

EDUCATE  
SUPPORT  
HONOR  
EMPOWER  
CONTRIBUTE  
RESPOND  
HIGHLIGHT  
ENGAGE  
ENCOURAGE  
SAFETY  
COMMUNITY  
PARTICIPATION  
EDUCATE  
SUPPORT  
HONOR  
EMPOWER  
CONTRIBUTE  
RESPOND  
HIGHLIGHT  
ENGAGE  
ENCOURAGE  
SAFETY  
COMMUNITY  
PARTICIPATION



SEATTLE SEAHAWKS  
COMMUNITY ENGAGEMENT

EDUCATE  
SUPPORT  
HONOR  
EMPOWER  
CONTRIBUTE  
RESPOND  
HIGHLIGHT  
ENGAGE  
ENCOURAGE  
SAFETY  
COMMUNITY  
PARTICIPATION  
EDUCATE  
SUPPORT  
HONOR  
EMPOWER  
CONTRIBUTE  
RESPOND  
HIGHLIGHT  
ENGAGE  
ENCOURAGE  
SAFETY  
COMMUNITY  
PARTICIPATION



“My greatest satisfaction comes from working to make our world a better place.”

—— Paul G. Allen



EDUCATE  
SUPPORT  
HONOR  
EMPOWER  
CONTRIBUTE  
RESPOND  
HIGHLIGHT  
ENGAGE  
ENCOURAGE  
SAFETY  
COMMUNITY  
PARTICIPATION  
EDUCATE  
SUPPORT  
HONOR  
EMPOWER  
CONTRIBUTE  
RESPOND  
HIGHLIGHT  
ENGAGE  
ENCOURAGE  
SAFETY  
COMMUNITY  
PARTICIPATION

# MISSION

Using our unique and powerful platform, we work to educate, empower and inspire our region's youth, encourage and support our local military communities, promote the safety, participation and community that surrounds youth football, and create meaningful connections between our past and present team and fans throughout the Pacific Northwest and beyond.

## AREAS OF FOCUS





# IMPACT



\$275,000

Raised via Spirit of 12 Partners



\$33,000

Raised via My Cause My Cleats



\$1.7M

Donated to local charities

## EMPOWER YOUTH

- \$4.4 million raised over 15-years of Spirit of 12 Partners program
- 2,012 schools in Washington and Alaska participated in Fuel Up to Play 60

## MILITARY COMMUNITY

- 637,000 total Military in Washington State, 7th largest military community in NFL
- \$21,500 raised in Salute to Service campaign for The Mission Continues

## PLAYERS & LEGENDS

- Seahawks donated \$250,000 to Player's Equality & Justice Action Fund, more than \$1M total in fund
- More than 1,000 former players are active in the Legends community

## BEING A GOOD NEIGHBOR

- Raised \$52,000 for Mount Baker Family Housing & Resource Center
- 1,600 guests received services at United Way's Community Resource Exchange

## FUTURE OF FOOTBALL

- Granted \$43,500 to local youth and high school football programs
- 20% increase in NFL Flag participation in Washington State





## EMPOWER YOUTH

Use our organization's unique platform and relationship with our region to empower youth to realize their full potential – both in their lives today and as they dream about what they may pursue in the future. Through programs, initiatives, events and strategic partnerships we aim to educate, empower and encourage youth, with the goal of contributing to a better tomorrow for our communities and to build long-lasting relationships with the future of our fan base.



### Character Playbook

Character Playbook, powered by Verizon, an all-digital, in-school program that teaches students how to build healthy relationships, make good decisions and stand up when they see questionable activity is now available to all schools.

### Fuel Up to Play 60

Fuel Up to Play 60 is an in-school health and wellness program sponsored locally by the Washington State Dairy Council which reaches nearly one million participants in 2,012 schools throughout Washington and Alaska.



### Symetra Heroes in the Classroom

Since 2006, Symetra Heroes in the Classroom has celebrated 248 K– 12 teachers across the Puget Sound and contributed nearly \$600,000 for books, supplies and equipment in support of innovative classroom programming.





# EMPOWER

## Legion of Youth powered by Boeing

Legion of Youth provides a Seahawks gameday experience to community organizations that serve youth. Each year, more than 800 tickets are distributed to local nonprofit organizations.



## Washington State Specialty License Plates

In the spring of 2013, Washington State Governor Jay Inslee signed the bill authorizing Seahawks specialty license plates with proceeds benefitting youth through InvestED and Washington World Fellows.



## CenturyLink High School Athlete of the Week

Over the course of the season, 10 student athletes are selected as CenturyLink High School Athlete of the Week and are awarded a \$1,000 grant for their school's athletic department.



Make-A-Wish  
Alaska and Washington

## Make-A-Wish Alaska and Washington

The Seahawks work with Make-A-Wish Alaska/Washington to provide special experiences for children battling lifethreatening illnesses. Children from across the U.S. visit VMA and CenturyLink Field for memorable days that include a meet and greet with players, personalized gear, facility tours and Seahawks gameday.

SPRIT OF  
12  
PARTNERS

## Spirit of 12 Partners

As Spirit of 12 Partners, members of community-based youth nonprofits distribute the Seahawks Gameday Magazine, keeping 100 percent of the proceeds that are then matched by The Paul G. Allen Family Foundation.



# ENCOURAGE







## MILITARY COMMUNITY

The Pacific Northwest is home to the 7th-largest military presence in the NFL, which makes up almost 18% of the WA state population with hundreds of thousands of **service members, veterans** and their **families** calling the area home. We strive to support, celebrate and encourage members of these military communities through programs and events throughout the year.



### Care Packages for the Troops

In honor of Military Appreciation Month, Delta and Starbucks joined together to prepare care packages for active military members and their families traveling to Asia in partnership with USO Northwest.

### The Mission Continues

Seahawks designated The Mission Continues, a national service organization that helps veterans successfully reintegrate to life after the military, as 2018's Salute to Service charity.

Volunteers from the Seahawks, Mission Continues and Lyft dedicated a day to refresh the Renton Veteran Center in partnership with Compass Housing Alliance.







The Seahawks host more than 1,000 local service men and women throughout the season to participate with on-field ceremonies, pregame reenlistments and moments of special recognition.

The Seahawks year-round military appreciation efforts culminate in November with Salute to Service games and other special events honoring veterans, active duty service members and their families.



#### USAA's "Why We Salute"

As part of USAA's "Why We Salute" program, Seahawks players wear stickers on their helmets in honor of all five military branches.



#### Wounded Warrior Project

Seahawks host members of the Wounded Warrior Project at Tukwila's Family Fun Center to create a memorable night for military service members and their families.



#### USAA's Honorary Unit

Since 2012, the Seahawks and USAA have annually selected a military unit to serve as "honorary unit" for the season. Along with attending games and special events, the unit is responsible for the "colors," a 12 Flag carried by the corps to areas they are serving.





## PLAYERS & LEGENDS

Create and support opportunities for our players and legends to engage in a variety of programs, campaigns, and events that create long-lasting relationships, interests and personal and professional impact through service and involvement in our local community and beyond.



### Equality & Justice for All Action Fund

In an effort to create lasting change and build a more compassionate and inclusive society, Seahawks players launched the Equality & Justice for All Action Fund to support education and leadership programs in the fall of 2017. Nearly \$1 million has been raised with grants awarded to 15 nonprofit organizations with the help of The Seattle Foundation.

### My Cause, My Cleats

For the third year in a row via “My Cause, My Cleats”, players wore customized cleats designed in collaboration with artists that reflect their commitment to charitable causes. Nearly 800 players across the league, including 36 Seahawks players, Seahawks President Chuck Arnold, GM John Schneider and Legend Walter Jones participated in the campaign.







### Family First

Doug Baldwin greets participants at his second annual interactive family combine at Renton Memorial Stadium to benefit Family First Community Center he is working to build in Renton.



### Renton Youth & Family Services

George Fant and Quinton Jefferson hosted a holiday gift-giving event at Virginia Mason Athletic Center for families from Renton Youth & Family Services.



### NFL Legends program

Launched in 2013, the NFL Legends program connects former players with each other, their former teams and the NFL. The program includes outreach to NFL alumni for team and league initiatives such as homecoming festivities and community events. More than 1,000 former players are active in the Seahawks Legends community.



Fans with Seahawks Legend Walter Jones. Seattle Seahawks Fan Rally, The Barrow Boy and Banker, London in the build up to Seattle Seahawks and Oakland Raiders NFL game on October 14th 2018.



### Seattle's Union Gospel Mission

Seahawks players Frank Clark, Ed Dickson, Poona Ford, Nazair Jones and Malik Turner served dinner and visited with the residents of Hope Place.



### Tackle Hunger Weekend

Bobby Wagner joins 300 volunteers in his Southern California hometown for a charity event to combat youth hunger by preparing meals for 10,000 kids.



### Legends Weekend

Each year, the team welcomes former players back to Seattle and CenturyLink Field during Legends Weekend. The two-day event includes Seahawks practice and tickets to a game with a special recognition ceremony during halftime.



### Rumble at the Ridge

As the kickoff event of the Boeing Classic, the Seahawks Rumble at the Ridge brings together sports fans with past and present Seattle stars to "tee it up" for charity at The Club at Snoqualmie Ridge. All proceeds from Rumble at the Ridge benefit the Benaroya Research Institute at Virginia Mason, Pete Carroll's "A Better Seattle" and additional programs supported by Virginia Mason.

# SUPPORT



# HONOR



## Ed Block Courage Award

Frank Clark received the Ed Block Courage Award for his commitment to sportsmanship and courage. The award is selected solely by a vote of the players.



## Steve Largent Award

Russell Wilson received the Steve Largent Award, which is voted on by Seahawks players and given to the teammate who best exemplifies the spirit, dedication and integrity of the Seahawks.



## Walter Payton Man of the Year

K.J. Wright was selected as the Seahawks nominee for the Walter Payton NFL Man of the Year Award presented by Nationwide. Considered one of the league's most prestigious honors and recognizes an NFL player for outstanding community service activities off the field, as well as excellence on the field.





# RESPOND

## BEING A GOOD NEIGHBOR

As a valuable community asset and powerful generator of connection, we have a unique opportunity to rally key people and organizations to address a variety of causes facing the people of Seattle, the state of Washington and beyond. Through an investment in organizations and individuals working to make life better in our region, we honor our owner's charge to be a good neighbor and do good in our community.

### Mercy Housing

Seahawks joined Vulcan and Mercy Housing Northwest to raise funds for families experiencing homelessness and support the Mount Baker Family Housing & Resource Center.



### Mary's Place

C.J. Prorise visits Mary's Place in Seattle with toys, clothes, and treats for families in need.



# COMMITMENT

## A Better Seattle

Founded and led by Head Coach Pete Carroll, A Better Seattle (ABS), is an initiative working to reduce and prevent youth and gang violence in the greater Seattle area. ABS funds and supports the deployment of Accelerator YMCA of Seattle's Alive & Free professionally trained street outreach workers who serve youth impacted by violence and the juvenile justice system.



## One Love

Seahawks Women's Association has been instrumental in fundraising efforts to launch a One Love Foundation office in the Seattle area. One Love is the national leader in relationship education with a mission to provide every young person an understanding about the differences between healthy and unhealthy relationships.

## Ben's Fund

Ben's Fund was founded in 2012 by Seahawks General Manager John Schneider and wife Traci, named in honor of their son Ben, who was diagnosed with autism at the age of three. Ben's Fund provides financial support to children and young adults with autism. Since 2012, more than \$4.25 million has been raised and nearly 2,000 grants distributed.



## Prime Time

Prime Time features Seahawks players, coaches and Legends as celebrity waiters to raise money for Ben's Fund. This year's event raised more than \$650,000.



## Halloween with the Hawks

The Seattle Seahawks Women's Association invited military families of deployed service members for a fun and festive evening at CenturyLink Field.





# CONTRIBUTE

## Vulcan Converge

Seahawks owner Paul Allen's Vulcan, Inc. hosted Vulcan Converge, an employee day of service at CenturyLink Field Event Center, where more than 400 volunteers participated in an effort to build 30 tiny houses that will be donated to a tiny house village in Seattle's Central Area to support homeless families and individuals.



## Elysian Brewing

Seahawks collaborated with Elysian Brewing Company to develop THE NOISE PALE ALE sold at CenturyLink Field and Elysian Fields restaurants. A portion of sales benefits Plymouth Housing Group who works to eliminate homelessness.

## Community Resource Exchange

Annual event connects people experiencing homelessness with essential items and services--dental checks, haircuts, new shoes, a hot meal, and more.



## Crucial Catch

Seahawks partner with Virginia Mason, the Seahawks Official Health Care Partner, CHI Franciscan Health and the local chapter of American Cancer Society to promote early detection and risk reduction efforts for multiple types of cancer through Crucial Catch campaign.



## Hispanic Heritage Leadership Award

Seahawks selected Estela Ortega, Executive Director of El Centro de la Raza, as the team's Hispanic Heritage Leadership Award recipient for the 2018 season.



# HIGHLIGHT



# GROW

## FUTURE OF FOOTBALL

Serve as a catalyst to drive youth aspiration to play the game of football and encourage and celebrate a broad range of local youth football communities. Celebrate NFL Flag, youth tackle and high school football in addition to providing diverse structured football programs to drive safe play, sound fundamentals and meaningful character development with both youth participants and the communities of coaches, parents and others who support them.



### Certified Athletic Trainer's Grant

The Seahawks and NFL Foundation awarded a \$50,000 grant to the Department of Orthopedics and Sports Medicine at Seattle Children's and their Athletic Trainers program (AT). The grant provided expanded coverage of certified athletic trainers during sporting events and activities for Seattle's Chief Sealth, Cleveland, Franklin and Rainier Beach high schools.



### Grassroots Field Grant

The Seahawks and NFL Foundation awarded a \$250,000 grant to Highline School District to refurbish the team's athletic field.





# PARTICIPATION



## NFL Flag Football

NFL Flag Football provides opportunities for boys and girls ages 5-17 to play non-contact football and learn lessons about sportsmanship and teamwork, while also getting their 60 minutes of daily physical activity. In 2018, 56 leagues and 15,947 youth were participating in NFL Flag throughout Washington State, a 20% increase.



## Blue Friday Night Lights

The Seahawks visited high school football games last fall bringing the Blue Friday Night Lights party to celebrate football with communities throughout the Puget Sound.



## 2018 Coach of the Year

Colville High School football coach Randy Cornwell was named 2019 Seahawks Coach of the Year. Cornwell led his team to a victorious season, winning the State 1A football title with an 11-2 record.



Washington state high school football championship winning coaches raised the 12 Flag prior to the Seattle Seahawks' 2018 regular-season finale at CenturyLink Field. The group included Randy Cornwell (Colville), Jeff Nelson (Odessa), Rick Steele (Hockinson), Sean McDonald (Kalama), Jeremy Thielbahr (Eastside Catholic), and Rory Rosenbach (Union).

# COMMUNITY



EDUCATE

SUPPORT

HONOR

EMPOWER

CONTRIBUTE

RESPOND

HIGHLIGHT

ENGAGE

ENCOURAGE

SAFETY

COMMUNITY

PARTICIPATION

EDUCATE

SUPPORT

HONOR

EMPOWER

CONTRIBUTE

RESPOND

HIGHLIGHT

ENGAGE

ENCOURAGE

SAFETY

COMMUNITY

PARTICIPATION

# PUBLIC BENEFITS

The public-private partnership between First & Goal Inc. (FGI), First & Goal Hospitality (FGH) and the Washington State Public Stadium Authority (PSA) provides substantial financial benefits for communities throughout the state.

## Community Concessions Program

FGH partners with neighborhood restaurants to provide unique and local food options at all Seahawks and Sounders home games and other large stadium events.

- \$403,248 in proceeds earned in 2018

## Not for Profit Concession Partners

A number of concession stands are made available to not for profit organizations to work during Seahawks home games and other large stadium events each year.

- \$1M contributed in 2018
- \$11.6M contributed since 2006

## Washington State Permanent Common School Fund

The state's Permanent Common School Fund receives 20 percent of the net profits from events at CenturyLink Field Event Center to support public school improvements.

- \$478,296 contributed in 2018
- \$4.4M contributed since 2002





