



# TEXANS CARE



2008-2009  
**COMMUNITY  
IMPACT REPORT**



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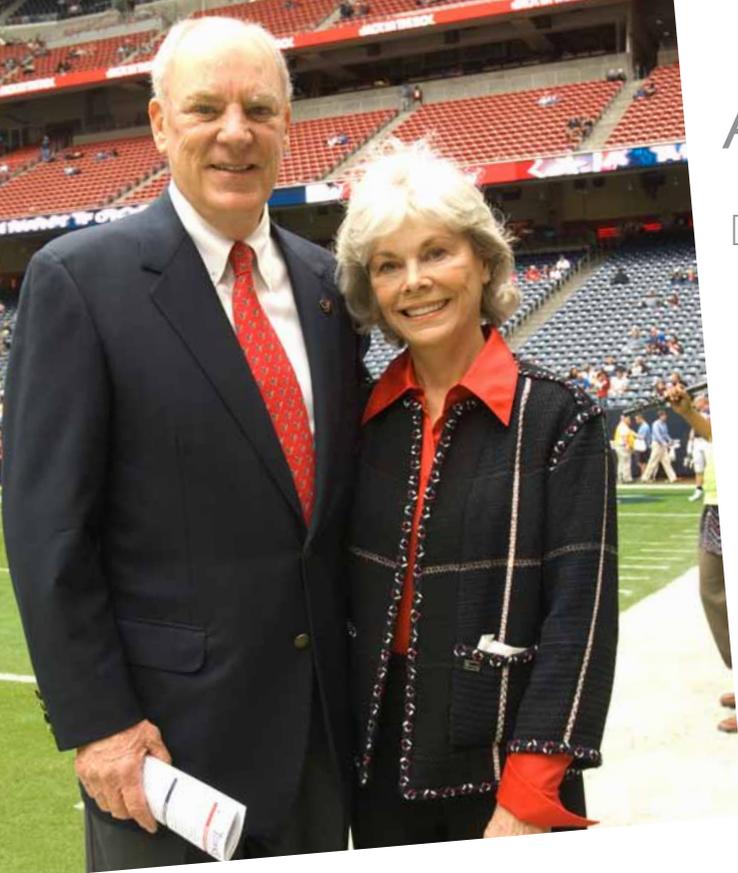
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# A MESSAGE FROM OUR CHAIRMAN

Dear Friends,

Welcome to the 2008-2009 edition of the Houston Texans Community Impact Report. We are pleased to spotlight many of the outstanding programs and activities of the Houston Texans players, coaches, cheerleaders and staff who are truly making a difference in our community - on and off the field.

The year 2008 was a challenging one for Houston, but through our Texans Care campaign, we were able to turn adversities into opportunities for greater service. Not willing to let Hurricane Ike dampen our spirits, the Texans continued with our mission to create programs and services that address the educational needs of youth and the health and safety of families, and to establish

partnerships with social service organizations that uplift and empower people in communities throughout Southeast Texas.

We hope you enjoy reading this 2008-2009 Texans Care Community Impact Report. It is through the continuing support and commitment of loyal fans and partners such as yourselves that we are able to deliver the services to our community that are showcased in this publication.

Thank you for your dedication to the Houston Texans and the Texans Care campaign. Go Texans!

Best regards,

Bob McNair

# MISSION STATEMENT

To be recognized as the **most community-connected professional sports franchise in the world** by deploying strategic, sustainable and equity-building initiatives that fully leverage the assets of our organization and **deliver measurable community impact.**

**TEXANS  
CARE**



# TEXANS HELPING TEXANS

Raised over **\$2.5 MILLION DOLLARS**

for the United Way of Greater Houston and the Gulf Coast Ike Relief Fund



**COMMUNITY  
OUTREACH**



# Hurricane Ike Relief

During the aftermath of Hurricane Ike, the Texans rolled up their sleeves. Texans owner Bob McNair and his wife Janice worked side-by-side with TORO, players, cheerleaders and staff to distribute, sort and box food and personal hygiene items at the Houston Food Bank and an area P.O.D. (point of distribution) site for individuals devastated by the hurricane.

With the help of Texans corporate partners, staff and fans, the Texans Helping Texans campaign **raised more than \$2.5 million dollars in support of the United Way of Greater Houston and the Gulf Coast Ike Relief Fund during the two weeks after the storm.** Texans owner Bob McNair donated \$500,000 to kick off the campaign. McNair's donation was matched by the National Football League and the NFL Players Association, which contributed \$500,000 through the league's disaster relief fund. Chevron Corporation contributed \$250,000 to give the campaign an initial \$1.25 million. In all, 15 companies based in or with ties to Houston contributed to the "Texans Helping Texans" campaign to aid the victims of the storm. Fan donations totaled over \$37,000.

## THANKS TO ALL WHO DONATED

Bob McNair	Jim Irsay
NFL & NFL Player Association	Cal McNair
Chevron	Academy Sports + Outdoors
Pricewaterhouse Coopers	Asia Chemical Corporation
Amegy Bank of Texas	Service Corporation International
Comcast	UPS
HE-B	Minnesota Vikings
Hilcorp	The Wilf Family Foundation-
Hines	Minnesota Vikings
Kroger	Joe O. Huggins, III
Philip Burguières	Biznet-Online Registration
Williams	Texans Fans
David Weekly Homes	

## TOTAL TEXANS HELPING TEXANS DONATIONS

# 2,514,949.81

## Impact a Hero 5K Run

The Texans proudly support the men and women who serve and defend our great nation. For three consecutive years players, staff and Texans Head Coach Gary Kubiak, who serves as the Honorary Chair for the event, have participated in the annual Impact a Hero 5K Run. The Impact a Hero organization raises funds to provide emotional and financial support for severely wounded and disabled War on Terror veterans and their families. In 2008, approximately **\$125,000 was raised in support of the race.**



## Lemonade Day

Houston Texans players, cheerleaders and TORO participate in the annual Lemonade Day event. This city-wide initiative is organized by Prepared 4 Life and its many community partners. Prepared 4 Life is a local non-profit organization that empowers youth to become contributing members of society through asset based, experiential after-school programs. Lemonade Day is a family-oriented activity designed to train thousands of young people on how to be successful entrepreneurs.



# Texans Community Player of the Month presented by Whataburger



The Texans Community Player of the Month program recognizes Houston Texans players for their community efforts. Throughout the Texans season, fans are encouraged to vote for their favorite Texans player based off of his involvement in the community. Anthony Weaver, Kevin Walter, Andre Davis and Jacoby Jones were recognized during the 2008 season as the Texans Community Player of the Month. Each received a \$500 donation to the charity of his choice.

## Houston Texans Blood Drive

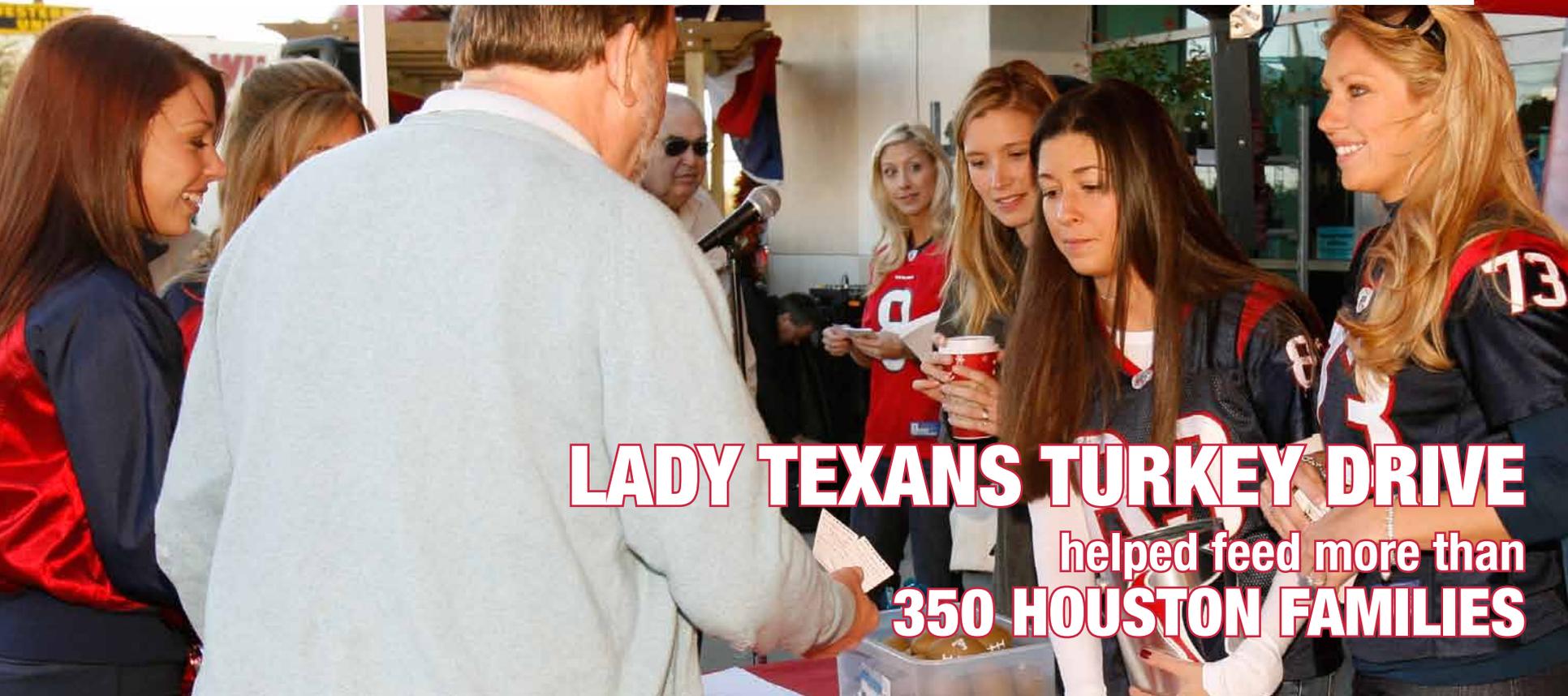


The Texans teamed up with The Methodist Hospital System and the Gulf Coast Regional Blood Center for this week long initiative. Since its inception in 2002, the Texans blood drive has donated more than 10,000 units of blood. In 2008, over 300 units of blood were collected. Throughout the week, Texans players and cheerleaders visited donation sites to encourage and thank fans for their donations.

## Lady Texans Turkey Drive



The Lady Texans is the wives organization for Texans players, coaches and staff. Over the Thanksgiving holiday the Lady Texans teamed up with H-E-B to raise money for needy families. The Lady Texans raised \$5,697 to benefit Target Hunger, an affiliate of the United Way. **The funds helped feed more than 350 Houston families.**



**LADY TEXANS TURKEY DRIVE**  
helped feed more than  
**350 HOUSTON FAMILIES**

# TEXANS BIKE GIVEAWAY

Texans players and coaches

**DONATED OVER 2,000 BIKES**





## Shop with a Texan

A shopping spree is coordinated with Academy Sports + Outdoors during the Christmas holidays annually for disadvantaged children. Houston Texans players push shopping carts and assist the children with their shopping for their holiday purchases. This year, Academy Sports + Outdoors **provided \$100 gift certificates to 30 youth** from local organizations. The unforgettable experience ensures each child has a unique holiday season.

## Texans Bike Giveaway

Each year Texans players and coaches purchase bikes from Academy Sports + Outdoors for underprivileged youth in the Houston area. In 2008, **265 bikes were purchased** and donated to youth from 5 non-profit organizations. Since 2006, **players and coaches have donated over 2,000 bikes.**



# RELIANT ENERGY HOMERUN DERBY

## \$32,800 WAS RAISED for the Boys & Girls Club

### Reliant Energy Homerun Derby



At the Texans' annual Reliant Energy Home Run Derby at Minute Maid Park, the Texans put on an impressive display of batting. More than 300 children from the Boys & Girls Club of Greater Houston were in attendance, and **\$32,800 was raised** for the organization. Texans players earned \$500 for each home run, \$250 for each ball that hit the wall, \$100 for each hit to the warning track and \$50 for each line drive.

### Souper Bowl of Caring

Utilizing the NFL's Super Bowl weekend to mobilize youth around the country to fight hunger and poverty in local communities, this annual food drive **collected more than 2.6 million pounds of non-perishable food** in Houston this year, making it the largest food drive in Texans history. The Texans also contributed \$10,000 to the effort.





NFL YOUTH  
EDUCATION  
★ TOWN ★



BOYS & GIRLS CLUBS  
OF GREATER HOUSTON

HOUSTON



## NFL YET Centers

NFL Youth Education Towns (YETs) are education and recreation centers constructed in Super Bowl host cities that serve as a lasting legacy of each game. With each Super Bowl, the NFL donates \$1 million towards YET development in an underserved area of that city. In Houston, there are two YET facilities that provide educational programs, access to physical fitness and personal development programs, recreation opportunities, technology and many other resources.



## Teammates for Kids

The Garth Brooks Teammates for Kids Foundation is a non-profit organization that contributes financial resources to selected non-profit organizations that effectively serve and benefit children, emphasizing health, education and inner city services. The organization enlists the participation of professional baseball, hockey and football players who contribute a predetermined sum based upon on-field or on-ice performance. In 2008, eight Texans players participated in the program **raising a total of \$12,000.**

# Susan G. Komen Race for the Cure

The Houston Texans and the Janice and Robert McNair Foundation **contributed \$30,000**

**to the Susan G. Komen Foundation** in 2008. In addition to the financial contribution, the Texans hosted a Kids Corral at the race giving children the opportunity to play with the Texans interactive games and inflatables as well as interact with TORO and the Cheerleaders. The Houston Texans Cheerleaders and staff members also participated in the walk and run.

## Houston Texans Cheerleader Calendar

Texans Cheerleaders are inspirational young women committed to brightening the spirits of many during game days and through community initiatives. Each year the Cheerleaders release an annual swimsuit calendar that benefits the Methodist DeBakey Heart and Vascular center. In 2008, more than **\$60,000 was raised** for the Center.



**SUSAN G. KOMEN RACE FOR THE CURE**  
**\$30,000 WAS DONATED** to the Susan G. Komen Foundation

# Hispanic Outreach

The Houston Texans Hispanic Outreach initiatives are headlined by the Texans Hispanic Heritage Day, Texans Hispanic and Non-Traditional Media Day, and Texans Mexico Outreach Trip. Since the team's inception, the Texans have partnered with Univision to feature all games and a weekly radio show in Spanish, a weekly television Texans segment, and participated in the Cinco de Mayo and Fiestas Patrias events. In addition to running many grassroots events and youth football clinics in the Hispanic community, the Texans have established partnerships with the Cámara de Empresarios Latinos de Houston, East End Chamber of Commerce, and Houston Hispanic Chamber of Commerce. The Texans are also proud to feature the first Hispanic Advisory Board in professional sports. As a result of their efforts, the Texans have been recognized by former NFL Commissioner Paul Tagliabue as having one of the finest Hispanic Outreach programs in professional sports. In 2008, **the Texans participated in 25 events within the Hispanic community, reaching a total of 332,500 people.**



# EDUCATION





## Heart of a Champion

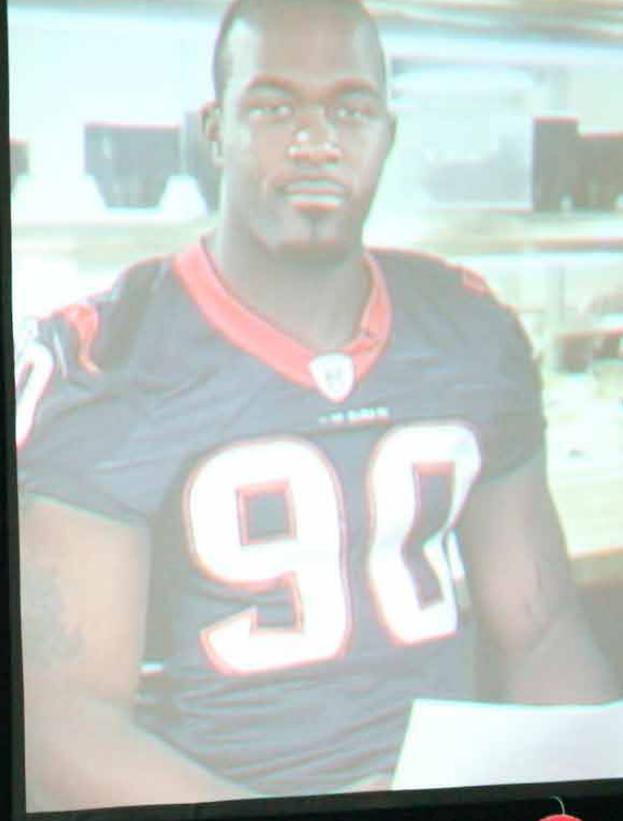
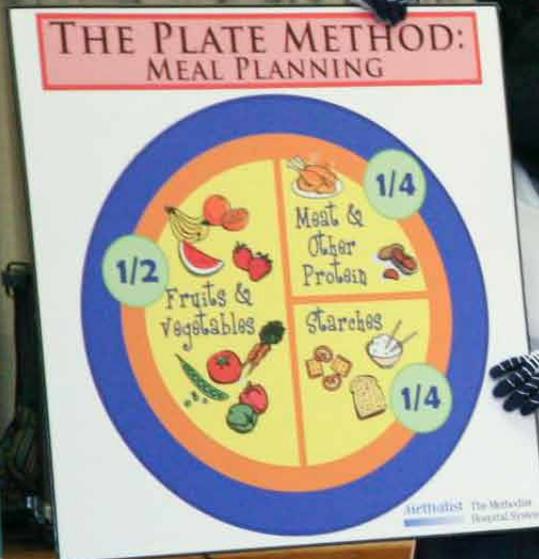
Heart of a Champion is a research based program that combines video and audio materials with an innovative print curriculum. This comprehensive, nine-month program teaches and reinforces positive character traits, incorporates critical thinking exercises and reinforcement tools, and demonstrates examples of individuals with high character. The program has been integrated into the Houston and Katy Independent School Districts. So far, we have reached over 12,000 middle school students; **4,000 participated in 2008**. Our success in impacting the lives of so many youth is a result of an ongoing partnership with the Robert and Janice McNair Foundation and the Heart of a Champion Foundation.



## Take a Texan To School

In association with 3-A-Day Dairy, this annual event awards 10 lucky elementary students a visit from a Houston Texans player. In 2008, players visited schools across the region, providing students with an unforgettable and enjoyable experience.





## TORO's Training Table presented by BP

TORO's Training Table, presented by BP, is an educational assembly that teaches children about the importance of fitness and nutrition, creating awareness for juvenile diabetes. The program includes TORO interacting with players, cheerleaders and the Texans team nutritionist via video to explain the value of good fitness and nutritional habits. In 2008, **TORO visited 60 elementary schools, reaching over 23,000 students**. Since its inception in 2007, the program has touched nearly 50,000 children.



## Health and Safety Tour

For the sixth year, the Houston Texans Cheerleaders and TORO have teamed up with The Methodist Hospital System to bring a program about health and safety to children in the greater Houston area. The Health & Safety Tour includes a one-hour interactive session that covers important topics like personal safety, fire safety, healthy eating options and fun ways to stay fit.

**Methodist** The Methodist  
Hospital System



## NFL Play it Smart

Play it Smart is an NFL program that empowers student athletes to use their dedication and passion for football as a catalyst for scholastic, community and career development. Play it Smart gives high school students an opportunity to be part of a team, develop their bodies and minds, and lift their aspirations for the future. Texans players frequently visit high schools in the Houston area during the school year to speak to athletes about the importance of education as part of the Play it Smart program.

## Reliant Energy Scholarship for Champions

In 2006, the Houston Texans partnered with Reliant Energy to develop the Reliant Energy Scholarship for Champions program. Each year, eight Houston area high school student-athletes who have exhibited remarkable leadership in athletics, academics and extracurricular activities are awarded \$1,000 college scholarships. The selected students are surprised with their award and **presented with a \$1,000 check** by a Houston Texans player at their school.



Methodist Training Center



**HOUSTON  
TEXANS  
FOUNDATION**



# Houston Texans Charity Golf Classic



presented by Verizon Wireless

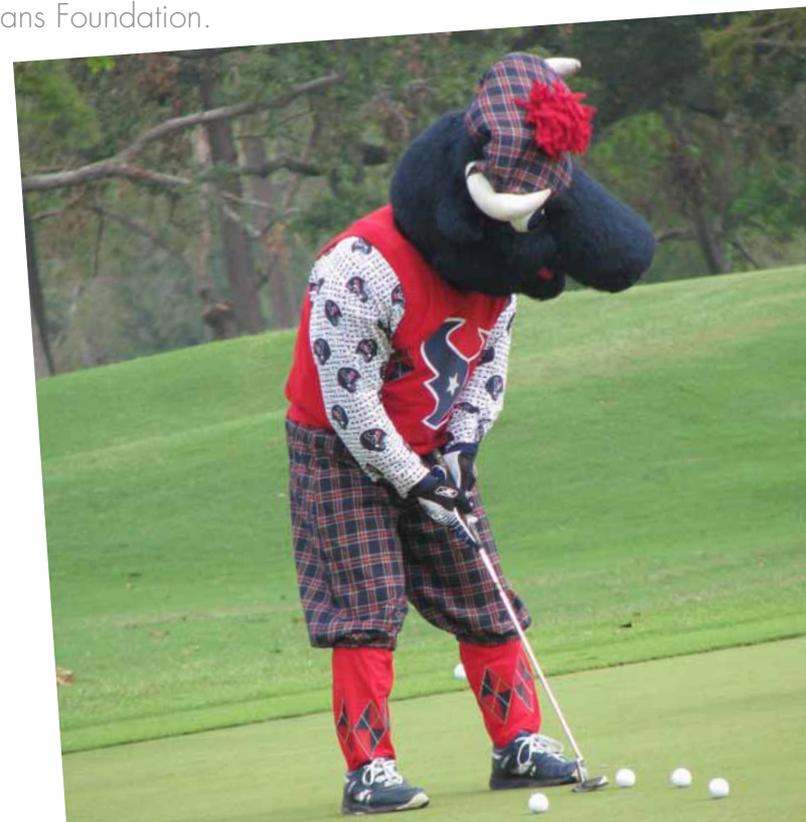
During the Houston Texans Charity Golf Classic, over 125 golfers enjoyed a day of golf at River Oaks Country Club while visiting with Houston Texans players, coaches, cheerleaders and TORO.

**In 2008, the event raised nearly \$400,000** to benefit the Houston Texans Foundation.

## All Pro Dad



The Houston Texans hosted the All Pro Dad Fathers and Kids Experience sponsored by Thrivent Financial for Lutherans. **Over 750 fathers and kids attended the event**, where they rotated through six interactive stations with football drills and activities and gained informative tips on how to strengthen their personal relationships. Houston Texans players and coaches also participated in the event, which benefited the Houston Texans Foundation.





## Team Luncheon

presented by Amegy Bank



This annual event provides sponsors and fans a premier experience to interact with every member of the Houston Texans team and coaching staff. The fifth annual event at The Westin Galleria provided commentary on the season from Chairman and CEO Bob McNair and Head Coach Gary Kubiak. **More than \$158,000 was raised** to benefit the Houston Texans Foundation.

## Pancakes & Pigskins

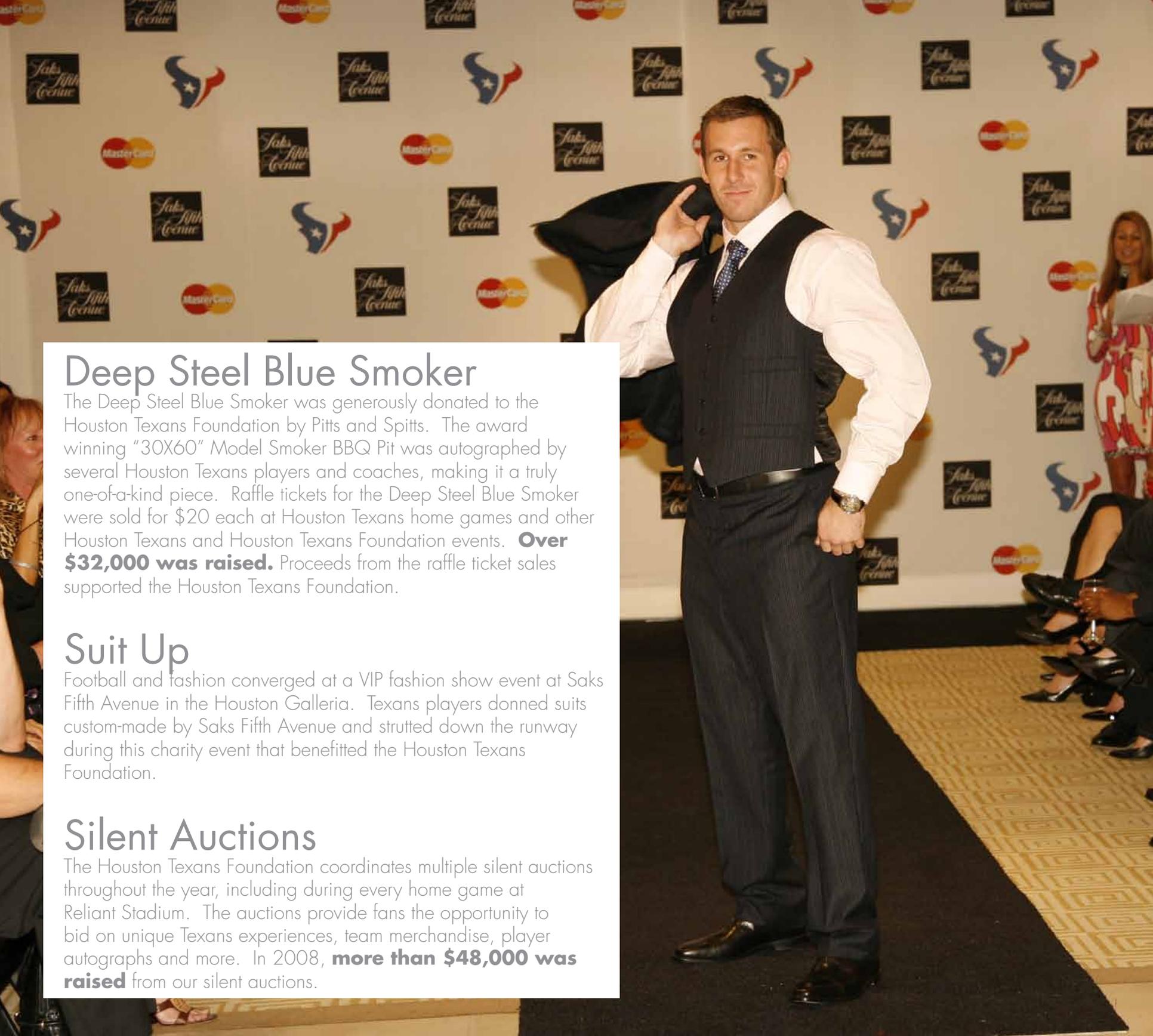
### Rookie Breakfast

presented by H-E-B



The Texans newest team members were welcomed by their raving fans during the annual Pancakes & Pigskins Rookie Breakfast. For the past seven years the incoming rookie class has had breakfast with Texans fans while giving them an inside perspective of their first NFL year. **More than \$36,000 was raised** to benefit the Houston Texans Foundation.





## Deep Steel Blue Smoker

The Deep Steel Blue Smoker was generously donated to the Houston Texans Foundation by Pitts and Spitts. The award winning "30X60" Model Smoker BBQ Pit was autographed by several Houston Texans players and coaches, making it a truly one-of-a-kind piece. Raffle tickets for the Deep Steel Blue Smoker were sold for \$20 each at Houston Texans home games and other Houston Texans and Houston Texans Foundation events. **Over \$32,000 was raised.** Proceeds from the raffle ticket sales supported the Houston Texans Foundation.

## Suit Up

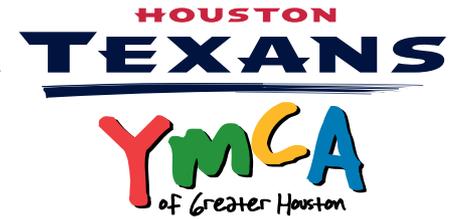
Football and fashion converged at a VIP fashion show event at Saks Fifth Avenue in the Houston Galleria. Texans players donned suits custom-made by Saks Fifth Avenue and strutted down the runway during this charity event that benefitted the Houston Texans Foundation.

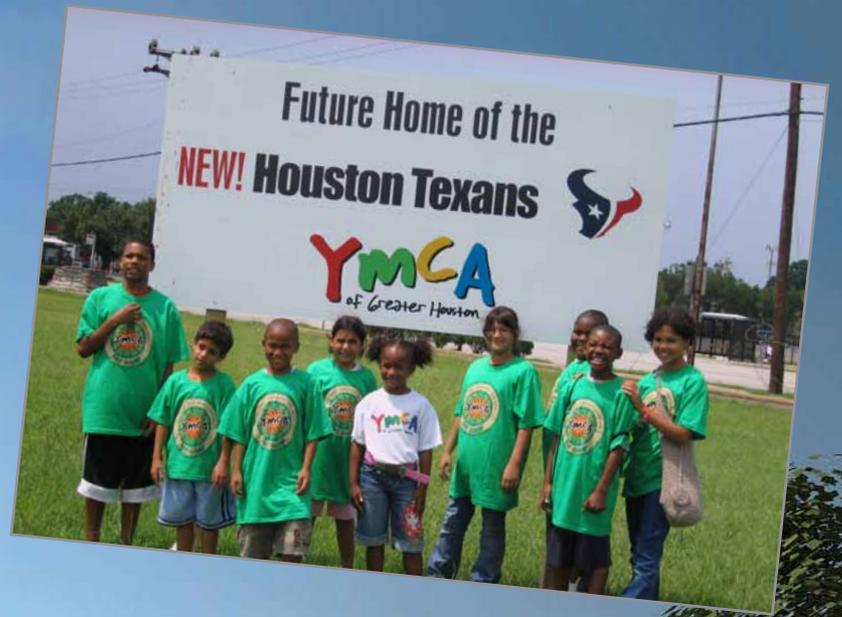
## Silent Auctions

The Houston Texans Foundation coordinates multiple silent auctions throughout the year, including during every home game at Reliant Stadium. The auctions provide fans the opportunity to bid on unique Texans experiences, team merchandise, player autographs and more. In 2008, **more than \$48,000 was raised** from our silent auctions.

# Houston Texans YMCA

The Houston Texans and the Greater Houston YMCA have partnered to open a new YMCA facility in the Palm Center community in the Third Ward. The facility, located at the corner of Griggs Rd. and Martin Luther King Blvd., will replace the old South Central YMCA. The partnership is the first of its kind, making the new Houston Texans YMCA the first YMCA facility in the country to be named after a professional sports team. The partnership will combine two powerful and influential organizations in an effort to benefit the Greater Third Ward community by providing programs including health and wellness, child care and recreational and youth development. The new facility is the first and most visible result of a larger partnership between the Texans and the YMCA. In keeping with the Texans' stated goal of being the most community-connected professional sports franchise in the world, the team selected the YMCA as its primary strategic community partner and will work with YMCA staff to develop programming to benefit the children and the community served by the facility. A groundbreaking was held for the new facility on Thursday, December 11, 2008. The facility is slated to open in fall 2010.





# NFL PLAY 60





## NFL Play 60

The Texans are committed to reversing the effects of the childhood obesity epidemic and engaging youth and families in every community to make the next generation the most active and healthy. NFL PLAY 60 is a national youth health and fitness campaign focused on increasing the wellness of youth fans by encouraging them to be active for at least 60 minutes a day.



## What Moves U

What Moves U is a program launched by the NFL and American Heart Association to tackle the increase in childhood obesity. The curriculum includes strategies to help teachers incorporate fitness into their daily lesson plans to combat youth inactivity. The Texans have joined forces with the local American Heart Association in Houston. In 2008, **3,500 Houston area middle school students participated** in the program.





## Hometown Huddle

Players from 32 NFL teams participate in a community service activity that benefits a United Way Agency. The Texans have joined forces with the United Way of Greater Houston on many local initiatives since 2002. Hometown Huddle has become a signature event for both organizations, providing a unique opportunity for area youth to interact with their hometown heroes and learn firsthand that success in athletics – or in any field – requires great determination and discipline. This year, the 2008 Texans Rookie Class visited students at Youngblood Intermediate School in Alief ISD where they interacted and motivated students to participate in Play 60 activities and encouraged them to adopt healthy lifestyles and set positive life goals. The school also received the HOP-Sports Training System valued at nearly \$20,000, which included sports mats and exercise equipment, performance monitoring capabilities and a portable defibrillator for use in the case of sudden cardiac arrest.



## BMC Software Texans Homefield Advantage

The Houston Texans, BMC Software, King Ranch Turfgrass and the Sequor Foundation teamed up to provide a football field for ProVision Charter School in Houston. ProVision, an all-boys middle school that focuses on character education for its students through its manhood development program, was a recipient of the NFL Grassroots grant and received \$100,000 for the building and development of its football field. The 2008 Texans rookies along with 80 BMC Software volunteers devoted their time to help build the new football field.



## Jr. Player Development

Our commitment to youth football is paying huge dividends for youth touched by this program. **Over 1,000 middle school students** from the Greater Houston area participate in the Junior Player Development Program. The program is designed to teach every football position through a step-by-step progression of skill process. Many past participants have gone on to attend college on athletic scholarships.



## Youth Football Camps

In 2008, **550 youths, ages 8 to 14**, participated in Texans Youth Football Camps and were instructed by top-area high school coaches. The program is designed for both beginners and experienced players. The camp is held annually in the Methodist Training Center and includes visits from Texans players and Texans Ambassadors each day.



## AbilityCAMP

The Texans host an AbilityCAMP with the National Sports Center for the Disabled during the Texans Draft Day Party. Over **150 children with disabilities, ages 6 to 18**, are introduced to the sport of football with a fun and memorable experience that includes football instruction, use of equipment and appearances and autographs from Texans players, cheerleaders and TORO.



## High School Player Development Camp

Nearly **300 Houston area high school students** participate in this free camp that focuses on academic counseling and specific football skill training by position. Each participant gains a full understanding of what is necessary to become a successful high school and collegiate student-athlete, along with the resources and information to meet the NCAA Clearinghouse requirements. In 2008, over 50 college coaches attended to observe the football skill portion of the camp and many participants were subsequently offered scholarships.



## High School Coach of the Week

The Texans High School Coach of the Week program is a fully-integrated, grassroots program designed to aid and promote high school football throughout the Houston area. Two winners are selected every week to receive \$500 for the school's football program, and two Coach of the Year Award winners receive additional \$1,000 grants. The US Army and FS Houston are associate sponsors of the Houston Texans High School Coach of the Week program. In total, **20 high school coaches were honored** in 2008.



## NFL Flag Football

NFL Flag Football provides an opportunity for boys and girls ages 5 to 17 to become involved with football. Thousands of Houston-area youth are involved in leagues that run during the fall and spring and are organized through local youth groups. NFL Flag Football offers young players non-contact, continuous action and lessons in teamwork. **Over 4,500 youth participated** in the program in 2008.



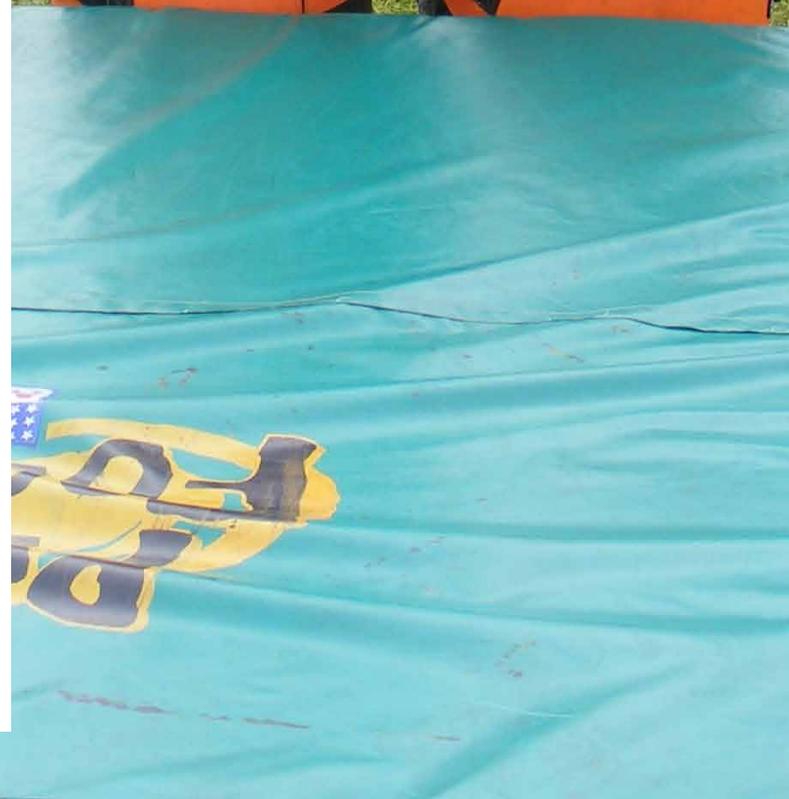
## NFL Punt, Pass & Kick

The NFL Punt, Pass & Kick program is the NFL's premier youth skills competition consisting of punting, passing and placekicking. The program creates a lively and engaging forum for boys and girls ages 8 to 15 to compete separately against their peers. The NFL's mission is for every child to be given an equal opportunity to compete and in 2008, nearly **80,000 youth in the Houston area** took part in the competition.



## Gatorade Jr. Training Camps

The Texans Gatorade Jr. Training Camp program is a grassroots community outreach initiative designed to teach 2nd through 5th grade students football-related skills in a non-contact environment. The program conveys a message of teamwork and personal best while reinforcing the importance of education. The program also touches on the importance of friendly competition versus winning or losing. In 2008, more than **5,000 youth participated in the program.**





**FACT**





Through the Texans All Community Team (TACT) program, players sponsor season tickets for non-profit organizations that serve youth who traditionally do not have the opportunity to attend a Texans football game. The kids receive game tickets, food vouchers and personalized T-shirts with their sponsored player's number and team name. The program helps establish a special fan base for each player. In 2008, **19 players participated in the program, and 3,000 tickets valued at \$110,000 were donated to several youth organizations.**

AHMAN GREEN - GO GREEN

AMOBI OKOYE & MARIO WILLIAMS - AMOBI  
AND MARIO'S BIG TICKET CLIQUE

ANDRE JOHNSON - A.J.'S CREW

ANTHONY WEAVER - DREAM WEAVERS

CHESTER PITTS & EPHRAIM SALAAM - CHESTER AND  
EPHRAIM'S TRENCH MOB

DAVID ANDERSON, OWEN DANIELS & ERIC WINSTON -  
SMALL, MEDIUM, LARGE

KRIS BROWN - KRIS BROWN'S KICK CLUB

MATT SCHAUB - SCHAUB'S AERIAL ATTACK

DEMECO RYANS - DEMECO'S TACKLE SQUAD

DUNTA ROBINSON - ROB'S SQUAD

MORLON GREENWOOD - THE ULTIMATE T.A.C.T.

VONTA LEACH - VONTA'S VICTORIES

WILL DEMPS - THE WILL TO WIN

ANDRE' DAVIS - DAVIS'S DIADEM

KEVIN WALTER - KEVIN'S CREW



# ImageNet All-Stars Ticket Program

BMI + ImageNet

This program rewards at-risk youth in the Houston area for implementing and participating in community service projects. During the 2008 pre-season, **1,000 youth experienced a Texans home game** and received tickets, T-shirts and food vouchers donated by ARAMARK; throughout the season one youth was featured during each home game for his or her community involvement.

## Cheering Children

The Cheering Children Program allows Houston Texans season ticket holders the opportunity to make a tax-deductible donation of their unused game tickets to the Houston Texans Foundation. Tickets are distributed to non-profit organizations, and provide the chance for those less fortunate to attend a professional football game.



## Reliant Energy Power Players

Each Tuesday prior to a Houston Texans home game, cheerleaders and players travel to a Boys & Girls Club facility within the Greater Houston area to interact with children and deliver motivational speeches, conduct clinics, and sign autographs. Representatives from Reliant Energy also speak to the youth about ways they can conserve electricity at home. In addition, Reliant Energy provides **1000 general admission tickets** and **ARAMARK provides 1000 food vouchers** for children at a Boys & Girls Club location to attend a game.



# THANK YOU

When Texans owner Bob McNair formed the league's 32nd franchise, he envisioned the Texans' success would reside in its character, attitude and enthusiasm both on and off of the field. The Texans take tremendous pride in the greater Houston community. Whether showing support through community, civic or charitable efforts, the organization is committed to aiding the community that has been there to cheer on the Texans' efforts from the onset.

**We would like to extend our sincere gratitude for our corporate sponsors that continue to support our numerous community initiatives and programs.**

**21st Century Productions**  
**Academy Sports + Outdoors**  
**Acme Party & Tent**  
**Amegy Bank of Texas**  
**Anheuser Busch**  
**BMC Software**  
**BP**  
**CBS Radio**  
**Coca-Cola**  
**Comcast**  
**Continental Airlines**  
**Cordua Restaurants**  
**Dairy Max**  
**Diageo**  
**FS Houston**  
**Gatorade**  
**Halliburton**

**H-E-B**  
**Houston Chronicle**  
**ImageNet**  
**Kolache Factory**  
**MasterCard**  
**The Methodist Hospital System**  
**Miller Brewing Company**  
**Pitts & Spitts**  
**Reliant Energy**  
**Ryland Homes**  
**Thrivent Financial for Lutherans**  
**Under Armour**  
**Verizon Wireless**  
**Waste Management**  
**The Westin Galleria**  
**Whataburger**



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*President*

**Tony Wyllie**  
*Vice President, Communications*

**Risa Hall**  
*Manager, Community Relations*

**Janess Sayle**  
*Manager, Houston Texans Foundation*

**Kandyace Mayberry**  
*Coordinator, Community Development*