



TEXANS CARE



2014-2015 HOUSTON TEXANS COMMUNITY IMPACT REPORT



MISSION STATEMENT

The mission of the Houston Texans Foundation is to be Champions for Youth. Because we believe that youth are the champions of our future, we are dedicated to enhancing their quality of life. Through our fundraising efforts, we support and administer programs in education, character development and health and fitness to empower our next generation of Texans.

IMPACT STATEMENT

The Houston Texans Foundation is proud to serve children in the Houston area as we strive to be Champions for Youth. Since 2002, nearly \$25 million dollars has been raised with your support through fundraising events, disaster response efforts, our annual United Way campaign and our partnership with non-profit organizations on gameday.

Please visit HoustonTexans.com for more information on the Houston Texans Foundation.

Dear Friends and Fans,

As we reflect on the past year, it's most appropriate that we begin with the words "thank you." On behalf of the McNair family and everyone in the Houston Texans organization, we acknowledge how the support of our fans, partners and the Houston community make it possible for us to do what we love every day. And one of the things we love most is giving back to our great city.

Within this Community Impact Report you will read stories about the initiatives and events we hosted from June 2014 through May 2015. I am incredibly proud of the overall impact our team has made on our community, but a few moments stand out to me. Thanks to the generosity of our fans and partners, along with the selfless participation of our players, the Houston Texans Foundation raised more than \$1.5 million dollars through events and auctions last season. Reaching that fundraising milestone is something our organization is proud of, and we are working tirelessly to put those funds back into Houston for the betterment of local youth. I am also particularly proud of the Texans for DQ movement that occurred during the 2014 Training Camp. When offensive tackle David Quessenberry was diagnosed with cancer, the entire Houston Texans community rallied behind him and propelled a campaign that resulted in a \$100,000 donation to the Lymphoma Research Foundation in David's name. The generosity of our fans and partners is just one of the reasons I am so proud to call myself a Texan.

Although our sights are clearly set on the 2015 season ahead, I hope you will spend a little time reviewing this report and learning about the impact the Houston Texans Foundation is making on our region. We appreciate your support and hope we make you proud as we strive to be the most community connected sports franchise in the world. Go Texans!



Bob McNair
Chairman and CEO



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MORE THAN

\$1.5 MILLION

**WAS RAISED BY THE HOUSTON
TEXANS FOUNDATION IN 2015**



HOUSTON TEXANS FOUNDATION

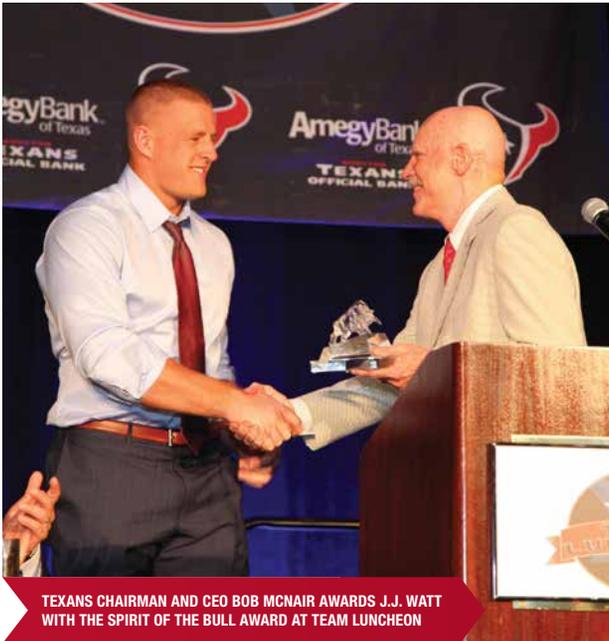
One of the three imperatives of the Houston Texans organization is to do great things for the city of Houston. Out of this desire, the Houston Texans Foundation was established in 2002 to benefit underserved children in our community. The Texans Foundation strives to be Champions for Youth, and each year hosts a variety of successful fundraising events to support that mission. Each event gives fans unique opportunities to interact with Texans players, Cheerleaders, and Texans Ambassadors, while also creating awareness for important causes. Once again, Texans fans helped make 2014 a record-breaking year as the Texans Foundation raised more than **\$1.5 million** to benefit the Greater Houston Area.



PARTICIPANTS IN THE 2014 RUNNING OF THE BULLS SHOW OFF THEIR MEDALS

TEAM LUNCHEON PRESENTED BY AMEGY BANK OF TEXAS

This annual event provides sponsors and fans who donate to the Houston Texans Foundation with the exclusive opportunity to eat lunch with a Houston Texans player and to hear special remarks from Chairman and CEO Bob McNair and head coach Bill O'Brien. In 2014, J.J. Watt was honored as the Spirit of the Bull Award winner for his community work and charitable efforts off the field. Last year, more than 680 guests kicked off the season with the team at the Hilton Americas, raising nearly **\$230,000**.



TEXANS CHAIRMAN AND CEO BOB MCNAIR AWARDS J.J. WATT WITH THE SPIRIT OF THE BULL AWARD AT TEAM LUNCHEON

RUNNING OF THE BULLS PRESENTED BY H-E-B

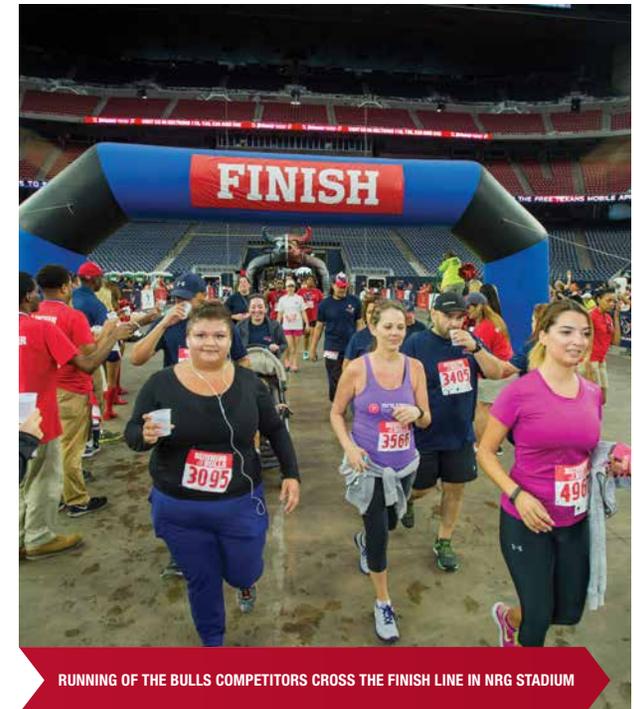
In 2014, the Running of the Bulls 5K Run/Walk raised well over **\$200,000** for the Houston Texans Foundation and Houston Methodist. More than 5,500 fans came out to participate in this event that ended on the floor of NRG Stadium. Younger fans were also able to join in as 500 children ran the sold-out TORO's Kids 1K presented by ARAMARK. Runners were treated to a post-race party on the stadium floor that included food, a live band, and autographs from Houston Texans Cheerleaders and Ambassadors.



JADEVEON CLOWNEY POSES WITH THE MCNAIR FAMILY AT TEAM LUNCHEON



THIS FAMILY IS READY FOR THE 2014 RUNNING OF THE BULLS 5K



RUNNING OF THE BULLS COMPETITORS CROSS THE FINISH LINE IN NRG STADIUM



MORE THAN

» **\$1.5 MILLION** «

WAS RAISED BY THE HOUSTON
TEXANS FOUNDATION IN 2015



CODY AND MALLORY WHITE SAMPLE THE DELICIOUS BITES AT TASTE OF THE TEXANS

TASTE OF THE TEXANS PRESENTED BY BP

Each year, the Texans host this annual foodie event at NRG Stadium. Twenty-five top Houston restaurants bring their best dishes while more than 750 guests sample food from each at the Taste of the Texans presented by BP. Guests wine and dine while mingling with Texans players and their wives, Texans Ambassadors, executives, Cheerleaders, and TORO. In 2014, more than **\$310,000** was raised as proceeds benefited the Houston Texans Foundation, the Houston Food Bank, and Houston Methodist.



DUANE BROWN AND HIS TEAM AT THE HOUSTON TEXANS CHARITY GOLF CLASSIC

HOUSTON TEXANS CHARITY GOLF CLASSIC PRESENTED BY BMW

The Houston Texans Charity Golf Classic presented by BMW is an annual event that provides guests with an exclusive opportunity to play 18 holes with Texans players, coaches, and executives. The 2015 event was held at the prestigious Shadow Hawk Golf Club. The golf event was preceded by the Texans Insider Dinner presented by BMW, where sponsors enjoyed dinner while hearing behind-the-scenes stories from Texans players, coaches, and General Manager Rick Smith. In 2015, **\$380,000** was raised to benefit the Houston Texans Foundation.

SILENT AUCTIONS

In 2014, more than **\$210,000** was raised for the Houston Texans Foundation through silent auctions held at Texans home games, fundraising events, and online at NFLAuction.com. Auction items included Houston Texans autographed memorabilia as well as unique Texans experiences and trips. To bid on these items in our gameday auctions, visit us at our table behind Section 140 in the southwest corner of NRG stadium before the end of halftime.

HOUSTON TEXANS CHEERLEADER CALENDARS

The 2014-2015 Houston Texans Cheerleader Swimsuit Calendar made a big splash for the Houston Texans Foundation. All proceeds were given to the Foundation, totaling nearly **\$80,000**. Shot on location in Puerto Rico, the calendar was sold exclusively online and in the Go Texan Store at NRG Stadium.



TEXANS CHEERLEADERS CALENDAR SALES BENEFIT THE TEXANS FOUNDATION ANNUALLY



COMMUNITY PARTNERS

The Houston Texans Foundation continues to be passionate about giving back to the Houston community. In order to ensure a deep impact with our efforts, the Foundation partners with three local organizations upholding a similar mission of being Champions for Youth: the Houston Texans YMCA, the Boys & Girls Clubs of Greater Houston, and the Houston Food Bank. The Texans Foundation is proud to give approximately 95% of annual funds raised to youth-based initiatives. By focusing our efforts, we have been able to make an impact in the lives of thousands of youth and their families throughout the Houston area.

houston 
foodbank



XAVIER SU'A-FILO JOINS MEMBERS OF TOROS BRAVOS FOR A VOLUNTEER EFFORT FOR HISPANIC HERITAGE WEEK AT THE HOUSTON FOOD BANK

HOUSTON TEXANS YMCA

The Houston Texans YMCA (HTY) celebrated its fourth anniversary in January 2015. Since the building opened in 2011, the Houston Texans and the YMCA of Greater Houston have worked hand-in-hand to make sure this facility serves the needs of Greater Third Ward residents. Whether it is nutrition education from the Texans team nutritionist, instilling the values of the NFL PLAY 60 program to encourage a healthy lifestyle, or providing once-in-a-lifetime experiences to school-age kids, the Texans constantly seek to impact the entire community with our unique resources.

HOUSTON TEXANS YMCA FLAG FOOTBALL PROGRAM

In 2013, the Texans created a flag football program at the HTY with the gift of a \$200,000 youth football grant. This program allows nearly 4,000 kids each year to learn the game of football and enjoy friendly competition. This program not only promotes the importance of physical activity, but also cultivates a family atmosphere, bringing the community together through the game of football.



DUANE BROWN VISITS WITH MEMBERS OF THE HOUSTON TEXANS YMCA AT TRAINING CAMP

SCHOOL SUPPLY DRIVE

Throughout the 2014 Houston Texans Training Camp, presented by XFINITY, the Texans Foundation hosted a School Supply Drive to benefit children at the HTY. Fans were encouraged to bring and donate school supplies while visiting training camp at the Houston Methodist Training Center. Texans staff also held a backpack drive to ensure the biggest needs were met for the kids. In total, nearly **10,000 items were donated** and Texans staff stuffed **500 backpacks** full of supplies and delivered them to the HTY just in time for the new school year.

THE TEXANS FOUNDATION COLLECTED NEARLY

» **10,000** «
SCHOOL SUPPLIES

**FOR THE HOUSTON TEXANS YMCA
DURING THE SCHOOL SUPPLY DRIVE**



THE TEXANS FOUNDATION COLLECTED NEARLY 10,000 SCHOOL SUPPLIES FOR THE HOUSTON TEXANS YMCA

BOYS & GIRLS CLUBS OF GREATER HOUSTON

The Boys & Girls Clubs of Greater Houston share a similar mission with the Houston Texans as we both strive to help youth in our region reach their full potential. Throughout our five-year strategic partnership, we have worked together to support this goal and inspire positive change. The Texans support three major initiatives: S.M.A.R.T. Girls and Passport to Manhood character development programs and the Great Futures Dinner, the organization's annual gala. We are also proud to create once-in-a-lifetime opportunities for Boys & Girls Clubs kids through experiences like VIP Training Camp access, the TACT ticket program, and more.



SMILES ALL AROUND AT THE BOYS & GIRLS CLUB



S.M.A.R.T. GIRLS AND PASSPORT TO MANHOOD

The Texans are proud sponsors of the Boys & Girls Clubs character development program S.M.A.R.T. Girls and Passport to Manhood. More than **500 teenagers** meet each week for one year to complete the program, culminating in a graduation ceremony hosted by the Texans. The team's staff and nutritionist join Cheerleaders and players to provide youth with a comfortable space to discuss issues that affect them, including childhood obesity, the importance of education, and healthy relationships.

GREAT FUTURES DINNER

The Houston Texans were proud, to be the 2014 presenting sponsor of the Boys & Girls Club's Great Futures Dinner. This event is the organization's premier annual fundraiser to raise critical funds to support the overall mission of the Boys & Girls Clubs. All proceeds help support programs in the organization's priority outcome areas: academic success, healthy lifestyles, good character, and citizenship. These programs are administered in each of the 12 clubs in the Greater Houston Area, serving nearly **12,000 youth**. The event raised more than **\$860,000**.

RED RIBBON WEEK

Texans Ambassador Rico McDonald visited the Boys & Girls Club at Driver Park during Red Ribbon Week to speak to club members about leading healthy lives and making good decisions. Red Ribbon Week is an alcohol, tobacco and other drug, and violence prevention awareness campaign observed annually in October in the U.S.

MORE THAN
>> 500 <<
TEENS GRADUATE
FROM THE S.M.A.R.T. GIRLS AND
PASSPORT TO MANHOOD PROGRAM EACH YEAR



LADY TEXAN HANNAH MCNAIR MAKES A VISIT TO THE S.M.A.R.T. GIRLS PROGRAM AT THE BOYS & GIRLS CLUB



THE TEXANS ARE PROUD TO SUPPORT THE BOYS & GIRLS CLUB'S ANNUAL GREAT FUTURES DINNER



HOUSTON FOOD BANK

The partnership with the Houston Food Bank (HFB) is an important element in our mission to be Champions for Youth. The Texans are proud to partner on HFB programming such as Backpack Buddy and Kids Café, as well as through volunteerism with Texans staff. When the new Houston Food Bank opened in 2011, the Houston Texans Café became the place where volunteers go to take breaks while working. You will often encounter Texans players, Cheerleaders, staff, and fans working side by side at the Houston Food Bank packaging and sorting food.



JUSTIN TUGGLE HELPS SORT DONATIONS AT THE HOUSTON FOOD BANK

BACKPACK BUDDY

The Texans Foundation sponsors Backpack Buddy, a Houston Food Bank program that provides backpacks full of healthy food each week to students who otherwise would go hungry on weekends. Inside the backpacks, students also receive inserts with health tips written by the Texans team nutritionist. In 2014, the Backpack Buddy program distributed **236,494 backpacks**—many stuffed by Texans volunteers—to Houston youth. In October, Texans Ambassador J.J. Moses and Texans Cheerleaders visited Milstead Middle School to distribute backpacks to youth in need.

THE SOUPER BOWL OF CARING
COLLECTED MORE THAN

2.64 MILLION

MEALS TO HELP FEED HUNGRY HOUSTONIANS

SACKS FOR HUNGER PRESENTED BY H-E-B

As presenting sponsor of the Sacks for Hunger program, H-E-B donates **\$1,000** to the Houston Food Bank for every quarterback sack that the Texans record in the regular and post season. During the 2014 season, the Texans and H-E-B raised **\$38,000** for the Houston Food Bank, which translates to **114,000 meals** for hungry Houstonians.

DEANDRE HOPKINS SPOKESMAN FOR HUNGER RELIEF

Houston Texans wide receiver DeAndre Hopkins signed on to serve as the spokesman for the Houston Food Bank and Souper Bowl of Caring in 2014. Hopkins' goal was to raise awareness for hunger relief through volunteer activities, appearances, and nutrition education. Hopkins knows the impact hunger can have on a family as he grew up in a single-parent home with four siblings who often struggled to have enough food on the table. Hopkins visited the Food Bank to meet with children and families and spoke at events to raise much needed awareness for the issue.

SOUPER BOWL OF CARING

Souper Bowl of Caring is a national initiative started in 1990 to mobilize youth and communities around the country to help fight hunger and poverty during the weeks leading up to the Super Bowl. Robert and Janice McNair have supported the program since 2004, making the Texans the first NFL team to support Souper Bowl of Caring. Campaign spokesman DeAndre Hopkins was featured on 40 billboards and 650,000 door hangers throughout Houston. To celebrate Souper Bowl of Caring's 25th Anniversary, the Texans hosted the kickoff at NRG Stadium in January 2015. Cheerleaders were on hand to help with packaging food while Lady Texan Hannah McNair, wife of Vice Chairman and Chief Operating Officer Cal McNair, provided remarks at the press conference. In support of the initiative, the Houston Texans Foundation contributed **\$10,000**. More than 1,000 nonprofit groups, schools, churches, and other community organizations joined in the campaign to provide more than **2.64 million meals** to help feed those in need.



TEXANS CHEERLEADERS HELP KICKOFF THE 2015 SOUPER BOWL OF CARING CAMPAIGN



MIAMI JAGUARS VS HOUSTON TEXANS

10:40



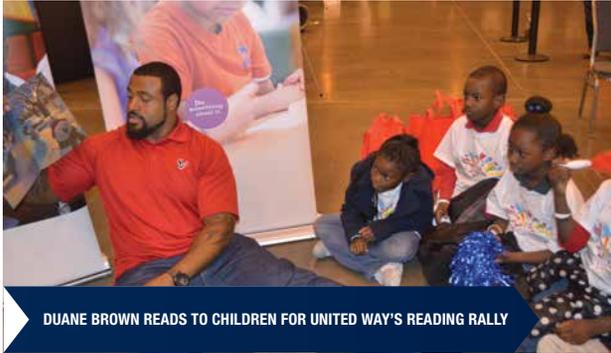
UNITED WAY

Since the inception of the team, the Houston Texans have been a major supporter of the United Way of Greater Houston. Each year, our internal campaign includes 100% participation from players, coaches, owners, and front office staff. During the December 28 game, Texans Vice Chairman and COO Cal McNair and Texans President Jamey Rootes presented a check for **\$745,000** to United Way CEO Anna Babin representing the total amount raised from the organization's campaign. The Texans are the top contributors to the United Way in the NFL and the #1 per capita supporter of the United Way of Greater Houston.

TEXANS VICE CHAIRMAN AND COO CAL MCNAIR AND TEXANS PRESIDENT JAMEY ROOTES PRESENT A CHECK TO UNITED WAY CEO ANNA BABIN FOR THE TOTAL AMOUNT RAISED DURING THE TEXANS 2014 UNITED WAY CAMPAIGN

UNITED WAY READING RALLY

Houston Texans tackle Duane Brown teamed up with the United Way for the United Way Reading Rally, encouraging more than **850 children** from local schools to get excited about reading. Brown spoke to the kids at a pep rally and sat down to read books individually with groups of kids in attendance.



DUANE BROWN READS TO CHILDREN FOR UNITED WAY'S READING RALLY

THE TEXANS ANNUAL
UNITED WAY CAMPAIGN RAISED
>> \$745,000 <<
FOR THE UNITED WAY OF GREATER HOUSTON



COMMUNITY QUARTERBACK WINNERS ARE HONORED IN A PRE-GAME CEREMONY

COMMUNITY QUARTERBACK PRESENTED BY BHP BILLITON

Through the Community Quarterback Award presented by BHP Billiton, the Houston Texans recognize outstanding volunteers from local United Way agencies whose work help make Houston a better community. Last year, one grand prize winner was chosen to receive a **\$50,000 donation** for their organization in their name. Ten finalists received a **\$5,000** contribution in their name for their organization.



DUANE BROWN PRESENTS MARION FISCHER WITH A CUSTOMIZED TEXANS JERSEY

Grand prize winner Marion Fischer was recognized at a reception at the Montgomery County Women's Center, the United Way agency where Fischer donates her time. Duane Brown attended to present her with a personalized Houston Texans jersey and to thank her for her 30 years of service.

THE HOUSTON TEXANS AND BHP BILLITON AWARDED
>> \$100,000 <<
TO UNITED WAY AGENCIES IN 2014 THROUGH THE
COMMUNITY QUARTERBACK PROGRAM

WINNERS

GRAND PRIZE WINNER
MARION FISCHER
MONTGOMERY COUNTY WOMEN'S CENTER

ROBERT BRIDDICK
THE MONTROSE CENTER

SUSAN CHOQUETTE
LITERACY ADVANCE OF HOUSTON

KIM COLBURN
THE LIGHTHOUSE HOUSTON

CAROL FREEMAN
BOYS & GIRLS CLUBS OF GREATER HOUSTON

BRETT HAMILTON
SEARCH HOMELESS SERVICES

MARY GWEN HULSEY
INTERFAITH MINISTRIES

COOKIE JOE
STAR OF HOPE MISSION

SANDY JUDSON
GIRL SCOUTS OF SAN JACINTO

ELIZABETH MCINGVALE CEGELSKI
MENTAL HEALTH AMERICA

RAMONA TENNYSON TOLIVER
TARGET HUNGER





▶ TEXANS CARE – IN THE COMMUNITY

Under the banner of Texans Care, Texans players, Cheerleaders, Ambassadors, staff, and fans have worked in unison to give back to our great city. From making holiday wishes come true for disadvantaged children, to honoring our first responders for their dedication to our citizens, to celebrating students willing to go the extra mile in education, the Texans are constantly creating ways to improve the community that we share.

VOLUNTEERS TAKE A BREAK WITH ANDRE HAL AND JUMAL ROLLE AT TEXANS CARE VOLUNTEER DAY

VOLUNTEERISM

TEXANS CARE VOLUNTEER DAY PRESENTED BY RELIANT

In May 2015, the Texans hosted the third annual Texans Care Volunteer Day where more than **2,000 Houstonians registered to volunteer** to make an impact in the community. Support came from every level of the organization as Texans staff, players, Ambassadors, Lady Texans, Cheerleaders, and TORO joined fans for a day of community service at seven locations: the Houston Food Bank, Boys & Girls Club - Morefield, YMCA Camp Cinco, Star of Hope Transitional Living Center for Women and Families, Buffalo Bayou Partnership, Wesley Community Center and Neighborhood Centers, Inc. Baker-Ripley Promise Community School. These organizations were chosen for the work they do to impact the lives of youth across the city. Employees from site sponsors Reliant, BMC Software, Palais Royal, Burns & McDonnell, and Coors Light also lent a hand. Volunteers celebrated the day with a post-event party sponsored by Coors Light at the Houston Texans Grille. In total, more than **4,000 hours** of service were given back to the Houston community.



VOLUNTEERS AT STAR OF HOPE PAUSE FOR A PHOTO AT TEXANS CARE VOLUNTEER DAY

MORE THAN

2,000

HOUSTONIANS SIGNED UP FOR TEXANS CARE VOLUNTEER DAY

TEXANS CARE VOLUNTEER PROGRAM

Giving back to our community is a critical part of the Houston Texans culture. Through the Texans Care Volunteer Program, Texans front office employees devote their time to projects and initiatives that bring positive change to the community. In 2014, the Texans gave back more than **800 hours** to Houston through various projects such as reading to kids at local schools, packaging meals at the Houston Food Bank, planting trees on Earth Day, collecting school supplies, mentoring children at the YMCA, and participating in Texans Care Volunteer Day.



TEXANS STAFF VOLUNTEER AT THE HOUSTON TEXANS YMCA



TEXANS STAFF DEVOTED MORE THAN
800 HOURS
 TO VOLUNTEERING IN THE COMMUNITY

HALLIBURTON HOMETOWN HEROES

From more than **3,500 nominations**, **10 local charities** were chosen before the season for the extraordinary impact they've made in the community. Each charity chosen received tickets to a 2014 Texans home game, as well as airtime on the Texans Radio programs to promote their organization. Additionally, the three charities who received the most nominations were awarded with a **\$5,000** donation from Halliburton.

2014 HOMETOWN HEROES

ADDI'S FAITH FOUNDATION*

BARRIO DOGS

BE AN ANGEL*

CHILD ADVOCATES

COMMUNITIES IN SCHOOLS

EL CENTRO DE CORAZON

KIDS' MEALS

HOUSTON'S RONALD MCDONALD HOUSE*

SUNSHINE KIDS

TREES FOR HOUSTON

*INDICATES A TOP THREE CHARITY THAT RECEIVED A \$5,000 DONATION FROM HALLIBURTON.

HOLIDAY CHEER

THANKSGIVING CELEBRATION

Houston Texans Ambassador Eric Brown and Texans Cheerleaders visited the Boys & Girls Clubs Kids Café at Driver Park on the Tuesday before Thanksgiving to help serve a delicious Thanksgiving meal to **100 club members**. Following dinner, kids gathered for an autograph signing and holiday-themed cupcakes. The Houston Food Bank's Kids Café program provides healthy meals year-round to kids in after-school programs across the city who may not otherwise receive an evening meal.



KIDS POSE WITH THEIR GIFTS AT SHOP WITH A TEXAN

SHOP WITH A TEXAN

The 2014 rookie class, including Alfred Blue, Andre Hal, and Jay Prosch, treated **30 children** from the Houston Texans YMCA and the Boys & Girls Club to a holiday shopping spree at a local Academy Sports + Outdoors. Whataburger provided breakfast and Academy provided each child with a **\$100 gift card** to their store. The players took the children through the store to pick out their favorite items, helping them shop and teaching the kids an important lesson on budgeting.



LADY TEXAN HANNAH MCNAIR HAS PICTURE PERFECT FUN AT THE HOUSTON TEXANS YMCA HOLIDAY PARTY

HOUSTON TEXANS YMCA HOLIDAY PARTY

Each year, the Texans visit the Houston Texans YMCA for a holiday party. This year, the Lady Texans, the wives and significant others of Texans players, served lunch to **100 kids** and provided holiday gifts for each child to take home. Kids enjoyed craft-making, a DJ, delicious holiday treats, and lots of holiday fun! TORO, Texans Cheerleaders, and Texans players Jon Weeks and Chris Myers attended to help spread holiday cheer.

BOYS & GIRLS CLUB HOLIDAY PARTY

The team provided a memorable holiday experience to **100 youth** from the Boys & Girls Club by hosting a holiday party at the Boys & Girls Club at Finnigan Park complete with cookie decorating, pictures with Santa TORO, a delicious holiday meal from Pappas Restaurants, and a gift for each child to take home provided by Jetco. Houston Texans player Jumal Rolle, Houston Texans Cheerleaders, TORO, and staff, alongside employee volunteers from Jetco and Pappas, all helped make this a special day.



STARS IN THE CLASSROOM PRESENTED BY FIRST COMMUNITY CREDIT UNION

Through the Stars in the Classroom program, students across the city are encouraged to nominate their favorite teachers to be recognized as outstanding educators. During the 2014 season, **10 Houston-area teachers** were selected for making a positive impact in the classroom. To honor these teachers, Texans players made visits to each of their schools to speak to students about the importance of education. Teachers were awarded Texans game tickets, sideline passes, an autographed jersey, and an end-of-year luncheon with Brian Cushing.

RELIANT SCHOLARSHIPS FOR CHAMPIONS

Since 2006, Reliant has teamed up with the Houston Texans to award 65 scholarships totaling **\$325,000** to Houston-area student-athletes who excel both on the field and in the classroom. This year, eight student athletes received \$5,000 each, totaling **\$40,000 in scholarships**.



BRIAN CUSHING HONORS TEACHERS AND STUDENTS FROM STARS IN THE CLASSROOM

IN PARTNERSHIP WITH RELIANT ENERGY, THE HOUSTON TEXANS AWARDED

» \$40,000 «

IN COLLEGE SCHOLARSHIPS TO DESERVING YOUTH

TORO SHOOTS FOR THE STAAR PRESENTED BY FIRST COMMUNITY CREDIT UNION

TORO impacts Houston's youth by hosting assemblies in local schools to show students ways that they can prepare for the STAAR test. Each student is taught to mentally and physically prepare for the test by listening to their teacher, practicing their STAAR strategies, being active for 60 minutes a day, and eating nutritious food. TORO taught nearly **25,000 students** at **64 schools** how to succeed with the STAAR test during the 2014-15 school year.

TORO TAKES THE BULL OUT OF BULLYING PRESENTED BY NATIONAL OILWELL VARCO

TORO Takes the Bull Out of Bullying is an educational assembly that teaches students how to remove bullying from their schools. With the help of TORO and a few of his friends, students learn how to recognize different types of bullying and what to do to prevent bullying from happening at their school. During the program, TORO interacts with Texans players and Cheerleaders via interactive video to help teach these important lessons. During the 2014-15 school year, TORO taught more than **36,000 students** at **68 schools**.

TORO TAKES THE BULL OUT OF BULLYING TAUGHT MORE THAN

» 36,000 KIDS «

HOW TO STOP BULLYING IN THEIR SCHOOLS



TORO VISITED MORE THAN 130 SCHOOLS AND 50,000+ STUDENTS DURING THE PAST YEAR



GIVING BACK

WHATABURGER COMMUNITY PLAYER OF THE MONTH

Each month during the 2014 season, three Texans players were nominated by the team for their exceptional involvement in the community. One winner each month was chosen by fan votes. All four monthly winners appeared at Whataburger at the end of the season and signed autographs. Each monthly winner received a \$4,000 donation for the charity of their choice and one overall winner was chosen at the end of the season as the Community Player of the Year and received an additional \$4,000 donation for their charity. The 2014 winners were Whitney Mercilus, Xavier Su'a-Filo, Kareem Jackson, and DeAndre Hopkins. The 2014 Community Player of the Year was Whitney Mercilus who chose the Sunshine Kids as the beneficiary of his **\$8,000** donation.

TOUCHDOWN FOR TREES PRESENTED BY IMAGENET CONSULTING

For each offensive touchdown scored by the Houston Texans at a home game, ImageNet Consulting funded a tree to be planted in the Greater Houston Area. Thanks to the total number of touchdowns in the 2014 season, ImageNet Consulting donated **\$5,000** for trees. The trees were planted by volunteers from the Texans and ImageNet on Earth Day through Trees for Houston, a nonprofit organization dedicated to planting, protecting, and promoting trees, at Hartsfield Elementary.

TEXANS #PASSITFORWARD WITH VERIZON

The Texans and Verizon teamed up to #PassItForward on Veteran's Day. Texans players and the Houston Texans Cheerleaders made surprise stops at locations throughout Houston including Academy Sports + Outdoors, Kroger, and McDonald's where they lent a helping hand. The campaign made a final stop at the American Legion Harrisburg Post where Duane Brown, Brandon Brooks, Xavier Su'a-Filo, Tim Jamison, David Quessenberry, and Randy Bullock had the opportunity to visit with veterans and serve lunch.

THROUGH THE WHATABURGER COMMUNITY PLAYER OF THE MONTH INITIATIVE

» \$20,000 «

WAS REINVESTED IN THE HOUSTON COMMUNITY

KOLACHE FACTORY RED ZONE

During the 2014 season, any time the Texans entered the red zone during a home game, Kolache Factory gave a donation to the Houston Texans Foundation. A total donation of **\$5,000** was given to the Foundation to further the Champions for Youth mission.



HOUSTON METHODIST BLOOD DRIVE

Each year, the Texans team up with Houston Methodist to host blood drives in the Houston area. In 2014, **377 units of blood** were collected at Houston Methodist to help patients in need.



HISPANIC HERITAGE MONTH

In celebration of Hispanic Heritage Month, the Texans hosted the annual Hispanic Heritage Day game presented by XFINITY aimed at highlighting Houston's diverse Hispanic culture. José Cruz, former Houston Astros outfielder, led the Texans out of the tunnel as the Home Field Advantage Captain. Octavio Moreno from the Houston Grand Opera performed the national anthem and Alex López Negrete, President and CEO of Lopez Negrete Communications, Inc., was the local recipient of the NFL Hispanic Heritage Leadership Award, presented by Verizon. In the week prior to the game, Texans linebacker Jeff Tarpinian held a PLAY 60 event at the Neighborhood Centers, Inc. Baker-Ripley Promise Community School and Texans guard Xavier Su'a-Filo packed food with members of Toros Bravos, the Hispanic fan club of the Texans, at the Houston Food Bank.



BLACK HISTORY MONTH

In observance of Black History Month, the Houston Texans treated 100 high school students from an area charter school to a viewing of the film "Selma." The film recounted the events and activities that led up to the Selma to Montgomery voting-rights marches led by Dr. Martin Luther King, Jr. and other civil rights leaders in 1965. Joining the students at the movie was Houston Texans cornerback Andre Hal. In addition to the film, the students were treated to popcorn and drinks.

FIRST DOWN DADS PRESENTED BY ARAMARK

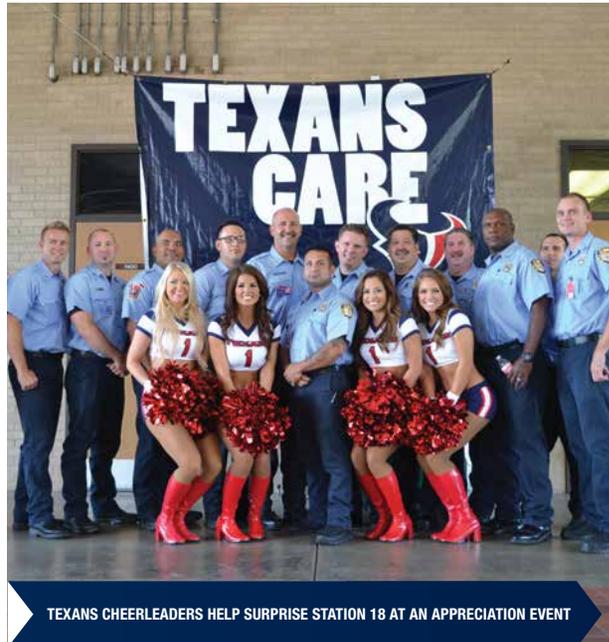
The First Down Dads program provides the opportunity for fathers and children to spend one-on-one time together in a fun and interactive setting. Each year, three events are held: Date with Dad in March, a field day in June, and a movie night in November, all with the intent of helping to build stronger families by focusing on the role of fathers in their children's lives. Houston Texans coaches, players, and Ambassadors also participate in the events. In 2014, more than 250 families participated in the First Down Dads initiative.



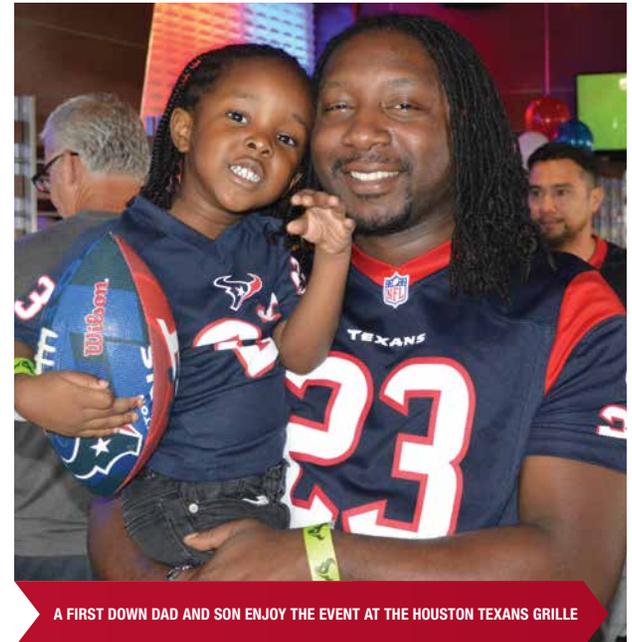
STUDENTS POSE WITH ANDRE HAL BEFORE THE SCREENING OF "SELMA"

FIRST RESPONDER APPRECIATION

Houston Texans Cheerleaders, Texans Ambassador J.J. Moses, and Texans staff visited Fire Station 18 to honor firefighters who displayed tremendous courage during a dramatic rescue last year at an apartment complex fire in Houston. Members of Station 18 enjoyed lunch from the Houston Texans Grille and were invited to serve as flag holders at the September 7 game which honored our first responders. In addition, the Texans invited Captain Brad Hawthorne and Engineer Operator Dwayne Wyble, leaders of the rescue, to serve as our Homefield Advantage Captains and lead the team out of the tunnel prior to the game.



TEXANS CHEERLEADERS HELP SURPRISE STATION 18 AT AN APPRECIATION EVENT



A FIRST DOWN DAD AND SON ENJOY THE EVENT AT THE HOUSTON TEXANS GRILLE



STAR OF COURAGE AWARD

In 2013, the Texans Foundation created an annual award to be given to a deserving first responder, nominated by a peer, for showing excellence in leadership, bravery, and commitment to Houston. The 2014 winner was Officer Jacques Bland who risked his life to save a distressed woman on the North Loop Freeway. Officer Bland was invited to the Texans annual Liberty White Out game, which celebrates first responders, to receive his award during an in-game presentation. A **\$10,000** donation was also given in his name to The 100 Club of Houston which provides financial support to families of first responders who lost their lives in the line of duty.

DQ STRONG

To show support for Houston Texans offensive tackle David Quessenberry, 24, who was diagnosed with cancer in early 2014, his fellow Texans linemen, led by Chris Myers and Duane Brown, headed a campaign to encourage Quessenberry during his battle. August 14 was named #DQStrong Day at Houston Texans Training Camp and players, coaches, staff, and fans donned “TEXANS FOR DQ” t-shirts. Shirts were sold at the Texans team store with proceeds benefiting the Lymphoma Research Foundation. The campaign raised **\$100,000** and culminated in a check presentation at the October 9 game. Quessenberry is now in remission.

GAMEDAY DONATIONS

Each home game, nonprofit groups are given the opportunity to staff concession stands in NRG Stadium with members from their organization. In partnership with ARAMARK, the Houston Texans donate a portion of each game’s profits back to the organizations who dedicated their time to a successful gameday. In 2014, nearly **\$435,000** was reinvested into the Houston community and approximately **\$4,255,205** has been donated since the 2002 season.



TEXANS STAFF WEAR #DQSTRONG SHIRTS IN SUPPORT OF TEXANS TACKLE DAVID QUESSENBERRY IN HIS FIGHT AGAINST CANCER

DONATIONS OF AUTOGRAPHED ITEMS

Each year the Texans are proud to support nonprofits throughout the Houston area by donating autographed items to use at fundraising events for their organization. These items help raise valuable dollars for many important causes in Houston. In 2014, more than **400** items were donated to Houston-area groups. For more information and requirements, please visit HoustonTexans.com.



MORE THAN 400 AUTOGRAPHED TEXANS ITEMS ARE DONATED TO CHARITIES EACH YEAR FROM THE HOUSTON TEXANS FOUNDATION





MILITARY SUPPORT

Supporting our active and retired military members has been an important cause to the Texans since the founding of the organization. The Texans have partnered with the USO, Wounded Warrior Project, Lone Star Veterans Association, Operation FINALLY HOME, and Impact a Hero to show our appreciation for the nearly **70,000 post 9/11 veterans** in the Houston area. From honoring soldiers at our Salute to Service game, to hosting military appreciation events, to changing the life of a deserving soldier by gifting them with a brand new home, the Texans continuously thank military members for their dedication and service to our country.

N.D. KALU, TIM JAMISON AND TEXANS CHEERLEADERS MEET SERVICE MEMBERS DURING A MILITARY OUTREACH TRIP

SALUTE TO SERVICE GAME PRESENTED BY BUD LIGHT

Each season, the Texans host the Salute to Service game which honors members of our military. In 2014, the Texans hosted more than **300 service members** at the annual game. Members of all five branches of the military held the Texas and U.S. flags during pre-game ceremonies, former Navy Seal and “Lone Survivor” Marcus Luttrell led the team out of the tunnel as the Homefield Advantage Captain, and President George H.W. Bush was honored as the Coin Toss Captain. The U.S. Army Chorus sang the National Anthem while “Challenger,” the free-flying American bald eagle, soared through the air. During halftime, TORO repelled with members of the military from the roof of the stadium to the field.



TORO REPELS FROM THE ROOF OF NRG STADIUM DURING THE SALUTE TO SERVICE GAME



SERVICE MEMBERS AND VETS WITH TEXANS PLAYERS AT STARS AND STRIKES

SALUTE TO SERVICE WEEK PRESENTED BY FMC TECHNOLOGIES

During Salute to Service Week, the Texans held the annual Stars & Strikes bowling event where **100 members of the military** from the USO, Wounded Warrior Project, and Lone Star Veterans Association got to bowl alongside Texans players, Cheerleaders, Ambassadors, and Lady Texans. Later in the week, the Texans hosted a barbecue in the Verizon West Club of NRG Stadium for **200 service members and veterans**. Attendees enjoyed lunch cooked by Texans tailgate teams with food donated by H-E-B which was served by the Lady Texans. After lunch, they were given the rare opportunity to attend a private Texans practice and meet the team.



J.J. WATT SIGNS AUTOGRAPHS FOR SERVICE MEMBERS AFTER THE MILITARY BBQ

OPERATION FINALLY HOME

During the Texans Home for the Holidays game, U.S. Army Chief Warrant Officer 4 Kevin Bone, who retired the day before following 28 years of service, received a special holiday surprise: Bone and his wife Carolina were selected to receive a custom-built, mortgage-free home courtesy of Operation FINALLY HOME, the Texans, and FMC Technologies. The announcement was made by 2010 Top 10 CNN Hero of the Year, Dan Wallrath, during a surprise on-field presentation.



KEVIN AND CAROLINA BONE ARE SURPRISED WITH A NEW HOUSE AT THE HOME FOR THE HOLIDAYS GAME

MILITARY OUTREACH TRIP

The Houston Texans participated in an outreach tour at Fort Sam Houston and Fort Hood in Texas to show their appreciation for the men and women of the military. Defensive end Tim Jamison, former Texans defensive end N.D. Kalu, Houston Texans Cheerleaders, and TORO interacted with soldiers at the bases and signed autographs at each stop.

IMPACT A HERO 5K RUN/WALK

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. The Texans were proud to sponsor the Kids Area at the run where children received autographs from Texans Cheerleaders and TORO and played on inflatables. Texans Defensive Coordinator Romeo Crennel and linebackers coach Mike Vrabel served as honorary hosts, greeting the Heroes and their families and handing out awards to top finishers and fundraisers. The Impact A Hero weekend raised more than **\$300,000** for veterans and their families.

HOUSTON COMMUNITY COLLEGE SCHOLARSHIPS FOR SERVICE

In an effort to contribute to the Houston workforce and support Houston-area military veterans, Houston Community College (HCC) partnered with the Texans for the Scholarships for Service program. HCC awarded **11 scholarships** to veterans who were enrolled in HCC to help further their education and lead them on a path to making a difference in Houston. The recipients were honored at an awards dinner inside the Verizon West Club that included Texans guard Ben Jones and HCC officials to formally receive their scholarships.



TEXANS CHEERLEADERS CHEER ON THE TROOPS DURING A VISIT TO FORT HOOD AND FORT SAM HOUSTON



TEXANS COACHES MIKE VRABEL AND ROMEO CRENNEL AT THE IMPACT A HERO 5K



BEN JONES AT THE HCC SCHOLARSHIPS FOR SERVICE AWARD CEREMONY



BREAST CANCER AWARENESS

The Houston Texans are proud to support the fight against breast cancer and help raise awareness for the cause. The NFL campaign, "A Crucial Catch," in partnership with the American Cancer Society (ACS), is focused on the importance of early detection, especially for women who are 40 and older. Throughout October, Texans games feature players, coaches, and referees wearing pink game apparel, on-field pink ribbon stencils, special game balls and pink coins—all to help raise funds for the ACS CHANGE Grant program—giving underserved women access to screenings and education across the country. The NFL has donated more than **\$8 million** to the American Cancer Society from the auction of game worn pink items and the sale of pink merchandise. Along with the national American Cancer Society partnership, the Texans have partnered with Susan G. Komen since 2002. The Houston Texans are honored to participate in these campaigns as we embrace the health and wellness of all of our fans.

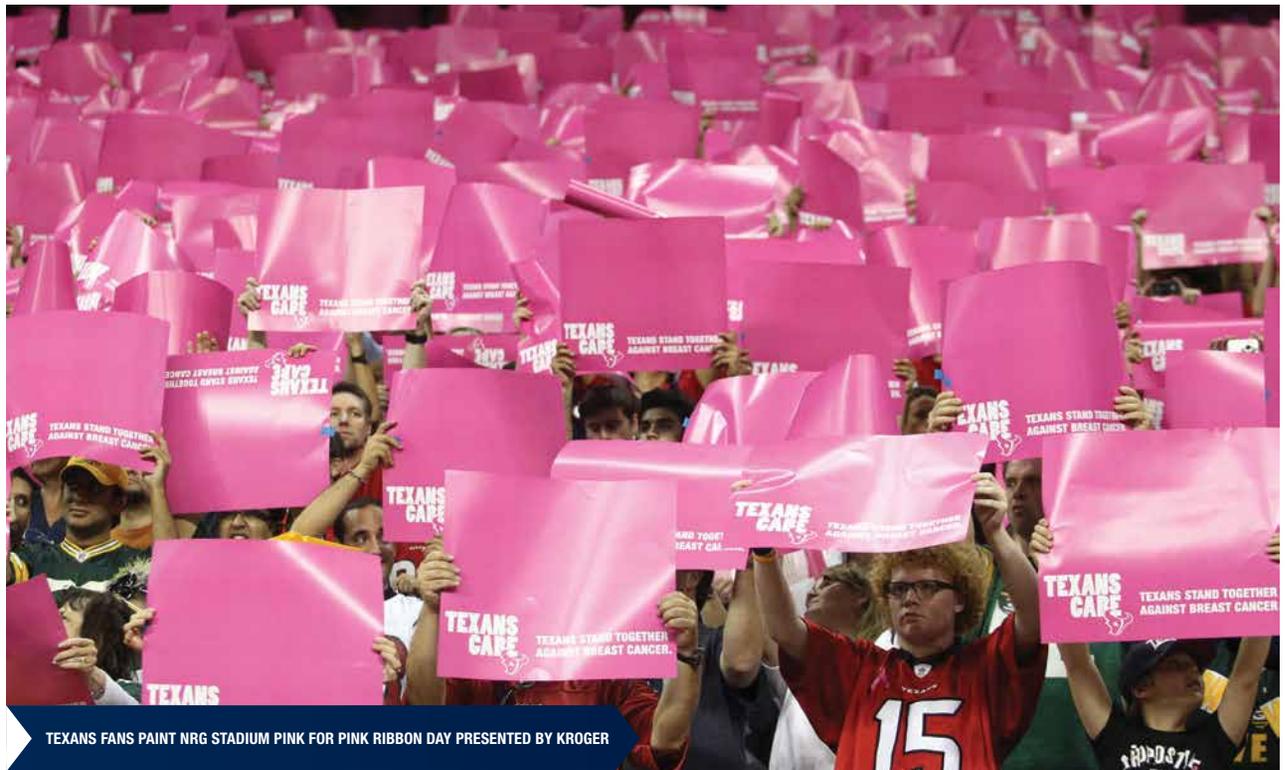


KAREEM JACKSON SURPRISES CANCER SURVIVOR LAURA HOLMES AT HER OFFICE FOR A PINK RIBBON DAY PARTY

PINK RIBBON DAY PRESENTED BY KROGER

The Houston Texans Pink Ribbon Day game was the culmination of a week-long celebration to raise awareness for breast cancer. As in previous years, Zeta Tau Alpha sorority members from University of Houston handed out pink ribbons to fans as they entered the gates. Once fans got to their seats they each had a pink card declaring “Texans Stand Together Against Breast Cancer.” Prior to kick-off, Bill Breetz, President of Kroger, and Lillian, a Kroger employee and breast cancer survivor, encouraged fans to hold up their cards to turn NRG Stadium pink in a show of solidarity against breast cancer.

Texans season ticket members and their families who had been affected by breast cancer held the flag during pregame ceremonies and Janice McNair, along with other breast cancer survivors, were recognized as Coin Toss Captains. Texans players, coaches and referees wore pink wristbands, gloves, hats and shoes to be auctioned off on the NFL Auction website to raise money for the American Cancer Society. During halftime, photos submitted by fans affected by breast cancer were featured on the video board while the Eli Young Band played a tribute song during their performance.



TEXANS FANS PAINT NRG STADIUM PINK FOR PINK RIBBON DAY PRESENTED BY KROGER

GIVING HOPE A HAND

To kick-off Breast Cancer Awareness month, the Houston Texans Cheerleaders joined breast cancer survivors for a “supermarket sweep” game at Kroger. Six pairs of contestants competed in a race to find products and check out before the others. One winner received a **\$1,000 donation** in her name to Susan G. Komen for the Cure and tickets to the Texans Pink Ribbon Day game.

THE HOUSTON TEXANS FOUNDATION DONATED

» \$17,000 «

TO HOPE LODGE HOUSTON

ACTS OF KINDNESS

To brighten the day for breast cancer survivors and to spread much-needed cheer, the Houston Texans worked with the American Cancer Society to select five ladies to surprise with acts of kindness. Unique gifts were selected for each survivor based on their interests. Items included dinner at a Cordua restaurant, Alley Theater tickets, new cookware and cooking classes, a family membership to the Houston Zoo, and more. Houston Texans cornerback Kareem Jackson helped to surprise survivor Laura Holmes with her gifts and hosted a reception in her honor at her workplace. In addition to their unique experience, each lady received tickets to the Texans Pink Ribbon Day game and a pink gameday swag bag.



SURVIVORS AND THEIR FAMILIES HOLD THE FLAG AT PINK RIBBON DAY





THE TEXANS SUSAN G. KOMEN TEAM HAD MORE THAN 250 MEMBERS

SUSAN G. KOMEN RACE FOR THE CURE

As a 2014 sponsor of the Susan G. Komen Race for the Cure, the Texans hosted a race team open to all fans to help raise funds and awareness for this important cause. More than **250 fans** joined the Texans Komen Team. Each participant received an exclusive Texans Care shirt, an invitation to a post-race party with Kroger, and got to meet Texans Cheerleaders, Lady Texans and staff who also joined the race team. The Texans team raised more than **\$13,000** for Komen Race for the Cure.

A CRUCIAL CATCH DAY

The Texans hosted “A Crucial Catch Day” at El Centro de Corazon in Houston’s East End as part of Breast Cancer Awareness Month. Texans Cheerleaders visited with fans and signed autographs, Houston Methodist provided breast cancer screening info, and Kroger supplied lunch for volunteers at the community health event. Women in attendance received free, life-saving breast cancer education and screenings thanks to a **\$10,000** grant from the NFL, the Texans, and the American Cancer Society.



KOMEN RACE PARTICIPANTS POSE FOR A PHOTO BEFORE THE TEXANS CARE TEAM TAKES OFF

GAMEDAY AUCTION FOR HOPE LODGE HOUSTON

Proceeds from the Houston Texans Foundation’s in-game silent auction on Pink Ribbon Day were donated to the American Cancer Society’s Hope Lodge campaign chaired by Robert and Janice McNair. Texans fans bid on unique Texans memorabilia and experiences and in total raised **\$17,000** for the cause. Hope Lodge Houston is a facility that will provide lodging at no cost to cancer patients visiting the Greater Houston Area. The contribution by the Texans assisted in bringing the Hope Lodge campaign one step closer to its goal of raising \$30 million to construct and operate the largest facility of its kind in the country.



▶▶ PLAY 60

In October of 2007, the NFL launched the NFL PLAY 60 initiative. This program is a national health and fitness campaign focused on improving the health and wellness of our youth by encouraging them to be active for at least 60 minutes a day. Nearly one-third of our nation's children are overweight or obese, and with this condition comes a significantly increased likelihood for health problems later in life. PLAY 60 communicates to kids that it doesn't matter how they play, it is just important that they get 60 minutes of active play every day. The PLAY 60 message is a key component of Houston Texans events, extending the reach to thousands of young people in Houston.

A COMPETITOR CROSSES THE FINISH LINE AT THE 2015 HOUSTON TEXANS KIDS TRIATHLON PRESENTED BY TEXAS CHILDREN'S HOSPITAL

HOMETOWN HUDDLE

Each year, in partnership with United Way of Greater Houston, the Texans rookie class participates in the NFL's Hometown Huddle day of service. In 2014, the Texans hosted a "PLAY 60 for All" field day for approximately **100 students** at T.H. Rogers School in Houston. The Texans provided games and equipment to fit the special needs of students. Texans players, Cheerleaders, staff, and United Way volunteers assisted students at each activity station.



TOM SAVAGE HELPS A YOUNG STUDENT AT HOMETOWN HUDDLE

PLAY 60 CHALLENGE

The Texans have joined forces with the American Heart Association in Houston to tackle childhood obesity. The PLAY 60 Challenge, reaching approximately **4,000 students** in the Houston area, includes a curriculum with strategies to help teachers incorporate fitness into daily lesson plans. Three local middle schools were also awarded the chance to participate in Texans Feud, a health and nutrition game show that kicked off the challenge in their school with Houston Texans players, including Jadeveon Clowney, Cheerleaders, and TORO.



JADEVEON CLOWNEY WARMS UP THE CROWD AT THE PLAY 60 CHALLENGE KICKOFF



TORO WELCOMES STUDENTS AT HOMETOWN HUDDLE AT T.H. ROGERS



A KIDS TRIATHLON FINISHER PROUDLY SHOWS OFF HIS RACE MEDAL

HOUSTON TEXANS KIDS TRIATHLON PRESENTED BY TEXAS CHILDREN'S HOSPITAL

In conjunction with the PLAY 60 initiative, the Houston Texans sponsored the fourth annual Houston Texans Kids Triathlon presented by Texas Children's Hospital, which is now the largest kid's triathlon event in the world. Before the race, trainings were held at 19 YMCA locations around Houston where children learned the importance of physical activity and preparation. Texas Children's Hospital nutritionists were on hand to help teach kids and parents the proper foods to eat to prepare for the race. More than **3,000 youth** gathered at the University of Houston to compete in this sold-out event, as offensive linemen Ben Jones, TORO, and Texans Cheerleaders came to support the participants. Kroger provided healthy food options for participants and their families at the post-race party.

NFL PLAY 60 CHARACTER CAMP

The Texans partnered with Hall of Fame offensive tackle Anthony Muñoz to host the third annual NFL PLAY 60 Character Camp in the summer of 2014 at the Boys & Girls Club Driver Park. The two-day, non-contact football camp welcomed approximately **300 boys and girls** from local youth organizations. Along with football drills to enhance specific skills, the camp emphasized healthy living and reinforced the importance of character in sports and in life.

YOUTH FITNESS ZONE GRANT

The Houston Texans and the NFL awarded T.H. Rogers School with a \$10,000 Youth Fitness Zone grant to purchase athletic equipment. Equipment included a treadmill and recumbent bike for their motor skills lab for students with impairments and mats for the gymnasium. The grant was celebrated with a surprise appearance by TORO, Houston Texans Cheerleaders, and Texans guard Xavier Su'a-Filo at the Special Olympics Motor Activities Training Program Games held at the school.



TORO CELEBRATES THE M.A.T.P. GAMES AND A \$10,000 GRANT AT T.H. ROGERS



TEXANS PRESIDENT JAMEY ROOTES PRESENTS A PLAY 60 GRANT

HOUSTON TEXANS PLAY 60 GRANTS

With the NFL PLAY 60 platform in mind, schools had the opportunity to apply for grants from the Houston Texans Foundation worth up to \$10,000 to purchase P.E. equipment to encourage physical activity. From nearly 50 applicants, four schools were selected to receive grants totaling **\$40,000** which will address a variety of needs, including new gym and sports gear and playground equipment. More than **3,000 students** will be directly impacted by these grants this year alone. Texans President Jamey Rootes recognized the four schools in a check presentation at the PLAY 60 game in November.

SELECTED SCHOOLS

CLIFTON MIDDLE SCHOOL
HOUSTON INDEPENDENT SCHOOL DISTRICT

DEZAVALA ELEMENTARY
CHANNELVIEW INDEPENDENT SCHOOL DISTRICT

J.R. REYNOLDS ELEMENTARY
HOUSTON INDEPENDENT SCHOOL DISTRICT

PRO-VISION, INC.
INDEPENDENT CHARTER SCHOOL

FUEL UP TO PLAY 60

Fuel Up to PLAY 60 is an in-school nutrition and physical activity program launched by the National Dairy Council, Dairy Max, and the NFL, in collaboration with the USDA, to combat childhood obesity. Fuel Up helps students make positive changes in their schools by improving opportunities to consume nutrient-rich foods and get at least 60 minutes of physical activity every day. In 2015, Pasadena ISD was awarded a **\$58,000 Hometown Grant** from Dairy Max and the Houston Texans to expand the Breakfast in the Classroom program in 12 schools to help ensure that students start the day with a well-balanced meal. The grant also helped several campuses implement playground stencils to engage students both physically and academically with colorful displays of healthy messages. The stencils were unveiled at a press conference in March with Texans punter Randy Bullock, Cheerleaders, and TORO.

GATORADE JUNIOR TRAINING CAMP

The Gatorade Junior Training Camp is a PLAY 60 initiative that is offered free of charge to Houston area elementary schools and features educational and recreational elements in a safe and fun environment. Each session includes a 15-minute assembly directed by Houston Texans staff, players, Cheerleaders, and TORO. After the assembly, students participate in football drills. In 2014, more than **2,000 kids** were given the opportunity to experience the camp.



FUN DRILLS HELP KIDS LEARN THE BASICS OF FOOTBALL



YOUTH FOOTBALL

To sustain the continued development of youth football, the Texans have partnered with USA Football to ensure the youngest football players learn proper football fundamentals, stay active, have fun and most importantly – stay safe. Throughout the year, the Texans host youth football camps, educate coaches on how to keep their athletes safe, and encourage the development of young players. The Texans also emphasize the importance of player safety and giving children proper equipment to play football. Grant opportunities are available to provide funding for youth football programs and leagues to get the resources they need to play a safer game: refurbished fields, new helmets or pads, or certified coaches. The Texans continue to use their resources and influence to ensure the next generation of football players in Texas will have long, healthy lives.



KIDS LEARN THE FUNDAMENTALS AT THE TEXANS YOUTH FOOTBALL CAMP

HEADS UP FOOTBALL

Heads Up Football is a comprehensive youth football membership program designed to support player safety and educate coaches on proper tackling technique. In 2014, youth league coaches had the opportunity to attend the Heads Up Football Coaches Summit, where experts shared safety information in a classroom setting, followed by on-field drills. All attendees were eligible to apply for grants to improve the safety of their leagues following the event. Through the program, **\$40,000** in grant funds were awarded to the Port Arthur Jr. Bees, Aldine Eagles, Humble Area Football League, Huntsville Youth Football League, and the Lamar Hornets.

HOUSTON TEXANS YOUTH FOOTBALL CAMP

Through the Texans Youth Football Camps, top Houston-area high school coaches teach the fundamentals of football in a program designed for both beginners and experienced players. Texans Youth Football Camps allow children to learn tackle and flag football fundamentals for both offense and defense. Special visits from Texans players and Ambassadors each day of the weeklong camp provide motivational messages and memorable experiences for the participants. More than **200 kids** participated in the Texans Youth Football Camp in 2014.



PLAYERS LISTEN TO THEIR COACH AT TEXANS YOUTH FOOTBALL CAMP



THE HOUSTON TEXANS SHOWCASE LEAGUE PROGRAM HELPED FOSTER SAFE PLAY FOR LONESTAR YOUTH FOOTBALL ALLIANCE BY SPONSORING HEADS UP FOOTBALL CERTIFICATION FOR ALL COACHES

GRASSROOTS PROGRAM GRANT

The Houston Texans provide nonprofit neighborhood-based organizations with financial and technical assistance to improve the quality, safety, and accessibility of local football fields through the Grassroots Program Grant. The grant provides up to **\$200,000** for capital improvement projects, including new football fields. In 2014, the KIPP Houston Sunnyside Campus was awarded a **\$50,000** grant to complete a new natural turf football field. The grant from the Texans, the NFL Foundation and Local Initiatives Support Corporation (LISC) to KIPP is part of \$2.5 million in field refurbishment awards allocated in 2014 across the country. This NFL Grassroots Program Grant is the ninth awarded in Houston, totaling **\$950,000**. Recent Houston area grant recipients include the Texans YMCA (2008), KIPP Northeast (2009), and Jeff Davis High School (2010).



A KIPP SUNNYSIDE FOOTBALL PLAYER CATCHES THE HONORARY "FIRST PASS" ON THE NEW FIELD



COACH OF THE WEEK

The Houston Texans High School Coach of the Week program is designed to aid and promote high school football throughout the Houston area. It celebrates local coaches who build leaders on and off the field. Throughout the fall of 2014, one coach was selected each week to receive a **\$1,000** grant for their school's football program. At the end of the year, John Snelson of Dickinson High School was selected as the Coach of the Year and received a **\$3,000** grant for the Dickinson football program.

GREATER HOUSTON SENIOR FOOTBALL SHOWCASE

The Greater Houston Senior Football Showcase provides a unique opportunity for high school seniors to display their football skills through a series of drills and stations in hopes of receiving academic scholarships to non-Division I colleges/universities. In the spring of 2015, **53 college and university recruiters** were on hand for the event to speak with the student-athletes individually and watch them perform. More than **450 student-athletes**, nearly 80% of participants, were offered scholarships of up to **\$40,000** helping to change the lives of those youth.

GREATER HOUSTON FOOTBALL COACHES ASSOCIATION

The Greater Houston Football Coaches Association (GHFCA) is a nonprofit organization established to promote high school football in the Greater Houston Area. During the Texans State of Football game in August, GHFCA coaches to be honored as Coin Toss Captains at the State of Football Texans game and their Hall of Honor inductees were recognized during the pregame ceremonies. Texans also donated to the Sam Brown Scholarship for student athletes that GHFCA awards annually.



DICKINSON HIGH SCHOOL RECEIVES A COACH OF THE WEEK GRANT



HOPEFUL ATHLETES AT THE GREATER HOUSTON SENIOR FOOTBALL SHOWCASE



STUDENT-ATHLETES AT THE GREATER HOUSTON SENIOR FOOTBALL SHOWCASE LISTEN ATTENTIVELY

MORE THAN
>> 450 <<
STUDENT-ATHLETES
WERE OFFERED SCHOLARSHIPS AT THE
GREATER HOUSTON SENIOR FOOTBALL SHOWCASE

HOUSTON TEXANS SHOWCASE LEAGUE PROGRAM

In 2014, the Houston Texans supported the Lone Star Youth Football Alliance as part of the Showcase League program. Through this program, the Texans impacted more than **5,000 youth athletes** and **600 coaches** across the Greater Houston Area by sponsoring Heads Up Football training and certification for all coaches and visiting games with Heads Up Football Ambassadors and former players Eric Brown, Cory Bradford, and N.D. Kalu. Two teams from this league were selected to participate in the Youth Football Classic, an on-field scrimmage that took place during halftime of the Texans State of Football game at NRG Stadium.

MOMS CLINIC PRESENTED BY HOUSTON METHODIST AND GE

The Houston Texans, Houston Methodist, and GE hosted a free Moms Clinic in May. This event provided youth football moms with the latest safety information in preparation for the upcoming football season. Participants took part in classroom-style instruction that covered equipment fitting, concussion recognition, hydration awareness, and proper tackling as well as a panel discussion with well-known football moms. Following the panel, moms participated in an on-field tackling demonstration. More than **100 youth football moms** from across Houston were educated at this event.

PLAY SAFE FOOTBALL CLINICS PRESENTED BY HOUSTON METHODIST AND GE

Over the course of the off-season, the Houston Texans, Houston Methodist, and GE hosted four Play Safe Football Clinics across the Greater Houston Area. These clinics, hosted in Cinco Ranch, Pearland, Cy-Fair, and at the Boys & Girls Club at James Driver Park, served as an opportunity to educate youth athletes and parents on player safety, including nutrition, concussion awareness, heat and hydration, conditioning, and proper tackling technique. Through this program more than **1,400 families** were educated on player safety.



TEXANS DEFENSIVE END J.J. WATT MADE A SURPRISE APPEARANCE AT THE MOMS CLINIC PRESENTED BY HOUSTON METHODIST AND GE



HEAD COACH OF CYPRESS CREEK HIGH SCHOOL LEADS KIDS THROUGH DRILLS AT A PLAY SAFE CLINIC AT CINCO RANCH HIGH SCHOOL





TICKETING PROGRAMS

Another way the Houston Texans seek to impact the community is through a variety of ticket programs. Each season, with support from our players, season ticket holders and corporate partners, tickets are donated to deserving Houston organizations. These programs provide underserved youth, military, health advocacy groups, first responders, mentoring programs and youth volunteers with unique gameday experiences and player appearances.

DEANDRE HOPKINS HIGH-FIVES TACT GROUP MEMBERS ON HIS WAY TO THE FIELD



TACT GROUP MEMBERS SHOW THEIR APPRECIATION

TEXANS ALL COMMUNITY TEAM

The Texans All Community Team (TACT) ticketing program allows players to purchase season tickets for local nonprofits of their choice, providing each group with the opportunity to attend every Houston Texans home game, get behind-the-scenes and on-field experiences, and the chance to meet players. In 2014, 11 players participated in the program purchasing and donating more than **1,700 tickets**.

MORE THAN

1,700 TICKETS

WERE DONATED TO LOCAL NONPROFITS
BY TEXANS PLAYERS THROUGH
THE TACT TICKET PROGRAM

CHEERING CHILDREN

Through the Cheering Children ticket donation program, season ticket members have the option to donate their unused game tickets to the Houston Texans Foundation. Tickets are donated to military families supported by the USO Houston. During the 2014 season, **more than 600 tickets were donated**.

IMAGENET ALL-STARS

The ImageNet All-Stars ticketing program rewards youth for giving their time to community service projects. During the preseason, youth groups are invited to experience a Texans home game by receiving tickets, t-shirts and food vouchers donated by ARAMARK. In 2014, more than 1,000 youth attended the San Francisco 49ers game where they were also recognized as flag bearers of the Texas flag during pre-game.

TACT PARTICIPANTS

DUANE BROWN
HOUSTON PARKS AND RECREATION

JADEVEON CLOWNEY
BOYS AND GIRLS CLUBS OF GREATER HOUSTON

BRIAN CUSHING
HOUSTON TEXANS YMCA

DEANDRE HOPKINS
KID'S MEALS, INC.

KAREEM JACKSON
CANDLELIGHTERS CHILDHOOD CANCER ALLIANCE

TIM JAMISON
BRUCE ELEMENTARY

ANDRE JOHNSON
BASTIAN ELEMENTARY AND HOUSTON AREA
WOMEN'S CENTER

JOHNATHAN JOSEPH
CHILD PROTECTIVE SERVICES

CHRIS MYERS
IMPACT PLAYER PARTNERS

J.J. WATT
USO

JON WEEKS
CHILD ADVOCATES



THANK YOU

The Houston Texans would like to thank our corporate partners and Houston Texans Foundation supporters for your dedication to the Texans community efforts. With your generous support, the Texans are able to touch the lives of thousands of Houston youth and their families each year.



SINCERELY,

JAMEY ROOTES
PRESIDENT

JENNIFER DAVENPORT
VICE PRESIDENT, MARKETING AND COMMUNITY DEVELOPMENT

ADRIENNE SAXE
SENIOR COMMUNITY DEVELOPMENT MANAGER

EMILY BRUSS
FOUNDATION MANAGER

KANDYACE MAYBERRY
COMMUNITY RELATIONS MANAGER

MORGAN KLEINSCHMIDT
COMMUNITY RELATIONS COORDINATOR

HOUSTON
TEXANS

FOUNDATION

Champions For Youth