


HOUSTON TEXANS

IN THE COMMUNITY

TEXANS CARE



2010-2011 COMMUNITY IMPACT REPORT





HOUSTON TEXANS FOUNDATION MISSION STATEMENT



Quarterbacks Coach Greg Knapp with YMCA kids at the dedication of the new Houston Texans YMCA field

The mission of the Houston Texans Foundation is to be *Champions for Youth*. Because we believe that youth are the champions of our future, we are dedicated to enhancing their quality of life. Through our fundraising efforts, we support and administer programs in education, character development, and health and fitness to empower the next generation. Since inception in 2002, the Houston Texans Foundation has raised more than \$4.5 million to benefit youth and families in the Greater Houston area.



Dear Friends and Fans,

For the Houston Texans and the community, 2010-2011 was an eventful year. During this time, Texans players, coaches, cheerleaders and staff have touched our community through initiatives and programs highlighted within these

eco-friendly, recycled pages.

This year, we maximized our impact by focusing on a few strategic initiatives which combine our brand, marketing resources, fundraising proceeds, commercial partners, community alliances and players/coaches to address the most pressing needs of the underserved youth in our area. We also focused on initiatives which deliver significant community and team impact and are in line with our mission – to be Champions for Youth. We will continue to rigorously apply our mission and focus our principles to evaluate opportunities for involvement.

The Houston Texans have expanded our support throughout Texas, reaching out to thousands across not only Houston and its surrounding areas but also the Rio Grande Valley, Austin and San Antonio. The Texans Care Campaign is fueled by the Spirit of the Texans and the support and commitment of loyal fans and partners like you. With your help, we are able to inspire our community to establish social service partnerships that deliver experiences and services to our neighbors who are showcased in this publication.

Thank you for your generous spirit and dedication to the Houston Texans, the Houston Texans Foundation and the Texans Care Campaign. Go Texans!

Best Regards,

Bob McNair

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HOUSTON
TEXANS

FOUNDATION
Champions For Youth





DeMeco Ryans being escorted by a future athlete from the Houston Texans YMCA at Team Luncheon



Antonio Smith with fans at the Pins and Pigskins Bowling Challenge

PINS AND PIGSKINS BOWLING CHALLENGE PRESENTED BY H-E-B

At the 2010 Pins and Pigskins Bowling Challenge, guests bowled with one of 40 Houston Texans players. The event was held at 300 Houston Bowling lanes. In only its second year, nearly \$70,000 was raised from this fun filled event.



Matt Schaub at the Team Luncheon

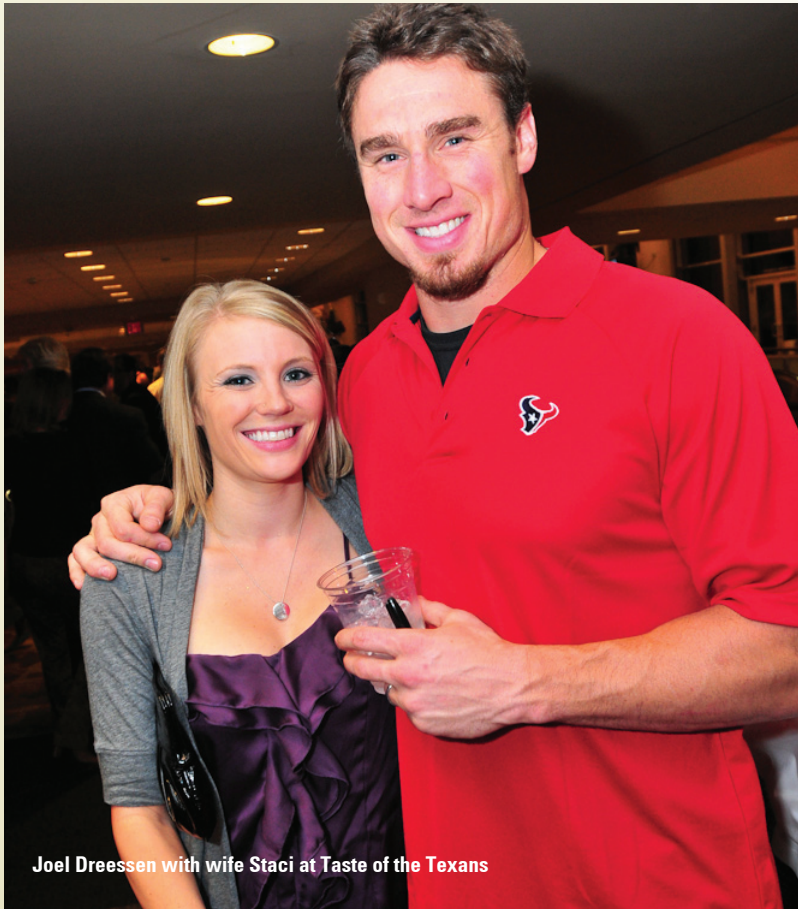
TEAM LUNCHEON PRESENTED BY AMEGY BANK OF TEXAS

This annual event provides sponsors and fans who donate to the Houston Texans Foundation with the premier experience of closely interacting with every member of the Houston Texans team, coaching staff and Chairman and CEO Bob McNair. In 2010, more than 600 guests kicked off the season with the entire Texans football team at the Westin Galleria and raised almost \$180,000 for the Houston Texans Foundation.

THE 2010 TEAM LUNCHEON
 RAISED ALMOST \$180,000
 TO SUPPORT THE HOUSTON
 TEXANS FOUNDATION

HOUSTON
TEXANS
 FOUNDATION

Champions For Youth



Joel Dreessen with wife Staci at Taste of the Texans

TASTE OF THE TEXANS

The 700 attendees of the 2010 Taste of the Texans were treated to samples from some of Houston's top chefs and restaurants while interacting with Houston Texans players and their wives, Ambassadors, Cheerleaders, Texans Chairman and CEO Bob McNair, wife Janice as well as General Manager Rick Smith and his wife Tiffany. In 2010, over \$175,000 was raised with proceeds benefitting the Houston Texans Foundation, the Houston Food Bank and the Methodist Hospital.

SILENT AUCTIONS

In 2010, nearly \$100,000 was raised from silent auctions that were held at all home games and other team events. Auctions included Houston Texans autographed memorabilia as well as unique Houston Texans experiences and trips. Some of our most coveted items included a trip to the Pro Bowl in Hawaii, game worn and autographed Andre Johnson cleats, team signed helmets and more! To bid on these items in our game day auctions, visit us at our table behind section 140 in the southwest corner of the stadium before the end of halftime.

Silent Auction on Gameday



OUR FANS' CONTRIBUTIONS THROUGH SILENT AUCTIONS RAISED NEARLY \$100,000 FOR THE HOUSTON TEXANS FOUNDATION

HOUSTON
TEXANS
FOUNDATION
Champions For Youth

HOUSTON TEXANS CHARITY GOLF CLASSIC PRESENTED BY VERIZON

The annual Houston Texans Charity Golf Classic provides an exclusive opportunity to mingle with Texans players, coaches, Cheerleaders, Ambassadors and executives. Each sponsorship foursome is paired with a Texans celebrity for a round of golf at the beautiful River Oaks Country Club. In 2011, more than \$355,000 was raised to benefit the Houston Texans Foundation.

**MORE THAN \$355,000
WAS RAISED TO BENEFIT
THE HOUSTON TEXANS
FOUNDATION AT
THE GOLF TOURNAMENT**

Head Coach Gary Kubiak and Bob Moses get ready for a round of golf



Defensive Coordinator Wade Phillips and cheerleaders pose with Charity Golf Classic participants



TORO, Clark Baker, Alan Bergeron, Priscilla Graham, Janice and Bob McNair and David Snow cut the ribbon at the opening of the Houston Texans YMCA

HOUSTON TEXANS YMCA

In January 2011, the Houston Texans celebrated the opening of the Houston Texans YMCA, the first YMCA facility in the country to be named after a professional sports team. Located on approximately five acres of land in the Greater Third Ward, the new Texans YMCA offers summer day camp, child care, teen clubs and youth sports. The state of the art facility features indoor and outdoor family activity areas, including a multi-purpose field, a health and wellness center and a pool with spray park. Throughout the year, the Houston Texans partner with the Houston Texans YMCA to support initiatives and programming that benefit their membership and the youth of the communities they directly serve.



Youth participate in a YMCA flag football game

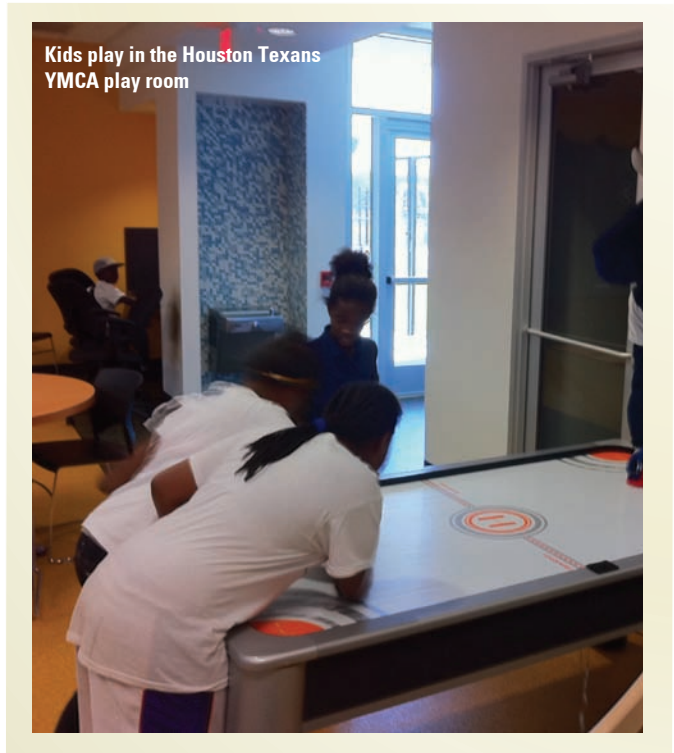


BMC Software Air Attack

Beginning in the 2009 season, BMC Software's Air Attack program made a donation to the Houston Texans Foundation for every touchdown pass completed. Thanks to the BMC Air Attack program, a total of **\$75,000** was donated to build the Houston Texans YMCA sports field. The field opened in Spring of 2011.



TORO checks out the new pool at the Houston Texans YMCA



Kids play in the Houston Texans YMCA play room

BOYS & GIRLS CLUBS OF GREATER HOUSTON

NFL Youth Education Towns

NFL Youth Education Towns are education and recreation centers constructed in Super Bowl host cities that serve as a lasting legacy of the game. With each Super Bowl, the NFL donates a \$1 million Legacy Grant towards the development of Youth Education Towns in an underserved community in that city. Approximately 200 kids participate in programming at each Houston facility daily.

SMART Girls and Passport to Manhood

The Texans are proud sponsors of the Boys & Girls Clubs character development programs, SMART Girls and Passport to Manhood. SMART Girls (Skills Mastery And Resistance Training) is designed to encourage healthy attitudes and lifestyles that will enable early adolescent girls to develop to their full potential. Passport to Manhood is a program designed to help young men make wise choices and increase their responsibility levels.



BOYS & GIRLS CLUBS
OF GREATER HOUSTON



Kids learn exercise tips at the one of the Boys & Girls Clubs

BOYS & GIRLS CLUBS OF GREATER HOUSTON CONTINUED...

Steak and Burger Dinner

The Houston Texans were proud to be the 2011 honoree at the Boys & Girls Clubs Steak and Burger Champion of Youth Dinner. This event is the organization's premiere, annual fundraiser to raise critical funds to support the overall mission of the Boys & Girls Clubs. The Houston Texans were honored for their continued support and commitment. All funds raised at this event help support the programs in the Boys & Girls Clubs' core service areas: academic success, healthy lifestyles and good character and leadership.



Texans President Jamey Rootes, Angela Hodson and Keith Fullenweider pose together at the Steak and Burger Dinner



Texans Ambassador JJ Moses and TORO with kids at the Steak and Burger Dinner

HOUSTON FOOD BANK

The Houston Texans and the Houston Food Bank have formed a strategic community partnership, through which the Texans will support the Food Bank financially and through a variety of programs including the Houston Texans Cafe, Nutrition Education, Backpack Buddy and the Souper Bowl of Caring.

houston  **foodbank**
Filling pantries. Filling lives.

Lady Texans Food Drive

During their annual food drive benefiting the Houston Food Bank, the Lady Texans collected **3,000 pounds of food** and raised almost **\$1,000** at a local HEB. This donation will provide 3 meals a day for over 1,000 needy Houstonians.



Texans Cheerleaders and Boy Scouts bag food at the Souper Bowl of Caring



Eric Winston, Spokesperson for the Souper Bowl of Caring, talks about tackling hunger in Houston



YMCA Kids participate in Lemonade Day



A dad and son practice drills at All Pro Dad Training Camp

LEMONADE DAY

Houston Texans encourage youth entrepreneurs by helping YMCA outreach programs and Boy & Girls Clubs to start lemonade stands throughout Houston.

ALL PRO DAD TRAINING CAMP

In 2010, the Texans teamed up with Family First to host the All Pro Dad Training Camp. **More than 350 participants** spent the morning running through football drills with Texans players and coaches that equipped dads on how to be better fathers while spending quality time with their kids.

ALL-EARTH ECOBOT CHALLENGE

The Houston Texans sponsored **20 students** from the Houston Texans YMCA in the 2010 All-Earth Ecobot Challenge. The challenge is an opportunity for students to develop problem-solving skills by integrating math and physics from the classroom to design robots that perform real-world tasks.

BEARING GIFTS

Be a Resource for CPS kids is a program that provides children under the care of Child Protective Services (CPS) with Christmas gifts. The Houston Texans staff provided Christmas presents for almost **200 children** in 2010.

BIKE DONATION

Players and coaches purchased bikes from Academy Sports + Outdoors for Houston-area youth. In 2010, the Texans donated **230 bikes** to five non-profit Houston organizations.



Head Coach Gary Kubiak poses with kids at the Bike Donation

HOMETOWN HUDDLE

In partnership with the United Way of Greater Houston, the Texans rookie class motivated students to get fit, stay active and eat healthy. This year, rookies led Woodson Elementary students in an afternoon of Play 60 drills and activities. The Houston Texans donated new athletic shoes to all **200 students** of Woodson Elementary and Academy Sports + Outdoors donated socks.



Woodson elementary kids participate in Play 60 Drills



Hometown Huddle



SHOP WITH A TEXAN

The 2010 Rookies Class shopped with **30 Houston-area youth** from the Houston Texans YMCA and the Boys & Girls Club. A local Academy Sports + Outdoors provided children with **\$3,000 in gift cards** to their store and players assisted them with their purchases while teaching them how to budget.



Shelley Smith helps kids shop at Shop with a Texan

Isiah Greenhouse participates in Shop with a Texan



Daryl Sharpton answers questions during Take a Texan to School

TAKE A TEXAN TO SCHOOL

As a part of the NFL Play 60 movement, approximately **3,000 Houston-area students** had a Houston Texans player come to their class to stress the importance of living healthy lifestyles by regular exercise and eating healthy foods.



TORO teaches kids at TORO Tackles the TAKS

TORO at a local school for TORO's Training Table



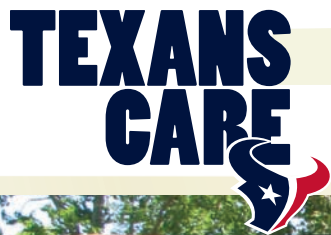
TORO TACKLES THE TAKS

TORO Tackles the TAKS is an educational assembly for elementary age children that shows them ways that they can prepare for the TAKS test. They are taught to mentally and physically prepare for the test by listening to their teacher, practicing their TAKS strategies, exercising and eating nutritious food. In 2010, TORO helped over **11,500 students** prepare for TAKS testing.

TORO'S TRAINING TABLE PRESENTED BY BP

TORO's Training Table presented by BP is an educational assembly that teaches children about the importance of fitness and nutrition. The program includes TORO interacting with players, cheerleaders and the Texans team nutritionist via video. During the 2010-2011 school year, TORO visited **130 elementary schools**, reaching more than **50,000 students**.





TEXANS IN THE COMMUNITY: VOLUNTEER!



Texans and Reliant employees at the Reliant Energy/Texans Day of Caring



Texans employees at the Reliant Energy/Texans Day of Caring

HALLIBURTON HOMETOWN HEROES

From hundreds of nominations, **10 local volunteers** were chosen for their noble community efforts throughout the season. A winner was recognized at each Texans home game and **\$10,000 was donated by Halliburton** to the volunteer organizations in 2010.

RELIANT ENERGY/TEXANS DAY OF CARING

Volunteers from the Texans organization, Reliant Energy and NRG work together annually to make exterior improvements to a home in a low-income community near Reliant Stadium. The program is in partnership with Rebuilding Together Houston which renovates and repairs hundreds of homes annually.





Houston Texans Cheerleaders participate at the Reliant Energy/Texans Day of Caring



TEXANS IN THE COMMUNITY: GIVE!

RELIANT ENERGY SCHOLARSHIP FOR CHAMPIONS

In 2010, Houston-area student athletes were awarded \$40,000 in scholarships from the Houston Texans Foundation through Reliant Energy's Scholarship for Champions Powering Strong Mind and Bodies program. Scholarship recipients are selected based on excellence in academics, athletics, leadership, ethics and community involvement.

TEXANS BLOOD DRIVE

The Texans team up with The Methodist Hospital System and the Gulf Coast Regional Blood Center for this annual event. In 2010, approximately 300 units of blood were collected.

WHATABURGER COMMUNITY PLAYER OF THE MONTH

Each month during the 2010 season, three Texans players were nominated by a team captain for their community involvement. One winner is chosen by fan votes. Each winner and team captain sign autographs in a local Whataburger and receive \$2,500 for their charity of choice. The 2010 winners were Vonta Leach, Dominique Barber, James Casey and David Anderson. James Casey had the additional honor of being named Community Player of the Year.



Matt Schaub and Vonta Leach at a Whataburger Community Player of the Month appearance





TEXANS CHEERLEADERS SWIMSUIT CALENDAR

In 2010, the Texans Cheerleaders released a swimsuit calendar that benefitted the Methodist DeBakey Heart & Vascular Center. The calendar proceeds totaled more than \$80,000.

TOUCHDOWN FOR TREES PRESENTED BY IMAGENET

For each offensive touchdown made by the Houston Texans at a home game, Imagenet will donate a tree to be planted in the Greater Houston-area. In 2010, 60 trees were offered to the Houston Texans YMCA and the Houston Food Bank's new facility.

THE CHEER CALENDAR PROCEEDS TOTALED MORE THAN \$80,000



Texans Staff plant trees for Touchdown for Trees



Marine Corps Silent Drill Platoon performs at halftime

SALUTE TO THE MILITARY GAME

Each season, the Texans host a home game that honors all military branches for their service. In 2010, America's Got Talent Winner Neil E. Boyd sang "God Bless America" as the US Army Golden Knights parachute team jumped into Reliant Stadium. The American flag and the Texas state flag were held by Military Veterans, and former President George H.W. Bush served as the honorary captain. At halftime, the Marine Corps Silent Drill Platoon performed. We hosted a surprise live video chat on the stadium videoboards for two families that had family members stationed overseas. Verizon Wireless offered free international phone calls for families to connect with troops overseas. Outside the stadium, the Army, Marine Corps, Navy, Coast Guard and Air Force featured vehicles and interactive displays.



Former President George H.W. Bush poses with military representatives during the Salute to the Military game

NFL GRANT FOR MILITARY

During the 2010 season, the Houston Texans donated \$5,000 to the Michael E. DeBakey VA Domiciliary for Homeless Veterans to remodel the facility.

IMPACT A HERO 5K RUN

The Impact a Hero organization raises funds to provide emotional and financial support for severely wounded and disabled veterans and their families. In 2010, Head Coach Gary Kubiak, Honorary Chair of the event, participated in the run along with coaches, players and staff. The Texans sponsored the Kid's Area and organized an autograph session after the race.



Andre Johnson poses with a female sailor during USO Field Day



Texans Chairman and CEO, Bob McNair accepts the USO Soldier's Cross honoring the team's support and dedication to troops

USO FIELD DAY

During Texans Salute to the Military week, wounded warriors from the Brooke Army Medical Center in San Antonio participated in a field day in the Methodist Training Center, attended a private Texans practice, enjoyed a tour of Reliant Stadium and lunch catered by Pitts & Spitts and served by the Lady Texans wives organization.

U.S. ARMY STRONG SOLDIER SALUTE

During each Texans home game the U.S. Army selects one soldier to recognize for their heroic actions in combat.



Texans President Jamey Rootes with United Way CEO Anna Babin

UNITED WAY ANNUAL CAMPAIGN

Houston Texans President Jamey Rootes presented a check for **\$625,000** to United Way of Greater Houston CEO Anna Babin. The check represented the total amount raised through the Texans 2010 United Way campaign. **Since the teams inception, The Texans have been one of the NFL's top contributors to the United Way and a leading supporter of the United Way of Greater Houston.**

UNITED WAY/TEXANS COMMUNITY QUARTERBACK AWARD

The United Way/Texans Community Quarterback program recognizes individuals that volunteer with United Way Agencies in the Greater Houston area who exemplify leadership, dedication and commitment to improving their communities. Each of the five finalists received a **\$1,500** donation for their organization. The Community Quarterback winner received a **\$10,000** donation for Meals on Wheels of Fort Bend.

THE TEXANS HAVE BEEN ONE OF THE NFL'S TOP CONTRIBUTORS TO THE UNITED WAY AND A LEADING SUPPORTER OF THE UNITED WAY OF GREATER HOUSTON



Brian Cushing on Pink Ribbon Day

PINK RIBBON DAY GAME

In support of Breast Cancer Awareness, players, coaches and referees wore pink wristbands, gloves, hats and shoes that were auctioned off on the NFL web auction site with items collected from teams across the league. In 2010, the NFL donated approximately **\$1 million** to the American Cancer Society.

Zeta Tau Alpha Sorority distributed **30,000 pink ribbons** to fans. Members of The Rose organization held the Texas flag. As honorary captains, breast cancer survivors called the game coin.



Lady Texans, Houston Texans Cheerleaders and Texans fans at the Susan G. Komen Race

SUSAN G. KOMEN RACE FOR THE CURE

For the first time, the Houston Texans, a 2010 sponsor of the Susan G. Komen Race for the Cure, opened up their team for fan participation. Over **150 fans** signed up to race with Texans Cheerleaders, Lady Texans and staff. Each Texans team member received an exclusive Texans t-shirt. The inaugural Texans team raised almost **\$5,500** for Komen Race for the Cure.

THE NFL DONATED APPROXIMATELY \$1,000,000 TO THE AMERICAN CANCER SOCIETY



Kids participate in drills at a Youth Football Camp

YOUTH FOOTBALL CAMP

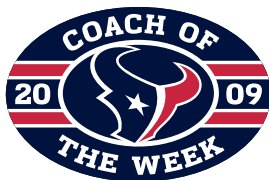
Every summer, youth participate in the Texans Youth Football Camps. In 2010, over **400 youth** were instructed by top-area high school coaches at the Texans practice facility, the Methodist Training Center.

HIGH SCHOOL COACH OF THE WEEK

The Texans High School Coach of the Week program is designed to aid and promote high school football throughout the Houston area. Two coaches are selected each week to receive **\$500 grants** for their school's football program. Additionally, two Coach of the Year Award winners receive **\$1,000 grants**. The U.S. Army and FS Houston are associate sponsors of the program, which honored **20 high school coaches** in 2010.



Kids participate in drills at a Youth Football Camp



GATORADE JUNIOR TRAINING CAMP

The Gatorade Junior Training Camp program is a grassroots community outreach initiative designed to teach elementary age students football-related skills in a non-contact environment. Nearly **4,000 youth** participated in camps in 2010.



Student participates in a Gatorade Junior Training Camp



Rashad Butler with Houston elementary students



Texans President Jamey Rootes speaks at the YMCA Sports Field Dedication

NFL GRASSROOTS GRANT

This NFL program provides non-profit, neighborhood-based organizations with financial and technical assistance to improve the quality, safety and accessibility of local football fields. The NFL provides grants of up to **\$200,000** for capital improvement projects. Recent Houston-area grant recipients include Houston Texans YMCA (2010) and KIPP Northeast (2010).



Duane Brown with TACT children

TEXANS ALL COMMUNITY TEAM (TACT)

Through the Texans All Community Team (TACT) ticketing program, players have the opportunity to purchase season tickets for local non-profit organizations, hospitals and schools, giving those who otherwise would not have the means a chance to experience a Houston Texans gameday. In 2010, **24 players** participated in the program, purchasing a total of **3,490 tickets to allow children from these organizations to experience a Texans gameday.**

David Anderson, Owen Daniels, Eric Winston
Small, Medium & Large
Shriners Hospital

Kevin Bentley
57 Nex^Lvl
Yes Prep

Glover Quin and Kareem Jackson
Kid's Corner
The Candlelighters

Duane Brown
Brown's Pocket Protectors
Houston Parks & Recreation

Shaun Cody
Commander's Kids
Tejano Center for Community Concerns

André Davis
The Davis Dash
Ronald McDonald House

Andre Johnson
AJ's Crew
Bastian Elementary

Vonta Leach
Vonta's Victories
Provision, Inc.

Amobi Okoye, Mario Williams
Superjits
Casa Esperanza and USO Kids

Chris Myers, Joel Dreessen, Dan Orlovsky
Gridiron Heroes
The Warrior Project

DeMeco Ryans
DeMeco's Tenacious Tacklers
Discovery Youth Foundation

Matt Schaub
Schaub's Aerial Attack
Make-a-Wish Foundation

Antonio Smith
No Weapons
US Dream Academy

Kevin Walter
Walter's Warriors
Sushine Kids Foundation

Eugene Wilson
Wilson's Ball Hawklers
Boys & Girls Clubs

James Casey
Casey's Cannons
Boys and Girls Country

Neil Rackers
Rackers Backers
The 100 Club and Child Advocates

Brian Cushing
Cushing's Crusaders
Houston Texans YMCA



Players sign autographs at the TACT Field Day

IMAGENET ALL-STARS

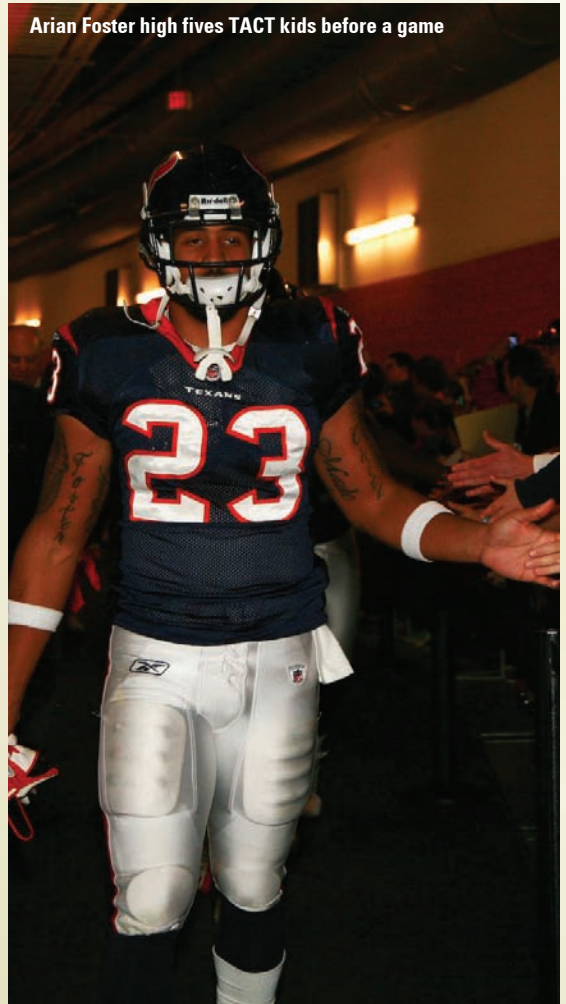
The ImageNet All-Stars ticketing program rewards youth for implementing and participating in community service projects. During the 2010 preseason, 1,000 youth experienced a Texans home game and received tickets, t-shirts and food vouchers donated by ARAMARK. One youth was featured during each home game for his or her community involvement.

CHEERING CHILDREN

The Cheering Children Ticket Donation Program provides an opportunity for season ticket holders to donate their unused game tickets to the Houston Texans Foundation. The tickets are then donated to the underprivileged youth who are directly served by the Houston Texans YMCA. In 2010, 683 children experienced a Texans gameday with tickets donated by season ticket holders.



Kevin Bentley, DeMeco Ryans, Andre Johnson and Jacoby Jones with TACT kids



Arian Foster high fives TACT kids before a game

Jamey Rootes
President

Jennifer Davenport
Director of Marketing

Amanda Cantley
Community Development Manager

Kandyace Mayberry
Community Development and Marketing Coordinator

Emily Bruss
Foundation Coordinator

Kristin Putnam
Community Relations Coordinator



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