

# TEXANS CARE



HOUSTON TEXANS

*Community Impact Report*  
2012-2013



Dear Friends and Fans,

The 2012-2013 year was an extremely exciting time for the Houston Texans organization! This season was our best yet, both on and off the field, as we made great strides in our quest to be the world's most community-connected professional sports team. As an organization, the Houston Texans strive to win championships, create memorable experiences and do great things in the Houston community. Everyone in our organization works toward these three goals. To encourage positive change in the Houston community, we combine the power of the Houston Texans brand, the pull of the NFL and the popularity of our players to be "Champions for Youth."

Throughout the year, Texans players, coaches, cheerleaders and staff have been giving back to our community through initiatives and programs highlighted within our annual Community Impact Report. This year, our Houston Texans Foundation had its best fundraising year to date, raising over \$1 million through events such as Taste of the Texans and Team Luncheon and through our silent auctions held at every home game. Since 2002, more than \$20 million has been raised through our annual fundraising events, disaster response programs, our United Way campaign and our partnership with non-profit organizations on Texans gameday.

We also continue to maximize our impact by focusing on our three community partners, the Houston Texans YMCA, the Boys and Girls Clubs of Greater Houston, and the Houston Food Bank, to address the most pressing needs of the underserved youth in our area. We have been very satisfied with the depth of impact our organization has been able to make by focusing our efforts, and we hope to lead the way for other professional teams.

With your continued help, we are able to inspire our community and deliver once-in-a-lifetime experiences and services to our neighbors who are showcased in this publication. Thank you for your generous spirit and dedication to the Houston Texans, the Houston Texans Foundation and the Houston community. Go Texans!

Best Regards,

Bob McNair  
Chairman and CEO

## *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*

Since 2002, more than **\$20 million** has been raised through our annual fundraising events, disaster response programs, our annual United Way campaign and our partnership with non-profit organizations on Texans gameday. The Texans Foundation has aligned with three strategic community partners: the Houston Texans YMCA, Boys & Girls Clubs of Greater Houston and the Houston Food Bank. About 75% of our support goes to these three organizations through monetary donations, programming and volunteerism. We are committed to inspiring positive change within the Houston community. Please visit [HoustonTexans.com](http://HoustonTexans.com) for more information on the Houston Texans Foundation or stop by our silent auction table behind section 140 every gameday and bid on our exclusive Texans memorabilia.

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## *Houston Texans Foundation*

The Houston Texans place high importance on giving back to the community, and just as soon as the Texans became a team in 2002, the Houston Texans Foundation was established to benefit underserved children in Houston. The Texans Foundation strives to be Champions for Youth, and each year hosts a variety of different fundraising events to uphold that mission.

Each event gives fans unique opportunities to interact with Texans players and cheerleaders while also supporting worthy causes. Texans fans helped make 2012 the best year yet as the Texans Foundation raised over **\$1 million** to benefit local children.

**HOUSTON**  
**TEXANS**  
**FOUNDATION**  
*Champions For Youth*

*In 2012,*

**MORE THAN \$1,000,000**

*was raised through foundation events.*

## HOUSTON TEXANS CHARITY GOLF CLASSIC PRESENTED BY VERIZON

The annual Houston Texans Charity Golf Classic provides guests with an exclusive opportunity to mingle with Texans players, coaches, cheerleaders, Ambassadors and executives. Each sponsorship foursome is paired with a Texans celebrity for a round of golf at the beautiful River Oaks Country Club. The event is preceded by the Texans Insider Dinner presented by BMW where sponsors are able to enjoy dinner while hearing insider remarks from Texans players and coaches. In 2013, more than **\$370,000** was raised to benefit the Houston Texans Foundation.



Texans Owner Bob McNair and Matt Schaub pose with their team at the Texans Charity Golf Classic

## HOUSTON TEXANS CHEERLEADER CALENDARS

The 2012-2013 Houston Texans Cheerleader Swimsuit Calendar made a big splash, raising nearly **\$100,000** for the Houston Texans Foundation. Close to 10,000 calendars were sold to Texans fans all over the Houston area in the Go Texan Store, at Kroger and online.



2012-2013 Houston Texans Cheerleader Swimsuit Calendar

## TEAM LUNCHEON PRESENTED BY AMEGY BANK OF TEXAS

This annual event provides sponsors and fans who donate to the Houston Texans Foundation with the premier experience of closely interacting with every Texans player, the coaching staff and chairman and CEO Bob McNair. In 2012, more than 650 guests kicked off the season with the entire Texans roster at the Westin Galleria, raising nearly **\$250,000** for the Houston Texans Foundation. Andre Johnson was honored as the Spirit of the Bull Award winner for his community work and charitable efforts off the field. Each guest is seated at a table with a Houston Texans player as they enjoy lunch and hear special remarks from head coach Gary Kubiak and several key Texans players. This event is a great way for fans to kickoff another exciting football season.



Owen Daniels poses with guests at Taste of the Texans

## TASTE OF THE TEXANS PRESENTED BY BP

The wine and dine event of the year, Taste of the Texans, hosts more than 750 attendees and 30 of Houston's top restaurants. Guests are treated to delicious samples from each of these top chefs while mingling with Texans players and their wives, Texans Ambassadors, executives, cheerleaders and TORO. In 2012, nearly **\$260,000** was raised as proceeds benefited the Houston Texans Foundation, the Houston Food Bank and Houston Methodist.

## RUNNING OF THE BULLS PRESENTED BY H-E-B

In 2012, the Running of the Bulls 5k Run/Walk raised almost **\$200,000** for the Houston Texans Foundation and Houston Methodist. Nearly 5,000 fans came out to participate in this event that started and ended at Reliant Stadium. The route included drink stops with local radio stations and cheerleader and TORO appearances, as well as the chance to finish the race in the Texans end zone inside the stadium. The younger fans were also able to join in, as 500 children ran the sold-out TORO's Kid's 1k presented by ARAMARK. Runners were treated to a post-race party on the stadium floor with food, a live band, an awards ceremony and Texans Ambassador autographs.

## SILENT AUCTIONS

In 2012, well over **\$200,000** was raised from silent auctions that were held at all home games and other team events to benefit the Houston Texans Foundation. Auctions included Houston Texans autographed memorabilia as well as unique Texans experiences and trips. In December of 2012, after the tragic events in Newtown, CT, the Texans Foundation donated and matched proceeds from a gameday auction and player donations to aid victims and their families. With the outpouring of support from Texans fans, the Foundation was able to give a total of \$70,000 to the United Way's Sandy Hook School Support Fund. To bid on items during our gameday auctions, visit us at our table behind Section 140 in the southwest corner of Reliant Stadium before the end of halftime.



A one-of-a-kind J.J. Watt jersey auctioned off at the Texans Foundation's Silent Auction table



## *Champions for Youth Partners*

Since inception in 2002, the Houston Texans Foundation has been passionate about giving back to the Houston community. The Texans Foundation decided to partner with three local organizations upholding a similar mission of being Champions for Youth so that together they could make a profound impact in the city of Houston. The Texans Foundation is proud to give nearly 75% of annual funds raised to the Houston Texans YMCA, the Boys & Girls Clubs of Greater Houston and the Houston Food Bank. By focusing our efforts, we have been able to make an impact in the lives of thousands of youth and their families throughout the city of Houston.

### **OVER 75% OF OUR SUPPORT**

*goes directly to our three community partners through monetary donations, programming and volunteerism.*

## HOUSTON TEXANS YMCA

When approached to be a capital fund donor for a new YMCA, the Texans saw a unique opportunity not only to give financially, but to be a pillar of change for youth and families in the Greater Third Ward. In January 2011, The Houston Texans YMCA (HTY) opened its doors and the Texans became the first professional sports team to lend its name to a YMCA. Each year, the Texans partner with the HTY by providing positive role models and mentors to the youth, instilling the values of the NFL PLAY 60 program to encourage and maintain a healthy lifestyle, helping to develop model behaviors, and providing inaccessible necessities to school-age kids. The Texans constantly seek to develop creative ways to use our resources, thereby impacting the entire Greater Third Ward community.



Ben Jones delivers gifts to Houston Texans YMCA youth during the holidays.

## SCHOOL SUPPLY DRIVE

Throughout the 2012 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 as many school essentials as possible when attending the public practices 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, over 2,200 items were collected for the HTY youth and over \$1,500 worth of additional backpacks was purchased. In August, Texans staff delivered a Jetco truck full of backpacks stuffed with school supplies to the HTY children to ensure the youth had a jump start on a successful school year.

## HOUSTON TEXANS YMCA FLAG FOOTBALL PROGRAM

In 2012, the Texans decided to create a brand new flag football program at the HTY with the gift of a **\$200,000** youth football grant. Over 10 years, the flag football program will allow nearly 4,000 kids to learn the game of football free of charge. This opportunity not only gives children a place to come after school but also cultivates a family-oriented atmosphere, bringing the community together through the sport of football. Since the HTY opened, 44,000 youth, adults and seniors in the Greater Third Ward community have been touched through the Texans commitment to the YMCA.



Houston Texans YMCA Youth Football Grant presentation

## BOYS & GIRLS CLUBS OF GREATER HOUSTON

In 2010, the Houston Texans partnered with the Boys & Girls Clubs of Greater Houston to assist underprivileged youth and their families. Throughout the year Texans players, cheerleaders, TORO and staff make visits to the Boys & Girls Clubs to mentor youth, host holiday parties, and educate club members about the importance of living healthy, well-rounded lives. Through this partnership, the Texans support three major programs: SMART Girls, Passport to Manhood and The Great Futures Dinner, the organization's annual gala.



Danieal Manning with Boys & Girls Clubs members

## SMART GIRLS AND PASSPORT TO MANHOOD

The Texans are proud sponsors of the Boys & Girls Clubs character development programs SMART Girls and Passport to Manhood. More than 500 teenagers meet for the one-year program each week, 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 in underprivileged neighborhoods, including childhood obesity and drug abuse, and the importance of education and healthy relationships.



Wade Smith mentoring youth at the Boys & Girls Clubs

## GREAT FUTURES DINNER

The Houston Texans were proud to be the 2012 presenting sponsor of the Boys & Girls Clubs 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 funds raised at this event help support the programs in the Boys & Girls Clubs' priority outcome areas: Academic Success, Healthy Lifestyles and Good Character and Citizenship. These programs are administered in each of the 10 Clubs in the Greater Houston area, including Harris, Waller, Fort Bend and Galveston counties serving nearly 10,000 youth participants.

## HOUSTON FOOD BANK

The Houston Texans and the Houston Food Bank formed a community partnership in 2010 to target and aid the most hunger-stricken areas of Houston. The Food Bank recognizes that food insecurity, where people don't have consistent access to enough nutritious food, is linked to childhood obesity. By working with the Food Bank, the Texans are able to provide disadvantaged children and families with healthy foods and nutrition information. In September 2011, the Houston Texans and the Houston Food Bank opened the Houston Texans Cafe in the new facility of the Houston Food Bank. The Houston Texans Cafe is a place where volunteers can go to have lunch and take breaks while volunteering at the 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 would otherwise not have a meal on the weekends. Inside the backpacks, students also find inserts with health tips written by the Texans team nutritionist. An average of 12,000 bags, many stuffed by Texans volunteers, are distributed throughout the month to Houston youth.



Texans Cheerleaders package food at the Houston Food Bank

## LADY TEXANS FOOD DRIVE

During their annual food drive benefiting the Houston Food Bank, the ladies of the Texans coaches and players collected 6,300 pounds of food and raised more than \$2,300 at a local HEB. This donation provided 11,250 meals for at-need Houstonians during the holiday season.



Texans Cheerleaders with Lady Texans Hannah McNair & Rhonda Kubiak at Lady Texans Food Drive

## SACKS FOR HUNGER

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 2012 season, the Texans and H-E-B raised \$47,000 for the Houston Food Bank. This translates to 141,000 meals for hungry Houstonians. In 2012, the Texans staff packaged and sorted 64,883 nutritious meals for the Houston community.



J.J. Watt, Armando Perez, Brian Greene and Texans President Jamey Rootes

## SOUPER BOWL OF CARING

The Souper Bowl of Caring is a national initiative that started in 1990 to mobilize youth and communities around the country to help fight hunger and poverty during the NFL's Super Bowl weekend. In 2013, Texans left tackle Duane Brown served as the Houston campaign spokesperson, appearing on billboards, print ads and in-store displays. Additionally, the Houston Texans Foundation contributed \$10,000. Overall, \$1.7 million in cash and food items was collected by 1,051 participating schools, churches and other groups for local charities in our area. Texans owner Bob McNair and wife Janice have supported the program since 2004, making the Houston Texans the first NFL team to support Souper Bowl of Caring.



Duane Brown joins the fight to tackle hunger



Souper Bowl of Caring Kickoff event

# United Way

## UNITED WAY CAMPAIGN

Since inception in 2002, 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. In 2012, president Jamey Rootes presented a record-breaking **\$733,000** check to United Way VP of Donor Relations Anne Neeson and campaign chair Dorothy Ables, representing the total amount raised from the 2012 Texans campaign. The Texans are the top contributor to the United Way in the NFL and the #2 per capita supporter of the United Way of Greater Houston.

## COMMUNITY QUARTERBACK

In an effort to recognize volunteers who exemplify leadership, dedication and commitment to improving their communities, the Houston Texans and the United Way of Greater Houston partner to present the Community Quarterback program. Five finalists are presented with a \$1,500 donation to their organization and one grand prize winner is awarded a \$10,000 donation to their organization from the Houston Texans Foundation. The 2012 Community Quarterback finalists and grand prize winner were:

### GRAND PRIZE WINNER

Kerri Lynn Inglesby | Avondale House

### FIVE FINALISTS

Corrie Jenkins | Girl Scouts of San Jacinto Council

E.A. "Buddy" Grantham | Mental Health Association

Juan Sorto | Star of Hope

Dr. Robert Vollero | San Jose Clinic

Katherine Dowdell | Easter Seals

*Since the team's inception in 2002,  
**OVER \$6,000,000**  
has been donated to the United Way  
of Greater Houston.*



Texans president Jamey Rootes presents check for total amount raised from 2012 Texans campaign

# TEXANS CARE



## *Texans Care - In the Community*

The Texans Care campaign is the theme for all Houston Texans community events and sprung from the organization's desire to consistently support those that adamantly support the team. Under the banner of Texans Care, Texans players, cheerleaders, staff and fans have worked in unison to give back to our great city. The work of these dedicated groups has made a lasting impact in the community by focusing our efforts to the Texans' community partners and initiatives. Between volunteering at the Houston Food Bank, making holiday wishes come true for disadvantaged children, honoring bright students for their dedication to education, and planting trees to help our environment stay beautiful for generations to come, the Texans are constantly looking for ways to improve the community that we share. Texans Care has ignited positive change throughout the area through a number of programs and events aimed at improving the lives of our underserved citizens. The Houston Texans are honored to bring together thousands of sports fans in a way that proves how much Texans Care.

**MORE THAN 2,500 HOURS**

*of community service was given back to the Houston community in 2012 through Texans Care initiatives.*

# Volunteerism

## TEXANS CARE VOLUNTEER DAY

In May of 2013, the Texans organized the first ever Texans Care Volunteer Day, where nearly 1000 volunteers from all over Houston worked together to make an impact in the community. Texans staff, players, cheerleaders, and TORO joined fans to volunteer at five different locations across the city: Houston Food Bank, United Way of Greater Houston, Camp Cinco YMCA, Boys & Girls Clubs Morefield, and Avondale House. These organizations were chosen for their work to impact the lives of the youth in our city. At the end of the day, over 1,100 hours of service was given back to help these five organizations.

## TEXANS CARE VOLUNTEER PROGRAM

Volunteerism is an integral part of the Houston Texans front office culture. Through this program created in 2011, Texans staff, players, and cheerleaders have worked in a variety of ways during their personal time to bring positive change to the community. More than 800 hours of community service have been volunteered by Texans staff through various projects such as planting trees, packing food at the Houston Food Bank, hosting school supply drives, and building playgrounds. The Texans Care volunteer program is another reason why the Houston Texans were selected as one of Houston's best places to work by Houston Business Journal.

## TEXANS CARE WITH RELIANT

In the spirit of giving back to our community, volunteers from the Texans organization and Reliant work together for an annual community service event. In 2012, more than 150 volunteers from both companies sorted and packed over 10,000 meals for the Houston Food Bank that will be distributed throughout Houston.

## HALLIBURTON HOMETOWN HEROES

From hundreds of nominations, 10 local charities were chosen throughout the season for the extraordinary impact they've made in the community. Each charity chosen received tickets to a 2012 home game, as well as air time on the Texans Radio programs to promote their organizations. Additionally, the three charities who received the most nominations were awarded with a \$5,000 donation from Halliburton.



Coach Gary Kubiak at Bike Giveaway



Texans Players pack food at Texans Care with Reliant



TORO, Duane Brown and Texans Cheerleaders at Texans Care Volunteer Day

# Holiday Cheer

## BEARING GIFTS

BEARING Gifts is a program that provides children under the care of Child Protective Services with Christmas gifts. In December 2012, the Houston Texans players, coaches and staff purchased and provided Christmas presents for 125 children to open on Christmas day.

## BIKE GIVEAWAY

In 2012, the Texans players and coaches funded the purchase of 200 bikes and helmets from Academy Sports + Outdoors to be donated to five deserving non-profit Houston organizations just in time for Christmas. After the children picked out their bikes, Jetco delivered the bikes to each organization for the children to enjoy.

## SHOP WITH A TEXAN

The 2012 rookie class, including Whitney Mercilus and Ben Jones, treated 30 Houston-area youth from the Houston Texans YMCA and the Boys & Girls Clubs to a holiday shopping spree. A local Academy Sports + Outdoors provided each child with a \$100 gift card to their store. Players toured the entire store as the eager children found their favorite items, teaching them important lessons on budgeting.

## HOUSTON TEXANS YMCA AND BOYS & GIRLS CLUBS HOLIDAY PARTIES

Each year, the Texans seek to spread holiday cheer to kids who may not have the opportunity to experience Christmas. Last December, the team provided a memorable experience to hundreds of youth from the YMCA and Boys & Girls Clubs by hosting a party at each facility, complete with cookie decorating, pictures with TORO, a holiday meal with all the trimmings and a gift for each child, provided by Jetco. Houston Texans players, cheerleaders, TORO and staff, alongside Jetco employees all helped with the effort.

## Education

### STARS IN THE CLASSROOM PRESENTED BY FIRST COMMUNITY CREDIT UNION

Through a partnership with First Community Credit Union, students across the city nominated their favorite teachers to be recognized as a Star in the Classroom. During the 2012 season, 11 Houston-area teachers were selected for making a positive impact in the classroom. To honor these teachers, Texans fullback James Casey made visits to each of their schools, speaking to students about the importance of education and inviting the star teacher to a Texans game to be recognized.



James Casey with Alief Early College High School for Stars in the Classroom

### RELIANT SCHOLARSHIPS FOR CHAMPIONS

In 2012, eight Houston-area student athletes were awarded \$5,000 scholarships from the Houston Texans Foundation through Reliant Energy's Scholarship for Champions Powering Strong Minds and Bodies program. Scholarship recipients were selected based on excellence in academics, athletics, leadership, ethics and community involvement.

### HOUSTON COMMUNITY COLLEGE FIELD OF OPPORTUNITY PROGRAM

This program allows members of the Boys and Girls Clubs to receive Opportunity 14 scholarships to Houston Community College. Opportunity 14 means that if the Texans score more than 14 points, or they hold an opponent to less than 14 points, a scholarship is awarded. With incredible success on the field in 2012, the program raised enough money to give \$51,500 in scholarships to local youth.

## Giving Back

### VERIZON BACK TO FOOTBALL CARE-A-VAN

With all the excitement leading up to the start of Training Camp, Houston Texans players spent their final day of the offseason giving back to the Houston community by making surprise visits throughout the area. Notable players such as Matt Schaub, Connor Barwin, Brooks Reed, and Earl Mitchell rode together in a decorated school bus that made stops at H-E-B, McDonald's, Academy, and Verizon, culminating in a pep rally at the Houston Texans YMCA. This caravan also served as a social media campaign as each player tweeted out their next location for fans to follow, gathering support from hundreds of fans. The players were able to interact with fans by signing autographs, taking pictures, serving food, ringing up customers, and handing out gift cards. One lucky fan at each location was given a free tablet, courtesy of Verizon.



Verizon Back to Football CARE-a-van

### METHODIST BLOOD DRIVE

Each year, the Texans team up with Houston Methodist to host a blood drive benefiting the Houston area. In 2012, over 400 units of blood were collected to be given out to Methodist centers that impact thousands of Houstonians in need.

### WHATABURGER COMMUNITY PLAYER OF THE MONTH

Each month during the 2012 season, three Texans players were nominated by a veteran player for their exceptional involvement in the community. One winner per month was chosen by fan votes. Each winner, along with the veteran player that nominated them, signed autographs at a local Whataburger and received \$2,500 for their charity of choice. The 2012 winners were linebacker Darryl Sharpton, safety Danieal Manning, linebacker Jesse Nading, and fullback James Casey. At the conclusion of the season, Manning was voted the Community Player of the Year.

### TOUCHDOWN FOR TREES PRESENTED BY IMAGENET

For each offensive touchdown scored by the Houston Texans at a home game, ImageNet funds a tree to be planted in the Greater Houston area. Thanks to the total number of touchdowns in the 2012 season, ImageNet donated \$5,000 for trees. The Trees were planted in the spring through Trees for Houston at the Boys & Girls Clubs Finnigan Park facility.

### BMC SOFTWARE'S AIR ATTACK

Beginning in the 2009 season, BMC Software's Air Attack program made a donation to the Houston Texans Foundation for every touchdown pass completed. Thanks to the BMC Air Attack program, a total of \$75,000 was donated to build the Houston Texans YMCA sports field. The field opened in the spring of 2011.

### KOLACHE FACTORY RED ZONE

During the 2012 season, any time the Texans entered the red zone during a home game, Kolache Factory gave a donation to the Houston Texans Foundation. After much success on the field last year, Kolache Factory gave a total donation of \$5,000 to further the Foundation's Champions for Youth initiatives.



Houston Texans YMCA kids during a Black History Month event

## BLACK HISTORY MONTH

In recognition of Black History month, the Houston Texans treated middle and high school students from the Houston Texans YMCA and the Boys & Girls Club-Finnigan Park to a historical tour of Houston's early African American community. The students visited the African American Library at the Gregory School, located in historic Fourth Ward, where they viewed artifacts and photographs and learned about significant people, businesses and other establishments that were instrumental in shaping the African American community of Houston. Additionally, the students traveled over to Antioch Missionary Baptist Church, founded in 1865, where they had lunch and a tour. Houston Texans player Darryl Sharpton joined the students for the outing.

## HISPANIC HERITAGE MONTH

The Texans honor Hispanic Heritage Month (Sept. 15th – Oct. 15th) by hosting the annual Hispanic Heritage Day game presented by XFINITY. In 2012, the game was headlined by Grammy award-winner Michael Salgado performing at halftime. Marlen Esparza, the Olympic Bronze Medal-winning boxer from Houston, led the Texans out of the tunnel prior to team introductions as the Home Field Advantage Captain for the game. Mariachi Imperial and Mexico En Danzas Grupo Folklorico dancers performed at all six stadium entrances, and members of the Texans Hispanic fan club, Toros Bravos presented by Verizon, held the Texas flag during the pregame festivities. Vicci Martinez, who starred on NBC's hit show "The Voice," performed the national anthem. During halftime, the Texans recognized Dr. Laura Murillo, President & CEO of the Houston Hispanic Chamber of Commerce, as the recipient of the NFL Hispanic Heritage Leadership Award presented by Bud Light.



Devier Posey reads to kids at Read and Rise



Hispanic Heritage game



President Jamey Rootes (left) recognizes Dr. Laura Murillo (center) as the recipient of the NFL Hispanic Heritage Leadership Award presented by Bud Light

## READ AND RISE

During Hispanic Heritage Month, the Texans teamed up with Scholastic to host a Read and Rise Program at Worsham Elementary, a school of predominantly Hispanic youth. Wide receiver DeVier Posey read to students at the school, emphasizing the importance of leading active lifestyles. The Texans also presented the school with a check of \$5,000 for all 900 students to receive a gift certificate for the Scholastic book fair. Additionally, the Texans and Scholastic held a family night where parents learned about the importance of youth literacy and a nutrition presentation led by Texans team nutritionist Roberta Anding while students participated in PLAY 60 drills.



## *Military Support*

Military support has been an important cause to the Texans since the team's inception in 2002. Over the years, the Texans have primarily partnered with the USO, Wounded Warrior Project and the Lone Star Veterans Association. From honoring soldiers at our Salute to Service game, hosting military appreciation events, supporting homecoming 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.

*The Texans touch the lives of more than*  
**2,500 MILITARY MEMBERS**  
*and their families each year.*

## 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 June 2012, head coach Gary Kubiak was the Honorary Chair of the event and other Texans coaches, players and staff participated in the run. The Texans sponsored the Kid's Area and organized an autograph session after the race. Additionally, Coach Kubiak addressed the crowd and presented awards to the winners from each age bracket.



Chris Myers at Impact a Hero

## NFL-USO TOUR

NFL players who excel on the field and in the community are continuing an NFL-USO tradition initiated more than 45 years ago. In the spring of 2013, defensive end J.J. Watt traveled to the Middle East to spend time with service members. Along the way, he was able to meet and thank countless men and women serving in the Armed Forces.



J.J. Watt on NFL-USO trip

## SALUTE TO SERVICE WEEK PRESENTED BY USAA

During Salute to Service Week presented by USAA, the Texans held Stars & Strikes, a bowling event for 100 troops from the 111th Fighter Squadron. Texans players, cheerleaders, Ambassadors and the Lady Texans wives organization bowled with the unit. Later that week the Texans hosted a barbecue at Reliant Stadium for 150 troops from the USO, Wounded Warrior Project and LSVA. The Lady Texans served the guests a barbecue lunch catered by Pitts & Spitts, TLC'S Pit Masters and a Texans tailgating team, the Texans Brew Crew. They also enjoyed live entertainment, cheerleader visits and a special welcome from Bob and Janice McNair. After lunch, troops were given the rare opportunity to attend a private Texans practice and visit with Texan players and coaches.



Bob McNair greets soldiers during Salute to Service Week

## SALUTE TO SERVICE GAME PRESENTED BY BUD LIGHT

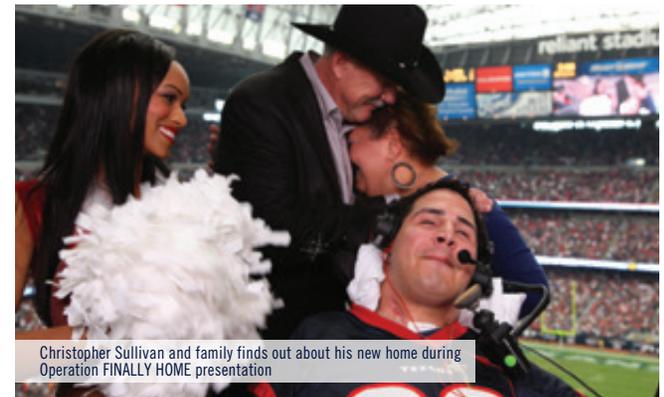
Each season, the Texans host a home game that honors all military branches for their service. In 2012, the Texans hosted more than 400 military service members as guests during the Salute to Service game presented by Bud Light. Groups from the Air Force, Army, Navy and Marines were invited to hold the American and Texas flags pregame, and The West Point Glee Club sang the national anthem while "Challenger," the free-flying bald eagle, was released in the stadium and landed on the field. The Texans Coin Toss Captains were President George H.W. Bush and former Secretary of State James Baker III. Congressional Medal of Honor recipient Lt. Mike Thornton, a member of the elite Navy SEALs, led the team out of the tunnel prior to kickoff as the Home Field Advantage Captain, and Navy Cross recipient Sgt. Christopher Farias and Silver Star recipient Navy Sgt. Joshua Laughery were featured on the stadium video screens during the game.



President George H.W. Bush as Coin Toss Captain at Salute to Service game

## OPERATION FINALLY HOME PRESENTATION

During the Texans' Home for the Holidays game in December, Christopher Sullivan, a decorated Army soldier, received a special holiday surprise at Reliant Stadium. Christopher and his immediate family learned that Operation FINALLY HOME (OFH) and the Houston Texans had selected them to receive a custom-built mortgage-free home in the Tuscan Lakes community of League City, just outside of Houston. The emotional announcement was made by 2010 Top 10 CNN Hero of the Year and OFH founder Dan Wallrath during a surprise halftime presentation.



Christopher Sullivan and family finds out about his new home during Operation FINALLY HOME presentation



## *Breast Cancer Awareness*

The Houston Texans are proud to support the fight against breast cancer. The NFL campaign “A Crucial Catch”, in partnership with the American Cancer Society, is focused on the importance of annual screenings, 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 awareness for this important campaign.

The Houston Texans are honored to participate in this campaign as we embrace the health and wellness of all of our fans. Along with the national American Cancer Society partnership, the Texans have partnered with Susan G. Komen for the Cure Houston since the team’s inception. This past spring, Susan G. Komen for the Cure Houston awarded the Texans with the 2013 Impact Award for Ambassador Partnership to honor the Texans fight against breast cancer. Together with these relationships, the Texans hope to encourage fans to lead healthy lives.

*Since the team’s inception in 2002.*

**MORE THAN \$300,000**

*has been donated to Susan G. Komen for the Cure Houston.*

## PINK RIBBON DAY GAME PRESENTED BY KROGER

During Pink Ribbon Day presented by Kroger in October, the Texans used every opportunity to “pink out” and shed light on breast cancer awareness. As fans entered the stadium gates, Zeta Tau Alpha sorority members handed out pink ribbons. Breast cancer survivors Janice McNair and Debbie Phillips were recognized as the Home Field Advantage and Coin Toss Captains. Women undergoing breast cancer treatment and their caregivers held the Texas Flag during the national anthem, performed by Lyle Lovett. Texans fans performed a stadium-wide card stunt turning Reliant Stadium completely pink prior to kickoff. The pink cards also had educational information about breast cancer on the back provided by Houston Methodist. Players, coaches and referees wore pink wristbands, gloves, hats and shoes during the month of October, and the items were auctioned off on the NFL Auction website along with items collected from teams across the league. The NFL has donated upwards of **\$4 million** to the American Cancer Society from these auctions.



## SUSAN G. KOMEN RACE FOR THE CURE

As a 2012 sponsor of the Susan G. Komen Race for the Cure, the Texans hosted a race team open to all Texans fans. More than 150 fans raced with Texans cheerleaders, Lady Texans and staff. Each Texans team member received an exclusive Texans Care t-shirt. The Texans team raised almost \$6,000 for Komen Race for the Cure. Look for information about the 2013 race on [houstontexans.com](http://houstontexans.com) this October and help the Texans support Breast Cancer Awareness by joining our team!



## TEXANS TICKLED PINK SPA DAY

In October 2012, the Texans held a spa day where women undergoing breast cancer treatment and their caregivers enjoyed lunch, spa services and a “Look Good, Feel Better” presentation from the American Cancer Society. The ladies were treated to massages, manicures, facials and a surprise visit from linebacker Bradie James. Bradie shared his personal connection to breast cancer through his mother and gave each of the patients a pair of tickets to the Texans Pink Ribbon Day game, also inviting them to hold the Texas flag during the pregame festivities.



## TEXANS CARE FOR KOMEN

In 2012, the Houston Texans and Kroger partnered up to raise money for the Susan G. Komen Foundation. In the weeks leading up to the Pink Ribbon Day game, the Texans posted a series of videos on our website highlighting breast cancer survival stories within our organization. These videos included fans, coaches, owners, players and cheerleaders. Fans who watched the videos were encouraged to donate online to the Komen Foundation and by doing so, were entered to win tickets to the Pink Ribbon Day game. On gameday, Kroger sponsored the “pink out” card stunt, which also advertised the dedicated items available at the Texans Foundation silent auction table. Between the online fundraiser and gameday auction proceeds, the Texans raised \$10,000. This amount was matched by Kroger and in total, the Texans and Kroger gave \$20,000 to the Susan G. Komen Foundation.



# TEXANS CARE

for Komen

PRESENTED BY





## *Play 60*

In October of 2007, the NFL launched their new NFL PLAY 60 initiative. This program is a national health and fitness campaign focused on increasing 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. The team took an active approach in increasing PLAY 60 efforts, as well as incorporating the Fuel Up to PLAY 60 program that focuses on the nutrition side of healthy living.

*In 2012,*

**MORE THAN 50,000**

*Houston children learned about healthy eating and exercise through our Play 60 outreach efforts.*

## HOMETOWN HUDDLE

In partnership with the United Way of Greater Houston, the Texans rookie class encouraged the PLAY 60 message of staying active and eating healthy. In October 2012, 60 youth from the Houston Texans YMCA and the Boys & Girls Clubs were treated to field day games at Discovery Green. Each rookie joined a team and led the kids in sack races, tug-of-war, hula hooping, relays and more. The winning team was awarded with iPod shuffles and each player nominated an MVP from their group for showing an exceptional attitude.



Ben Jones with YMCA kids at Hometown Huddle

## PLAY 60 CHALLENGE

The Texans have joined forces with the local American Heart Association in Houston to tackle the increase in childhood obesity. The program, reaching approximately 4,000 students in the Houston area, includes a curriculum with strategies to help teachers incorporate fitness into daily lesson plans to combat youth inactivity. Two 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, cheerleaders and TORO.



Antonio Smith and J.J. Watt at PLAY 60 Challenge Kick off

## HOUSTON KIDS TRIATHLON

In conjunction with the PLAY 60 initiative, the Houston Texans sponsored the second annual Houston Kids Triathlon in April, a USA Triathlon sanctioned event. Before the race, trainings were held at 16 YMCA locations around Houston where the children learned the importance of physical activity and preparation. More than 1,700 youth gathered at the University of Houston to compete in this sold-out event, as linebacker Darryl Sharpton, TORO and Texans cheerleaders came to cheer them on.



TORO poses with Houston Kids Triathlon participants

## NFL PLAY 60 CHARACTER CAMP

The Texans partnered with Hall of Fame offensive tackle Anthony Muñoz and the Muñoz Agency to host the first annual NFL PLAY 60 Character Camp in the summer of 2012 at the Houston Texans YMCA. The two-day, non-contact football camp welcomed approximately 300 boys and girls ages 9-13 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.



NFL PLAY 60 Character Camp

## TORO'S TRAINING TABLE PRESENTED BY BP

TORO's Training Table presented by BP is an educational school assembly that teaches children about PLAY 60 and the importance of fitness and nutrition. The program includes TORO interacting with players, cheerleaders and the Texans team nutritionist via video. In 2012, TORO visited 50 elementary schools, impacting more than 20,000 students in the Houston area.

## 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, playing 60 minutes a day and eating nutritious food. TORO has taught more than 25,000 students at 65 schools how to succeed with the STAAR test.



## Youth Football

To support the growth of youth football the Texans have partnered with USA Football to help the youngest football players learn proper football fundamentals, be active, have fun and most importantly – stay safe. Throughout the year, the Texans host youth football camps, bring PLAY 60 clinics to schools and donate much-needed equipment to youth teams in our area.

The National Football League also knows the importance of player safety and giving children proper equipment to play football. They have grant opportunities 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 Houston Texans teach football-related skills and the importance of player safety to*  
**OVER 2,000 KIDS EACH YEAR**

# Youth Football

## 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. The Youth Football Camps are open to children ages 8-14, offering both tackle and flag football. Skills and fundamentals that are taught include passing, receiving, blocking, defense and special teams. Texans players and Ambassadors visit each day to provide motivational messages and sign autographs for the participants. In 2012, over 250 kids participated in the camps.

## GATORADE JUNIOR TRAINING CAMP

The Gatorade Junior Training Camp is a PLAY 60 initiative that is offered free of charge to Houston elementary schools (students in grades 2-5) and features educational and recreational benefits 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, kids run through four football-related drills for 45 minutes. In 2012, 600 kids were given the opportunity to experience the camp.

## NFL GRASSROOTS GRANT

The NFL Grassroots Grant provides nonprofit neighborhood-based organizations with financial and technical assistance to improve the quality, safety, and accessibility of local football fields. The NFL provides grants up to \$200,000 for capital improvement projects. Recent Houston area grant recipients include the Texans YMCA (2008), KIPP Northeast (2009) and Jeff Davis High School (2010). Applications for the 2013 Grassroots Grant will be available in the fall of 2013.



# High School Football

## GREATER HOUSTON SENIOR FOOTBALL SHOWCASE

The Greater Houston Senior Football Showcase allows high school seniors the chance to display their abilities through a series of drills and measuring stations for an opportunity to receive academic scholarships to non-Division I colleges/universities. At the conclusion, college recruiters are on-hand to speak with the student-athletes individually. The program is offered free-of-charge to the students and the colleges/universities. In 2013, 35 college/universities were on-site, offering 140 scholarships.



## HIGH SCHOOL PLAYER DEVELOPMENT (H.S.P.D.)

Each year, H.S.P.D. hosts a free two-day camp at the Houston Methodist Training Center for high school sophomores and juniors focused on football training by position. In 2012, over 300 participants learned what skills are necessary to become a successful high school and college athlete. The event provides resources and information for students to meet the NCAA Clearinghouse requirements.



## HIGH SCHOOL COACH OF THE WEEK

The Texans High School Coach of the Week program is designed to aid and promote high school football throughout the Houston area and celebrate coaches who teach players how to become leaders on and off the field. One coach is selected each week during the football season to receive a \$1,000 grant for their school's football program. Additionally, one coach is selected as the Coach of the Year and receives a \$2,000 grant. In 2012, Tom Nolen of Lamar High School was awarded Coach of the Year and \$14,000 was granted to area schools.

## GREATER HOUSTON FOOTBALL COACHES ASSOCIATION

The Greater Houston Football Coaches Association is a non-profit organization established to promote the game of football, especially high school football, in the Greater Houston area. During the State of Football game, GHFCA coaches participate as Coin Toss Captains and their Hall of Honor inductees are recognized during Texans pregame ceremonies.

## EQUIPMENT DONATIONS

Annually, the Texans coordinate a donation of excess cleats and tennis shoes for the Touchdown Club of Houston. The items are distributed to needy high schools in Houston ISD, Fort Bend ISD, Lamar Consolidated ISD, Anahuac, C.E. King, Goose Creek ISD, Bridge City, Pasadena ISD and Spring Branch ISD.



## *Ticketing Programs*

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

*In 2012,*

**MORE THAN 4,000 TICKETS**

*were donated to local organizations through the Houston Texans ticketing programs.*



The Texans All Community Team (TACT) ticketing program allows players the chance to shine as role models in our community. Through the program, players have the option to purchase season tickets for local nonprofits of their choice, providing each group with the opportunity to attend each Houston Texans home game with behind the scenes and on-field experiences, as well as the chance to meet players. In 2012, 18 players participated in the program, purchasing and donating 3,000 tickets.



TACT groups in the tunnel outside the Texans locker room



Glover Quin visits Ronald McDonald House Charities

## Programs

**SHAUN CODY: COMMANDER'S KIDS**  
Beneficiary: Star of Hope

**BRIAN CUSHING: CUSHING'S CRUSADERS**  
Beneficiary: Houston Texans YMCA

**DUANE BROWN: BROWN'S POCKET PROTECTORS**  
Beneficiary: Houston Parks and Rec

**OWEN DANIELS: CATCHING DREAMS FOUNDATION**  
Beneficiary: Texas Children's Hospital

**BRANDON HARRIS: THE NO FLY ZONE**  
Beneficiary: Fifth Ward Enrichment Program

**KAREEM JACKSON: KAREEM'S DREAM TEAM**  
Beneficiary: Candlelighters Childhood Cancer Alliance

**ANDRE JOHNSON: AJ'S CREW**  
Beneficiary: Bastian Elementary

**JOHNATHAN JOSEPH: JOE'S CORNER**  
Beneficiary: Julia C. Hester House

**DANIEAL MANNING: MANNING UP**  
Beneficiaries: Boys and Girls Clubs-Finnigan Park and Driver Park

**CHRIS MYERS: GRIDIRON HEROES**  
Beneficiaries: Impact Player Partners & Texas Sentinels

**GLOVER QUIN: GLOVER QUIN BELIEVERS**  
Beneficiary: Ronald McDonald House Houston

**ANTONIO SMITH: NO WEAPONS**  
Beneficiary: ProVision, Inc.

**WADE SMITH: THE WADE SMITH FOUNDATION**  
Beneficiary: The Wade Smith Foundation

**MATT SCHAUB: SCHAUB'S AERIAL ATTACK**  
Beneficiary: Make-A-Wish Foundation

**KEVIN WALTER: WALTER'S WARRIORS**  
Beneficiary: Sunshine Kids

**J.J. WATT: JJ'S JUNIOR SOLDIERS**  
Beneficiary: USO Houston

**JON WEEKS: THE EXTRA POINTERS**  
Beneficiary: Child Advocates

**TJ YATES: TJ'S TOUCHDOWN TEAM**  
Beneficiary: Lone Star Veterans Association

## CHEERING CHILDREN

The Cheering Children ticket donation program offers season ticket holders the option to donate their unused game tickets to the Houston Texans Foundation. Last season, more than 320 tickets were donated to the underprivileged youth who are directly served by the Houston Texans YMCA. At the end of the season, thank you cards created by the kids at the HTY are sent to each donor.

## IMAGENET ALL-STARS

The ImageNet All-Stars ticketing program rewards youth for implementing and participating in community service projects. During the pre-season, each group is invited to experience a Texans home game and their organization is highlighted during the game. In 2012, more than 1,000 youth attended a game and were able to hold the Texas flag during pregame activities, they also received t-shirts and food vouchers donated by ARAMARK.



Gridiron Heroes TACT group



Garrett Graham high fives fans in the TACT tunnel



*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.

**WE ARE  
TEXANS**



*Sincerely,*

JAMEY ROOTES  
PRESIDENT

JENNIFER DAVENPORT  
DIRECTOR OF MARKETING AND COMMUNITY DEVELOPMENT

AMANDA CANTLEY  
COMMUNITY DEVELOPMENT MANAGER

KANDYACE MAYBERRY  
COMMUNITY DEVELOPMENT AND MARKETING COORDINATOR

EMILY BRUSS  
FOUNDATION COORDINATOR

KRISTIN PUTNAM  
COMMUNITY RELATIONS COORDINATOR

