



49ERS

FOUNDATION

TACKLING POSSIBLE

HARNESSING FOOTBALL TO EMPOWER
AND EDUCATE BAY AREA YOUTH

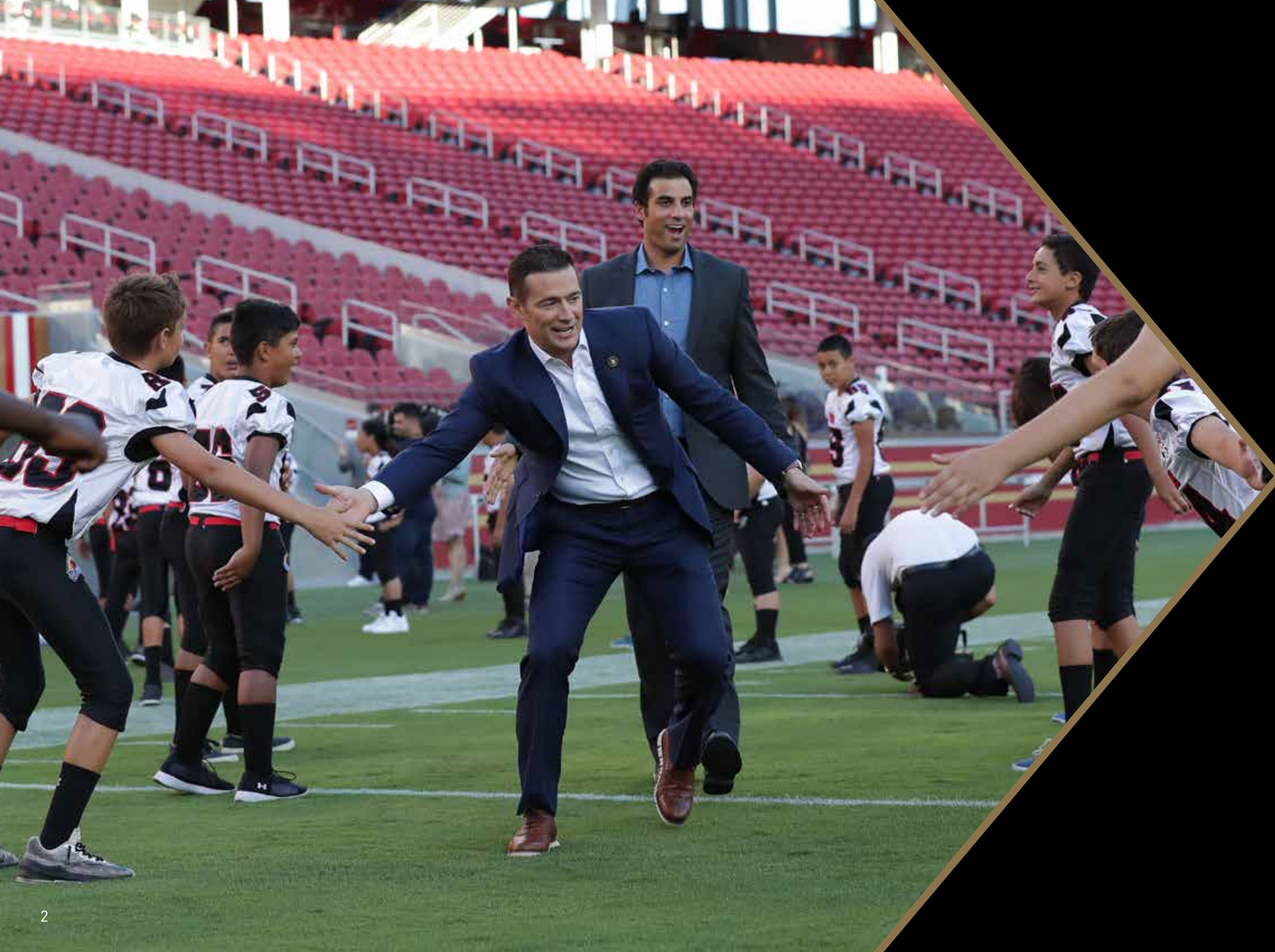


TABLE OF CONTENTS

- 04** A Letter From Dr. York
- 06** **49ers Foundation**
- Mission
- 10** **49ers PREP Presented by US Bank**
- 12** **49ers EDU**
- 14** **Community Relations**
- 16** **Legacy Partners**
- 49ers STEM Leadership Institute
presented by Chevron
- 49ers Academy
- 17** **Legacy Partners**
- Fresh Lifelines for Youth, Inc
- City Year of San Jose
- Center for Youth Wellness
- Tipping Point Community
- 18** **49ers Foundation Board of Directors
& Community Impact Team**
- 20** **49ers Foundation 2018 Calendar**

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-need 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 back into the community it serves over the course of its lifespan. 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.



Dr. John York
San Francisco 49ers Co-Chairman



49ERS FOUNDATION

TACKLING POSSIBLE

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.







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.

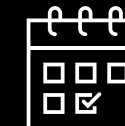
With grassroots efforts that include hosting free youth flag football leagues and free youth football camps, 49ers PREP has increased youth participation by 59% since 2013. While promoting a more enjoyable, safer game for boys and girls, 49ers PREP engaged more than 32,000 participants in 2017 and hosted 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



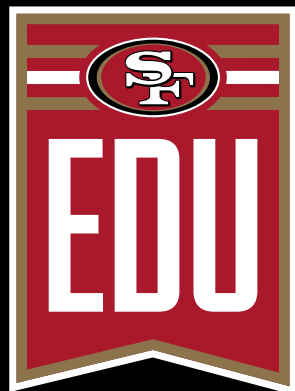
32,000
participants in 2017



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 will serve more than 60,000 participants from over 400 schools with 61% 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 will have provided 59% of attendees transportation to and from the 49ers EDU STEAM Field Trip.

49ers EDU programming proudly sponsored by



61%

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



59%

of participants will be transported free of cost by 49ers EDU in the 2017-18 school year



71%

of students surveyed are interested in exploring STEAM careers



60,000

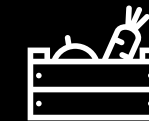
participants served in the 2017-18 school year



COMMUNITY RELATIONS

49ers Community Relations strives to build stronger communities through partnerships with Bay Area nonprofit organizations that forge 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



LEGACY PARTNERS

Amplifying our impact and supporting Bay Area youth by investing in nonprofit partners that provide high-impact, results-oriented youth development programming.

49ERS STEM LEADERSHIP INSTITUTE PRESENTED BY CHEVRON

The 49ers STEM Leadership Institute presented by Chevron, 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 the future leaders in their fields.

svfoundation.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

Utilizing AmeriCorps volunteers to move underperforming students along their educational continuum to 10th grade readiness in English/Language Arts and Math, such 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

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

49ERS EDU

- Jesse Lovejoy - Director, 49ers EDU
- Sofy Navarro - Manager, 49ers EDU
- Josiah Rodriguez - Coordinator, 49ers EDU
- Bronwen Phillips - Senior Educator, 49ers EDU
- Todd Valentine - Lead Educator, 49ers EDU
- Joshua Montoya - Lead Educator, 49ers EDU

COMMUNITY IMPACT TEAM

- Hannah Gordon - General Counsel
- Rahul Chandhok - Director, External Affairs

49ERS FOUNDATION

- Justin Prettyman - Executive Director
- Tyson Lamp - Senior Development Manager
- Lindsay Mapp - Fundraising and Events Lead

49ERS PREP

- Jared Muela - Director, 49ers PREP
- Tucker Baksa - Manager, 49ers PREP
- Nezam Etemadi - Flag Football Manager, 49ers PREP

COMMUNITY RELATIONS

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



THANK YOU FOR HELPING US TACKLE POSSIBLE!



2018 CALENDAR

- Spring** | Taylor Swift VIP Concert Party
- Summer** | Picnic in the Park
- Summer** | 49ers Foundation Bowl for Good
- Summer** | Sourdough Sam Yard Sale & Open Practice
- Fall** | 49ers Foundation Luncheon
- Winter** | Holiday Sports Auction hosted by KNBR

49ERS
FOUNDATION

Phone: (415) 464-9377

Email: Foundation@49ers.com

Website: 49ers.com/Foundation

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

