

COMMUNITY IMPACT REPORT

20  24



What makes Tennessee so special is its people — resilient, passionate, and united by a spirit of teamwork and friendship that defines our communities. It's unique and intangible: a deep sense of pride, a commitment to each other, and a belief that together, we can accomplish anything.

At the Tennessee Titans, we believe in the power of sports not just to entertain, but to inspire. We believe that a football team can be more than what happens on the field — it can be a connector, a catalyst, and a force for good. Whether it's investing in education, supporting families, promoting wellness, or strengthening neighborhoods, we are honored to work alongside community partners who are making a difference every day.

Thank you for allowing us to be part of your communities. We are grateful for the opportunity to serve, and we are excited for the future we can build together.

Amy Adams Strunk
Owner of the Tennessee Titans



Our mission to win, serve and entertain guides everything we do.

“Serve” isn’t just a word in our mission — it’s a core value that drives our people, our culture, and our vision for the future. Whether it’s through volunteering, investing in local organizations, or finding new ways to lift up our neighbors, our team is committed to doing the work.

We’re proud of the progress we’ve made, but we’re even more excited about what’s ahead. Thank you to everyone who has locked arms in this effort — our community partners, players, staff, and fans. We’re grateful to be part of something bigger than football.

With appreciation,
Burke Nihill
Titans President and CEO







ROOTED IN TRADITION. DRIVEN BY IMPACT.

OPPORTUNITY - NEIGHBORHOODS - EDUCATION

At the Tennessee Titans, our mission extends far beyond the field. We believe the true measure of a team’s greatness lies in its impact off the field—how it shows up for its people, its neighborhoods, and its future. That’s why our commitment to community is more than tradition—it’s a legacy in motion.

From the roar of the crowd on Sundays to the quiet, everyday work of creating opportunity, we are building something that lasts. Through generational fandom, we connect families, unite neighbors, and ignite pride across Tennessee. Through **generational change**, we invest in the people and places that shape tomorrow—creating pathways to education, wellness, and equity that empower every generation to rise.

Together, these values drive our purpose and our promise to WIN. SERVE. ENTERTAIN.

OPPORTUNITY

From workforce development to unforgettable experiences, we unlock the tools, access, and opportunities that spark generational change.



PROJECT DESTINED

In 2022, ONE Community launched the first Sports Venue and Real Estate Development Bridge Program cohort with inaugural community partner Project Destined, an organization created to introduce young adults to real estate and commercial development by learning from key industry experts.

The partnership between Project Destined and the Tennessee Titans was established to teach young adults about stadium development by providing them with hands-on experience and an opportunity to learn firsthand from industry experts in the areas of construction, conceptual design, and development. Students from three local Universities, including Tennessee State University, Nashville State Community College and Fisk University have the opportunity to complete this program.

Upon completion of the program, students receive a \$500 stipend, as well as financial literacy guidance provided by ONE Community partner, Citizens Savings Bank & Trust Company.

Several students have found job and mentorship opportunities within the Real Estate Development industry since completing the program.



“““
As a college student, the program played a crucial role in my academic journey, offering networking opportunities and connecting me to local resources that enriched my college experience.

- Zaria Green

TO DATE

- 120 student participants
- \$55,000 in awards to students
- 87% of students indicated the program lead to moderate to significant professional growth and development

▶ JALEN EDWARDS TESTIMONIAL



TITANS CONSTRUCTION TRAINING CAMP

In early 2024, the Tennessee Titans and the Tennessee Builders Alliance announced the launch of a paid work experience training program to support the construction of the New Nissan stadium. The Titans Construction Training Camp (TC2) is a three-week program designed to equip new builders with knowledge of workplace safety, construction math, and the ability to operate basic power and hand tools. Upon completion, builders will be prepared to start their careers in the construction industry.

New builders receive an hourly wage of \$18/hour of training time, individualized educational support and two nationally recognized industry certifications (National Center for Construction Education and Research and Occupational Safety and Health Administration). These benefits tailor toward the goal of the program which is to create economic independence for Middle Tennesseans by offering training and career opportunities.

To date, the Titans Construction Training Camp (TC2) has graduated 42 participants, with 6 completers hired directly by construction partners, 15 completers hired by trade partners for other construction projects in Nashville and 5 completers continuing their educational journey. Of those who completed the program in 2024, 33% were formerly incarcerated and 66% were those from the Nashville Promise Zone (individuals from high poverty neighborhoods)

TO DATE

- 42 participants
- 21 jobs secured
- 5 continuing education

▶ ALYSSA BROCK TESTIMONIAL



MAKE-A-WISH

Karsen, a 5-year-old boy diagnosed with congenital heart disease, has been a lifelong fan of T-Rac and the Tennessee Titans. Despite the countless surgeries and procedures he’s had to undergo to treat his heart, his love for the Tennessee Titans and his unwavering joyful spirit have never faded.

This past year, Karsen’s wish was brought to life through a partnership between the Titans and Make-A-Wish Middle Tennessee. T-Rac kicked off the surprise by visiting Karsen’s home in Clarksville, Tennessee, where he presented him with tickets to attend a day at Titans training camp. But the excitement didn’t end there – after practice, Titans wide receiver Jha’Quan Jackson revealed that Karsen’s wish of becoming T-Rac junior would come true at the Titans vs. Colts game in October. On his special day, Karsen got to wear a customized T-Rac junior costume and ride out with T-Rac for pregame activities.

MUSIC CITY BLITZ

The Titans hosted the Special Olympics Music City Blitz at Nissan Stadium on March 17. The flag tournament kicked off with Special Olympics athletes taking the field alongside Titans Head Coach Brian Callahan and the Titans coaching staff.



IMPACT NUMBERS

350 total impacted



SALUTE TO SERVICE

TITO’S MILITARY BOWL

As part of the NFL’s Salute to Service Month, the Titans hosted the Tito’s Military Bowl on November 12th, 2024. The Titans welcomed a hundred soldiers from Fort Campbell to compete in a flag football tournament for the championship trophy. The event was held at Ascension Saint Thomas Sports Park in the Titans indoor practice facility.

IMPACT NUMBERS

★ 100 soldiers in attendance



TRAGEDY ASSISTANCE
PROGRAM FOR SURVIVORS

The Titans partnered with Tragedy Assistance Program for Survivors (TAPS) to honor two fallen soldiers. During our Salute to Service game, the families of the honored service members were recognized, and Titans players wore special helmet decals to pay tribute to the American heroes.

IMPACT NUMBERS

17 players participated



WARRIOR WEDNESDAY

In honor of Salute to Service month, the Titans traveled to USO Fort Campbell for a Warrior Wednesday on the Army base. Titans alumni Dexter McCluster and Marc Mariani joined to interact and hand out Titans swag, while Little Caesars provided lunch to the soldiers.

IMPACT NUMBERS

350 soldiers in attendance

MY CAUSE MY CLEATS
DRAWING PARTY

Titans defensive lineman T’Vondre Sweat teamed up with kids from Backfield in Motion to help design his custom cleats for the My Cause My Cleats game.

IMPACT NUMBERS

25 kids



NEIGHBORHOODS

We aim to advocate for the well-being of those who need us most through creating safe and prosperous communities





KABOOM! PLAYGROUND BUILD

First Lady Maria Lee, Tractor Supply Foundation, Tennessee Titans, Cleary Construction Partner with KABOOM! to Build Playground in Clay County

The Titans joined local leaders Tractor Supply Foundation and Cleary Construction to partner with First Lady Maria Lee and national nonprofit, KABOOM! to build a brand-new, accessible playground in Clay County through her initiative, Tennessee Serves.

This playground represents an investment of over \$285,000 in the success and wellbeing of the Clay County community. Investments in local parks and play spaces can have substantial economic benefits, especially in struggling communities.



The Tennessee Serves team enlisted Tennessee businesses and many community partners to multiply the philanthropic success achieved in this project. This brand-new playground represents the unification of local government, state government, teachers, families, volunteers, statewide and local businesses, magnifying the impact of investment in the Clay County community.

IMPACT NUMBERS

200 total impacted

MNPD NIGHT OUTAGAINST CRIME

The Titans joined the Metro Nashville Police Department’s East Precinct for their annual ‘Night Out Against Crime’ event at the East Park Community Center. T-Rac and Titans cheerleaders made a special appearance, engaging with attendees and handing out Titans swag items to the kids and guests.

COMMUNITY TUESDAYS



NASHVILLE FIRE DEPARTMENT

In remembrance of 9/11 heroes, Titans tight ends Josh Whyle and Thomas Odukoya visited the Nashville Fire Department for a lunch with local first responders and a tour of their special ops division.

IMPACT NUMBERS

20 total impacted



ACS HOPE LODGE

The Titans visited the American Cancer Society Hope Lodge in Nashville, Tennessee. Titans players and mascot T-Rac joined to interact and serve Hattie B’s lunch to the patients and their caregivers.

IMPACT NUMBERS

20 total impacted



EVERFI CHARACTER PLAYBOOK

Titans players and cheerleaders traveled to Centennial High School in Franklin, Tennessee for an EVERFI Character Playbook event, where they discussed the importance of mental wellness and shared their own journeys with the student-athletes.

IMPACT NUMBERS

100 total students impacted



HOLIDAY HEROES

Titans players, staff, and family members joined Youth Villages to kick off their annual Holiday Heroes campaign. Volunteers helped unload, assemble, and organize gifts, as well as decorate with lights and decor to bring holiday joy to every child and young adult in the program.

IMPACT NUMBERS

- 2,500 total impacted
- 25 Staff volunteers
- 4,500 minutes volunteering



RONALD McDONALD HOUSE

Titans players, T-Rac, and Titans cheerleaders visited the Nashville Ronald McDonald House to serve Whataburger lunch and to enjoy Halloween themed arts and crafts with the kids and their families.

IMPACT NUMBERS

20 total impacted



THE BRIDGE

The Titans worked with The Bridge in Edgehill for a Thanksgiving service project. Titans players joined to serve hot meals, Thanksgiving groceries, and provide much-needed supplies for people in the Edgehill community.

IMPACT NUMBERS

- 300 total impacted
- 15 volunteers
- 1,350 minutes volunteering

JEFFERY SIMMONS X NASHVILLE RESCUE MISSION

Titans defensive lineman Jeffery Simmons visited Nashville Rescue Mission to interact and help serve lunch to over 200 men.

IMPACT NUMBERS

- 250 total impacted
- 4 volunteers
- 480 minutes volunteering



TENNESSEE KIDS BELONG

The Titans worked with Tennessee Kids Belong on their 'I Belong Project'. Titans players and staff joined together to uplift the stories of children in foster care, in hopes of helping them connect with loving and permanent families.

IMPACT NUMBERS

35 total impacted





PRESENTED BY
Gallagher



TOTAL IMPACT NUMBERS

- 191,580 minutes spent volunteering
- 986 total number of volunteers



BLOOD DRIVE

The Tennessee Titans partnered with American Red Cross to host a Blood Drive at Nissan Stadium. Altogether, 81 units of blood were collected, and 243 potential lives were saved.

IMPACT NUMBERS

- 81 units of blood
- 235 potential lives saved
- 15 volunteers
- 1,740 minutes volunteering

SHELBY PARK

The Titans teamed up with Hands on Nashville and Friends of Shelby Park to host a Titans Together presented by Gallagher service project at Shelby Park. Volunteers joined to perform various landscaping and restoration projects around the park.

IMPACT NUMBERS

- 140 volunteers
- 15,840 minutes volunteering
- 40 trees planted
- 500 pounds of trash removed
- 200 seed packets created

JUNIOR ACHIEVEMENT

Titans staff spent the day volunteering at Junior Achievement of Middle Tennessee Finance Park. Volunteers led 100 students from LEAD Southeast Middle School through a financial planning simulation focused on budgeting and financial literacy.

IMPACT NUMBERS

- 100 total impacted
- 10 volunteers
- 3,600 minutes volunteering



HADLEY PARK

Titans staff partnered up with Hands on Nashville and the Nashville Tree Foundation to host a Titans Together presented by Gallagher service project at Hadley Park. Volunteers participated in a variety of tree maintenance and cleanup projects around the park for members of the Nashville community to enjoy.

IMPACT NUMBERS

- 22 volunteers
- 3,960 minutes volunteering
- 75 trees mulched



FATHER RYAN

The Titans teamed up with Hands on Nashville for a Titans Together presented by Gallagher service project at Father Ryan High School in Nashville, Tennessee. Together, 20 students spent the afternoon packaging snack packs to be distributed to the Metro Nashville Public Schools Community Achieves program.

IMPACT NUMBERS

- 1,200 total impacted
- 20 volunteers
- 2,400 minutes volunteering



PICCOLO FARMS

The Titans worked with Hands on Nashville for a Titans Together presented by Gallagher service project at Piccolo Farms Animal Sanctuary in Whites Creek, Tennessee. Volunteers cleaned up around the farm and assisted with recovery efforts following a flood, helping restore the sanctuary and support its animals.

IMPACT NUMBERS

- 25 volunteers
- 3,960 minutes volunteering



STUFF THE BUS

In partnership with United Way of Greater Nashville, the Titans held the annual Stuff the Bus back to school event at Nissan Stadium. Altogether, Titans staff, United Way, and community volunteers joined to package 15,460 total backpacks filled with school supplies for students in Metro Nashville Public Schools.

IMPACT NUMBERS

- 15,460 kids impacted
- 410 volunteers
- 93,060 minutes volunteering

MNPS FIRST DAY OF SCHOOL

Titans staff, T-Rac, and Titans cheerleaders visited Ross Early Learning Center to welcome students to their first day of school.

IMPACT NUMBERS

- 20 volunteers
- 1,800 minutes volunteering
- 195 kids impacted



9/11 MEAL PACK

In honor of 9/11, Titans staff and Gallagher employees teamed up for a Titans Together presented by Gallagher service project at the 9/11 Day Meal Pack event held at Belmont University in Nashville, Tennessee. Volunteers worked together to package thousands of meals, providing direct support to those experiencing food insecurity in the local community.

IMPACT NUMBERS

- 213,408 meals packaged in Nashville
- 30 volunteers
- 3,600 minutes volunteering



SPORT SORT

The Titans visited Second Harvest Food Bank of Middle Tennessee for a Titans Together presented by Gallagher service project. Titans staff teamed up with the Nashville Predators, Nashville Sounds, and Nashville Soccer Club to package food for over 8,000 people in the Nashville community.



HOPE AND HEALING AT HILLENGLADE

To kick off Salute to Service month, the Titans partnered up with Hands on Nashville for a Titans Together presented by Gallagher service project at Hope and Healing at Hillenglade. Volunteers participated in various maintenance and construction projects around the farm, so veterans and first responders can relax and enjoy.

IMPACT NUMBERS

- 21 staff volunteers
- 3,780 minutes volunteering

IMPACT NUMBERS

- 8,636 total impacted
- 1,344 snack bags packed
- 6,036 lbs of food sorted
- 35 volunteers
- 6,300 minutes volunteering

NATIONAL BREAST CANCER FOUNDATION HOPE KITS

In honor of Crucial Catch month, Titans staff participated in a Titans Together presented by Gallagher service project, packaging 200 National Breast Cancer Foundation HOPE Kits to deliver encouragement and support to patients undergoing breast cancer treatment.

IMPACT NUMBERS

- 200 total impacted
- 39 staff volunteers
- 3,510 minutes volunteering



HURRICANE HELENE BLOOD DRIVE

The Titans partnered with American Red Cross for a blood drive to help replenish the region’s blood supply following the devastation caused by Hurricane Helene. A total of 53 pints of blood were collected and 159 potential lives were saved.



IMPACT NUMBERS

- 53 pints of blood
- 159 potential lives saved
- 10 volunteers
- 1,200 minutes volunteering

RELEAFING DAY

In partnership with Nashville Tree Foundation, Titans staff and community members planted trees around Nashville for a Titans Together presented by Gallagher service project on ReLeafing Day.

IMPACT NUMBERS

- 82 trees planted
- 3 locations
- 60 volunteers
- 7,200 minutes volunteering

MEALS OF HOPE

The Titans partnered with Meals of Hope for a Titans Together presented by Gallagher service project. Titans players, staff, and Gallagher employees worked together to package 51,138 total meals for individuals facing food insecurity during the holiday season.


IMPACT NUMBERS

- 51,138 total impacted
- 85 volunteers
- 33,300 minutes volunteering




NEIGHBORHOOD
BUSINESS SPOTLIGHT


Each season, ONE Community chooses a neighborhood within Metro Nashville – Davidson County to amplify the people and businesses within that community. This season, we recognized four small businesses from the Antioch area. This season also marked the implementation of a customer-first approach. Neighbors and customers cast over 4,000 votes for the final four businesses’ selection. Each business received a \$10,000 1st and Goal Small Business Grant, as well as in-game recognition and field passes at a game.




Soul Seed
Industry



Crown Love
Beauty Supply
Industry



Renew Intense
Hair Care
Industry



Perfect Contrast
Painting Company
Industry



“The recognition is helping us secure much-needed capital to expand our product lines and complete the rebranding, packaging, and image overhaul we’ve been planning since the beginning of the year. This financial boost is empowering Soul Seed to grow, serve a wider audience, and

continue our mission of providing eco-conscious, botanically based skincare inspired by traditional Mexican medicine.

- Soul Seed

 [CHECK PRESENTATION](#)

TACKLING THE DIGITAL DIVIDE

The digital divide remains an accessibility challenge that impacts the entire community. Whether you are a small business owner looking to expand into e-commerce, a neighbor looking to connect with others, or a student needing to complete an assignment, digital accessibility and literacy is a necessity.

Last season, ONE Community installed a technology lab at the Looby Community Center in North Nashville giving neighbors the space and equipment to complete homework, study for tests and play games with friends. To date, the digital lab at the Looby Community Center has seen over 50,000 users.

This season, ONE Community installed two new Technology Lab Centers. In partnership with Verizon and the NFL Foundation, McFerrin Community Center and Coleman Park Community Center were gifted a renovated technology lab. Each lab’s renovation includes new paint, carpet, furniture, laptops, computer monitors, and an LED TV. These investments totaled more than \$35,000.

McFERRIN PARK COMMUNITY CENTER



COLEMAN PARK COMMUNITY CENTER



Students at McFerrin Park and Coleman Park Community Centers were surprised with a visit by T-Rac and Titans Cheer as they rushed through the door to use the equipment.

 [TECH LAB RIBBON CUTTING](#)



SLIM & HUSKY'S HOLIDAY GIVEBACK

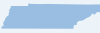



During the holiday season, ONE Community hosted a holiday meal giveaway in partnership with Slim and Husky's Pizza Beeria and The Kroger Co. Over 75 families at three housing developments within the Metropolitan Development and Housing Agency received holiday meals and beverages, as well as Titans giveaways and holiday cheer. Residents had

the opportunity to engage with volunteers, take photos with Titans Cheer, Titans legend Blaine Bishop and T-RAC to celebrate the holiday season.



DISASTER RELIEF AFTER HURRICANE HELENE

When Hurricane Helene hit the southeastern United States in late September 2024, many residents in East Tennessee were left with complete devastation. From flooded out schools and animal shelters to completely lost homes and vehicles, our neighbors were in desperate need of even the most basic resources. The Titans moved swiftly leveraging both monetary donations and other resources to lend a hand of support from across the state.


-  \$20k in donations to nonprofits in East Tennessee
-  \$10k donation to Hampton High School to repair flooded athletics resources
-  Titans Blood Drive to replenish emergency blood supply
-  36,480 bottles of water donated in partnership with Kroger



TENNESSEE LATIN AMERICA CHAMBER OF COMMERCE EMPANADA TASTING

In celebration of Hispanic Heritage Month, the Titans joined the Tennessee Latin American Chamber of Commerce for their annual Empanada Tasting. T-Rac and Titans cheerleaders made a special appearance to interact with guests and hand out Titans swag.


IMPACT NUMBERS

 100 total impacted

COMMUNITY CHRISTMAS

The Titans hosted a Christmas party for kids from the Boys and Girls Club, where they enjoyed Christmas-themed games, arts and crafts, and opened gifts. T-Rac, Titans cheerleaders, and Titans players Isaiah Iton and Kendell Brooks made special appearances to celebrate with the kids.

IMPACT NUMBERS

 25 total impacted



TENNESSEE TITANS ONE COMMUNITY GRANT

For the first time, ONE Community hosted the Tennessee Titans ONE Community Grant Cycle aimed at creating impact across the state of Tennessee. Through this cycle, nonprofits across the state had the opportunity to apply for funds critical to their programming in the areas of Opportunity, Neighborhoods and Education. Awarded organizations were able to network during a network reception where they received their check presentation and a Titans ONE Community influencer box filled with Titans gear.

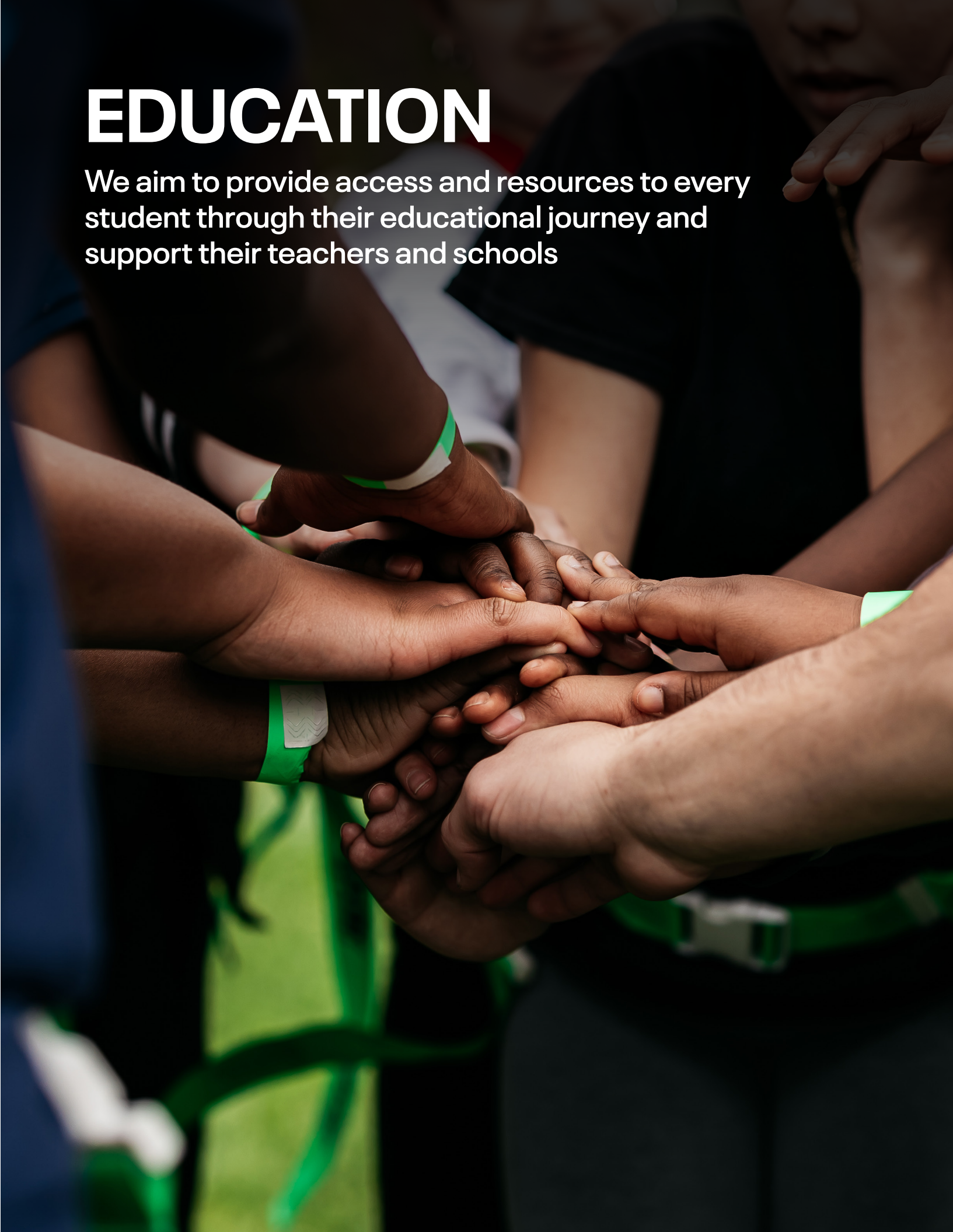
★ 30 Organizations Awarded

\$ \$80,000 Distributed

The organizations awarded include:	
Select Your Crown	MBK Nashville
YAIPAK	The Aloe Family Initiative
Friends of Shelby Park and Bottoms	Safe Haven Family Shelter
Food for the Soul	eMpowerment
Inspiritus Middle Tennessee Empowerment Services	Corner to Corner
Community Resource Center	Entrepreneur Latina Leaders of America
Davis House Child Advocacy Center	East Nashville Hope Exchange
Centennial Park Conservancy	Nashville Food Project
TenThirtyFive	Jonathan’s Path
Project Return	Futuro
Dream Streets	Edgehill Neighborhood Partnership
Goodwill	Sync Space
UpRise Nashville	The Gentleman’s League
Turnip Green Creative Reuse	Monroe Harding
AGAPE Nashville	Overton Park Shell, Inc.

EDUCATION

We aim to provide access and resources to every student through their educational journey and support their teachers and schools





EVERFI FIELD DAY

The Titans partnered up with EVERFI and the Nashville Predators to host a field day for 150 students at Goodlettsville Middle School to support 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 and hockey, while also exploring concepts behind the EVERFI curriculum.




HBCU CAREER FAIR

The 2024 Allstate HBCU Legacy Bowl Career Fair featured just over 1,500 students in attendance from 57 different HBCUs across the United States. In 2024, the Tennessee Titans sponsored and chaperoned 28 students from Tennessee State University. Students joined the Career Caravan program travelling 8 hours to learn from and engage with sports industry professionals.




IMPACT NUMBERS

 150 students participated

CHARACTER PLAYBOOK STATS FOR 2024

IMPACT NUMBERS

-  60 schools
-  3,688 students
-  4,176 hours of learning



TENNESSEE STATE UNIVERSITY - MAYMESTER

One of the longest partnerships the Tennessee Titans have had is with Tennessee State University. ONE Community joined in that partnership to provide one-of-a-kind opportunities to their students from TSU's Department of Human Performance and Sports Sciences. Students participated in a week-long course to learn from executives from the Tennessee Titans representing each department on the business and football operations side.



IMPACT NUMBERS

- 25 Student Participants
- 37 Speakers



TENNESSEE STATE UNIVERSITY - SCHOLARSHIPS

Since 2023, ONE Community has proudly served as the presenting sponsor for Tennessee State University's John A. Merritt Classic. The Classic also presents an opportunity to amplify and invest in the scholastic endeavors of current TSU students. In 2024, ONE Community awarded 10 scholarships valued at \$10,000 to students within TSU's Department of Human Performance and Sports Sciences and the Department of Communications.

ATHLETIC FIELDS COMMITMENT

In 2023, the Titans made a commitment to contribute \$5 million towards the renovation and restoration of 15 high schools with the Metro Nashville Public School district. In our inaugural year, three high school fields underwent turf renovations. These schools saw several activations throughout 2024 including Boys' and Girls' Soccer, Football, Flag Football and more! In 2024, three additional high schools hosted a field ribbon cutting ceremony to announce their new turf fields at the following schools:

- ★ **STRATFORD STEM
MAGNET HIGH SCHOOL**
- ★ **MAPLEWOOD
HIGH SCHOOL**
- ★ **MCGAVOCK
HIGH SCHOOL**

NFL VOTES

This season we partnered with Jack and Jill, Nashville Chapter and Metro Nashville Public Schools to promote voting efficacy prior to election day of 2024. Students had the opportunity to have conversation with their local elected officials, school administrators and students from Tennessee State University to discuss the importance of voting and talk about issues important to them.

INTERNSHIP PROGRAM

Amilian Clemes	ONE Community	TSU
Savannah Craighead	Stadium Events	Belmont (Master's)
Wyatt Gatewood	Ticketing	Belmont (Master's)
Skylar Hayes	ONE Community	Austin Peay State University
Zoe Hinds	Stadium Experience	TSU
Becca Milewski	Client Services & Hospitality	University of Massachusetts - Amherst
Max Murphy	Premium Services	Belmont (Master's)
Emma Neely	Entertainment & Fan Engagement	University of Mississippi
Noah Pennington	Strategic Operations	TSU
Federico Pravettoni	Communications	Belmont
Rece Roper	Membership	Vanderbilt
Bailey Duncan	Rotational	Vanderbilt
Aaron Woodard	Rotational	Lipscomb University



TAKE A TITAN TO SCHOOL

Take A Titan To School is an initiative designed to provide Middle Tennessee students with an exclusive opportunity to bring a Tennessee Titans player to their classroom! Each week, a winning class was selected to host a Titans player, who joined in on fun activities and games with the students. Teachers, staff, and school administrators were encouraged to submit entries throughout the season.

DATE	SCHOOL	# STUDENTS	TITANS PLAYERS
9/10	Johnson Elementary	16	Chig Okonkwo
9/24	Kipp College Prep Elementary	30	Jha’Quan Jackson
10/15	Nannie Berry Elementary	20	Luke Gifford, Isaiah Iton
10/22	Ida B. Wells Elementary	41	Arden Key
10/29	Park Avenue Elementary	18	Isaiah Iton
11/19	Robert F. Woodall Elementary	37	Tyjae Spears, Kendell Brooks, Justin Hardee Sr., Julius Wood
12/10	Liberty Creek Elementary	20	Gabe Jeudy-Lally, Daryl Worley
12/17	Carter Lawrence Elementary	20	Jarvis Brownlee Jr.



T-RAC SCHOOL SHOWS

DATE	SCHOOL	# STUDENTS	TITANS SPECIAL GUESTS
3/6	Dr. William Burrus Elementary	800	Titans Cheerleaders
3/6	Amanda North Elementary	531	Titans Cheerleaders
3/7	Edmondson Elementary	300	Titans Cheerleaders
9/10	Mt. Juliet Christian Academy	680	David Martin-Robinson
9/17	Rocketship Academy	500	Julius Chestnut & Jabari Small
10/15	Lipscomb Academy	1,000	Kendell Brooks, Julius Wood & Otis Reese
10/22	Cockrill Elementary	500	Jeffery Simmons, JC Latham, Daniel Brunskill, John Ojuwku, Isaiah Iton, Jaylen Harrell & Khalid Duke
10/29	Crieve Hall Elementary	500	Nicholas Petit-Frere, Andrew Rupcich & Corey Levin
11/12	Norman Binkley Elementary	780	Bryce Oliver, Tay Martin & Mason Kinsey
11/19	Liberty Creek Elementary	750	Ryan Stonehouse & Nick Folk
12/3	Moore Elementary	500	McTelvin Agim, Abdullah Anderson & James Lynch
12/17	West Meade Elementary	400	Gabe Jeudy-Lally, Tre Avery & Mike Brown



ROOKIES READ ACROSS NASHVILLE

In partnership with the Governor’s Early Literacy Foundation, each summer the incoming Tennessee Titans Rookie Class visits three locations across the Nashville area to promote literacy. The 2024 Rookie Class read to students and distributed over 500 books to students.

3 LOCATIONS

- Looby Community Center (60 Students)
- Whitsett Elementary School (260 Students)
- Mt. View Elementary School (170 Students)

2024 ROOKIE CLASS

21 Players

TOTAL # STUDENTS

490, Grades K-5

PARTNERS

Governor’s Early Literacy Foundation

SCRIPPS SPELLING BEE

Since 2015, the Tennessee Titans have served as the regional partner for the National Scripps Spelling Bee. With more than 42 counties across Tennessee participating each year, the regional stage provides 50 local spelling bee winners an opportunity to compete for a chance to qualify for the national stage. Congratulations to this year’s winners – Mina Chen (1st Place) and Leila McLaurin (2nd Place) for reaching this achievement!

CPR TRAINING

The Tennessee Titans partnered with the American Heart Association to promote awareness and education around heart health and safety. Educators from Metro Nashville Public Schools joined together at Brick Church Middle School for a CPR Hands Only training and received CPR in School kits to bring these lifesaving skills back to

their campus. With nearly 3 out of 4 cardiac arrests outside of the hospital occurring in homes, knowing how to perform CPR is critically important. Together, we are making a difference, one heartbeat at a time!

 CPR VIDEO



LEARNING LABS

For the 13th year, the Tennessee Titans offered local students from Tennessee, Kentucky and Alabama an operations-focused inside look through its Learning Lab program. This year, we hosted around 4,000 students at Nissan Stadium over the course of 4 dates, comprising mostly of high school students through their business track educational programs.

Students were able to tour the stadium and attend 10 stations along the way where they heard from Titans Executives across various departments including Marketing, People & Culture, Corporate Partnerships, ONE Community, Ticketing, and more!



Titans Executives shared what they do for the team, their career path and tips of advice for students. For participating, each student also received a ticket to a Titans home game this past season.

FOOTBALL DEVELOPMENT

HIGH SCHOOL RECRUITING FAIR

The Tennessee Titans, along with the Tennessee Football Coaches Association, hosted its 8th Annual High School Recruiting Fair at Nissan Stadium. This year’s event welcomed 127 Tennessee high schools and 45 colleges and universities across 22 states.

IMPACT NUMBERS

-  127 high schools
-  45 colleges and universities
-  22 states
-  400+ coaches



HIGH SCHOOL FOOTBALL MEDIA DAY

The Titans hosted the High School Football Media Day at Nissan Stadium. Players and coaches from over 50 schools throughout Middle Tennessee

came together with local media outlets to preview the upcoming season.

IMPACT NUMBERS



-  200 total impacted



DIVERSITY COACHING SUMMIT

The Tennessee Titans hosted the Diversity Coaching Summit presented by Gatorade at Ascension Saint Thomas Sports Park. Coaches representing 28 high schools across the state of Tennessee were invited to the facility to spend the day learning from Titans coaching and support staff.

IMPACT NUMBERS

-  35 coaches impacted
-  28 schools represented

METRO PARKS NFL FLAG PARTNERSHIP

The Titans welcomed kids from Metro Parks and Recreation to the facility for an NFL Flag Clinic. The 2024 Titans Rookie Class joined to help run drills and cheer on the young athletes in attendance. Additionally, we offered a Titans NFL FLAG league in partnership with Metro Parks and Recreation to bring NFL FLAG to Metro Nashville residents.

IMPACT NUMBERS

-  **FLAG CLINIC**
50 kids impacted
-  **NFL FLAG LEAGUE REGISTRATION**
362 participants



GIRLS FLAG FOOTBALL

Following successful pilot programs supported by the Tennessee Titans in multiple Middle Tennessee counties, girls flag football has become an officially sanctioned high school varsity sport in Tennessee. Last April, the Tennessee Secondary School Athletic Association’s (TSSAA) Legislative Council voted unanimously to make Tennessee the 10th state in the country to sanction girls flag football. The Titans are committed to supporting the growth and development of Girls Flag Football in the state of Tennessee.

GROWTH

- 2022:** Williamson County
- 2023:** Williamson County, MNPS, Clarksville-Montgomery County
- 2024:** Williamson County, MNPS, Clarksville-Montgomery County
- April 2024:** TSSAA voted to make Girls Flag Football a sanctioned sport and there are now over 150 schools participating in the 2025 season.



COACH OF THE WEEK

Each week throughout the high school football season, the Titans select the Coach of the Week presented by Whataburger. The award aims to recognize a Tennessee high school football coach for an outstanding performance on Friday night and exceptional program leadership throughout the year. The Coach of the Week received a \$1,500 grant from the Titans Foundation to benefit their school’s football program. In addition, all winning coaches were invited to Nissan Stadium during the Titans vs. Bengals game on Dec. 15, for an end of the year celebration on the field.

Week 1: Will Hester Ravenwood High School	Week 5: Jamaal Stewart Centennial High School	Week 9: Jamie Graham Lipscomb Academy
Week 2: Brian Nix Alcoa High School	Week 6: Scott Hughes Monterey High School	Week 10: Joe Rocconi Collierville High School
Week 3: James Thomas Houston High School	Week 7: Chad Perry Westmoreland High School	Coach of the Year: Kyle Shoulders Macon County High School
Week 4: Slade Calhoun Munford High School	Week 8: Michael Lunsford Hampton High School	



MR. FOOTBALL

Tennessee’s best high school football players for 2024 were recognized December 10 at the Tennessee Titans Mr. Football Awards luncheon, hosted by the Tennessee Titans. Titans Wide Receiver, Nick Westbrook-Ikhine, was on hand to present awards to each player.

2024 TENNESSEE TITANS MR. FOOTBALL AWARD WINNERS		
Division I, Class 1A Tate Surber McKenzie	Division I, Class 5A Eric Hazzard Page	Division II, Class AAA David Gabriel Georges Baylor
Division I, Class 2A Jaydon Peete Milan	Division I, Class 6A Donovan Starr Ravenwood	KICKER OF THE YEAR Phillipe LaForge Baylor
Division I, Class 3A Skylan Smith Covington	Division II, Class A Jared Curtis Nashville Christian School	
Division I, Class 4A Tyler Thompson Marshall County	Division II, Class AA Noah Spencer University School of Jackson	

MUSIC CITY BOWL YOUTH FOOTBALL PROGRAM

As a part of the TransPerfect Music City Bowl’s Youth Football Program, Titans Cornerback Roger McCreary visited a Mid State Youth Football League pre-championship practice to speak to the players and give them insights on what it takes to make it to his position.

IMPACT NUMBERS

- 4 teams
- 100 players

FOOTBALL DEVELOPMENT CONTRIBUTIONS

The Tennessee Titans donated \$1,730,500 to support high school football and girls flag football throughout the state of Tennessee. More than 100 different high schools and youth football organizations received funding to help support various projects.



- Girls Flag Football Grant:**
25 recipients
- Fireball Fridays Host School:**
11 recipients
- Coach of the Week:**
10 recipients
- Coach of the Year:**
1 recipient
- Hampton High School Hurricane Disaster Relief Fund:**
1 recipient
- Girls Flag Coach of the Week:**
4 recipients
- Williamson County Girls Flag Football:**
9 recipients
- MNPS Girls Flag Football:**
15 recipients
- Clarksville-Montgomery County Girls Flag Football:**
8 recipients
- Knox County Girls Flag Football Uniforms:**
15 recipients
- Hamilton County Girls Flag Football:**
12 recipients
- Rural Counties Girls Flag Football Support:**
4 recipients

TITANS NFL FLAG FOOTBALL LEAGUE

TITANS NFL FLAG LEAGUES AND COACHES MEETING

In partnership with RCX sports, we supported NFL FLAG leagues in four locations (Columbia, Goodlettsville, Murfreesboro, and South Nashville). This included every participant receiving Titans-branded equipment and jerseys. The Titans and RCX also held a virtual coaches meeting to show our support and commitment to local youth football.

- ★ **NFL Flag Leagues Spring**
registration numbers: 1,256
- ★ **NFL Flag Leagues Fall**
registration numbers: 1,232
- 🗣️ **Coaches Meeting impact:** 50

NFL FLAG REGIONALS

Over 40 of the top boys and girls flag football teams from all over competed in the NFL Flag Regional Tournaments for the chance to advance to the NFL Flag Championships in Canton, Ohio.



DATES/LOCATIONS

- June 9 – Centennial High School
- October 19 – Drakes Creek Park

IMPACT NUMBERS

👤 900 total participants







YOUTH FOOTBALL CAMPS

The Tennessee Titans hosted 6 total camps across middle Tennessee throughout the months of May and June. Participants learned proper football fundamentals, skills and position techniques, teamwork and the value of good character. Instruction was led by Tennessee high school coaches, with additional support from Titans players and alumni.

DATES/LOCATIONS

- May 18 – Battle Ground Academy
- May 31 – Davidson Academy
- June 5 – Austin Peay State University
- June 7 – Christ Presbyterian Academy
- June 13 – Father Ryan High School
- June 20 – Oakland High School

IMPACT NUMBERS



-  700 total campers
-  6 camp locations



FIREBALL FRIDAYS

Each week throughout the season, we featured some of the top high school football matchups around Middle Tennessee and nominated them to be the Fireball Fridays Game of the Week presented by Whataburger. We'll select four games across the area and let the fans decide by voting where we'll head on Friday night. Fans are encouraged to vote for their preferred matchup throughout the week and the game with the most votes, will be selected as the Fireball Fridays Game of the Week presented by Whataburger.

IMPACT NUMBERS

-  205,948 Total Votes
-  16 Titans Players











DATES AND LOCATIONS

- August 23 - Brentwood High School
- August 30 – Liberty Creek High School
- September 6 – Battle Ground Academy
- September 13 – Ravenwood High School
- September 20 – Ensworth School
- September 27 – Beech High School
- October 4 – Creek Wood High School
- October 10 – Clarksville High School
- October 18 – Blackman High School
- October 25 – White House Heritage High School
- October 31- Nashville Christian School

GAMEDAY ACTIVATIONS

At each regular season home game, the Titans partner with a designated non profit organization to collect items for donation. Through this initiative, thousands of needed items are distributed locally each year. The following organizations participated this year:

	Jets (9/15)	PENCIL	School Supplies	462 donated items
	Packers (9/22)	Second Harvest	Food	662 lbs and \$162 in monetary donations
	Colts (10/13)	Wags and Walks	Dog Supplies	2 large dog food bags, 1 small dog food bags, 12 small bags of dog treats, 2 large packages of potty pads, 7-10 collars and leashes, toys for 5 foster puppies
	Patriots (11/3)	Nashville Rescue Mission	Coats	200 coats
	Vikings (11/17)	Mother to Mother	Child Care Supplies	4 blankets, 8204 wipes, 37 clothing items, 3 coats, 28 pairs of socks, 14 pairs of underwear, 52 baby bottles, 9 baby food containers, 6 bibs, 6 sippy cups, 1 pack of cleaning supplies, 6 sippy cups, 69 pacifiers, 8 teething/rattlers
	Jaguars (12/8)	Fill the Boot	Money	\$6,092 raised
	Bengals (12/15)	Toys for Tots	Toys	1,200 toys
	Texans (1/5)	Book 'em	Books	273 new books



COMMUNITY TAILGATES

For the 2024 season, ONE Community hosted non-profit partners at the community tailgate. The tailgate experience included tickets to the game, food provided by Martin’s BBQ and fun and games prior to kickoff.

Jets - Entrepreneur Latina Leaders of America. Inc. (ELLA)	Patriots – Girls, Inc. and AMEND (YWCA)
Packers – Titans Construction Training Camp (TC2)	Vikings – Water Walkers
Colts – Next Steps (Vanderbilt) and IDEAL (Lipscomb) Students	Jaguars – Victory Over Stigma Clinicians



NISSAN STADIUM CAR GIVEAWAY

On Sunday, Jan. 5, the Titans and Nissan surprised a deserving Nashville resident, Myles Gooch, with a brand new 2025 Nissan Frontier during the Texans vs. Titans game at Nissan Stadium. Gooch is a recent graduate of Titans Construction Training Camp (TC2), a program designed to teach and train builders. Following the completion of the program, TC2 graduates are given networking resources and tools to land a job on one of the many construction projects throughout the city, including the new Nissan Stadium.

Throughout the program, Myles demonstrated remarkable resilience and dedication — overcoming personal challenges and discovering a true passion for construction. To celebrate his hard work and commitment, we were thrilled to partner with Nissan to gift him a new Nissan Frontier at the Titans season finale.

This generous gesture — presented by Nissan U.S. Chief Marketing Officer Allyson Witherspoon — supports Myles' journey toward a bright future in the construction industry. Through TC2 and Nissan's partnership, we're making a lasting impact, helping individuals like Myles take the next step in their careers.



NFL COMMUNITY AWARDS





SALUTE TO SERVICE

SSgt Alyssa Gallegos Staff Sergeant in the US Air Force Reserve

Titans employee, SSgt Alyssa Gallegos was honored as the 2024 Salute to Service nominee. Alyssa Gallegos is currently a Staff Sergeant in the US Air Force Reserve. Based out of the 710th Security Forces Squadron, Buckley SFB in Aurora, Colorado, the squadron provides critical security for U.S. Space Command and USAF ground segment assets worldwide, maintaining a 72-hour deployable ready window. SSgt Gallegos also serves as the Campaign Planning Coordinator for the Titans.

SSgt Gallegos enlisted in 2019 and deployed shortly after Basic Military Training to the Middle East. While on deployment, Gallegos began her double career after being hired by

the Titans before returning to the U.S. She has been with the team since 2022, implementing organization-wide campaign strategy.

In her role as an NCO, Gallegos has earned many honors, from a Meritorious Unit Ribbon to two Air and Space Achievement Medals for stateside and overseas operations. She has merged her civilian involvement with her dedication to service through outreach with the TN National Guard and Air Guard and is dedicated to creating an environment that is military friendly. SSgt Gallegos hopes to serve as a reminder to all that with the right support from authentic military-friendly organizations, it is possible to serve in the military and simultaneously grow a civilian career.

INSPIRE CHANGE CHANGEMAKER

Rokeisha Bryant Executive Director of Pathways Kitchen

Rokeisha Bryant is the Executive Director of Pathways Kitchen, a transformative organization that empowers justice-impacted youth in Nashville, Tennessee. Under her leadership, Pathways Kitchen has become a beacon of opportunity for young people ages 15-19, providing them with the skills, work experience, and individualized support they need to build brighter futures.

Since its launch, the organization has provided critical 8-week training programs, and by 2023, expanded its impact with the launch of a catering arm, offering consistent work opportunities to youth participants who had completed the initial training. In 2024, the organization rebranded as Pathways

Kitchen to better reflect its mission and to expand its services to meet the unique needs of the Nashville community.

Rokeisha's passion for youth empowerment and community transformation is evident in her unwavering dedication to creating opportunities for the young people of Nashville. Her work is making a lasting impact on the lives of many, helping them build skills that extend far beyond the culinary arts, and equipping them with the resources and confidence to pursue their dreams. Through Pathways Kitchen, Rokeisha is not only changing lives but also contributing to a future where every young person has the opportunity to reach their full potential.





WALTER PAYTON MAN OF THE YEAR

Jeffery Simmons

Tennessee Titans Defensive Lineman

Titans defensive lineman Jeffery Simmons is the team's nominee for the Walter Payton NFL Man of the Year Award for the second year in a row. Considered one of the league's most prestigious honors, the Walter Payton NFL Man of the Year Award recognizes an NFL player for outstanding community service activities off the field, as well as excellence on the field.

"I got emotional (when I found out)," Simmons said on Wednesday. "I always say: It's a blessing to be a blessing. God put me in a position to be able to bless, and help others. And, to put a smile on the faces of others in the community, it means a lot. ... It feels great, especially with me, knowing where I came from. I want to be a light in the community, and this means a lot to me and my family. I always tell people I don't do it for awards. I do it because I care."

Simmons was honored to be selected in back-to-back years. "Being considered for Walter Payton Man of the Year for a second time is



truly one of the greatest honors of my career," he said. "I am grateful for the opportunity to play the game, but even more thankful for the platform it offers me and the ways I can bless others. I realize there is more work for me to do in the community and I will continue to make that one of my greatest priorities and passions. I am truly thankful to the Titans organization and the NFL for supporting my efforts and helping champion my mission."

As a nominee, Simmons will wear a Walter Payton NFL Man of the Year helmet decal through the end of the season in recognition of his accomplishments on and off the field. "I am continually proud of the level of commitment our players show the community. Their influence is powerful, and Jeffery is a perfect example of someone who is using their platform for good," said Titans head coach Brian Callahan. "He embodies everything the Walter Payton Man of the Year award stands for – leadership on and off the field, working tirelessly to inspire others and be the best man and teammate possible."

Since launching the Give Em A Reason Foundation in 2022, Simmons, raised by a single mother with five children, has consistently hosted a number of giveback initiatives as part of his non-profit's mission to serve others through youth empowerment and self-esteem-building opportunities.

Through his "Give Em a Reason" Foundation, Simmons hopes to offer kids from a similar background a reason to hope, reach, grow and never give up. Simmons hand selects the organizations who will benefit, and he

goes beyond writing checks, he shows up. He sees the need for male role models and mentors, and he answers the call.

"Each and every day that's my goal," Simmons said. "If I see a young kid, I never turn a kid down for a picture because they look up to us, and we set examples by giving back to our community. We need to let these kids know they can be here, no matter if they want to be a lawyer, or whatever it may be, you know, whatever. Never give up on your dreams."





SUSTAINABILITY

The Titans and Nissan Stadium are dedicated to promoting a sustainable future and driving impactful solutions. Our core values are closely aligned with our sustainability goals. We WIN by reducing energy, water, and waste; we SERVE by enhancing the local environment; and we ENTERTAIN by promoting and advancing initiatives with our purpose-driven partners.

In 2024, we launched two pilot programs to start our journey as we build toward the new stadium: can and bottle recycling with Coca-Cola and waste diversion with WM Advisory Services.

As we build the New Nissan Stadium, we are charting a new course to reduce waste and conserve millions of gallons of water each year.

- 209,000 pounds of waste diverted from landfills in 2024
- 1.6 million cans, cups and bottles recycled
- 25,100 pounds of food composted
- 44,460 pounds of cardboard recycled
- Over 4,000 meals donated

IMPACT BY THE NUMBERS

TICKETS DONATED:

9,793

NUMBER OF EVENTS:

115

ORGANIZATIONS RECEIVING IN-KIND DONATIONS:

161

NONPROFIT FUNDRAISERS (TICKETING):

41

NUMBER OF NONPROFITS/ YOUTH FOOTBALL TEAMS SERVED:

75+

CHARITABLE GIVING:

\$1.9M



- NUMBER OF T-RAC APPEARANCES:
425 HOURS
- NUMBER OF CHEER APPEARANCES:
1,573 HOURS
- NUMBER OF BLUE CREW APPEARANCES:
214 HOURS
- NUMBER OF PLAYER APPEARANCES:
211
- NUMBER OF ALUMNI APPEARANCES:
67
- SCHOOLS ENGAGED:
185
- PEOPLE ENGAGED:
200,000+

