



49ERS

FOUNDATION

TACKLING POSSIBLE

HARNESSING FOOTBALL TO EMPOWER
AND EDUCATE BAY AREA YOUTH

2018 Community Impact Report



49ers President Al Guido and youth football players from the Santa Clara Lions

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A LETTER FROM DR. YORK

Dear 49ers Foundation Supporter:

In 1991, the 49ers Foundation set out on a mission to make a difference in the lives of children and families in across the San Francisco Bay Area. For the past 26 years, the 49ers Foundation has championed charitable initiatives that support education and wellness for underserved Bay Area youth spanning efforts in the classroom, on the playing field and beyond. As long as children learn to learn, they will continue to educate themselves for the rest of their lives. In support of helping Bay Area children realize their full potential, whether as a teammate or class leader, The 49ers Foundation has distributed more than \$40 million into the community to help children realize their full potential. For these collective efforts, made possible by 49ers Foundation supporters like you, the San Francisco 49ers were named the ESPN Sports Humanitarian Team of the Year in 2017.

This year, the Foundation will further its mission to educate and empower Bay Area youth by expanding our support of two key programs: 49ers PREP and 49ers EDU.

49ers PREP is the evolution of our youth football program, which has directly impacted more than 100,000 participants since 2014. 49ers PREP is more than just football, it's our boots-on-the-ground approach to serving Bay Area youth through sport. 49ers PREP programming will provide more than 130 youth football events to kids of all ages, teaching the importance of health and wellness. In addition, 49ers PREP recently launched a free flag football program for girls and boys. Our goal is to continue to teach more children the importance of teamwork, goal-setting and how to live a healthy lifestyle in a fun, safe and educational environment.

Our impact on the field will be matched with our impact off the field through 49ers EDU, which has encouraged nearly 210,000 participants since 2014 to pursue STEAM education through its standards-aligned field trip program, at no cost. The mission of 49ers EDU is simple: show students and teachers, in kindergarten through eighth grade, that STEAM education can go beyond textbooks and traditional lessons. Fortified with a team of dedicated educators, 49ers EDU teaches over 360 students a day the principles of STEAM through something they love - football. The program also hosts a professional development program for teachers and provides a family learning series that brings parents and kids together to explore STEAM.

In addition to 49ers PREP and 49ers EDU, the Foundation is more committed than ever to continuing to champion the life-changing work of our legacy partners in the community who are aligned with our mission: the 49ers Academy, Fresh Lifelines for Youth, City Year of San Jose, the 49ers STEM Leadership Institute presented by Chevron [SLI], the Center for Youth Wellness, and Tipping Point Community.

On behalf of 49ers Foundation, thank you for your support of our mission to educate and empower Bay Area youth.

John York

Dr. John York
San Francisco 49ers Foundation Co-Chairman



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MISSION

The 49ers Foundation harnesses football to educate and empower Bay Area youth through a collective of innovative and community-focused strategies. From award-winning STEAM education and nationally recognized youth football programs, to impactful community partnerships with leading non-profits, we are tirelessly dedicated to inspiring the confidence and collaboration our youth need to tackle what is possible.



A LETTER FROM JERRY RICE

Dear Faithful,

For over 27 years, the 49ers Foundation has taken your pride and passion for the 49ers and channeled it to make a difference in the lives of youth in our community. With the level of pride and shared commitment to the Foundation’s mission of educating and empowering Bay Area youth, it is my sincere pleasure to serve as Honorary Chairman of the 49ers Foundation. Together we will continue to make giving back to the community by serving children and families across the Bay Area a priority. Whether introducing students to STEAM education through the award-winning work of 49ers EDU or teaching the importance of health and wellness to students through the 49ers PREP program, helping students from the 49ers Academy and 49ers STEM Leadership Institute realize their dreams of going to college or supporting our Community Relations team as they assist countless Bay Area nonprofits, it is a labor of love to give back to a community that has given so much to me. It is a privilege to work with 49ers fans like you who make a difference in the lives of so many. And for that, I am deeply grateful and look forward to seeing what impact we’ll make in the year ahead.

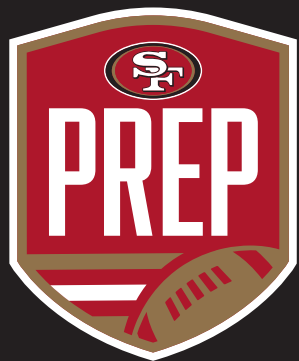
Thank you for all you do!

Jerry Rice
#50

Jerry Rice
Honorary Chairman
49ers Foundation







49ERS PREP PRESENTED BY US BANK

49ers PREP is the evolution of our youth football program, providing a boots-on-the-ground approach to serving Bay Area youth. 49ers PREP provides children ages 5-18 with the opportunity to experience football through a multitude of diverse programs aimed at creating young, healthy leaders on and off the field. We bring our program to schools throughout the Bay Area and over 60% are Title 1 designated sites.

With grassroots efforts that include hosting free youth flag football leagues and free youth football camps, 49ers PREP has increased youth participation by 59% since 2013. While promoting a more enjoyable, safer game for boys and girls, 49ers PREP engaged more than 32,000 participants in 2017 and hosted 144 events in partnership with the NFL's "Play 60" initiative, which encourages children to get outside and play for 60 minutes each day.



60%
of participating schools are
Title 1 designated sites



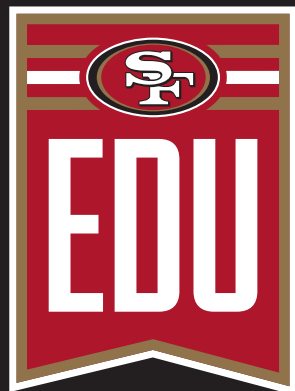
32,000
participants in 2017



144
events hosted annually



3,623,880
minutes of physical activity
for youth last year



49ERS EDU

49ers EDU uses football as a platform to excite children about STEAM [Science, Technology, Engineering, Art, & Math] concepts. The 49ers EDU STEAM field trip, educator professional development and family learning programs ensure our community's future workforce will be prepared through high quality and fun STEAM education for kindergarten through eighth grade. 49ers EDU sparks the interest in STEAM with students at an early age while simultaneously equipping parents and teachers to foster an aptitude in these subjects.

In the 2017-18 school year, 49ers EDU served more than 60,000 participants from over 400 schools with 54% of participants being from a Title 1 designated school. Recognizing that transportation costs are also a barrier of entry for schools, 49ers EDU provides free transportation to qualifying schools. By the end of the 2017-18 school year, 49ers EDU provided 74% of attendees free transportation to and from the 49ers EDU STEAM Field Trip.

49ers EDU programming
proudly sponsored by



54%

of participants for the 2017-18 school year come from a Title 1 designated school



74%

of participants were transported free of cost by 49ers EDU during the 2017-18 school year



65%

of students surveyed are interested in exploring STEAM careers



60,000

participants served in the 2017-18 school year



COMMUNITY RELATIONS

49ers Community Relations strives to build stronger communities through partnerships with Bay Area nonprofit organizations forging the path for positive change. Through hands-on service projects, 49ers players, alumni, ownership and staff volunteer their time to support and encourage underserved youth and families, those facing medical crises and mental illness, at-risk individuals and social justice efforts.

In addition to being champions for youth, 49ers Community Relations supports real-life heroes through NFL programs including the Crucial Catch cancer awareness platform, the Salute to Service military appreciation initiative, and My Cause My Cleats, a program that highlights the inspiring work nonprofits are accomplishing for causes players are most passionate about. Using football as the platform, the Community Relations team is proud to support those dedicated to serving and unifying the community.



16,296

pounds of food donated
last year



2,084

youth served in Community
Relations 2017 programming



2,150

meals served in 2017



1,312

staff volunteer hours
in 2017



49ERS FOUNDATION PROGRAMS

Through ongoing fundraising efforts, the 49ers Foundation facilitates opportunities for 49ers fans. Join us in giving back to Bay Area youth.

VEHICLE DONATION PROGRAM

49ers fans can now donate their car, truck, or RV to benefit the 49ers Foundation's charitable programs and qualify for a tax deduction. It's easy to donate! Just call [833]-4NINERS and operators are standing by to take your donation. www.49ers.com/vehicledonation



TROPHY PROGRAM

The 49ers Foundation's Trophy Program will bring all five San Francisco 49ers Super Bowl Trophies to suite holders during every game at Levi's® Stadium this season in exchange for tax-deductible donations to help support the Foundation's charitable initiatives. Find us at www.49ers.com/trophyprogram or email us at trophyprogram@49ers.com



EXTRA BUCKS FOR BAY AREA YOUTH

This season, every guest can add an extra buck to their purchases throughout Levi's® Stadium and at the 49ers Team Store this season to support Bay Area youth. Find us at www.49ers.com/extrabucks



49ERS DIG FOR GOLD SALE

"Dig for Gold Sale" offers 49ers fans the opportunity to purchase unique, one-of-a-kind items that come straight from the team's locker room. The sale includes signed footballs, team-issued 49ers gear, practice-worn jerseys, memorabilia from current and former players, and much more! Check at the Dig for Gold Sale at 49ers games at Levi's® Stadium and various team events throughout the year.



TICKETS FOR A CAUSE

The Tickets for a Cause Program allows 49ers ticket holders to donate their game tickets to the 49ers Foundation this season. Donated tickets are redistributed to help further the 49ers Foundation's mission to harness football to educate and empower Bay Area youth. Find out more at www.49ers.com/TicketsForACause or email us at TicketsForACause@49ers.com



49ERS FOUNDATION VOLUNTEERS

The 49ers Foundation wouldn't be the same if it weren't for the best fans in football! The 49ers Foundation is looking for volunteers to donate their time, energy and talents throughout the year to help further the 49ers Foundation's mission of harnessing football to educate and empower Bay Area youth. Find out more at 49ers.com/FoundationVolunteer or email us at Foundation@49ers.com



50 / 50 RAFFLE

The 49ers Foundation 50/50 Raffle offers fans the opportunity to buy raffle tickets before and during the games at Levi's® Stadium for a chance to win 50% of the proceeds raised by the raffle, with the other 50% going directly to the 49ers Foundation's charitable beneficiaries!





LEGACY PARTNERS

Our non-profit partners amplify our impact and support of Bay Area children, providing high-impact, results-oriented youth development programming.

49ERS STEM LEADERSHIP INSTITUTE

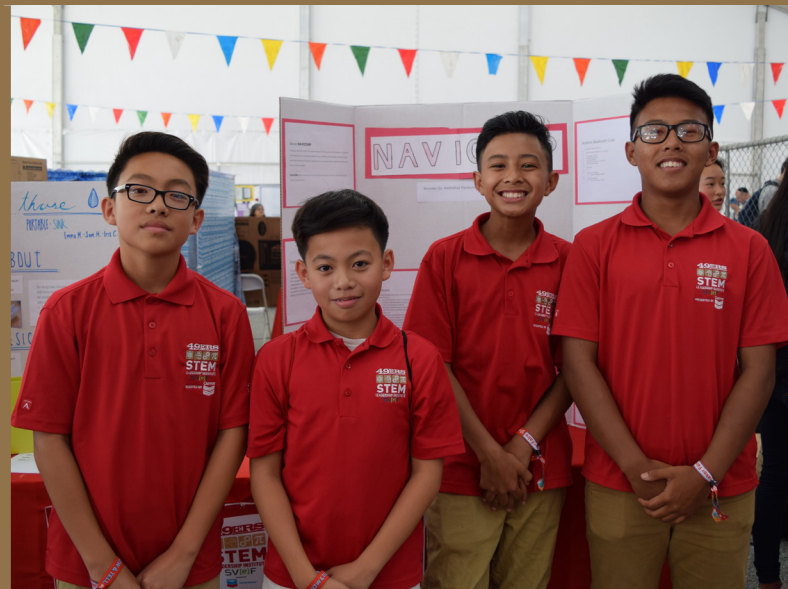
The 49ers STEM Leadership Institute, supported by Chevron and created in partnership with the San Francisco 49ers, the Silicon Valley Education Foundation, and the Santa Clara Unified School District, is a six-year program that prepares students with high academic potential to be outstanding. The institute aims to inspire and prepare its students to pursue STEM [Science, Technology, Engineering, Math] majors at top-tier universities and become future leaders in their fields.

svefoundation.org/49erssli

49ERS ACADEMY

The 49ers Academy provides adolescent students from East Palo Alto a community of support that empowers them to be engaged in school, to reach their full potential, and achieve academic and personal success in middle school, high and beyond. By providing our students with the resources, relationships, and support services they need, the 49ers Academy is changing lives--one student at a time.

49ersacademy.org



FRESH LIFELINES FOR YOUTH, INC

Fresh Lifelines for Youth (FLY) is an award-winning nonprofit working to break the cycle of juvenile violence, crime, and incarceration.

flyprogram.org



CITY YEAR OF SAN JOSE

City Year San Jose utilizes AmeriCorps volunteers to move underperforming students along their educational continuum to 10th grade readiness in English/Language Arts and Math so that they graduate from high school.

cityyear.org/sanjose



CENTER FOR YOUTH WELLNESS

The Center for Youth Wellness is part of a national effort to revolutionize pediatric medicine and transform the way society responds to kids exposed to significant adverse childhood experiences and toxic stress.

centerforyouthwellness.org



TIPPING POINT COMMUNITY

Tipping Point fights poverty in the Bay Area for the 1.3 million people too poor to meet their basic needs.

tippingpoint.org



49ERS FOUNDATION BOARD OF DIRECTORS & COMMUNITY IMPACT TEAM

49ERS FOUNDATION BOARD

- Denise DeBartolo York - Co-Chair
- John York - Co-Chair
- Jerry Rice - Honorary Chairman
- Clothilde Hewlett - Cal Alumni Association
- Eric Heitmann, CBRE - San Francisco 49ers Alumni
- Jan Katzoff - Little Britches Productions
- Joe Naylor - Chevron Corporation
- Kara Berg - Berg & Berg Enterprises LLC
- Michael Latham - Goldman Sachs Exchange
- Robert Fischbach - BlackRock

49ERS FOUNDATION

- Justin Prettyman - Executive Director
- Lindsay Mapp - Fundraising and Events Lead
- Tyson Lamp - Senior Development Manager
- Carson Badger - Raffle Manager
- Logan Applewhite - Events and Operations Assistant

COMMUNITY IMPACT

- Hannah Gordon - Chief Administrative Officer and General Counsel
- Rahul Chandhok - Vice President, Public Affairs and Strategic Communications
- Jas Sajjan - Public Affairs Coordinator

49ERS EDU

- Jesse Lovejoy - Director, 49ers EDU & 49ers Museum
- Sofy Navarro - Manager, STEAM Education
- Brownen Phillips - Senior STEAM Educator, Administration
- Joshua Montoya - Lead STEAM Educator
- Todd Valentine - Lead STEAM Educator

49ERS PREP

- Jared Muela - Director, 49ers PREP & Fan Engagement
- Tucker Baksa - Manager, 49ers PREP & Fan Engagement
- Nezam Etemadi - Flag Football Manager
- Ryan Dillard - 49ers PREP Coordinator
- Loren Powers - 49ers PREP Intern

COMMUNITY RELATIONS

- Stacy McCorkle - Director, Community Relations
- Michelle Beck - Community Relations Manager
- Liz Malara - Community Relations Specialist
- Saya Lindsay - Community Relations Coordinator
- Daniel Tang - Community Relations Intern



THANK YOU FOR HELPING US TACKLE POSSIBLE!



2018-2019 CALENDAR

AUG | Kickoff Dinner: Players for a Purpose Presented by SAP

OCT | 1st & Bowl Challenge Presented by NRG

NOV | Holiday Sports Auction

MAR | 49ers Foundation's Carmel Valley Ranch Weekend

JUN | Owner's Dinner on the 50 Yard Line

JUN | Picnic on the Field

49ERS
FOUNDATION



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Website: 49ers.com/Foundation



Twitter: [@49ersCommunity](https://twitter.com/49ersCommunity)

