



TENNESSEE TITANS

2018 COMMUNITY IMPACT ANNUAL REPORT



A MESSAGE FROM OWNERSHIP

Dear Friends,

Giving back has always been important in our family. It is with great pride that, in this book, we share with you some of the community events and initiatives in which we participated this year. We are proud of the overall impact our organization has made, and the following are a few of the highlights:

- Launching We Stand For in support of our players and their causes and charities
- Partnering with the Tennessee Secondary School Athletic Association to bring the InSideOut Initiative to Tennessee, a model that works to shift the focus of high school athletics away from the current "win-at-all-costs" culture and re-define the role of interscholastic sports in the lives of students and communities
- Through a shelter pet adoption campaign, helping the Nashville Humane Association clear their shelter for Christmas for the first time in their history

On behalf of the Adams 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 the support we receive that allows us to enrich the quality of life within the areas we live and work.

Titan Up!



Amy Adams Strunk

OUR MISSION

The mission of the Tennessee Titans is to be considered among the elite franchises of the National Football League that excels on and off the field. We achieve this goal through our interaction with each other, our fans and the Nashville and Tennessee communities. The Tennessee Titans are committed to serving our communities and fans by enhancing and improving the communities in which we live and work, delivering the best possible service and product to Titans fans at games and at all functions, and maintaining the highest possible moral and ethical standards, recognizing that we are not only stewards of the Tennessee Titans but also of the National Football League.

BY THE NUMBERS

More than **\$520,000** donated to support area non-profits and community programs

650+ items donated to aid area non-profits and community groups in their fundraising efforts

14,002 students impacted through PLAY 60 and Fuel Up to PLAY 60 programming

More than **6,000** tickets donated

More than **50** community events and programs in 2018

THE POWER OF PARTICIPATION

More than **220** current player appearances in 2018

More than **35** alumni appearances in 2018

100% current player participation



A FORCE FOR GOOD

Tennessee Titans Walter Payton Man of the Year

As a youngster growing up in California, Titans defensive lineman Jurrell Casey remembers how his mother always welcomed his friends and others in the neighborhood.

It made a lasting impression on him.

"My mom taught me to always give back to others," Casey said. "My mom was one of those people where if my friends were hanging out, she made sure she made enough dinner for everybody. It wasn't like, 'It's dinner time, so you have to go home.' If you were around my house, she made enough for everybody. But it was more than just that. My mom has always been a big-hearted person, and that's something that rubbed off on me."

A 2011 draft pick by the Titans, Casey credited the two women in his life – mom Collette Burns, and wife Ryann Gray – for inspiring him, and pushing him to help others.

"That's the biggest thing about it – when you have a wife that encourages you, and pushes you to continue to do better, it inspires you," Casey said. "And being around her [Ryann] and her family – her mom is one of the most thoughtful and thankful people I've ever met in my life. I've been around some great, strong women."

A four-time Pro Bowler on the field, Casey has been a giant off the field as well during his time in Nashville. He was also the team's Walter Payton Man of the Year in 2016. And he's been a captain five years in a row.

Growing up in a minority area outside Los Angeles, Casey was exposed at an early age to the effects a lack of resources can have on a community. It's this experience that drives Casey's commitment to his community and leveling the playing field for people in need.

👏 I think the biggest thing for me is understanding the world, understanding society. Growing up, understanding that **everybody is going through a struggle, everybody is needing help.** And my mindset was if I was ever in a position to do so, no matter what position I was in, if you have a chance to give back then you should do it. 🙏

CASEY'S COMMUNITY WORK AT-A-GLANCE

The Casey Fund, founder

Mission: addressing the needs of at-risk youth as well as formerly incarcerated individuals by raising money for re-entry programs, inner-city youth programs, mentoring, and halfway houses

- Works closely with Project Return, a local non-profit dedicated to the successful new beginnings of individuals returning to the community after incarceration
- Supports Purpose Prep Academy as host of their annual fundraiser along with attending career fairs and hosting school supply giveaways for the scholars
- Partners with Free Hearts to coordinate special experiences for children with incarcerated parents
- Hosts free summer football camps for youth offensive and defensive linemen in Nashville and Long Beach
- Recognized by You Have the Power as the 2017 Powerhouse Award winner for his continued efforts to empower and encourage local youth

Other causes supported:

- The Caseys serve as chairs of the Rally Foundation's Rally on the Runway, an event that raises funds for childhood cancer research
- Partners with the Starlight Foundation, a non-profit dedicated to bringing joy and comfort to hospitalized children and their families, by designing a custom hospital gown and pledging to donate \$999 to Starlight for each sack during the 2018 season
- Serves as spokesperson for United Way of Metropolitan Nashville
- Helped spearhead the launch of the team's We Stand For campaign



TITANS TUESDAY

Titan up for our community.

Tuesday is traditionally the only day off for NFL players during the season but Titans players use the day to make special appearances throughout the community, including local public schools and Saint Thomas hospitals.

6 hospital visits **28** current players participated

11 former players participated

The Titans school program – implemented at both the middle and elementary school level – is focused on promoting the NFL's PLAY 60 and Fuel Up to PLAY 60 campaign.

7 middle school visits **3,264** middle school students participated

9 current players participated **5** former players participated

22 elementary school visits **10,738** elementary school students participated

14,002 total students reached through the 2018 PLAY 60 and Fuel Up to PLAY 60 school visits



TITANS CARAVAN

It's all about saying thank you.

The Tennessee Titans conduct an annual Caravan that travels throughout Tennessee, southern Kentucky and northern Alabama. We've visited nearly 400 cities in four states and made nearly 500 total stops. We've traveled more than 51,000 total miles and taken thousands of pictures. Our players have signed tens of thousands of autographs and shaken more than 250,000 hands at no cost to our fans. Why? Because we absolutely love our fans! That's the story behind the long history of the Tennessee Titans Caravan. It's about bringing the Tennessee Titans out to the fans of the mid-south to say thank you for your support.

2018 CARAVAN STATS:

7 days

3,000+ fans

15 players

15 cities

1,231 miles traveled

3 states



YOUTH FOOTBALL

We're all in.

High School Coaches Clinic

The Titans hosted roughly 300 coaches representing 56 high schools at the third annual Tennessee Titans High School Coaches Clinic in June. Coaches watched the team's OTA practice while also spending time at the facility with Titans coaches, including head coach Mike Vrabel and general manager Jon Robinson.

303 coaches **56** high schools

7-on-7 Passing Tournament

The Titans welcomed more than 200 high school football players and their respective coaches to the practice facility for the fourth annual 7-on-7 Passing Tournament in July. The annual tournament provides a platform for student-athletes to sharpen their athletic skills and prepare for the upcoming season in a non-contact environment. The event also includes a character development session.

12 high schools **240** players

72 coaches

1 tournament
champion



Those high school coaches are vitally important to the development of our future NFL players," Vrabel said. "Maybe they take one individual drill, or they take one team [drill], how we structure something. Or maybe they take one thing or two things from our program that can help them develop a young high school player.

That's truly what's important. ”





Youth Football Jamboree

The Titans welcomed 28 youth football teams to Nissan Stadium for the team's third annual Youth Football Jamboree in July. As a fundraising event, a portion of stadium concessions and gate receipts were donated back to the youth leagues whose teams participated.

28 teams

More than **650** youth players

Estimated **2,250** parents and fans

High School Football Recruiting Fair

In April, the Titans partnered with the Tennessee Football Coaches Association to host the fourth annual Tennessee Titans High School Football Recruiting Fair at Nissan Stadium.

273 high school coaches and administrators

208 college coaches

123 high schools (public and private)

61 colleges/universities

14 states represented

👏 **It's one of the best events our staff will attend all year long. It makes [me] proud to coach football in this great state.** 🗨

– Will Healy, head football coach, UNC Charlotte (former head football coach, Austin Peay)

TITANS YOUTH FOOTBALL DAY CAMPS

Second year at a glance:

6 camps

6 cities

349 campers

46 coaches

16 former Titans players



HONORING THE BEST

Mr. Football Awards

Hosted at Nissan Stadium each November, the Tennessee Titans Mr. Football Awards are presented to the top high school players – and one kicker – in nine classifications of the Tennessee Secondary School Athletic Association (TSSAA). More than 400 people – including the 30 finalists, their families, coaches, school administrators and members of the media from all parts of the state – attended the 2018 dinner and awards presentation.

BlueCross Bowl Media Day

Each year, media across the state gather at Nissan Stadium for a preview of the TSSAA State Championship game with all 18 qualifying high schools, as well as their coaches and players.

High School Game of the Week, Coach of the Week and Coach of the Year

Now in its fourth year, the High School Game of the Week initiative brings schools and communities together by inviting fans to participate in the selection of the High School Game of the Week. Each week of the high school football season, four of the most competitive games across the state are nominated for Game of the Week. The matchup with the most votes is dubbed Game of the Week, with the winning head coach named the Coach of the Week. Each Coach of the Week receives a \$1,000 grant to benefit his football program. The Coach of the Year, selected from a pool of nine finalists, receives a \$2,000 grant.

More than **3.32 MILLION VOTES**
cast in the four years of the Game of the Week program

More than **\$220,000 DONATED**
to date through the Coach of the Week program





Launched in 2018, We Stand For supports causes and charities that are important to our players, coaches and front office. Our hope is to foster positive dialogue around the community work of our players and executives and raise awareness for the associated causes. In addition, the Club will match the charitable contributions of our players up to \$250,000.

As part of the campaign, participants share testimonials in written pieces and in videos, providing a unique perspective on their lives, dating back to their childhood experiences, and how they want to make a difference in the community. A Public Service Announcement airs on the Nissan Stadium video boards before and during home games.

To learn more about the campaign, visit titansonline.com/WeStandFor.

Community Tailgates

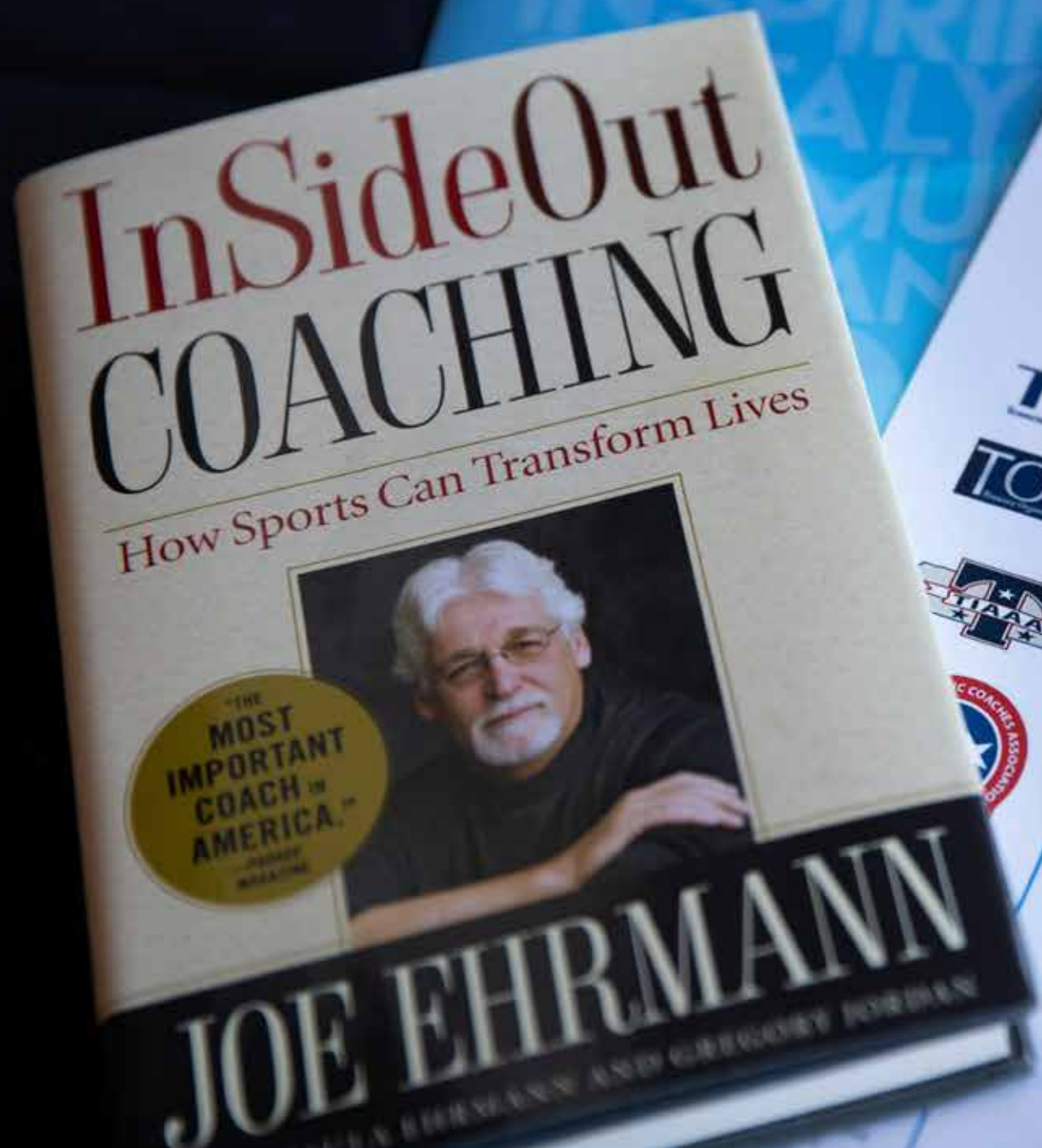
As an extension of the We Stand For campaign, participating players hosted non-profits serving the Nashville community at all 10 home games this season. Each player was actively involved with the non-profit group he hosted. The team provided tickets and a private tailgate, including pregame field passes. Each non-profit and community group invited children and parents from the communities they serve to participate.

240 tickets

10 players

300 community members and non-profit leaders

10 games



TITANS, STATE ATHLETIC ASSOCIATION PARTNER TO LAUNCH INSIDEOUT INITIATIVE

More than 50 educational leaders visited Nissan Stadium in August for the official state launch of the InSideOut Initiative, a model that works to shift the focus of high school athletics away from the current "win-at-all-costs" culture and re-define the role of interscholastic sports in the lives of students and communities. The Titans and Tennessee Secondary School Athletic Association (TSSAA) worked together to bring the InSideOut Initiative to the Tennessee as a vehicle to build a strong foundation that allows student athletes to experience success on and off the field for years to come.

The Titans and TSSAA worked with other state educational and athletic organizations to develop a steering committee before implementing the initiative. Representatives from Tennessee Interscholastic Athletic Administrators Association, Tennessee Athletic Coaches Association, Tennessee Organization of School Superintendents, and Tennessee School Boards Association were instrumental in launching the InSideOut Initiative across the state.

OUR SALUTE TO SERVICE

It's a different kind of uniform.

Supporting the military is woven in the fabric of the NFL and the Tennessee Titans. We take pride in supporting military personnel and raising awareness for the sacrifices they make on our behalf.



SPECIAL OLYMPICS

Promoting social inclusion through shared sports experiences.

Music City Blitz. For the second year, the Titans partnered with Special Olympics Tennessee to host Music City Blitz, a flag football tournament at Nissan Stadium with nearly 400 participants. Proceeds raised through the tournament – more than \$50,000 – helped fund the 2018 Special Olympics summer games, providing the opportunity for more than 1,000 Special Olympics athletes to compete in 7 sports.

400 participants **\$50,000** raised

1,500 Special Olympic athletes impacted

My Cause My Cleats. During his record-breaking Thursday Night Football game on December 6, Derrick Henry sported custom cleats designed by Special Olympics athletes. The cleats were auctioned through NFL Auction, with 100 percent of the proceeds benefiting Special Olympics Tennessee. Bidding climbed to \$8,150 before the cleats were purchased as time expired, by Henry himself.

Cleat design day with Derrick Henry



THE HOLIDAY SEASON, NOW SHINING A LITTLE BRIGHTER

Each year, the Titans host several community events and programs designed to help the holiday season shine a little brighter for those less fortunate. The past year's initiatives included serving the homeless over Thanksgiving through Bridge Ministry, two toy drives benefitting Toys for Tots and Metro Nashville Police Christmas Charities, and our Community Christmas event for children and parents affiliated with Youth Encouragement Services.

In addition to participating in team activities, eight Titans players also hosted their own holiday-related charity events.

More than **\$40,000** in player, coach and staff contributions to support Community Christmas

\$25,000 donation + **100** volunteers to support Bridge Ministry's holiday meal program

More than **2,000** toys for Toys for Tots and Metro Nashville Police Christmas Charities



HELPING HANDS

Throughout the 2018 season, the Titans hosted five game day charity drives benefitting local non-profit organizations.

LP Pencil Foundation

12,795 school supply items (worth **\$7,582**)

Second Harvest Food Bank

Food and cash donations equivalent to
35,877 meals for food insecure families in Nashville

American Cancer Society

834 household and toiletry items
to support the Nashville Hope Lodge

Coat Drive

555 coats donated to **8** local
non-profit organizations

Toys for Tots

1,732 toys and more than **\$483**
in monetary donations



LIVING UNITED

A cornerstone community partner of the NFL and the Titans, United Way brings people and organizations together to create a community where individuals, families and neighborhoods thrive.

Titan Up for Tots

The Titans and United Way of Metro Nashville teamed up to host the 4th Annual Titan Up for Tots Community Baby Shower in June. At team headquarters, players, coaches, staff and cheerleaders assembled 2,000 diaper bags to distribute to at-risk mothers throughout the Nashville community. A total of 6,500 diaper bags have been delivered since the inception of the event in 2015.

Stuff the Bus

This year's Stuff the Bus campaign provided 11,000 Metro Nashville public school students with brand new backpacks to start the school year off right. Prior to distributing the backpacks, close to 1,000 volunteers gathered at Nissan Stadium to fill the backpacks with brand new school supplies. Teachers at 14 schools also received boxes full of supplies for the school new year.



TITANS SPELLING BEE

In 2015, the Tennessee Titans became the first professional sports organization to sponsor a spelling bee, signing a contract with Scripps National Spelling Bee to host a regional bee for Middle Tennessee students at Nissan Stadium.

On March 10, 2018, the Titans hosted the third annual regional spelling bee at Nissan Stadium. The top two spellers earned an all-expense paid trip to compete in the Scripps National Spelling Bee in Washington, D.C.





DONATIONS

Through the donation of autographed items for silent and live auctions, the Tennessee Titans are able to support the fundraising efforts of hundreds of local charities and community organizations each year. Non-profit organizations and community groups seeking a donation from the Tennessee Titans should submit their request online at least four weeks prior to the event date. The donation request form can be found online at titansonline.com/community. We make every effort to accommodate as many requests as possible.

APPEARANCES

The Tennessee Titans are proud to be a philanthropic leader in the community and it's our goal to make a difference in the lives of our fans. As a part of our community outreach efforts, Titans players, cheerleaders and our mascot, TRAC, will make appearances for non-profit organizations, schools and civic functions based on their availability. To request an appearance, please submit an online request form at least eight weeks prior to the event date. The appearance request form can be found online at titansonline.com/community.

CONTACT INFORMATION:

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