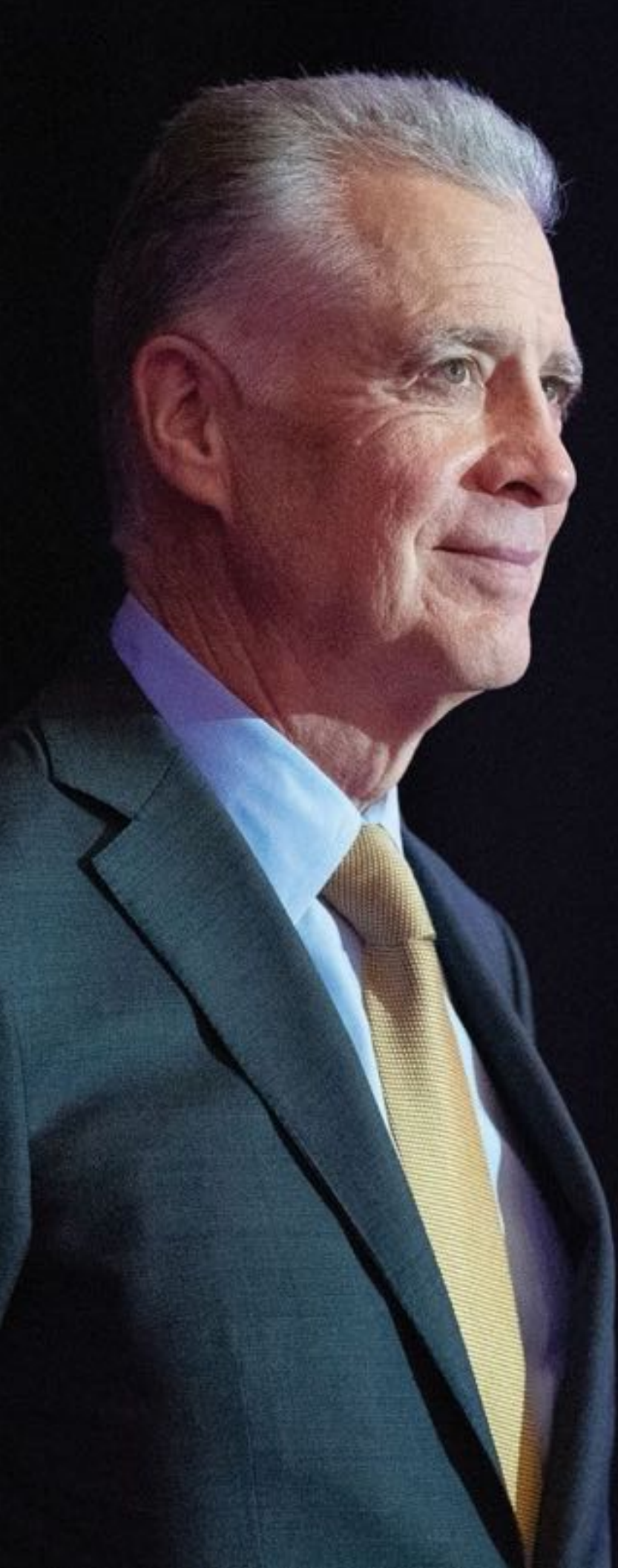




||| 2024 |||



2024 COMMUNITY IMPACT REPORT



# **OUR MISSION**

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To make a positive impact in the Western Pennsylvania region by supporting and developing quality community programs that focus on social justice, education, youth empowerment, health and wellness.



# DEAR FRIENDS,

On behalf of the entire Pittsburgh Steelers organization, I am pleased to present to you the 2024 Pittsburgh Steelers Community Impact Report.

Every year, I continue to be proud of our players, coaches, alumni, and staff for consistently being focused on the needs of our community.

This year, we have had so many monumental moments together from partnering with many of you to host over 80 community events throughout the season, to our alumni's continued efforts in creating programs for youth to thrive, to the exciting expansion of our girl's flag football programs and our Social Justice Matching Fund which has made a total of \$2,994,970 in donations to 82 charitable organizations since its inception in 2018.

This has truly been a remarkable year. We are proud of the progress that we have made together, and we look forward to building upon this work.

We extend our sincere thanks and appreciation for your partnership and dedication to our community.

Sincerely,

*Art Rooney II*  
OWNER AND PRESIDENT



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19



49



**The Pittsburgh Steelers are proud to be a part of the Western Pennsylvania community.**

The organization's strong commitment to this area dates back to 1933 when Arthur J. Rooney, Sr. founded the team. Current President, Art Rooney II, is known as one of the most active NFL owners and one of Pittsburgh's most involved executives in civic affairs, as was his father, the late Steelers Chairman Dan Rooney. Steelers players, coaches and front office staff are involved in appearances, charitable donations and outreach programs with nonprofit and community groups. It's our way of giving back to the community that has given us so much!



# COMMUNITY INITIATIVES

## TRAINING CAMP

During the 2024 Steelers Training Camp, the Steelers hosted over 20 local community organizations. As a part of their experience, groups got a front row seat to watch practice from the sidelines and meet some of the team at the end of practice. Some of the organizations to visit were Special Olympics, Family Links, Latino Community Center, and Homewood Children's Village





# HEROES NIGHT OUT

## At Acrisure Stadium

The Steelers hosted the 16th annual Heroes Night Out at Acrisure Stadium, honoring the men and women of the Armed Forces by providing a fun night of football and food. Steelers players Keeanu Benton, Jalen Elliott, Thomas Graham Jr., Christian Kuntz, and Isaiahh Loudermilk led passing, receiving, and field goal kicking stations for military members to test out their skill levels.



## DRAFT DAY EVENT

The Pittsburgh Steelers are proud to continue to partner with our local Big Brothers Big Sisters to host the Big Draft Day event. The event encourages matches for male mentors and young men in our region. During the event, our first-round draft pick Troy Fautanu and Steelers players spent time and participated in football drills with the Bigs and Littles in the program.



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## VETERAN BANNER PRESENTATION

Punter Corliss Waitman welcomed families from TAPS and Survivors Outreach Services to Acrisure Stadium for a military banner presentation. He surprised the families with banners featuring their fallen heroes that were displayed on Art Rooney Avenue during Salute to Service week and provided them tickets to attend the game.



## CHILDREN'S HOME HALLOWEEN VISIT

Steelers players Spencer Anderson, Thomas Graham Jr., Isaiahh Loudermilk and Aaron Champkin visited the Children's Home of Pittsburgh to bring Halloween to the families at the facility. They passed out Halloween treats and spent time with the children at the playground. Children's Home of Pittsburgh supports families with medically fragile children with education, care and other services.





## PPS BACK TO SCHOOL EVENT

**The Pittsburgh Steelers once again partnered with Pittsburgh Public Schools and other community partners to host the 12th annual Back to School Event.**

This event annually supports over 3,000 students with school supplies. In addition to the school supplies, students were able to receive free haircuts, hairstyles, and manicures inside Acrisure Stadium. Cam Heyward's Heyward House Foundation and Russell Wilson's Why Not You Foundation were onsite to provide books, socks, and hygiene kits.



## ROOKIE EVENTS

The Steelers 2024 Rookie class were introduced to the Pittsburgh community through a week of community events that started with assisting Urban Impact at their annual Youth Football Clinic. Next, they paid a visit to the Best of the Batch Foundation to work with their youth on STEM related projects and computer science education with The Bus Stops Here Foundation and their CyberBus. Their last stop was to Mel Blount's Youth Home where they spoke with the youth about their journey to the NFL before participating in football drills.





## PAVING THE WAY

For the second consecutive season, The Pavement Group and the Pittsburgh Steelers partnered together in support of the 'Paving the Way' program. For every field goal and extra point that the Steelers offense recorded this season (including preseason and postseason), The Pavement Group donated \$500 per field goal and \$100 per extra point to The Heyward House. The Heyward House, founded in 2015 by Steelers defensive end and 2023 Walter Payton NFL Man of the Year Cam Heyward, is dedicated to impacting the lives of today's youth by providing programs, outreach and smiles to countless children in need. With 43 field goals and 39 extra points in the 2024 season, \$25,400 was donated to The Heyward House. Over the past two seasons, The Pavement Group has donated over \$45,000 to local charitable organizations.

To learn more, visit [Steelers.com/community/paving-the-way](https://steelers.com/community/paving-the-way)



Photo: The President and CEO of The Pavement Group, Brian Hess, and Coordinator of Strategic Partnerships of The Pavement Group, Tre Tipton, presented Executive Director of The Heyward House, Charlotte Heyward-Wesley, with a check during the final home game of the regular season on January 4.

## HUDDLE FOR THE HOLIDAYS

This year culminated with our sixth annual Huddle for the Holidays event, which continued to support hundreds of families that are in need during the holiday season. This year, players joined over 500 community members inside Acrisure Stadium to provide them toys, hygiene kits, books, free haircuts and hairstyles, winter gear and much more.

This annual event started in 2019, in collaboration with Steelers Legend Vance McDonald and Convoy of Hope. Since its inception it has gone on to support thousands of families across our region.







## COOKING WITH A CAUSE

DeShon Elliott and Isaiahh Loudermilk took part in the annual cooking class, held during breast cancer awareness month, which brings chefs from both UPMC Magee-Womens Hospital and the Pittsburgh Steelers for a fun cooking demonstration for cancer patients and survivors. The patients learned healthy cooking and nutritional tips while watching the interactive demonstration.



## MAKE A WISH

**This season, three families traveled across America to visit the Steelers thanks to the Make-A-Wish Foundation.**

Each Make-A-Wish kid got to enjoy watching practice up close and personal, as well as meeting some of their favorite players, which included getting plenty of pictures and autographs. They each finished their trips by attending a Steelers game as guests of the team.

In addition, the Steelers helped surprise a Make-A-Wish kid during Steelers Training Camp whose wish was for Season Tickets for the Steelers 2024-25 season.



## SACKS FOR KIDS

For the tenth consecutive year, the law firm of Bordas & Bordas donated \$500 to the Ronald McDonald House Charities of Pittsburgh and Morgantown for every sack that the Steelers' defense recorded this season (includes the preseason, regular season and playoffs). With 52 sacks during the 2024 season, \$26,000 was donated. Since 2015, the Sacks for Kids initiative has raised \$301,500. A huge thank you to Bordas & Bordas and the Ronald McDonald House for impacting thousands of families who are seeking medical treatment for their children – one sack at a time! To learn more, visit [Steelers.com/SacksforKids](https://Steelers.com/SacksforKids).



Photo: At the home finale on January 4, a representative from Bordas & Bordas (top left) presents a check to Eleanor Reigel (top middle), the CEO of RMHC Pittsburgh, and families staying at the House.



## SALVATION ARMY

Pat Freermuth, Jalen Elliott, and Rodney Williams took part in the annual Tee Up Fore Bundle-Up Mini Golf Classic at Puttshack Pittsburgh. The fun event included a competitive nine-hole round of miniature golf, dinner, and prizes. All proceeds from the event benefit The Salvation Army & WTAE-TV's project Bundle-Up which has raised more than \$17M since 1986.

For the annual Project Bundle-Up Shopping Trip, Steelers Christian Kuntz, Isaiahh Loudermilk, Calvin Anderson, Keanu Benton, Terrell Edmunds, Pat Freermuth, Thomas Graham Jr., Nick Herbig, John Leglue, Tyler Matakovich, Ayo Oyelola, Aaron Shampklin, Corliss Waitman and Rodney Williams helped kids from the Steel Valley Salvation Army Corps shop for new winter gear such as coats, hats, gloves and boots to help prepare them for winter ahead.



## ART ROONEY SCHOLARSHIP / STEELERS RUN AND WALK

**The Art Rooney Scholarship Fund was established in memory of the late founder of the Steelers.**

The scholarship annually provides a grant to a North Catholic student and funds the Pittsburgh Promise scholarships for two Perry High School students. Since its beginning, the scholarship has awarded grants to more than 80 local students. This year the scholarship recipients were Carly Duncan and Taymir Smalls from Perry High School and Megan Mashuda from North Catholic.





Photo: To celebrate their accomplishments from the school year, we hosted 150 students at Acrisure Stadium in April for our annual STEM Day.



Photo: Students from Blackhawk High School were presented with a check for \$3,000 at our game on December 8, alongside representatives from the partners of Steelers STEM.



## STEELERS STEM

Steelers STEM is the exclusive provider of an online platform at no cost for middle schools across Western Pennsylvania. This platform enables students with the opportunity to explore the fields of STEM – Science, Technology, Engineering, and Math – in an interactive and engaging way. Since 2019, over 20,000 students have completed the online curriculum.

As part of the Steelers STEM program, the annual Powering Pittsburgh Championships was held at Acrisure Stadium in November. Students from across Western Pennsylvania proposed concepts to power the city of Pittsburgh and Acrisure Stadium in ways that were energy efficient, environmentally sound, and economically viable. The competition's top three teams earned monetary donations to enhance STEM learning initiatives at their schools, thanks to the support of the program's three partners.

## GREATER PITTSBURGH COMMUNITY FOODBANK

The Pittsburgh Steelers 2024 Rookie Class visited the Greater Pittsburgh Community Foodbank for a tour of the facility and to learn more how the food bank is working to increase access to nutritious food for the community. To wrap up their visit, they helped pack over 1,000 pounds of fresh produce that was distributed to communities in need.

In November, the Pittsburgh Steelers teamed up with the Pittsburgh Penguins and Pittsburgh Pirates for the fourth annual BurghProud food distribution. The teams came together to support over 300 community members with turkeys, thanksgiving fixings, team swag and more!

Coach Tomlin continues to partner with the Greater Pittsburgh Community Foodbank to host his annual holiday distribution at Pittsburgh Faison. Coach Tomlin, joined by his wife Kiya, helped to pass out over 200 meals for families in the Homewood community.



**THE 51<sup>ST</sup> ANNUAL**

# **ART ROONEY**

**AWARDS DINNER**



This year Catholic Youth Association hosted the 51st Art Rooney Award Dinner at Acrisure Stadium. The annual event honors Pittsburgh leaders in business, education, and the community that have shown leadership, outstanding work in media and service. The event has raised thousands of dollars to help continue Catholic Youth Associations mission to improve the quality of life for the community.







# HONORING LEADERS

## **Ken Gormley**

President,  
Duquesne University

## **Diane Hupp**

President,  
UPMC Children's Hospital

## **Keith Dambrot**

Retired Head Basketball Coach,  
Duquesne University

## **Kristine Sorensen**

News Anchor,  
KDKA-TV

## **Rich Fitzgerald**

Executive Director,  
Southwest PA Commission



## ANNUAL CHARITABLE EVENT

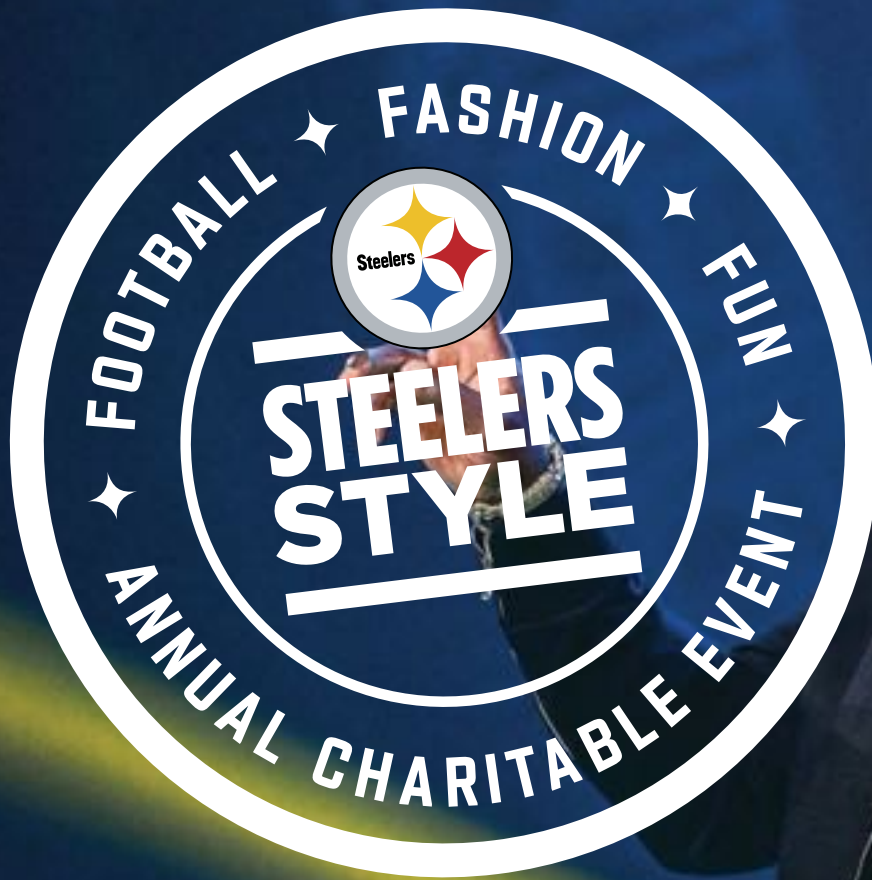
Players and their families highlighted decades of fashion trends, provided by local retailers, national and international fashion brands including Steelers quarterback Russell Wilson's Goodman Brand. The event was chaired by Greta & Art Rooney and Kiya & Mike Tomlin along with Steelers honorary co-captains, Pat Freiermuth and Larry Ogunjobi.



# STEELERS STYLE







The Steelers hosted their annual fashion show and fundraiser, "Steelers Style" in early October. The event is the Steelers largest philanthropic event that benefits the Chuck Noll Foundation, Cancer Bridges and UPMC Sports Medicine Concussion Program.



# INSPIRING CHANGE

The Pittsburgh Steelers have been proud to work with ownership, current players, legends and community organizations throughout our region to make a difference through our social justice program.

## PITTSBURGH POLICE OFFICERS AND COMMUNITY TAILGATES

The Pittsburgh Steelers were proud to continue our long-standing partnership with the youth serving organizations in the community and the Pittsburgh Police Officers. During each Steelers home game, the police officers host local youth throughout the community for a tailgate and game day tickets. Years ago, Maurkice Pouncey started the program in hopes of cultivating a better relationship between Pittsburgh Police Officers and local youth. Pouncey sponsored the tailgate and tickets during his time with the team. Minkah Fitzpatrick has taken over the program and continues to sponsor this program to continue to cultivate stronger relationships between police and youth.





## MEETING AT THE 50 YARD LINE

For the fourth year in a row, the Pittsburgh Steelers social justice committee partnered with the Neighborhood Resilience Project to meet with local high school students to discuss ways to deescalate violence in and out of school. Players take part in intimate conversations where they discuss violence, they may have experienced and work with students to discuss alternate ways to address situations that can lead to positive outcomes.

This year, players visited Penn Hills High School, Sto-Rock High School and Perry Traditional Academy.



## YOUTH JUSTICE ACTION MONTH

Youth Justice Action Month is an annual campaign where advocates come together to organize digital and in-person events and activities to raise awareness and inspire action on behalf of young people impacted by the justice system. The Pittsburgh Steelers Social Justice Committee hosted a panel discussion with local community partners in recognition of Youth Justice Action Month. Elandon Roberts and Calvin Austin III moderated the discussion which featured youth from participating organizations alongside Kevin Richardson of the Exonerated Five. The panelists shared their personal experiences in a moving discussion about the juvenile justice system in America. Among the organizations who took part in the event were Amachi Pittsburgh, Café Momentum, Gwen's Girls and Homeless Children's Education Fund, who all had students on the panel, as well as Action Housing, Auberle, Boys & Girls Club of Western Pa., PA Innocence Project, Pittsburgh Public Schools and The Heyward House.



## 2024 SOCIAL JUSTICE

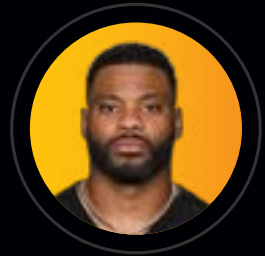
## COMMITTEE MEMBERS



Cam Heyward



Minkah Fitzpatrick



Elandon Roberts



Alex Highsmith



Calvin Austin



Miles Killebrew



Dan Moore Jr.



# SOCIAL JUSTICE





## SOCIAL JUSTICE FUND

**The annual Steelers Social Justice Matching Fund encourages players to donate to community organizations focused on social and economic justice, with their contributions being matched by the Steelers organization.**

Since its inception in 2018, the team and its players have donated \$2,994,970 combined to benefit 82 charitable organizations throughout the region. This year the team made a total of \$516,000 in donations, with the players contributing \$258,000. Donations were made by over half of the team's roster which included \$100,000 from Defensive Captain Cam Heyward and \$50,000 from Offensive Captain Russell Wilson.







**ED BLOCK**

# COURAGE AWARD



**As a rookie, Cory Trice Jr. battled an injury sustained during his first week of training camp. He returned this season in Week 2 before sustaining another injury during the home opener. Focusing on coming back and making plays has helped him overcome his injuries. He was presented with the award by Coach Tomlin at the Courage House Luncheon at Acrisure Stadium.**

The Courage House Luncheon benefits Holy Family Institute in their continued work in providing support through community programs, education, and energy assistance.



Since 1984, the Ed Block Courage Award honors a player who has shown courage either coming back from an injury or life-altering situation selected by their teammates.



# PLAYER INITIATIVES





## CAM HEYWARD CONTINUES TO SPREAD KINDNESS

Cam Heyward kicked off his third annual “Cam’s Kindness Week” at West Mifflin Area High School to open the 13th Craig’s Closet. The program provides young men with free dress clothes for job interviews, school dances, and other special events.

In the afternoon, Heyward continued the day visiting The Caring Place, a center for grieving children and their families where he spoke to the families about his own grief of losing his father, Craig ‘Ironhead’ Heyward, when he was just a teenager. He worked with the kids to create remembrance candles to honor their loved ones.

The next day, Heyward, along with his brother, Connor, visited UPMC Children’s Hospital of Pittsburgh where they spent time with the patient’s playing games, participating in activities together, and providing each patient with a blanket.

Kindness Week continued as Heyward hosted his annual Teacher Appreciation Dinner at Acrisure Stadium, giving back to those who do so much for the youth in the community. The group of teachers were treated to a tour of the Hall of Honor Museum, and then Heyward joined them for dinner to announce a donation for each of their classroom projects.

To wrap up ‘Cam’s Kindness Week’ on Friday by hosting student flag and tackle football athletes from Pittsburgh Obama to watch the Steelers practice. He surprised the group with a \$15,000 donation to upgrade their locker room and to support the girls flag football team.





## ALEX HIGHSMITH BACK TO SCHOOL BASH

Alex Highsmith hosted his first annual Highsmith Foundation Back to School Bash in partnership with the McKeesport La Rosa Club. Through this event, he was able to support over 300 students with back-to-school supplies, free haircuts, dinner, books and other resources to ensure their start to the school year was successful.

In addition to this, Alex continued his partnership with Urban Impact and provided over 300 coats to youth during the holiday season.



## RUSSELL WILSON



For many years, Russell Wilson has been known for his impact off the field through his Why Not You Foundation. As soon as he came to Pittsburgh, we immediately began engaging with UPMC Children's Hospital. Every Tuesday throughout the season, Russell spent one-on-one time with patients to get to know them and provide encouragement.

In addition to this, Russell partnered with the Boys and Girls Club of Greater Pittsburgh to provide them with a \$10,000 donation to support their youth sports program and established the first Why Not You center inside the Boys and Girls Club Carnegie location. This new center will provide students with additional youth mentoring programs for students.





## TJ WATT

TJ kicked off the season with visits to Pittsburgh Millionaires and Pittsburgh King to support students with back-to-school supplies. During the visits large assemblies were held with students and they were able to ask TJ and his wife Dani a few questions. After the Q&A, TJ and Dani handed the back to school supply kits to each student and took a few photos with student leadership team and administrators.

During the season, TJ also continued his long last partnership with Children's Hospital. In addition to annual visits with patients, TJ and his wife Dani served as the co-chairs for the hospital fundraising campaign for the free care fund.



## LARRY OGUNJOBI

Larry Ogunjobi continued to pour into his long-standing partnership with Pittsburgh Public Schools that he has created throughout the years. To kick off the school year, he held his annual back-to-school distribution at the Pittsburgh Urban Academy providing over 300 book bags and school supplies to students.

In November he partnered with the YWCA of Greater Pittsburgh for his annual Thanksgiving family dinner to support 70 families with a meal and grocery store gift card to support their families during the holidays.

In December, Larry partnered with the Urban League of Greater Pittsburgh to support 50 students from their Young Black Male and Female Leadership Development Program with a shopping spree for the holidays. The students were able to purchase Christmas gifts for themselves and loved ones.



## DARNELL WASHINGTON

The military community has a special place in Darnell Washington's heart. His brother is a Marine and my brother-in-law, is in the Army. That's why this year he hosted a private shopping experience for the families at the Veterans Leadership Program.

Each family received a \$1,000 gift card for their shopping spree and Darnell helped each kid pick out a gift for themselves and their loved ones.



## PAT FREIERMUTH

**At the start of the season, Pat Freiermuth teamed up with The Education Partnership to sponsor Pittsburgh Mifflin school to provide all the students with new school supplies.**

Teachers also received materials and supplies for their classrooms for the school year. During the holidays, Freiermuth hosted a thanksgiving dinner at Boys and Girls Club Carnegie Clubhouse for 50 kids and gave their families gift cards to assist them with their own thanksgiving dinner. His annual holiday shopping trip provided 10 children from Children's Hospitals Family Care Connection centers to a fun night shopping for toys, clothes, books and more!



## CHRISTIAN KUNTZ

This holiday season, Christian Kuntz and his Kuntz 4 Ki6s Foundation teamed up with Toys for Pittsburgh Tikes to sponsor three local events. First, he took five single mothers from Jeremiah's Place on a shopping trip to buy necessities for them and their children. Their children also received gifts and new bikes. Then, Kuntz visited Pittsburgh Grandview Pre K-5 to surprise each student with toys for the holidays. Finally, Kuntz and his teammates partnered with Foster Love Project to take ten teens to Dave & Busters for a fun night of playing games and surprised them with signed items and gift cards.





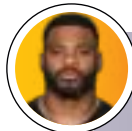
## DESHON ELLIOTT

During DeShon Elliott's entire NFL career, he has always given back to the organizations that make a meaningful impact in their community and when he came to the Pittsburgh Steelers, he wanted to hit the ground running by impacting the local youth in our region. In September, he partnered with Young Black Motivated Kings and Queens to take them on a shopping spree so they could purchase their own back-to-school gear. He continued this partnership in the month of November by hosting a mental health dinner with young people in the program to discuss how to overcome personal challenges and adversity. And then in December, Elliott surprised a local middle school with a shopping spree and tickets to the Week 18 game against the Bengals.



## ELANDON ROBERTS

Elandon Roberts knows firsthand how hard the first few months of starting a new family can be. Elandon and his wife Tori wanted to make an meaningful impact in the community this season through partnering with Healthy Start to surprise 50 new and expecting moms with a baby shower. The women and their families received dinner, baby clothing, diapers, and other necessities to support them as they prepare for new additions to their families. The mission of Healthy Start is to improve maternal and child health and to reduce poor birth outcomes and infant mortality in Allegheny County.



# YOUTH FOOTBALL




## 754

WPIAL and City League High School Football Championship players impacted

## 10,763

WPIAL High School Football Championships attendance

## 170

Youth Football Coaches at Training Camp

## 717

Youth Players at Training Camp

## 800

Campers / 20 States

## 300

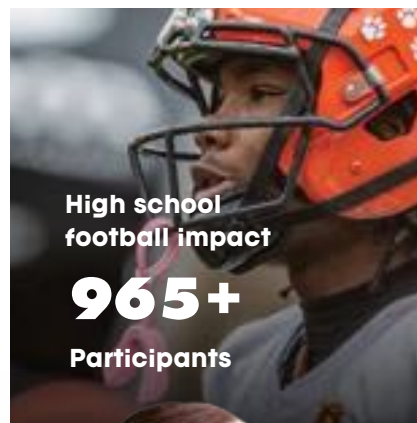
Mini-Campers



NFL Flag

## 750 +

Participants



High school football impact

## 965+

Participants



Coaching support

## 1,200

Participants

## 465 +

High School Girls Flag Football participants

## 36

High Schools





Although the Pittsburgh Steelers had been active in hosting various camps and promoting football to kids prior to 2007, it was then that we started our official Youth Football programming. This was the mission statement then, and still guides our programming some 18 years later.

# YOUTH FOOTBALL INITIATIVES

## HIGH SCHOOL

### GIRLS HIGH SCHOOL FLAG FOOTBALL SANCTIONED IN PA

The Steelers and Philadelphia Eagles worked together to get to 100 schools playing in 2024 to have the program officially sanctioned as a varsity sport by the PIAA on September 18th 2024!



### MAXWELL FOOTBALL CLUB, STEELERS GIRL'S FLAG PLAYER OF THE YEAR

The Maxwell Football Club and Steelers nominated the first ever Girl's Flag Player of the Year, Shay Brown from the Moon Area Tigers.



### STEELERS SPONSOR GIRLS HIGH SCHOOL FOOTBALL FLAG FOOTBALL

The Pittsburgh Steelers sponsored the third season of the girl's high school flag football program in the spring of 2024. The program grew from the pilot program with six schools to thirty-six high schools.

The season lasted six weeks where the teams played two games each Sunday afternoon and culminated in a championship tournament at Carnegie Mellon University on May 19. Steelers legends Troy Polamalu and Will Allen were there to help crown the back-to-back Moon Area Tigers as the 2024 Champions.





AP/Meredith Edlow

## PSFCA BIG 33 GIRL'S FLAG FOOTBALL

In 2024, the PSFCA held the first ever Big 33 Girl's Flag Football Tournament on Memorial Day Weekend. The tournament included teams sponsored by the Steelers, Eagles, Ravens, and Commanders. The Steelers recognized the first ever Big 33 Girl's Flag team during a visit to training camp, where the players and coaches received a commemorative plaque for being a part of this historic milestone.

## STEELERS SHOWCASE GAME OF THE WEEK

To celebrate what high school football means to Western Pennsylvania, we continue to cover a Showcase Game of the Week, covering 10 regular season high school games, three playoff games and four of the six WPIAL Championship games.

Current Steelers Justin Fields, Elandon Roberts, Tyler Matakevich, Cory Trice, Christian Kuntz, Scotty Miller, Jaylen Warren, Aaron Shampklin, and Terrell Edmunds, as well as Steelers legends, Arthur Moats and Mike Logan served as honorary co-captains throughout the year.



## BROADCAST NUMBERS

**14.3 thousand Average TV viewership per game**

**+43% Increase in average viewership across all games from 2023-2024**

**1.3 thousand Average streaming viewership per game**

## STEELERS HOST AND BROADCAST WPIAL CHAMPIONSHIP GAMES AT ACRISURE STADIUM

Acrisure Stadium has long been the host site of WPIAL Championship Games, but in 2024, the Steelers also broadcast the games on KDKA+. With the support of 84 Lumber, Acrisure, Giant Eagle and Spead Group, the Steelers produced the Class 1A, 2A, 3A, and 5A games.

Each game had a Steelers player serve as an honorary captain including current Steelers Beanie Bishop, Pat Freiermuth and Steelers legends Charlie Batch and Vince Williams.

In addition, Steelers Legends Charlie Batch, Mike Logan and Arthur Moats joined the broadcasts as color commentators, as well as Craig Wolfley serving as a radio broadcaster

A total of 98,112 viewers watched the games live on KDKA+ and live streamed on NFHS Network for the Class 1A, 2A, 3A and 5A games in 2024.





## STEELERS 11-ON

On Thursday, June 27th the Steelers hosted twelve local high school teams with 300 players to compete and bond at Bethel Park High School.

The teams competed in Farmers Walk, Fastest Player, Long Toss, agility drills, Tug of War, and 7-on-7 tournament. Linemen competed in the 20-yard dash, Medicine Ball Toss, and Bench Press competition to earn points for their teams.

Steelers TE Connor Heyward stopped by to talk to the teams about hard work, teamwork and character development during lunch. Woodland Hills was named Champions of the 2024 event.



## CAMP OF CHAMPIONS

The Pittsburgh Steelers were able to again participate in the Tom Alper's Camp of Champions on Tuesday, September 17th at Elizabeth Forward High School.

The camp hosted 200+ students from twelve area school districts for a camp for students with special needs.

Students were greeted by a gauntlet of cheerleaders and marching band, participate in various football and cheerleading drills, get their faces painted, and end their day with a touchdown celebration dance and lunch. The Steelers brought a large Steelers branded QB Toss / FG Kick inflatable to add to the excitement. Steelers current Tight End #83, Connor Heyward and Steelers legend, #31 Mike Logan made appearances to show their support.

## STEELERS ALL-PEER TEAM

The Pittsburgh Steelers teamed up with The Pittsburgh Post-Gazette and The Mentoring Partnership, its third annual partnership to build their Steelers All-Peer Team, featuring 11 high school football players from around the region who go above and beyond to provide leadership and mentor-like support for their team, school and community.



### In Person Event

In person event at the Best of the Batch Foundation with former Steelers Quarterback, Charlie Batch.

### \$1,000 Donation

A \$1,000 donation to their school's athletic program.

### On Field Recognition

On-field recognition at the Steelers vs. Bengals home game with a check presentation.

### Online Recognition

Recognition on Steelers.com, Steelers social media channels and an article in the Pittsburgh Post-Gazette and their website.



## HISPANIC HERITAGE PLAYER NOMINEES & WINNER

The Steelers recognized two high school seniors from the WPIAL as their nominees for the NFL Latino Youth Honors.

The Steelers also presented both nominees with tickets to a Steelers home game with sidelines passes and were acknowledged on the jumbotron.



### Natalia Pereira

Ambridge High School '24 (Girls Flag Football)

### Isabelly Rodrigues

Moon Area High School '24 (Girls Flag Football)



## HALL OF HONOR MUSEUM TOUR

The Steelers hosted all six WPIAL Champions and the City League Champion to a Steeler game, along with a private Steelers Hall of Honor Museum tour to celebrate their accomplishments, congratulations banners, tickets, and Aramark vouchers for their players and coaches.



## NCAA ELIGIBILITY PARTNERSHIP WITH PITTSBURGH PUBLIC SCHOOLS

The Pittsburgh Steelers continued to support the NCAA Eligibility Center efforts and connected with Pittsburgh Public Schools in an effort to help qualifiers.

In 2024, the Steelers created co-branded posters and put out social posts to encourage students and administrators to take advantage of the NCAA support.

## STEELERS HIGH SCHOOL COACH OF THE WEEK & YEAR

The Steelers continue to honor high school coaches in the area that make positive impact on their team in communities by honoring them at a home game during the two-minute warning.

The Steelers nominated Duke Johncour from the Avonworth Antelopes as the Steelers Coach of the Year & nominee for the Don Shula NFL High School Coach of the Year.





# YOUTH FOOTBALL

## STEELERS YOUTH FOOTBALL CAMPS

The Pittsburgh Steelers were able to host four Youth Football Camps in June and July.

The Camps are two days long and offer instruction from past Coach of the Week winners. We were at 100% capacity with 800 campers, and welcomed kids from 20 states, including Arizona and Texas.

Current Steelers Beanie Bishop, Chris Boswell, Jeremiah Moon and Ryan Watts were joined by Legends Charlie Batch, Terence Garvin, Arthur Moats, Derek Moyer, Roosevelt Nix, Shaun Suisham, Vince Williams, and Craig Wolfley.



## USA FOOTBALL COACHING CERTIFICATION

The Pittsburgh Steelers continue to underwrite the costs for local youth and high school football coaching certification. The Steelers work with USA Football to secure a Steelers discount code, and then provide that code to local football programs to cover 50% of their training.

The Steelers hosted 112 coaches at Acrisure Stadium for an in-person certification and 947 for online certifications. In total, the Steelers supported more than 1,200+ coaches overall in 2024.

## STEELERS PHYS-ED

The Steelers Youth Football Phys-Ed program visited several schools to incorporate football fun into their physical education class.

The visit featured some football drills, agility drills, and some NFL Flag Football training. The PhysEd program visited five schools in 2024 to pilot the program and impacted 1,146 kids.







## STEELERS YOUTH FOOTBALL CO-CAPTAINS

The Steelers welcomed 18 area youth football players, including two girls flag players, who served as our Youth Football Co-Captains for each Steelers home game.

Area youth football programs select two players to receive the honor, and we host the players and two guests with pregame field passes and tickets to the game.

The youth players also join our captains for the coin toss. They are featured on our video board during the toss and recognized on our Steelers youth football social channels.







# FLAG FOOTBALL

## GIRLS HIGH SCHOOL FLAG KICKOFF

The Steelers kicked off the third season of Girls High School Flag Football on April 7th with a jersey unveiling hype video that introduced new teams who joined the Steelers Spring Season.

The Steelers paid for one set of uniforms for 19 new onboarding teams, including flag equipment. Each team received a set of 25 jerseys and shorts.

## YOUTH TACKLE FOOTBALL AT HALFTIME

The Steelers hosted the Gateway Gators and Plum Mustangs youth tackle organizations to the preseason game on August 17th against the Buffalo Bills.

Each team provided one player to serve as the honorary youth co-captain for the game.

Players and coaches from the two youth teams also sat in the on-field seats in the Northeast corner of the stadium.



## GIRLS FLAG FOOTBALL AT HALFTIME

In 2024, the Steelers hosted four High School Girls Flag teams (Upper St. Clair, North Catholic, Brashear, and Westinghouse) to play at halftime of our preseason game against the Texans on August 9th.

Upper St. Clair and Westinghouse provided one girl from their team to serve as our honorary co-captains for the game.

## NFL FLAG FOOTBALL SPRING SEASON

The Steelers continued to provide FREE NFL Flag Football to tackle football organizations in the spring. The spring season allows kids to play flag but not at the expense of playing tackle, while also building relationships with tackle football organizations. This approach has shown an increase in tackle participation in these organizations' fall tackle seasons.

In 2024, we provided this program to 567 kids from Urban Impact (126) Carlynton (78), Lower Burrell (110), Springdale (53), and Thomas Jefferson (200).

We drove a growth of 33% from 2023, when we had 427 kids.



## NFL FLAG SUPER REGIONAL

The Steelers hosted their NFL Flag Super Regional on June 2nd, at Bethel Park High School. The event had over 50 NFL Flag teams consisting of teams across 13 different divisions and 500+ youth players in attendance.

The 13 division champions will represent the Steelers at the NFL Flag Championships in Canton in July.

## NFL FLAG CHAMPIONSHIPS AT PRO BOWL GAMES

Steelers Youth Football social provided coverage for the three international markets in the Steelers market including Mexico, Germany and Ireland.

The Steelers provided 140 hats to NFL Flag teams competing in the Championships at the 2024 Pro Bowl from the International Bracket.





## DONATIONS & SUPPORT

### STEELERS BANQUET KEYNOTE SPEAKER

The Steelers started a new banquet keynote speaker series in 2024. A current or former Steeler goes out to a youth or high school football banquet to share some encouraging and valuable words about their experiences. We will participate in 4-8 banquets following the 2024 season.

### WILLIE PARKER FOOTBALL TEAM

Former Steelers running back, Willie Parker is the coach of a youth football team in North Carolina. The Steelers helped with the burden of travel costs from North Carolina to Naples by donating \$5,000 to compete in the National Championship in Naples, FL in December.

### SUPER BOWL TICKETS

In 2024, the Steelers surprised long-time head coach of the Rochester Rams, Gene Matsook, with two tickets to Super Bowl LIX to support and thank him for his years as a high school football coach. Gene coached for 39 years, 25 years as a head coach at the same school. Rochester won 4 district titles as well as 2 state championships with Coach Matsook at the helm.

### WEIGHT ROOM UPGRADES

To make a big impact in the community - not just with football or athletics, The Steelers remodeled their entire team weight room in 2024 and donated all the previous equipment to six local high schools. Deer Lakes, Chartiers Valley, Cornell, Penn Hills, Imani Christian Academy, Baldwin

Overall, the Steelers donated over \$185,000 to youth and high school football organizations in 2024.

### The Steelers donated to:

<b>\$91,500</b>	Girls High School Flag Football Stipends to Schools
<b>\$51,233</b>	Girls High School Flag Football Uniforms
<b>\$12,100</b>	Free NFL Flag Football Spring Youth Tackle Organizations
<b>\$12,000</b>	Steelers High School Coach of the Week Program
<b>\$7,943</b>	Youth Tackle Coaching Certification
<b>\$5,500</b>	Steelers All-Peer Program
<b>\$5,000</b>	Willie Parker Youth Football Team Travel Costs

### MEXICO YOUTH CAMP

The Steelers held a youth camp during the NFL Draft on April 27th, 2024, in Mexico.

Current Steelers, Larry Ogunjobi and Elandon Roberts, along with Steelers Legends, Max Starks, and Craig Wolfley were on site to help lead the camp.

### MEXICO SKILL CLINIC

Current and former Steelers including, Miles Killebrew, Donte Jackson, Alejandro Villanueva, and NFL Hall of Famer Rod Woodson were in Mexico for a football skills clinic on June 8th, 2024.



### IRELAND YOUTH KICKING CLINIC

On April 16th, 2024, the Steelers hosted their first ever youth kicking clinic in Ireland.

Steelers Legends Shaun Suisham and Jordan Berry were in attendance.



## INTERNATIONAL

### MEXICO FLAG FOOTBALL CLINIC

The Steelers hosted a Flag Football Clinic in Monterrey on November 9th, 2024 for youth athletes in the area prior to a watch party on November 10th for the game against the Commanders.

Former Steelers, Jeff Hartings, Dermontti Dawson, Kordell Stewart, and Carnell Lake were in attendance to help lead the drills.



## STEELERS LEGEND APPEARANCES

With Steelers Nation not only here in Pittsburgh, our Steelers Legends make frequent appearances at Steelers home games, Training Camp, Steelers Youth Football Camps, Road Warrior parties at various away games, corporate events and much more. In 2024, our Legends made over 300 appearances around the world.



**The NFL created the "Legends Community" to embrace and celebrate all who have played in the NFL. Its mission is to bring opportunities and information to the former players and help them stay connected.**

More than 1,500 players have worn the Black and Gold dating back to the team's founding in 1933. Many of these Steelers legends remain active in business and the community, and quite a few have made Pittsburgh their home.

Steelers legends continue make a difference in Pittsburgh and their hometown communities.

## LEGENDS

# COMMUNITY







## ALUMNI WEEKEND

Each year a group of former players reunite for Alumni Weekend. The festivities include a visit to the UPMC Rooney Sports Complex followed by a fundraising dinner on Saturday night to benefit the UPMC Sports Medicine Concussion Program. The dinner event is highlighted by the alumni sharing stories of their playing days and a silent auction. On Steelers game day, the players are introduced to the fans at halftime for a wonderful homecoming.

In 2024, players from the team's Super Bowl IX team were welcomed back to enjoy Pittsburgh and their former teammates once again.

## HALL OF HONOR

The Pittsburgh Steelers Hall of Honor, established with its inaugural class of 27 members in 2017, is comprised of former players, coaches, and front office personnel who were integral in creating and sustaining the franchise's success dating back to when the team was founded in 1933. The new members are officially inducted at a fundraising dinner to benefit the Chuck Noll Foundation for Brain Injury Research, then recognized at halftime of the next day's game.

The newest class was introduced in December prior to the Cleveland Browns game. The newest inductees are:

### Jason Gildon

Linebacker

### Casey Hampton

Defensive Tackle

### Dick LeBeau

Coach

### Willie Parker

Running Back



## ONCE A STEELER, ALWAYS A STEELER

Nothing ever replaces the feeling of the locker room or a gameday for a player, but our current players and fans are fortunate to see several former Steelers around at various events visiting with each other and the current team. This includes visits to Organized Team Activities (OTAs), Training Camp, gamedays, and supporting each other's various philanthropic events throughout the year.



## BEST OF THE BATCH FOUNDATION

Best of the Batch was founded in 1999 by former Steelers QB Charlie Batch to give back to his hometown of Homestead, Pa. It works to unlock potential in communities to build the best future for kids and families, annually serving more than 4,000 school-age children in South Western Pennsylvania. Best of the Batch celebrated their 25th birthday in 2024, celebrating 25 years of teamwork and community building.

Out of School Time programming provides children the freedom to explore their interests through computer play, art projects, outdoor activities and STEAM based lessons. A state-of-the-art STEAM Lab encourages engagement in math and science, reaching academic goals, and discovering career opportunities. There are also ways for the kids to sit back and relax with various gaming areas and go home with a belly full of warm food.

BatchPacks annually distributes backpacks to 2,500 area kids, with supplies needed for a successful school year. The Foundation also provides bags to teachers with basic items for their classroom. In April we provided adopted



800 middle school students and gave them hygiene kits with daily essentials at their fingertips.

Batch-A-Toys is a holiday assistance program where the Foundation "adopts" Southwestern Pa. families, providing toys, household items, and a holiday meal basket. The presents are hand-delivered on Christmas Eve. In 2024, we adopted over 400 families which touched over 1,800 children.



Most daily Foundation programming occurs in the Clubhouse. The 33,000 sq. foot facility is the home of Camp Batch, their summer day camp combating summer learning loss for over 200 kids. The rookies join in on Camp Batch festivities every year, showing the kids teamwork skills and bonding over crafts and activities.

**[batchfoundation.org](http://batchfoundation.org)**







## STEELERS INTERNATIONAL

As part of the Steelers International Markets in Mexico and Ireland, Steelers Alumni have been active in participating in many events such as football camps, NFL Draft Parties, Steelers Game Watch Parties, and Business Summits. Players that have made appearances in these markets in 2024 include Shaun Suisham, Jordan Berry, Max Starks, Craig Wolfley, Alejandro Villaneuva, Rod Woodson, James Farrior, Willie Parker, Dermontti Dawson, Jeff Hartings, Carnell Lake, and Kordell Stewart.



## WILL ALLEN FOUNDATION

The Will Allen Foundation (WAF) provides programs and resources to instill hope, remove barriers, promote education, advocate civic responsibility, and change lives in the community. Programs include Quest for Real Life Success, a four-year program to prepare high school students for future success through career development, college readiness and life skills.

A grant from Richard King Mellon Foundation enabled the Foundation to add a fourth school to the Quest program. Quest is now in Clairton, Perry and North Hills High Schools and The Neighborhood Academy. WAF added curriculum in financial literacy, social justice, and AI.

Forty students from Clairton High School and the Neighborhood Academy received micro-certifications in robotics.

Students from The Neighborhood Academy held a Community Slam at Boys and Girls Clubs Lawrenceville Clubhouse. They tackled issues such as gun violence, food insecurity and community economic challenges. Their efforts included a food drive for Pittsburgh Community Food Banks. As a result, they received a gold trophy in the Multiplying Good Students in Action program and attended the national competition at Howard University.

The Holiday Giving Program supports families that are paying 50% or more of their income on housing. Each year community and corporate volunteers and students and alumni from the Quest Program take a group of children shopping for their own families and every child goes home with a special surprise for themselves.

**[willallenfdn.org](http://willallenfdn.org)**





## ROCKY BLEIER A HEART FOR VETERANS

Steelers and US Army veteran Rocky Bleier, who overcame a debilitating war injury to become a four-time Super Bowl champion, has a heart for helping fellow veterans. Not only does he support numerous veterans-related causes, but he is also one of the owners and managing members of RBVetCo., a service-disabled, veteran-owned company. It specializes in the construction of commercial buildings, additions and renovations including planning, design, scheduling, value engineering and sub-contracting.

A Purple Heart recipient, Rocky is serving as the spokesperson of Project Purple Heart, which is encouraging the establishment of a database of Purple Heart recipients in conjunction with 2022 anniversaries of the medal. He annually participates in the Steelers' Salute to Service game and activities, and in 2023 surprised fellow Vietnam Veteran Petty Officer Michael E. McCarthy with an autographed jersey.

In 2024, Rocky was the Steelers nominee for the NFL's Salute to Service Award, which recognizes people who support the military community.

## JEROME BETTIS BUS STOPS HERE FOUNDATION

The Jerome Bettis Bus Stops Here Foundation was created in 1997 by Pro Football Hall of Fame running back Jerome Bettis to provide inner-city youth with opportunities and resources to succeed and become healthy, confident, and productive individuals in today's society.

Check-Inn is a virtual program designed to engage impoverished middle school students through engaging, exciting, and stimulating activities based on innovation and technology, entrepreneurship, film, video, art, science and more. Participants virtually check-in to enjoy and experience enrichment, educational and other activities that keep them engaged after school and during summer breaks.

Innovation Huddle is designed to give all children exposure and access to STEM and computer science programs. They are provided with coding classes, tech and innovation coaching along with summer innovation and technology camp.

The W.O.W. CyberBus mobile classroom provides out-of-school time classes in computer science education to students in grades K-8 as well as digital literacy and business development classes to parents.

Recognizing that the digital division is leading to an educational crisis among students, Connected Kids is meant to connect as many underprivileged children and youth as possible with educational resources and technology. The foundation requests generous donations of technology devices like used computers and laptops from individuals and companies and donate them to the less fortunate students so that they continue with their learning and develop their skills in this digital era.

The annual Holiday Toy Drive provides gifts for underprivileged children.

In June, The Bus Stops Here Foundation Cyber Bus visited the Best of the Batch Clubhouse along with the Steelers Rookies to participate in STEM coding activities and a catapult building competition.

**[thebusstopsherefoundation.org](http://thebusstopsherefoundation.org)**







## MEL BLOUNT YOUTH LEADERSHIP INITIATIVE

Hall of Famer Mel Blount runs the Mel Blount Youth Leadership Initiative (MBYLI), which works to provide youth with programs where they will have a healthy environment to learn, work, play and to develop principles of respect, responsibility, and leadership through nurturing, moral and character development and guidance.

In 2020 MBYLI launched the Building Champions program to focus on the well-rounded development of student athletes and all youth. Mel shares with student athletes the values that helped him be successful on and off the field. The first annual Building Champions Camp in July 2021, included Pittsburgh-area high school football teams assisting in field skills, exposing students to the outdoors and horses, and team building on the ropes course. Guest speakers stressed the value of education and what is required to ascend to higher education. The Steelers and Tickets for Kids provided tickets to the Steelers preseason game to young scholars from the program.

The MBYLI Golf Tournament, held in July 2024 at Longue View Club, supported scholarships and the Building Champions program.

MBYLI hosts an annual All-Star Celebrity Roast, and in 2024, Steelers Hall of Fame coach Bill Cowher was honored.

The Pittsburgh Steelers and individual players supported MBYLI through the Pittsburgh Steelers Social Justice Fund.

MBYLI and Central Baptist Church supplied hundreds of kids with toys for Christmas as a part of the annual MBYLI toy drive.

The Steelers Rookie Class makes an annual trip to visit with kids and participate in the program with Mel and his staff.

**[melblount.org](http://melblount.org)**

## ROBERT GOLDEN Golden Charter Academy

In August 2021, Golden Charter Academy (GCA) opened its doors to over 200 students in grades TK-3 in Fresno, Calif. Robert Golden, former Pittsburgh Steeler is the founder & CEO of the Golden Charter Academy (GCA), the nation's first TK-8 Environmental Stewardship Zoo School. The Fresno Chaffee Zoo is the school's founding partner and serves as an extension of their classroom Monday through Friday.

Golden Charter Academy provides students with hands-on learning experiences that will help engage their curiosity and development to becoming environmental stewards. All students at GCA have participated in community action - planting trees, building sea turtle habitats, and planting more than 100 milkweed plants to restore the monarch butterflies to the central valley. GCA's educational approach has given students the opportunity to provide protection to the natural environment and make the planet more sustainable.

The GCA was featured on the front page of Forbes magazine, LA Times, and other media outlets for the development of our young conservationists. The school currently serves grade levels TK-3 and is expanding a grade level every year until it becomes TK-8.

Robert Golden wants all students to succeed academically and in life. Robert's last name could not have been more fitting for his new position in life. Students are required to follow the GOLDEN Rule which stands for: G - Give Respect, O - Obligation, L - Love Learning, D - Dedication, E - Elevate, N - Never Quit.

**[goldencharteracademy.org](http://goldencharteracademy.org)**



## **SANTONIO HOLMES** **III (Third) & Long Foundation**

Founded by Santonio Holmes in the fall of 2011, the mission of the III & Long Foundation is to raise awareness to help fight Sickle Cell Disease (SCD) and provide financial support and treatment options for families affected by the disease. The foundation is named in honor of Holmes' son, Santonio (TJ) Holmes III, who was diagnosed with SCD as a child.

In addition, III & Long Foundation connects regularly with UPMC Children's Hospital to produce special programs and educational services that unite and support the SCD community, including tutoring services for children during hospital treatment, educational seminars for parents, social media awareness campaign #GreaterThanSickleCell, and Thanksgiving and Christmas holiday community events.

In October, Santonio hosted a yoga event at Acrisure Stadium which included a meet & greet with Santonio and other Steelers alumni, healthy snacks and yoga.

**[thirdandlongfoundation.org](http://thirdandlongfoundation.org)**



## **JON KOLB** **Adventures in Training with a Purpose**

Former Steelers offensive lineman and coach Jon Kolb founded Adventures in Training with a Purpose (ATP) to confront health and movement-related issues in vulnerable populations with chronic pain and disease. These individuals are largely underserved due to the lack of insurance coverage for long-term care. ATP seeks to restore quality of life and reduce painful movement through Functional Mobility Wellness Training which incorporates strength and aerobics to improve balance and stability while incorporating sensory integration and motor skill development activities.

Many of those training with ATP are veterans, active military, or first responders. ATP is dedicated to improving their lives through purposeful physical training, empowering them with freedom to move and perform tasks of daily living without the need of assistance. ATP also believes that adventure empowers the soul. In addition to training with ATP, clients can go on adventures such as rock climbing, hiking, and more.

ATP serves more than 100 individuals suffering from ALS, Parkinson's, MS, spinal cord injury and cognitive development disorders. In addition to physical and neurological conditions, ATP also works with those dealing with anxiety, depression, and PTSD. Adventures were expanded across the globe, including teams of individuals climbing to the summit of Mount Kilimanjaro and a journey through the Grand Canyon.

**[adventurestraining.org](http://adventurestraining.org)**



## TROY POLAMALU

### Resilience Bowl

On May 21, Troy and Theodora Polamalu hosted the Resilience Bowl – a flag football game between Steelers Alumni, celebrities, and donors at Acrisure Stadium. The event was designed to raise awareness and funds for the Neighborhood Resilience Project and its work with Pittsburgh area trauma affected communities. The event brought back Steelers Legends such as Jerome Bettis, Heath Miller, Ben Roethlisberger, Hines Ward, celebrities including Charles Esten, Billy Gardell, and many more.



## WILLIE PARKER

### 39 Legends Foundation

Former Steelers running back Willie Parker established the 39 Legends Foundation to provide assistance, tools and inspiration to underprivileged children. The foundation has three core pillars – Wellness, with programming including youth football camps and mental health awareness; Education, with a focus on reading, financial literacy, self-confidence and career resources; Leadership & Lifestyle, with programming and resources to learn leadership and healthy living.

**[39legendsfoundation.com](http://39legendsfoundation.com)**

## CHUCK NOLL FOUNDATION

The Steelers launched the Chuck Noll Foundation for Brain Injury Research in 2016 to support continued research and education regarding brain injuries and treatment of sports-related concussions. The foundation funds research that it believes is the most promising in the area of sports-related concussions and related conditions. To help best evaluate which research programs to fund, some of the most renowned neurosurgeons in the country serve on a national medical advisory panel. Steelers legends Merrill Hoge and Jerome Bettis serve on the board of directors. Proceeds from the annual Steelers Rock Steelers Style and Hall of Honor dinner at Acrisure Stadium support the mission of the foundation.

In 2023, the Chuck Noll Foundation supported the launch of the National Sports Brain Bank at the University of Pittsburgh and also hosted the second annual golf outing in September at the Club at Nevillewood.

This past June, the foundation announced grants geared towards improving the diagnosis, treatment and prevention of brain injuries resulting from sports related activities. Foundation grants were awarded in both clinical and basic science for a total of \$500,000.

**[chucknollfoundation.org](http://chucknollfoundation.org)**



## JASMINE NYREE (PORTER) HOMES, INC.

Former Steelers linebacker and coach Joey Porter and his wife Christy's daughter Jasmine was born with severe autism. After struggling to find resources to help them care for her, they established the Jasmine Nyree Day Center in their hometown of Bakersfield, Calif. in 2003. The center served special needs children ages 5 to 12 until 2008 when they expanded to include young adults up to 21.

In June 2021, the Porters opened the Jasmine Nyree Campus (JNC) in Pittsburgh's Sheraden neighborhood after renovating long-vacant buildings in the community. The center provides resources for the community as well as for adults 21 and over with developmental issues. JNC also partners with the City of Pittsburgh on economic development plans for the area.

A Giant Eagle Mobile Market stops by the campus every Friday morning to help address the food desert for the community, many of whom don't have transportation to go grocery shopping.

In June, the Joey Porter Sr. & Joey Porter Jr. Celebrity Golf Classic was held at Treesdale Golf & Country Club to help raise funds for the programs.

[jasminenyreecampus.com](http://jasminenyreecampus.com)



## ROD WOODSON'S H.O.P.E. Through Football

Rod created his foundation to provide hope through football to give players in the United States and Internationally the same opportunity has been afforded to live a dream and to believe in who they are. His organization provides football camps and flag football leagues and tries to build confidence and show how special they are and they can accomplish anything they put their minds to.

[hopethroughfootball.org](http://hopethroughfootball.org)

## RYAN SHAZIER Fund for Spinal Rehabilitation

When former Steelers linebacker Ryan Shazier suffered his life-altering spinal cord injury (SCI), his eyes were opened to the challenges and barriers SCI patients face in their road to recovery. This led him to start the Ryan Shazier Fund for Spinal Rehabilitation with the mission of giving those with SCI and their caregivers the support, resources and funding they need to live independent and meaningful lives. The Fund is raising awareness through Shalieve Stories. The stories showcase the inspirational journeys of those facing their spinal cord injury challenges with courage and determination as Ryan did. Ryan shares his story in the book "Walking Miracle," released in November 2021.

The Fund's signature fundraising event, "Run for the Black and Gold," was held in May at Acrisure Stadium. The mock horse racing event features great food, music, live auction and appearances by current and former Steelers in support of Ryan.

[ryanshazierfund.org](http://ryanshazierfund.org)







## DONNIE SHELL SCHOLARSHIP FOUNDATION

The Donnie Shell Scholarship Foundation was originally created by Donnie & Paulette Shell to fill the financial gap for students attending South Carolina State University. As the need has increased, they fund a legacy of leaders at other HBCUs and Colleges in addition to his alma mater, SCSU. Through a legacy of hope, empowerment, leadership, and stewardship their goal is to fund a legacy scholarship program for years to come.

Their goal is to help alleviate any monetary obstacles that will hinder academically gifted and talented students from reaching their full potential. They envision the hopes, dreams, & aspirations of future college graduates and youth as they strive to help them achieve greatness. Their Cuisine for a Cause Events and Donnie Shell Legacy Golf Tournaments has helped raise over \$680,000 and awarded scholarships to over 70 recipients.

Youth Development Initiatives – JCSU Smitty & Friends K-12 students in literacy initiative, Youth Sports Sponsorships for YMCA of Rock Hill, Back to School Bash Sponsor for Bethel Temple Faith Church

College Initiatives – HBCU Scholars Partnership, Johnson C Smith University Emerging Leaders Program, South Carolina State Student Ambassador Program, The Helping Hands Gap Scholarships

Community Outreach – Fatherhood Coalition Event with Hall of Fame, Hall of Fame Residency Program, Neighborhood of Hope Mentor Program Sponsor, Pittsburgh Steelers “Chalk Talk” Speaker.

**[donnieshell.com/pages/scholarship](http://donnieshell.com/pages/scholarship)**

## JOHN STALLWORTH FOUNDATION

The John Stallworth Foundation (JSF) was created in 1980 by Hall of Fame WR John Stallworth and his wife Flo to provide merit-based scholarships to deserving students attending their alma mater, Alabama A&M University. The Foundation's mission was expanded in 2013 to add scholarships for students attending other universities in the state of Alabama. The JSF assists academically gifted, deserving students from diverse economic circumstances. Many of these students do not have the financial means to attend college and are often denied the opportunity to develop their full potential. Since its inception, the Foundation has awarded more than \$550,000 in scholarship awards.

**[johnstallworth.com](http://johnstallworth.com)**



## CRUCIAL CATCH

The Pittsburgh Steelers continue to support the fight against cancer through the National Football League Crucial Catch: Intercept Cancer initiative. In October, the team held their Crucial Catch game and supported local breast cancer survivors from American Cancer Society and UPMC Magee and Hillman hospital. The survivors were honored on the field during the national anthem and fans in attendance were provided special terrible towels to twirl in support of breast cancer awareness.



## GAMEDAY

# ACTIVATIONS





## COMMUNITY SPOTLIGHT PROGRAM

During each home game during the 2024 season, the Steelers recognized different local organizations making significant impact in the community.

The organizations were invited to attend the game with access to the pre-game VIP tailgate at Stage AE. As part of the recognition, the organizations filmed a special in-game segment to spotlight their work and provide information on how fans can get involved. The Steelers recognize and appreciate the impact made by so many community organizations throughout our region.



## MY CAUSE MY CLEATS

My Cause My Cleats is an National Football League initiative allowing players to wear customized cleats to support charitable organization with the option of auctioning them off to raise money for their cause. This season, 29 Steelers players participated in the program spotlighting organizations making an impact.



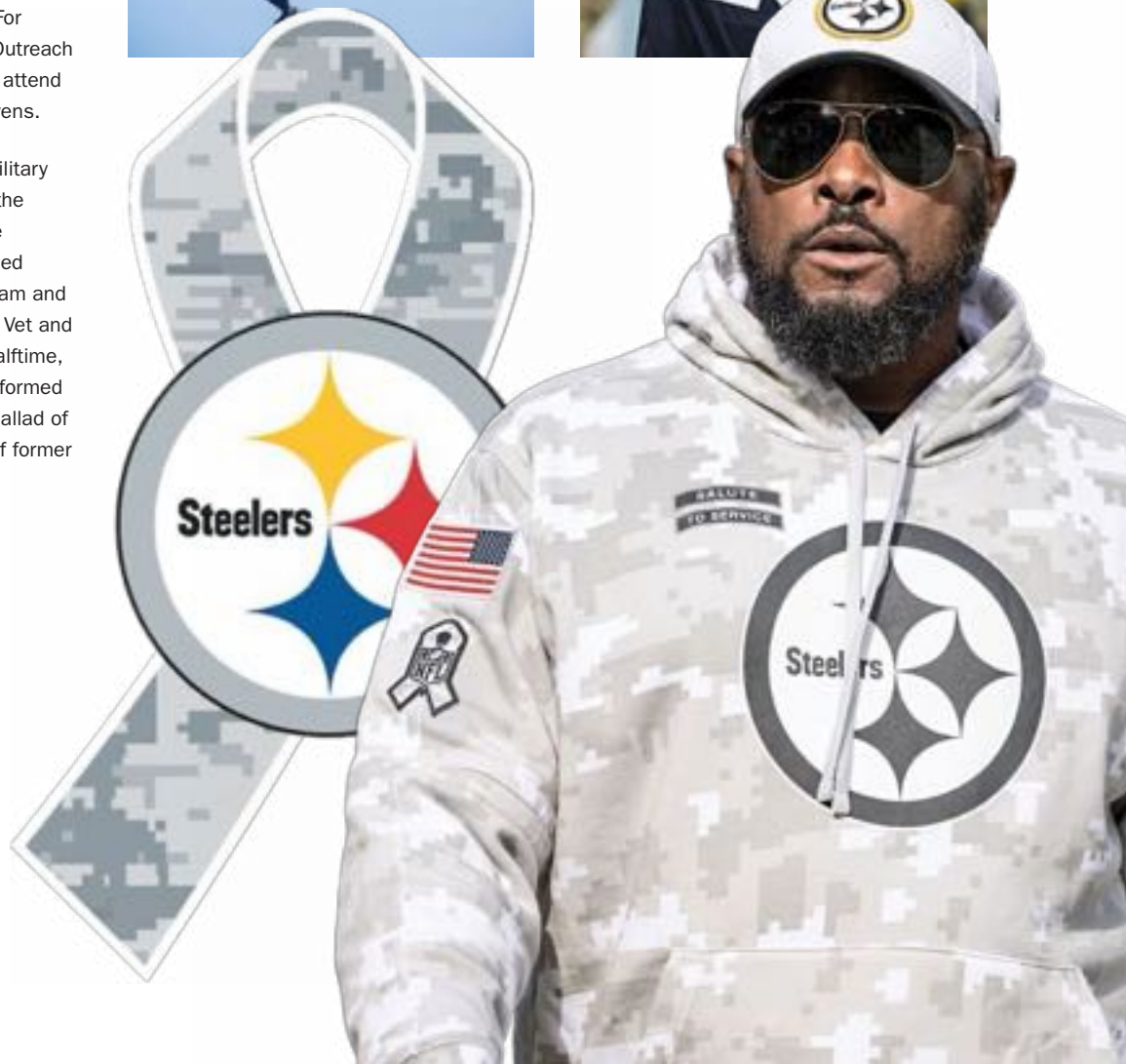
## SALUTE TO SERVICE

**The Salute to Service initiative is a program dedicated to honoring and supporting our nation's service members, veterans, and families.**

The National Football League partners with various military organizations to raise awareness, honor, and provide necessary resources to those who served. The Pittsburgh Steelers proudly participate in the Salute to Service initiative, honoring and recognizing our local military community.

In 2021, the Pittsburgh Steelers launched the Salute Banner Program presenting banners to military heroes that hang outside Acrisure Stadium during the teams Salute to Service game. This season, fallen heroes were honored on the banners and presented to their families at an intimate luncheon by Steelers punter Corliss Waitman. Through TAPS (Tragedy Assistance Program For Survivors) and the Army's Survivor Outreach Services program, the families also attend the game against the Baltimore Ravens.

Additional elements honoring our military community included providing fans the opportunity to write cards to service members as part of the American Red Cross Holiday Mail for Heroes program and the towel twirl was led by U.S. Army Vet and Steelers Legend Jon Kolb. During halftime, country musician Charles Esten performed "The Names You Don't Know (The Ballad of Rocky Bleier)" to honor the career of former NFL running back Rocky Bleier.





## U.S. STEEL SALUTE TO HEROES

The Pittsburgh Steelers recognize military heroes on-field every home game and honor them with an award presented by U.S. Steel.



## HONORED

### First Sergeant Calvin T. Marshall

United States Army & Air Force

### Chief Master Sergeant Charles "Boots" Buterbaugh

United States Air Force

### BOSUN MATE 3rd Class, Daniel A. Bish

United States Navy

### Command Sergeant Major Bart E. Womack

United States Army

### Lew Knopp

Navy Seal

### Captain Brenda Keitzer

United States Air Force

### James Hatch

Retired US Navy Seal

### Major Ty Boyle

United States Army Ranger

### Jonathan Bradford

Airman and Pittsburgh Police Officer

### Corporal Andy Peranick

United States Marine Corps

## INSPIRE CHANGE CHANGEMAKER AWARD

The Pittsburgh Steelers selected Carolina Frantz, MSN, RN and the Director of Diversity and Inclusion at Duquesne University's School of Nursing BSN-AID program as the recipient of the 2024 Inspire Change Changemaker Award. Frantz has been using her garage to make a difference for countless people experiencing homelessness. She has collected and supplied more than 14,000 pairs of socks, which are one of the most requested items in shelters nationwide, to the homeless since 2023, working closely with organizations such as Pittsburgh Mercy, Jubilee Kitchen, and Shepherd's Heart Fellowship and Veteran's Home.

This is the third season that the NFL has presented this award which recognizes individuals from each NFL city who is making a difference on their community through social justice work.





# WALTER PAYTON MAN OF THE YEAR AWARD

**Larry Ogunjobi was named as the Steelers nominee for the 2024 Walter Payton NFL Man of the Year Award. This is Ogunjobi's first Walter Payton Man of the Year nomination.**

Ogunjobi continuously gives back to the community to make a difference, from taking kids shopping at the holidays, to supplying students with back-to-school essentials, to providing meals for those in need, to his youth football camp and many other endeavors. This year, Steelers Cameron Heyward, the 2023 Walter Payton NFL Man of the Year, surprised Ogunjobi with his nomination at an all-team meeting.



# WHAT'S NEXT

## HAZELWOOD GREEN FIELD & NFL DRAFT



We are excited to continue to work alongside the Hazelwood community, R.K. Mellon and Tishman Speyer to open a multipurpose field at Hazelwood Green. This field will serve young people in the Hazelwood community and across the region.

In addition to the Hazelwood Green Field, we are looking forward to the 2026 NFL Pittsburgh Draft. The NFL Draft is going to uplift and shine a light on everything our community has to offer. To learn more about and stay informed on the 2026 NFL Draft, please visit [visitpittsburgh.com/nfl-draft-pittsburgh](https://visitpittsburgh.com/nfl-draft-pittsburgh)



**PITTSBURGH**









# THANK YOU

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**To all of our community  
partners, corporate  
sponsors, volunteers,  
and fans;**

We could not do this work without  
your partnership and leadership.  
We look forward to working with  
you to make a better future for our  
entire community.





**Community Relations Programs**

412.432.7824

**Youth Football Programs**

412.697.7715

**Alumni Relations Programs**

412.697.7715

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**Stay up to date on all our  
community initiatives.**

**Follow Us On X**

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