



2022 
**COMMUNITY
IMPACT** REPORT



DEAR NASHVILLE,

Giving back has always been important in my family. It is our responsibility to give back to the city that has given so much to us, and we are deeply committed to delivering on that promise beyond the traditional scope of volunteerism, donations, and resources. We brought the NFL Draft to Nashville three years ago and we have high hopes for the city to host a Super Bowl under the lights of a brand-new stadium, along a completely transformed and vibrant riverfront. We've been part of the fabric of the Nashville and greater Tennessee community for almost 25 years, and we've never been more excited about our future here.

On behalf of my family and the entire Tennessee Titans organization, we would like to say thank you. Thank you to our fans, our partners and our community for your support. We can't wait to see what the next 25 years will bring.

Titan Up!



Amy Adams Strunk



FRIENDS,

It's been a busy year to say the least. From unveiling our state-of-the-art practice facility to proposing stadium plans and hiring a new general manager, we've always kept one thing central in our decision-making: our mission to win, serve, and entertain.

First and foremost, we're a football team and we exist to bring home championships.

We also win off the field when we use our people, resources, and platform for the betterment of our community; service is core to our culture.

And last but certainly not least, we exist to create moments and memories. Every experience we create – whether in-person or through social media – is an opportunity to entertain and enrich the lives of our fans and neighbors.

We look forward to the opportunity to deliver on this mission in 2023.



Burke Nihill



IMPACT BY THE NUMBERS



TICKETS
DONATED:
8,600+

NUMBER OF
EVENTS:
75+

TOTAL
CHARITABLE
GIVING:
NEARLY \$1M

ORGANIZATIONS
RECEIVING
IN-KIND
DONATIONS:
344



T-RAC SCHOOL
SHOWS: **12,000+ STUDENTS**

TITANS CHEERLEADER
APPEARANCE HOURS: **941**

BLUE CREW APPEARANCE
HOURS: **324**



NUMBER OF PLAYER APPEARANCES
CURRENT PLAYERS: **92**
ALUMNI PLAYERS: **46**

TITANS IN THE COMMUNITY



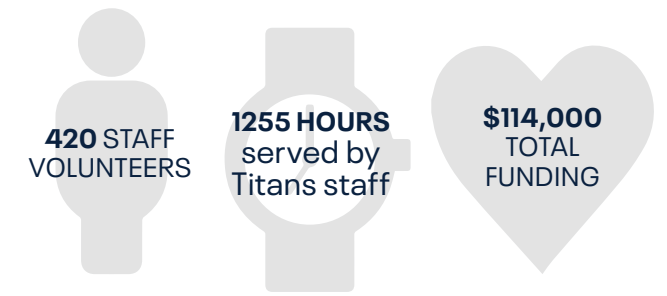


ALL-STAFF SERVE



EVENTS AND PARTNERS:

YMCA Camp Widjiwagan, Hispanic Family Foundation Baby Shower, Second Harvest Food Bank of Middle Tennessee, Wright Middle School, United Way Stuff the Bus, Bridge Ministries, Convoy of Hope, Meals of Hope.



SECOND HARVEST FOOD BANK

The Titans staff joined Second Harvest Food Bank at their distribution center in Smyrna. They spent the morning packing boxes of food to be allocated across Middle and Western Tennessee.

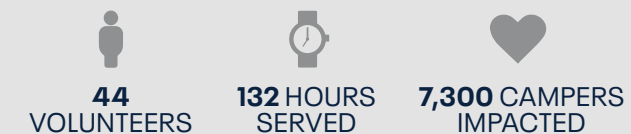
Total Impact:



YMCA CAMP WIDJIWAGAN - HANDS ON NASHVILLE

The Titans staff partnered with Lee Company to volunteer at the YMCA's Camp Widjiwagan. The group cleared 7 acres, hauled-off 4 trailers of debris, and built benches allowing campers to enjoy recreational activities safely across campgrounds

Total Impact:



WRIGHT MIDDLE SCHOOL - HANDS ON NASHVILLE

Titans staff spent the morning at Wright Middle School where they built an outdoor classroom for 800 plus students to enjoy.

Total Impact:



UNITED WAY STUFF THE BUS

Titans staff spent the day stuffing and preparing over 14,000 backpacks for students enrolled in Metro Nashville Public Schools and across Middle Tennessee.

Total Impact:



BRIDGE MINISTRY + CAMPBELL'S

Kevin Byard, along with his wife Clarke, and other Titans employees served at the Bridge Ministry in Nashville donating and preparing boxes of 5,000 meals to underserved and homeless communities.

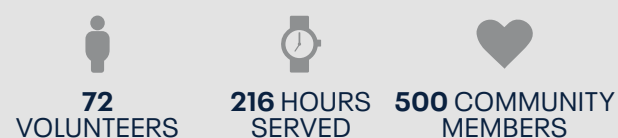
Total Impact:



CONVOY OF HOPE - GIVE HELP, SHARE HOPE

Titans players and staff joined together at Nissan Stadium to serve kids and families in the Nashville Community. Guests were provided with free groceries, school supplies, shoes, haircuts, hot meals, and many more community services.

Total Impact:



FLORIDA DISASTER RELIEF

Titans staff volunteered at Second Harvest Foodbank where 2.5 hours were spent packaging boxes of food for the hurricane victims in Florida.

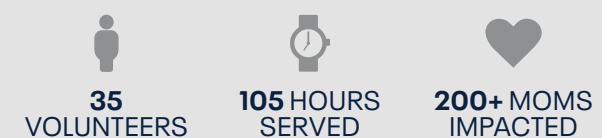
Total Impact:



HISPANIC FAMILY FOUNDATION BABY SHOWER

In celebration of Hispanic Heritage Month, volunteers assembled and stuffed strollers and car seats with supplies for expecting moms.

Total Impact:



MEALS OF HOPE

Titans players and staff partnered with Meals of Hope to package 50,000 total meals for the Nashville and Middle Tennessee Communities. All meals were donated to Second Harvest Food Bank of Middle Tennessee to be distributed to those in need during the holiday season.

Total Impact:



COMMUNITY ENGAGEMENT



SUPER BOWL TICKET GIVEAWAYS



JOYCE WATKINS

In January of this year, 74-year-old Joyce Watkins was exonerated in a Nashville courtroom after spending more than 27 years in prison for a crime she did not commit. She and her boyfriend, Charlie Dunn, were wrongly convicted of aggravated rape and felony murder in the 1987 death of her four-year-old great-niece, Brandi. Dunn passed away behind bars while awaiting parole.

Inaccurate medical opinions of the case, presented in the context of erroneous circumstantial evidence, led the jury and court to rely on inaccurate and misleading information in the conviction.

Jason Gichner, Senior Legal Counsel, led the Tennessee Innocence Project team, which collaborated with the Davidson County

District Attorney's Conviction Review Unity in the pursuit of justice on this specific case.

Not only was Joyce exonerated, but the medical examiner that provided the testimony was barred from the Tennessee Bureau of Investigation crime laboratory, and his contract as a state medical examiner was terminated.

Joyce is the first black woman to ever be exonerated in the state and only the third woman in Tennessee history.

Now, she serves as a spokesperson and activist, bringing awareness to criminal justice reform and the importance of non-profits such as the Tennessee Innocence Project and Equal Justice Initiative.

MAX ROMAN

Ahead of Super Bowl LVII the Titans were looking for a few deserving fans to send for an unforgettable weekend in Phoenix, Arizona. The organization hoped to identify a deserving teen for the opportunity and reached out to longtime partner, Youth Villages, a private nonprofit organization dedicated to helping children in difficult housing situations find support and care needed to ensure a successful path to a future. Titans Senior Director of Marketing & Social Responsibility, Josh Corey serves on the Youth Villages Board of Directors and worked with their casework team on finding the right fit.

Without hesitation, the Youth Villages staff immediately thought of a special young man perfect for this opportunity. Seventeen-year-old Max Roman grew up enduring many challenging situations. After bouncing around the foster care system in Tennessee, Max finally ended up with Youth Villages. Their services are especially important for kids like Max who are aging out of foster care.

Shortly after Max entered the program, Youth Villages placed him with a loving couple in Hohenwald, Tenn., for temporary weekend housing. After just a few days together, Max and his foster parents, the Richardsons, knew they wanted it to be forever. Youth Villages worked to create the pathway for an official adoption securing Max's future with his new family. One of the very first bonding experiences for Dad, Kevin, and Max was attending a Titans game together. They immediately connected over a love of football and competition.



It was clear, Max and Kevin were the perfect recipients for a Father/Son Super Bowl trip of a lifetime. To properly surprise Max, the Titans invited him out to Ascension Saint Thomas Sports Park for what he believed was a tour of the corporate offices and facilities, but much more was in-store. Along his tour, Max sat down with Titans Head Coach Mike Vrabel and got a peek behind the curtain in the team locker room where he discovered his very own locker packed with Titans merch and swag. The last surprise of the day – Titans Tight End Austin Hooper popped in to give Max the ultimate surprise - a trip for two to the Super Bowl.



SHIVAN ABDULLAH

A young man who is blazing the trails in big games at his high school will now be attending the biggest game of them all — thanks to the Tennessee Titans.

He's been a big part of games at Cane Ridge High School, but in February the high school quarterback will be in the stadium for the "big game."

The once-in-a-lifetime surprise comes after the NFL asked each team to pick one person that they believe should receive the Super Bowl experience. The Titans picked Cane Ridge High School quarterback Shivan Abdullah.

"It really hasn't hit me and it's not going to hit me until the Super Bowl comes up," said Abdullah.

Tina Tuggle, Vice President of Community Impact for the Tennessee Titans, said the team chose Abdullah after hearing about his family story and how well he represents Antioch's ever growing Kurdish community.

"I had heard about the story of the young

man that we selected and was inspired by his family story," said Tuggle, "The Kurdish community is huge; it's probably one of the largest fanbases that we have and they do a lot."

Abdullah said he's proud to represent the Kurdish community on the field and now at the Super Bowl. It's an achievement that Cane Ridge Football Head Coach Eddie Woods said is well deserved.

"I don't think he really understands the impact he has had on the diversity of what he is doing," said coach Woods, "They are trying to do a lot of things with the Kurdish community, we have about 30 different languages spoken here, and the impact he has in this building at this school, the kids talk highly of him. He's making history in a sense, and I'm very proud of him."

Now, the high school quarterback says he will be cheering on whoever is competing in the Super Bowl in Arizona in February.

"This is really a one-in-a-million chance. I feel blessed, that's the best word to describe it, blessed, because not many people have this opportunity like I do," said Abdullah.

COMMUNITY ENGAGEMENT:

HOPE LODGE

\$22,500 donated towards their renovation sponsors 1 of the 41 guest rooms for 10 years.



CELEBRATE 615

To Celebrate 615 for the 2022 season, the Titans gave back to the local community. The Titans Foundation and the Nashville community collectively raised 20,890 meals during its week-long food drive in honor of "615 Day," celebrated annually in Nashville on June 15. All donations benefited Second Harvest Food Bank of Middle Tennessee.



901 DAY

The Titans visited Memphis, Tennessee to celebrate the city on 901 Day! Titans cheer and mascot T-Rac joined staff at locations across the city offering a youth flag football workshop, T-Rac School Show, visits to University of Memphis and volunteer efforts at Mid-South Food Bank. Mike Keith and Titans radio hosted a 'Chalk Talk' watch party for the University of Tennessee kickoff and the entire crew ended the day by hanging out with fans at '901 Day Grizz Bash' with the Memphis Grizzlies.



MUSIC CITY BLITZ

- \$20,000 raised for Special Olympics Tennessee



22 TEAMS



200+ PLAYERS



TITO'S MILITARY BOWL

The Tennessee Titans hosted its annual Tito's Military Bowl, welcoming hundreds of soldiers from nearby Fort Campbell to play for the championship title. The event was held at Ascension Saint Thomas Sports Park in the Titans indoor practice facility. Players were cheered on by Titans cheer and mascot T-Rac, with a surprise visit from Titans head coach Mike Vrabel. Team 101st Screaming Eagle took home the 2022 victory.



6 TEAMS



125 SOLDIERS



CHARITY DRIVES



9/11 - Giants
Pencil Box -
School Supplies



9/25 - Raiders
Second Harvest - Food



10/23 - Colts
Nashville Humane
Association -
Pet Supplies



11/23 - Broncos
Bridge Ministry -
Snacks



11/27 - Bengals
Several local
homeless shelters
in partnership
with the just keep
livin' foundation'



12/11 - Jaguars
Toys for Tots
(USMC) - Toys



12/24 - Texans
Book 'Em - Books



12/29 - Cowboys
Fill the Boot - Nashville
Fire Department



COMMUNITY TAILGATES

Benefitting Big Brothers Big Sisters, Project Return, Purpose Preparatory Academy, Bibb County High School, Special Olympics

 180 TICKETS

 6 TAILGATES



MR. FOOTBALL AWARDS

Tennessee's best high school football players for 2022 were recognized at the Tennessee Titans Mr. Football Awards luncheon hosted by the Tennessee Titans. More than 400 people, including the honorees, their families, coaches, school administrators and members of the media from all parts of the state, attended the 2022 luncheon at Nissan Stadium.

EDUCATION:

WCS STUDENTS TEAM UP WITH THE TENNESSEE TITANS

Students in the WCS Entrepreneurship and Innovation (EIC) program worked with the Tennessee Titans to bring their own version of the NFL's My Cause My Cleats program to life during the 2022 season. Dubbed "My Cause My Kicks", the partnership allowed EIC students to immerse themselves in a real-life marketing and creative campaign.



8TH ANNUAL SPELLING BEE

During the 2022-23 academic calendar year, the Titans Spelling Bee program covered 51 counties in middle and west Tennessee. In 2022, the program expanded to cover 29 additional counties in East Tennessee in partnership with the University of Tennessee, Knoxville. Since 2015, the Titans have sent two students this year (one from Knoxville and one from Nashville) for a total of 15 students to represent the state of Tennessee at the Scripps National Spelling Bee.

TAKE A TITAN 2 SCHOOL

 10 SCHOOLS

 10 PLAYERS



T-RAC SCHOOL SHOWS

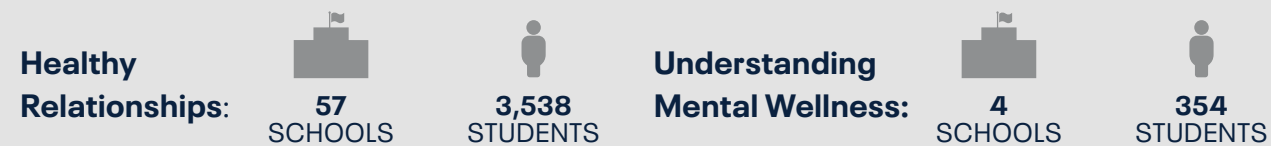




FIELD DAY AT JOHN EARLY


The Titans partnered with EVERFI, Nashville SC and the Predators to host a field day event for students at John Early Middle School. The field day-style event supported the curriculum-aligned digital courses that are co-created by EVERFI and the professional sports leagues. Students rotated through stations that introduced them to skills in football, hockey and soccer, while also exploring the concepts behind the EVERFI curriculum.

Character Playbook stats for 2022



INSIDEOUT INITIATIVE

 First NFL Club and state to expand ISOI to Tennessee Middle Schools

 46 middle school AD's & coaches attended Kickoff Meeting



FRIDAY NIGHT LIGHTS

The Titans traveled to 5 different high schools in the Nashville area to provide teams/fans with Titans swag, fun games, and photo opportunities with both T-Rac and Cheer. Titans players also attended to help with the coin toss and hype up the home team with a pre-game speech.

- August 26th: Overton vs. Stratford
- September 9th: East Nashville vs. Hillsboro
- September 16th: Brentwood vs. Ravenwood
- October 6th: Overton vs. Cane Ridge
- October 21st: Independence vs. Page



FOOTBALL DEVELOPMENT

TENNESSEE TITANS LAUNCH FIRST-EVER GIRLS FLAG FOOTBALL SEASON IN THE STATE OF TENNESSEE

In 2021, the Tennessee Titans and the Williamson County Sports Conference announced a partnership to create the first-of-its-kind girls' flag football league. The league is the first of its kind in the state of Tennessee and female students from all nine Williamson County public schools — Brentwood, Centennial, Fairview, Franklin, Independence, Nolensville, Page, Ravenwood and Summit — participated in the pilot season that kicked-off in March 2022.

The league also launched a pilot program with the TSSAA that included the potential to become a TSSAA-sanctioned sport with plans to expand into other counties across Middle Tennessee and the greater state.

The first season was packed with fierce competition and excitement, culminating in the Williamson County Inaugural Girls Flag Football Championship hosted at Nissan Stadium — home of the Tennessee Titans.

"The tournament is the culmination of a historic season," said WCS Athletics Director Darrin Joines. "WCS was honored to be the pilot program for girls' flag football in Tennessee. The hard work of the athletes and coaches has made the season one to remember."

Each team took the Titans field throughout the day ending with a final matchup between

Page High School and Ravenwood High School. The Ravenwood Raptors emerged victorious with a 42-0 win over the Page Patriots. The girls celebrated at Nissan Stadium with a trophy presentation by Titans President and CEO, Burke Nihill.

Following an extremely successful pilot season, the Titans announced expansion to include a total of three counties in Tennessee — Williamson County and newly added Metro Nashville Public Schools and Clarksville-Montgomery County School System.

To kickoff the MNPS season, the Titans welcomed girls from 15 participating schools to a skills and drills clinic at Ascension Saint Thomas Sports Park. The clinic set the tone for an exciting season ahead as girls learned the keys of the game from the Titans 2022 rookie class and RCX Sports representatives.

"We couldn't wait to partner with the Tennessee Titans to bring girls flag football to Metro," said Mark North, Athletics Director for MNPS High Schools. "We are proud of our student-athletes and the tremendous amount of talent in our school district, and we can't wait to offer young women a new avenue to engage with football and utilize their athletic abilities. A huge thanks to the Titans organization for making this a reality."

The Titans support of Girls Flag Football in MNPS is part of its recently announced ONE Community platform, focusing on opportunity, neighborhoods and education. As part of that platform, the Titans have developed a binding agreement with Metro Nashville Public Schools including support for their academies programs and literacy initiatives, as well as programs like Girls Flag Football.

OVERALL:

4,519,938 VOTES
RECEIVED FOR
GAME OF WEEK
PROGRAM

6,000+ PEOPLE
IMPACTED THROUGH
33 TITANS FOOTBALL
DEVELOPMENT EVENTS

6,120 MINUTES
SPENT ADVANCING
& CELEBRATING THE
GAME OF FOOTBALL

YOUTH FOOTBALL CAMPS

7 CAMPS
6 CITIES

800
CAMPERS

6TH ANNUAL HIGH SCHOOL FOOTBALL RECRUITING FAIR

70 NCAA/NAIA COLLEGES

22 STATES
REPRESENTED **160 TENNESSEE**
HIGH SCHOOLS

USA FOOTBALL COACHES CERTIFICATION CLINIC

100 COACHES
CERTIFIED



COACH OF THE WEEK AND COACH OF THE YEAR

The Tennessee Titans High School Game of the Week presented by Whataburger program is designed to recognize excellence in high school athletics. Each week throughout the season, a panel of media members select the top matchups from around the state. These nominations are then eligible to be selected as the Tennessee Titans High School Game of the Week presented by Whataburger.

Fans are encouraged to vote for their preferred matchup throughout the week right here at TennesseeTitans.com. The game with the most votes will become the Tennessee Titans High School Game of the Week presented by Whataburger, with the winning head coach being named the Tennessee Titans High School Coach of the Week presented by Whataburger.

Each Coach of the Week will receive a grant from the Tennessee Titans in the amount of \$1,500 to benefit their school's football program. Through the Coach of the Week program, the Titans have donated more than \$270,000 in grant funding to high school football programs across the state.

COACH OF THE YEAR

Lamar Brown, West High School (Knoxville)

COACH OF THE WEEK WINNERS

- Chuck Gentry** Lebanon High School
- Marty Euverard** Montgomery Bell Academy
- Eric Swenson** Huntingdon High School
- Jeremy Jenkins** Daniel Boone High School
- Kyle Shoulders** Macon County High School
- James Counce Jr** Henry County High School
- Paul Derrick** Nolensville High School
- Daniel Johnson** Fayetteville High School
- Lance Tucker** Bartlett High School
- Matt Dyer** Smith County High School



LEAGUE AWARDS

SALUTE TO SERVICE

Clifford (Cliff) Thomas is an Operations Technician for the Tennessee Titans who plays a vital role in the maintenance and operations of Nissan Stadium, home of the Titans. Most importantly, Thomas served three years, six months and 21 days in the United States Army. During his time in the military, he fought bravely overseas for the United States in the Vietnam War.

WALTER PAYTON MAN OF THE YEAR | DERRICK HENRY

Created the Two All Foundation to level the playing field for today's youth so their future success is not limited by the circumstances of their upbringing, background, disability or influence

Derrick is a humble community leader, always looking for ways to give without seeking recognition. He is the first to lead by example and inspire coaches, teammates, fans and the Nashville community to use their energy for good. The Tennessee Titans are proud to have selected Derrick Henry as their 2022 Walter Payton NFL Man of the Year.

INSPIRE CHANGE CHANGEMAKER | JOYCE WATKINS

In January of this year, 74-year-old Joyce Watkins was exonerated in a Nashville courtroom after spending more than 27 years in prison for a crime she did not commit.

Joyce is the first black woman to ever be exonerated in the state and only the third woman in Tennessee history.

Now, she serves as a spokesperson and activist, bringing awareness to criminal justice reform and the importance of non-profits such as the Tennessee Innocence Project and Equal Justice Initiative.



“ONE COMMUNITY” ANNOUNCEMENT

On the heels of announcing a proposed new football stadium agreement, the Tennessee Titans are announcing a community benefits platform with 16 local and regional organizations. The Titans announced the programs at Tennessee State University, their long-standing partner.

The ONE Community platform includes multi-faceted programs that reach many of Nashville's most underserved communities with a focus on three areas – Opportunity, Neighborhoods, and Education.

The team will enter formal agreements with ONE Community partners and make them available to the public when final.

In addition to the ONE Community platform, the Titans will continue its existing community impact initiatives. Since 2018, the Titans have served 135 local organizations through direct investment, programming, and partnership.

Also, as part of the proposed new agreement between the City and the Titans, the team will continue its longstanding relationship with Tennessee State University by hosting TSU games at the new stadium and engaging in other TSU related initiatives, return 66 acres of land, otherwise parking lots until 2039, to the City which plans to create parks, greenways, affordable housing, a multi-modal boulevard, local businesses and more.

OPPORTUNITY

Programs within Opportunity will focus on supporting local small and diverse-owned businesses, commitments to a diverse labor force and vendor pool for construction and post-construction, loan and grants programs, and other initiatives focusing on economic inclusion and growth. The programs will create meaningful pathways to jobs, professional training, and small business financing.

Programs within Opportunity include the:

Titans Economic Inclusion Program

- \$18 / hour minimum wage for employees
- A MBE/SBE/DBE and workforce development program maximizing minority inclusion and opportunities in stadium construction and beyond

1st & Goal Small Business Support Program

- \$2 million fund with Citizens Bank for loans and grants for qualified small and minority-owned businesses who need access to capital
- Scholarships for small and minority-owned businesses to grow capacity through the Nashville Business Incubation Center (NBIC)

Titans' Hope and Imagination Center

- 12,000 square foot multi-purpose community space in the new stadium
- Flexible space for nonprofits and community organizations to utilize for education programming, celebrations, community space, food and clothing drives and more

Real Estate Development and Leadership Council

- Paid virtual internship and adult professional program with Project Destined focused on real estate and sports venue development
- Hands-on experience with stadium construction and design teams and network with professional opportunities and certifications in the future

"We're particularly excited about this investment in middle Tennessee's entrepreneurs because we see this paying continuing dividends down the road," Birch said.

NEIGHBORHOODS

Healthy neighborhoods are foundational to building cities in which individuals and families are equipped to thrive. Neighborhood partnerships include new programs that support, amplify and advocate for historically marginalized neighborhoods in our community.

Programs within **Neighborhoods** include:

Home Field Advantage Catalyst Fund

- A \$5 million investment to provide access to grants and loans to encourage affordable housing through community development corporations
- Initiatives would focus on affordable and workforce housing throughout the city

Keep Nashville Home Campaign

- An annual awareness campaign to encourage eligible seniors to apply for available housing security assistance programs and increase participation
- Launched in 2021 with the Urban League, NAACP and Trustee Erica Gilmore

Neighborhood Business Spotlight

- Inspired by Nashville's historic Jefferson Street, the Titans will select a group of businesses representing other iconic streets and roadways to highlight each year
- Selectees receive a direct financial contribution and media and brand promotions through social media platforms and public recognition

Direct Community Support

- Titans will continue to directly invest in community priorities through volunteer service, capital investments and programming
- The Titans will support the Looby Community Center, for example, through the launch of "Friends of Looby Center" to support future capital improvements and through updates to the kitchen space, computer lab, game room and outdoor playground.

Mental Health Initiative

- Trauma-informed therapy sessions and training through Cheatcode Foundation, a program currently available to Titans players and Coaches
- Training for healthcare and community workers, trauma-informed sessions, and community engagement events in the pilot program's zip codes of 37218, 37208, 37209, 37216 & 37206

EDUCATION

The Titans are partnering with academic institutions to supplement and enhance student offerings in powerful ways, with the belief that every student deserves an educational journey with the resources, experiences, and access necessary to create a meaningful path to vocational and life success.

Programs in **Education** include:

Metro Nashville Public Schools

- An expansion of the partnership will be announced in the coming weeks that will include health and wellness programs, literacy initiatives, athletics and internships
- Titans will continue existing partnerships with MNPS, including the expansion of girls flag football into MNPS high schools, enhancing the high school football game experience and Titans staff volunteer efforts

Tennessee State University

- TSU and Titans will be expanding their longstanding relationship by launching a new partnership that will establish several initiatives including incorporating athletics, academics, students and university support through scholarship and job shadowing programs and professional development opportunities
- Titans will serve as the annual presenting sponsor of the John Merritt Classic and partner with TSU to expand gameday activation and expanded branding opportunities

Internship Programs

- Annual internships and educational opportunities for local schools and universities that provide on-the-job experience and training.

Binding Commitments and Accountability

- Binding Commitments. The Titans will make binding commitments to the OneCommunity program through a series of contracts with its partners.
- Reporting/Community Advisory Committee. Titans will organize a committee responsible to quarterly review the Titans' progress with respect to the OneCommunity program, and create, publish, and present an annual report and recommendations to the Mayor's Office, Metropolitan Council, Sports Authority, and other key stakeholders. The Community Advisory Committee will be comprised of community partners, education partners, and Titans representatives.

