains service dogs for veterans, children, and adults. Brigadoon Service Dogs along with Ben's Fund also supported a military family whose 7-year-old son is on the autism spectrum with a service dog and a new iPad.



LB Jon Rhattigan with Brigadoon Service Dogs

Merging Vets & Players

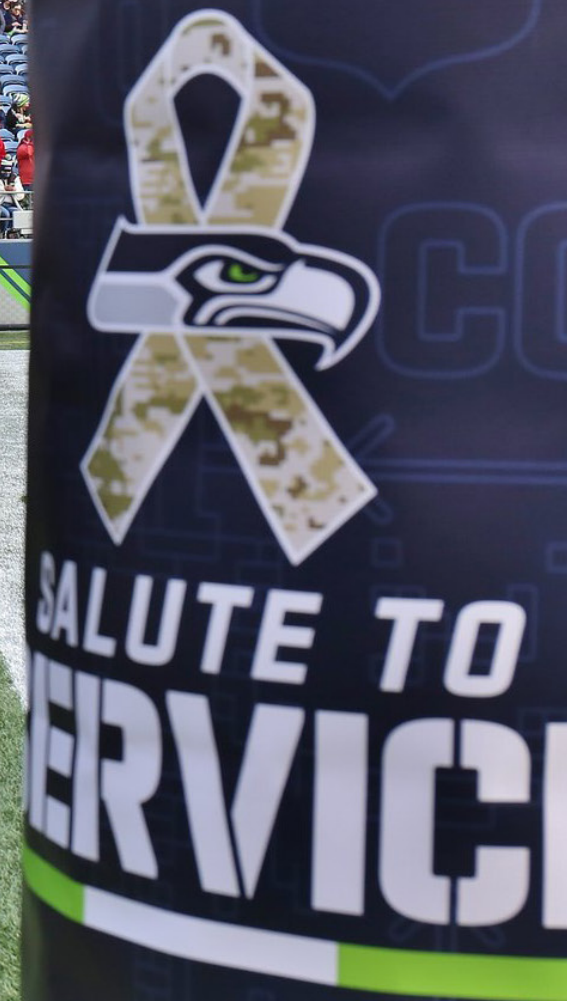
Seahawks partnered with Merging Vets & Players to host a private workout at Lumen Field for **40 military and NFL veterans** followed by a Huddle, a group mental health discussion.

Salute to Service Game

The Seahawks Salute to Service game this year was a celebration of the women in the Military, featuring over **100 women service members and veterans** throughout the game.



Women service members at Salute to Service game



The public-private partnership between First & Goal Inc. (FGI) and the Washington State Public Stadium Authority (PSA) provides substantial financial benefits for communities throughout the state.



Community Concessions Program

FGI partners with neighborhood restaurants from Pioneer Square, Chinatown / International District and SODO to provide unique and local food at Seahawks home games and other large stadium events resulting in **\$492,785** in proceeds for the local restaurants in 2021.

Non-Profit Concessions

A number of concession stands are made available for non-profit organizations to work during Seahawks home games and other large stadium events raising **\$562,182** in 2021 for charitable organizations.

Sustainability

At Lumen Field, sustainability efforts are at the heart of everything we do. In 2021, **5.32 tons** of food and **8.78 tons** of furniture and equipment were donated. In addition, **91%** of housekeeping supplies were certified green. Staff spent Earth Day volunteering at Green Plate Special, an organization that empowers youth through growing, cooking and sharing food.



Blitz visits neighborhood restaurant Tai Tung Restaurant

