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TEXANS

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MISSION STATEMENT:

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 our next generation of Texans.

IMPACT STATEMENT:

Since 2002, more than \$23 million has been raised through our annual fundraising events, disaster response programs, our annual United Way campaign and our partnership with nonprofit organizations on Texans gameday. The Texans Foundation has aligned with three strategic community partners: the Houston Texans YMCA, Boys & Girls Clubs of Greater Houston and the Houston Food Bank. About 75% of our support goes to these three organizations through monetary donations, programming and volunteerism. We are committed to inspiring positive change within the Houston community.

Please visit HoustonTexans.com for more information on the Houston Texans Foundation or stop by our silent auction table behind section 140 every gameday and bid on our exclusive Texans memorabilia.

Dear Friends and Fans,

It is always my pleasure to provide the opening comments for our annual Community Impact Report. I am very proud of what the Houston Texans Foundation is able to accomplish each year thanks to the support of our fans, corporate sponsors, players, staff and many others. Our results in 2013 were record setting, once again raising more than \$1 million through events such as Taste of the Texans and our annual Team Luncheon. These funds are put to work in the Houston community through great partners like the Houston Texans YMCA, Boys & Girls Clubs of Greater Houston, the Houston Food Bank and more.



There are a few programs that are particularly notable from this past year. In 2013, we made great strides in making the game of football available to more young athletes and safer for everyone involved. The Texans established the Heads Up Football Coaches Summit, a clinic that provided education on safe tackling, proper equipment fitting and heat and hydration with more than 150 youth football coaches. These coaches were also able to apply for \$40,000 in grant money to benefit their local league. The Texans also provided scholarships for hundreds of local coaches in the Cy Fair Youth Football League, the MLK Texans League and the Southwest Football League to be registered as Heads Up Football coaches, meaning they received training that allowed them to conduct safer practices and look for warning signs in kids who might need medical attention. These efforts are a great first step and our organization is committed to doing even more around this cause in 2014. Of course, none of this would be possible without the support of our fans and partners and for that we are most grateful.

Please take a few minutes to review the remainder of this report to learn much more about the impact the Houston Texans Foundation is making in our region. We appreciate your support and hope we make you proud as we strive to be the most community-connected sports franchise in the world. Go Texans!

Best Regards,

nchai

Bob McNair Chairman and CEO

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TEXANS CARE

HOUSTON TEXANS FOUNDATION

One of the core values of the Houston Texans is to do great things for the city of Houston. Out of this desire, the Houston Texans Foundation was established in 2002 to benefit under-served children in our community. The Texans Foundation strives to be Champions for Youth, and each year hosts a variety of successful fundraising events to support that mission. Each event gives fans unique opportunities to interact with Texans players, Cheerleaders and Texans Ambassadors, while also creating awareness for important causes. Once again, Texans fans helped make 2013 another record-breaking year as the Texans Foundation raised over **\$1 million** for the second year in a row to benefit the greater Houston area.

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TEAM LUNCHEON PRESENTED BY AMEGY BANK OF TEXAS

This annual event provided sponsors and fans who donated to the Houston Texans Foundation the premier experience of closely interacting with every Texans player, the coaching staff and chairman and CEO Bob McNair. In 2013, more than **680 guests** kicked off the season with the entire Texans football team at the Westin Galleria, raising nearly **\$220,000** for the Houston Texans Foundation. Matt Schaub was honored as the Spirit of the Bull Award winner for his community work and charitable efforts off the field. Each guest was seated at a table with a Houston Texans player as they enjoyed lunch and heard special remarks from coaches and several Texans players. This event is a great way for fans to hear from the team and look forward to an exciting football season!

RUNNING OF THE BULLS PRESENTED BY H-E-B

In 2013, the Running of the Bulls 5K Run/Walk presented by H-E-B raised more than **\$210,000** for the Houston Texans Foundation. Nearly **6,000 fans** came out to participate in this event that started and ended at Reliant Stadium. The route included water stops with local radio stations, Cheerleader and TORO appearances, and the chance to finish the race on the 50 yard line inside the stadium. The younger fans were also able to join in, as **500 children** ran the sold-out TORO's Kids 1K presented by ARAMARK. Runners were treated to a post-race party that included food, a live band, and Texans Ambassador and Cheerleader autographs.

HOUSTON TEXANS CHARITY GOLF CLASSIC

The annual Houston Texans Charity Golf Classic provided guests with an exclusive opportunity to mingle with Texans players, coaches, Cheerleaders, Texans Ambassadors and executives. Each foursome was paired with a Texans celebrity for a round of golf at the beautiful River Oaks Country Club. The event was preceded by the Texans Insider Dinner presented by BMW where sponsors were able to enjoy dinner while hearing insider remarks from Texans players. In 2014, nearly **\$370,000** was raised to benefit the Houston Texans Foundation.





SILENT AUCTIONS

The 2013 season was a record-breaking year for Texans Foundation silent auctions. Well over **\$285,000** was raised from auctions held at all home games and other team events as well as on the NFL auction website. Auctions included Houston Texans autographed memorabilia as well as unique Texans experiences and trips. In November of 2013, after the passing of beloved Houston legend Bum Phillips, the Texans Foundation donated proceeds from a gameday auction to Bum Phillips Charities. This donation, as part of a matching gifts challenge from Mr. and Mrs. McNair, helped raise **\$300,000** that supported Bum's dream of opening a retreat center for the deaf community. To bid on items in our gameday auctions during the 2014 season, visit us at our table behind Section 140 in the southwest corner of NRG Stadium before the end of halftime.





WAS RAISED AT THE 5TH ANNUAL TASTE OF THE TEXANS.



AUTOGRAPHED J.J. WATT PAINTING RAISES FUNDS FOR FOUNDATION SILENT AUCTION

TASTE OF THE TEXANS PRESENTED BY BP

The wine and dine event of the year, Taste of the Texans presented by BP hosted more than **750 attendees** and 25 of Houston's top restaurants. Guests were treated to delicious samples from each of these top chefs while mingling with Texans players and their wives, Texans Ambassadors, executives, Cheerleaders and TORO. In 2013, a record **\$330,000** was raised as proceeds benefited the Houston Texans Foundation, the Houston Food Bank and Houston Methodist Hospital.



HOUSTON TEXANS CHEERLEADER CALENDAR

The 2013-2014 Houston Texans Cheerleader Swimsuit Calendar made a big splash for the Houston Texans Foundation. All proceeds were given to the Foundation, and in total raised over **\$90,000**. Over **9,000 calendars** were sold to Texans fans all over the Houston area, in the Go Texan Store, at Kroger and at shop.houstontexans.com.



TEXANS CARE FOR KOMEN

In 2013, during the week leading up to the Pink Ribbon Day game presented by Kroger, the Texans posted a series of videos on our website highlighting breast cancer survival stories within our organization. Fans who watched the videos were encouraged to donate online to Susan G. Komen and by doing so, entered to win tickets to the Pink Ribbon Day game. On gameday, several dedicated items were auctioned off at the Texans Foundation silent auction table. Between the online fundraiser and auction proceeds, the Texans raised nearly **\$9,000** for the Susan G. Komen Foundation.

COMMUNITY PARTNERS

The Houston Texans Foundation continues to be passionate about giving back to the Houston community. In order to ensure a deep impact with our efforts, the Foundation partnered with three local organizations that uphold a similar mission of being Champions for Youth: the Houston Texans YMCA, the Boys & Girls Clubs of Greater Houston, and the Houston Food Bank. The Texans Foundation is proud to give approximately 95% of annual funds raised to youth-based initiatives. By focusing our efforts, we have been able to make an impact in the lives of thousands of youth and their families throughout the Houston area.

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J.J. WATT BRINGS EXCITEMENT AND SMILES TO YOUNG FANS AT HOUSTON TEXANS TRAINING CAMP

TEXANS

HOUSTON TEXANS YMCA

The Houston Texans YMCA (HTY) celebrated its third anniversary in January 2014. Since the building opened in 2011, the Houston Texans and the YMCA of Greater Houston have worked hand in hand to make sure this facility serves the needs of the Greater Third Ward residents. Whether it is nutrition education from the Texans team dietitian, instilling the values of the NFL PLAY 60 program to encourage and maintain a healthy lifestyle, or providing once-in-a-lifetime experiences to school-age kids, the Texans constantly seek to impact the entire community with our unique resources.



HOUSTON TEXANS YMCA FLAG FOOTBALL PROGRAM

To deepen our partnership, the Texans created a flag football program at the HTY with the gift of a **\$200,000** youth football grant. This program will allow nearly **4,000 kids** each year to learn the game of football and enjoy friendly competition. This opportunity not only gives children an activity to keep them physically moving, but also cultivates a family atmosphere, bringing the community together through the sport of football.

SCHOOL SUPPLY DRIVE

Throughout the 2013 Houston Texans Training Camp presented by XFINITY, the Texans Foundation hosted a School Supply Drive to benefit children at the HTY. Fans were encouraged to bring as many school essentials as possible when they visited the public practices at the Houston Methodist Training Center. Texans staff also held a backpack drive to ensure the biggest needs were met for the kids. In total, over **5,000 items** were collected for the HTY youth from our fans and over **\$1,500** worth of additional backpacks were purchased. In August, Texans staff stuffed **450 backpacks** with the donated supplies and JetCo delivered them to the HTY just in time for the new school year.

BOYS & GIRLS CLUBS OF GREATER HOUSTON

The Boys & Girls Clubs of Greater Houston shares a very similar mission with the Houston Texans as we both strive to help youth in our region reach their full potential. Throughout our four year strategic partnership, we have worked together to support this goal and inspire positive change. Our presence at the Boys & Girls Clubs allows us to go into the neighborhoods of the most underprivileged children in Houston and be closely involved in their daily lives. The Texans support three major initiatives: SMART Girls and Passport to Manhood programs and the Great Futures Dinner, the organization's annual gala. We were also proud to create once-in-a-lifetime opportunities for Boys & Girls Clubs kids through amazing events like the Bike Giveaway, VIP Training Camp access, the TACT ticket program and more!

SMART GIRLS AND PASSPORT TO MANHOOD

In 2013-2014, the Texans were proud sponsors of the Boys & Girls Clubs character development programs, SMART Girls and Passport to Manhood. More than **500 teenagers** met each week for one year to complete the program, culminating in a graduation ceremony hosted by the Texans. As part of the program, the team's staff and nutritionist joined Cheerleaders and players to provide youth with a comfortable space to discuss issues that affect them, including childhood obesity, education and healthy relationships.

GREAT FUTURES DINNER

The Houston Texans were proud to be the 2013 presenting sponsor of the Boys & Girls Clubs Great Futures Dinner. This event is the organization's premier annual fundraiser to raise critical funds to support the overall mission of the Boys & Girls Clubs. All proceeds help support the programs in the Boys & Girls Clubs' priority outcome areas: academic success, healthy lifestyles, good character and citizenship. These programs are administered in each of the 10 Clubs in the Greater Houston area, including Harris, Waller, Fort Bend and Galveston counties serving nearly **10,000 youth** participants. Houston Texans Ambassador Chester Pitts attended the 2013 event and gave the keynote address on behalf of the team.



THE TEXANS FOUNDATION DONATED

450 backpacks

TO THE HOUSTON TEXANS YMCA FROM THE School supply drive.

HOUSTON FOOD BANK

The partnership with the Houston Food Bank is an important element in our mission to be Champions for Youth. We are proud to partner through programming such as the Backpack Buddy and Kids Café, as well as through volunteerism with Texans staff. When the new Houston Food Bank opened in 2011, the Houston Texans Café became the place where volunteers can go to take breaks while volunteering. You will often encounter Texans players, Cheerleaders, staff and fans working side by side at the food bank packaging and sorting food.

BACKPACK BUDDY

The Texans Foundation sponsors Backpack Buddy, a Houston Food Bank program that provides backpacks full of healthy food weekly to students who would otherwise not have a meal on the weekends. Inside the backpacks, students also find inserts with health tips written by the Texans team dietitian. An average of **27,000 bags**, many stuffed by Texans volunteers, are distributed monthly to Houston youth. During Hunger Action Month in September, Houston Texans Ambassador Danny Clark and Cheerleaders visited Shearn Elementary to distribute the backpacks to deserving youth.

LADY TEXANS FOOD DRIVE

During their annual food drive benefiting the Houston Food Bank, the wives and significant others of the Texans coaches and players collected **2,700 pounds of food** and raised more than **\$1,000** at a local H-E-B. This donation provided nearly **5,000 meals** for deserving Houstonians.

SACKS FOR HUNGER PRESENTED BY H-E-B

As the presenting sponsor of the Sacks for Hunger program, H-E-B donates **\$1,000** to the Houston Food Bank for every quarterback sack that the Texans record in the regular and post-season. During the 2013 season, the Texans and H-E-B raised **\$32,000** for the Houston Food Bank. This translates to **96,000 meals** for hungry Houstonians.

SOUPER BOWL OF CARING

The Souper Bowl of Caring is a national initiative that started in 1990 to mobilize youth and communities around the country to help fight hunger and poverty during the NFL's Super Bowl weekend. In 2014, tackle Duane Brown continued to serve as the Houston campaign spokesperson appearing on billboards, print ads and in-store displays. Additionally, the Houston Texans Foundation contributed **\$10,000**. Over **1,000** nonprofit groups, schools, churches and other community organizations collected over **\$1.82 million** in cash and food items, which is the equivalent of over **2.5 million meals** to feed our community. West University Elementary students collected over **30,000** pounds of food through their school fundraiser, the most by any organization in Houston. To celebrate this achievement, the school was treated to a visit from Brown and the Houston Texans Cheerleaders.





TEXANS CARE

UNITED WAY

VISIT HOUSTONTEXANS.COM POR MO

Since the team's inception, the Houston Texans have been ardent supporters of the United Way of Greater Houston. Each year, our internal campaign includes 100% participation from players, coaches, owners and front office staff. In 2013, President Jamey Rootes presented a check for **\$743,000** to United Way CEO Anna Babin and campaign chair Lynne Liberato. The Texans are the top contributors to the United Way in the NFL and the **#1 per capita supporter of the United Way of Greater Houston**.

12/22/2013

Pay To The United Way of Greater Houston \$ 743,000.00

Seven Hundred Forty-Three Thousand and 00/100 Dollars

United Way Campaign

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COMMUNITY QUARTERBACK PRESENTED BY BHP BILLITON

Through the Community Quarterback Award, the Houston Texans and BHP Billiton recognize volunteers from local United Way agencies whose work help to make Houston a better community. Last year, one grand prize winner was chosen to receive **\$50,000** for their organization. Additionally, ten finalists received a **\$5,000** contribution in their name for their organization, for a total award of **\$100,000**.



MATT SCHAUB WITH 2013 COMMUNITY QUARTERBACK WINNER, BYRD LARBERG



Grand Prize Winner

BYRD LARBERG



DUANE BROWN READS TO YOUTH AT UNITED WAY EVENT

Finalists

RICHARD KUMMINS NEIGHBORHOOD CENTERS, INC.

RAY AGUILAR FORT BEND SENIORS MEALS ON WHEELS

ROSLYN METCHIS Literacy advance of houston

> DANA TYSON Star of hope mission

DIANE NICHOLLS SEARCH HOMELESS SERVICES

JOHN SEO Spaulding for Children

LV SPENCER AMERICAN RED CROSS

MICHELLE SABINO FIFTH WARD ENRICHMENT PROGRAM

CALVIN POWITZKY THE BRIDGE OVER TROUBLED WATERS

> BETTE ANN STEAD THE WOMEN'S HOME

TEXANS CARE – IN THE COMMUNITY

The Texans Care campaign is the theme for all Houston Texans community events and has become the standard throughout the National Football League. Under the banner of Texans Care, Texans players, Cheerleaders, Texans Ambassadors, staff, and fans have worked in unison to give back to our great city. From making holiday wishes come true for disadvantaged children, to honoring our first responders for their dedication to our citizens, to celebrating students willing to go the extra mile in education, the Texans are consistently creating ways to improve the community that we share.

Volunteerism

TEXANS CARE VOLUNTEER DAY PRESENTED BY RELIANT

In May 2014, the Texans hosted their second annual Texans Care Volunteer Day, where nearly **2,000 volunteers** from all over Houston worked together to make an impact in the community. Support came from every level of the organization, as Texans staff, players, Cheerleaders, Texans Ambassadors, and TORO joined fans to volunteer at six different locations across the city: Houston Food Bank, Boys & Girls Club Driver Park, Alief Family YMCA, Star of Hope Transitional Living Center, Houston Arboretum, and Rodriguez Elementary School. These organizations were chosen for their work to impact the lives of the youth in our city. In total, more than **3,200 hours** of service were given back to help these six organizations.

TEXANS CARE VOLUNTEER PROGRAM

Volunteerism is an integral part of the unique Houston Texans culture. Through our internal volunteer program created in 2011, Texans staff, players, and Cheerleaders have worked in a variety of ways devoting their time to bring positive change to the community. In 2013, the Texans volunteered more than **800 hours** of community service through various projects such as planting trees, packing food at the Houston Food Bank, participating in Texans Care Volunteer Day, and mentoring children at the YMCA.

HALLIBURTON HOMETOWN HEROES

From over **3,000 nominations**, **10 local charities** were chosen before the season for the extraordinary impact they've made in the community. Each charity chosen received tickets to a 2013 home game, as well as air time on the Houston Texans Radio programs to promote their organization. Additionally, the three charities who received the most nominations were awarded with a **\$5,000** donation from Halliburton.





Holiday Cheer

BEARING GIFTS

BEARing Gifts is a program that provides children under the care of Child Protective Services (CPS) with Christmas gifts. In December 2013, the Houston Texans players, coaches and staff purchased and provided Christmas presents for **150 children** to open on Christmas Day.

BIKE GIVEAWAY

In 2013, the Texans players and coaches funded the purchase of **130 bikes and helmets** from Academy Sports + Outdoors. Kids from the Houston Texans YMCA and the Boys & Girls Clubs of Greater Houston were invited to the Houston Methodist Training Center to select a bike just in time for Christmas. After the children picked out their bikes, Jetco delivered the bikes to each organization for the children to take home.



SHOP WITH A TEXAN

The 2013 rookie class, including DeAndre Hopkins, Ryan Griffin, and D.J. Swearinger, treated **30 Houston-area youth** from the Houston Texans YMCA and the Boys & Girls Clubs to a holiday shopping spree. A local Academy Sports + Outdoors provided each child with a **\$100 gift card** to their store. The players took the children through the store so they could pick out their favorite items, while also teaching the eager children important lessons on budgeting.





HOUSTON TEXANS YMCA AND BOYS & GIRLS CLUBS Holiday Parties

Each year, the Texans seek to spread holiday cheer to kids who may not otherwise have the opportunity to experience Christmas. Last December, the team provided a memorable experience to hundreds of youth from the Houston Texans YMCA and Boys & Girls Clubs by hosting a party at each facility, complete with cookie decorating, pictures with TORO, a holiday meal with all the trimmings and a gift for each child, provided by Jetco. Houston Texans players, Cheerleaders, TORO and staff, alongside Jetco employees, all helped with the effort.





FROM THE HOUSTON TEXANS YMCA AND BOYS & GIRLS CLUBS RECEIVED A NEW BIKE (AND HELMET!) FOR THE HOLIDAYS.



STARS IN THE CLASSROOM PRESENTED BY FIRST COMMUNITY CREDIT UNION

Through the Stars in the Classroom program, students across the city are encouraged to nominate their favorite teachers to be recognized as a Star in the Classroom. During the 2013 season, **10 Houston-area teachers** were selected for making a positive impact in the classroom. To honor these teachers, Texans players made visits to each of their schools, speaking to students about the importance of education and inviting the star teacher to a Texans game to be recognized. The teachers and students were also invited to an end-of-the-year luncheon with linebacker Brian Cushing.



RELIANT SCHOLARSHIPS FOR CHAMPIONS

In 2013, **eight Houston-area student athletes** were each awarded a **\$5,000** scholarship from the Houston Texans Foundation through Reliant Energy's Scholarship for Champions Powering Strong Mind and Bodies program. Scholarship recipients were selected based on excellence in academics, athletics, leadership, ethics and community involvement.



DANIEAL MANNING SUPPORTS THE TORU TAKES THE BULL OUT OF BULLYING PROGRAM



TIM JAMISON GREETS EXCITED TEACHERS WITH STARS IN THE CLASSROOM

TORO SHOOTS FOR THE STAAR PRESENTED BY FIRST Community Credit Union

TORO impacts Houston's youth by hosting assemblies in local schools to show students ways that they can prepare for the STAAR test. Each student is taught to mentally and physically prepare for the test by listening to their teacher, practicing their STAAR strategies, being active for 60 minutes a day and eating nutritious food. TORO taught more than **24,000 students** at **61 schools** how to succeed with the STAAR test during the 2013-2014 school year.

TORO TAKES THE BULL OUT OF BULLYING PRESENTED BY NATIONAL OILWELL VARCO

TORO Takes the Bull Out of Bullying is an educational assembly that teaches students how to remove bullying from their schools. With the help of TORO and a few of his friends, students learn how to recognize different types of bullying and what to do to prevent bullying from happening at their school. During the program, TORO interacts with Texans players and Cheerleaders via interactive video to help reinforce these important lessons. During the 2013-2014 school year, TORO taught over **33,000 students** at **60 schools**.

IN PARTNERSHIP WITH RELIANT ENERGY, THE HOUSTON TEXANS FOUNDATION AWARDED



TEXANS CARE

Giving Back

WHATABURGER COMMUNITY PLAYER OF THE MONTH

Each month during the 2013 season, three Texans players were nominated by a veteran player for their exceptional involvement in the community. One winner per month was chosen by fan votes. Each winner, along with the veteran player that nominated them, signed autographs at a local Whataburger and a received **\$2,500 donation** to their charity of choice. The 2013 winners were guard Wade Smith, nose tackle Earl Mitchell, cornerback Kareem Jackson, and linebacker Whitney Mercilus. At the conclusion of the season, Mitchell was voted the Community Player of the Year and hosted a lunch for Whataburger contest winners.

TOUCHDOWN FOR TREES PRESENTED BY IMAGENET

For each offensive touchdown scored by the Houston Texans at a home game, ImageNet funds a tree to be planted in the Greater Houston Area. Thanks to the total number of touchdowns in the 2013 season, ImageNet donated **\$5,000** for trees. The trees were planted by volunteers from the Texans and ImageNet on Earth Day through Trees for Houston at the Boys & Girls Clubs Driver Park facility.



VERIZON BACK TO FOOTBALL CARE-A-VAN

With all the excitement leading up to the start of Training Camp, Houston Texans players spent their final week of the 2013 offseason giving back to the Houston community by making surprise visits throughout the area. Notable players such as Duane Brown, Brooks Reed, Whitney Mercilus and Earl Mitchell boarded a decorated school bus and made stops at Palais Royal, Burger King, H-E-B and Verizon, culminating in a pep rally at the Houston Texans YMCA. This Care-A-Van also served as a social media campaign as each player tweeted out their next location for fans to follow, gathering support from hundreds of fans. The players were able to interact with fans by signing autographs, taking pictures, serving food, ringing up customers and even handing out gift cards.



BMC SOFTWARE'S AIR ATTACK

Since 2009, BMC Software's Air Attack program has made donations to the Houston Texans Foundation for every touchdown pass completed. A total of **\$20,000** was donated in 2013 to continue to fund the Houston Texans YMCA sports field, which opened in the spring of 2011.

KOLACHE FACTORY RED ZONE

During the 2013 season, any time the Texans entered the red zone during a home game, Kolache Factory gave a donation to the Houston Texans Foundation. Through this program, Kolache Factory gave a total donation of **\$5,000** to further the Foundation's Champions for Youth initiatives.

HOUSTON METHODIST BLOOD DRIVE

Each year, the Texans team up with Houston Methodist Hospital System to host a blood drive benefiting the Houston area. In 2013, nearly **350 units of blood** were collected to be given out to Houston Methodist centers that impact thousands of Houstonians in need.

THROUGH THE WHATABURGER COMMUNITY PLAYER OF THE MONTH INITIATIVE,

\$20,000

WAS REINVESTED IN THE HOUSTON COMMUNITY.

HISPANIC HERITAGE MONTH

The Texans honor Hispanic Heritage Month by hosting the annual Hispanic Heritage Day game presented by XFINITY, aimed at highlighting Houston's diverse Hispanic culture. In 2013, the game was headlined by Ballet Folkloric along with a Mariachi band. Grammy award winners La Mafia led the Texans out of the tunnel prior to team introductions as the Homefield Advantage Captain for the game. Karina Iglesias, who starred on NBC's hit show "The Voice," performed the national anthem. During halftime, the Texans recognized Rick Noriega, President and CEO of AVANCE Inc., as the recipient of the NFL Hispanic Heritage Leadership Award. In the week prior to the game, Houston Texans nose tackle Earl Mitchell and Cheerleaders visited AVANCE to read books to the young children while their parents listened to a nutrition presentation in Spanish from a Houston Texans representative. Additionally, wide receiver DeVier Posev packed food with members of Toros Bravos, the Texans' Hispanic fan club, at the Houston Food Bank during their volunteer day.



BLACK HISTORY MONTH

In recognition of Black History month, the Houston Texans treated **100 middle and high school students** from the Houston Texans YMCA and the Boys & Girls Club-Finnigan Park to a visit to Houston's The Ensemble Theater. The kids attended a showing of the play, "I, Barbara Jordan", which chronicled the life of the Barbara Jordan, the first southern African American female elected to the United States House of Representatives and the first African American woman to deliver the keynote address at a Democratic National Convention. After the play, the students were treated to lunch and a discussion with the actors from the play.





FIRST DOWN DADS PRESENTED BY ARAMARK

The First Down Dads program provides the opportunity for fathers and children to spend one-on-one time together in a fun and interactive setting. This year, the Texans hosted three events for dads and their families: a date with Dad in March at the Houston Texans Grille, a field day in June on the Texans practice fields and a movie night in November in the Houston Methodist Training Center. All of these events are designed with the intent of helping to build stronger families by focusing on the role and relationship of fathers. Houston Texans coaches, players and Texans Ambassadors also participate in each of the events.



FEXANS HEAD COACH BILL O'BRIEN AT FIRST DOWN DADS FIELD DAY

100 students WERE TREATED TO A SHOW AT THE ENSEMBLE THEATER

IN HONOR OF BLACK HISTORY MONTH.

MAY 31 HOUSTON FIRE DEPARTMENT TRAGEDY

In response to the tragedy that took the lives of four Houston fire fighters on May 31, 2013 at the Southwest Inn, the Texans Foundation donated **\$25,000** to The 100 Club Survivors Fund in their name. As a show of support, the entire Texans team and staff attended the memorial service held at Reliant Stadium in June. In July, Texans players T.J. Yates, Whitney Mercilus and Jon Weeks personally visited Fire Stations 51 and 68, which lost members in the fire. Each station received 2 framed Texans jerseys with the names of each fallen fire fighter and their station number. The players spent time at each fire house handing out gifts and touring the stations.

STAR OF COURAGE AWARD

In 2013, the Texans Foundation created an award to be given annually to a deserving first responder, nominated by a peer, for showing excellence in leadership, bravery and commitment to Houston. The inaugural winner was Senior Officer Hector M. Ramirez, nominated for stopping a burglary in progress while off duty. Officer Ramirez was invited to the Texans annual Liberty White Out game, which celebrates first responders, and presented with his award during an in-game feature. A **\$10,000** donation was also given in his name to The 100 Club of Houston.

GAMEDAY DONATIONS

Each home game, nonprofit groups are given the opportunity to staff concession stands throughout the stadium with members of their organization. In partnership with ARAMARK, the Houston Texans donated a portion of each games' profits back to the organizations who dedicated their time to a successful gameday. In 2013, nearly **\$480,000** was reinvested into the Houston community and approximately **\$3,822,000** has been donated in total since the 2002 season.





MILITARY SUPPORT

Supporting our active and retired military members has been an important cause to the Texans since the founding of the organization. The Texans have primarily partnered with the USO, Wounded Warrior Project, and the Lone Star Veterans Association and have found creative ways to show our appreciation for the nearly **70,000 post 9/11 veterans** in the Houston area. From honoring soldiers at our Salute to Service game, hosting military appreciation events, or changing the life of a deserving soldier by gifting them with a brand new home, the Texans continuously thank military members for their dedication and service to our country.

SALUTE TO SERVICE GAME PRESENTED BY BUD LIGHT

Each season, the Texans host a home game that honors all military branches for their service. In 2013, the Texans hosted more than **400 military service members** as guests during the Salute to Service game presented by Bud Light. All branches of the military were represented and held the American and Texas flags pregame during the National Anthem as "Challenger," the free-flying bald eagle, was released. Presidents George H.W. Bush and George W. Bush served as Homefield Advantage and Coin Toss Captains.



SALUTE TO SERVICE WEEK

During Salute to Service Week, the Texans held the Stars & Strikes Bowling event for **100 military members** and their families from the USO, Wounded Warrior Project and Lone Star Veterans Association. Texans players, Cheerleaders, Texans Ambassadors and Lady Texans joined in as everyone enjoyed an evening of bowling together. Later that week the Texans hosted a barbecue at Reliant Stadium for **150 troops** who enjoyed a barbecue lunch catered by H-E-B and served by the Lady Texans. After lunch, they were given the rare opportunity to attend a private Texans practice and meet the entire team.

HOUSTON COMMUNITY COLLEGE SCHOLARSHIPS FOR SERVICE

In an effort to help contribute to the Houston work force and support Houston area military veterans, Houston Community College (HCC) partnered with the Texans to launch the "Scholarships for Service" program. Using Houston Texans center Chris Myers as a spokesmen for the program, HCC awarded **17 scholarships** to veterans who were enrolled in HCC to help further their education and lead them on a path to help contribute to the Houston workforce. The recipients were honored at an awards dinner inside the Verizon West Club that included Chris Myers and HCC officials, to formally receive their scholarships.

OPERATION FINALLY HOME

During the Texans Home for the Holidays game in December, Lance Corporal Ceontre Shelton, a United States Marine and Purple Heart Recipient, received a special holiday surprise at Reliant Stadium. Lance Corporal Shelton and his immediate family learned they were selected to receive land and a custombuilt, mortgage-free home through Operation FINALLY HOME. The announcement was made by 2010 Top 10 CNN Hero of the Year, Dan Wallrath, during a surprise halftime presentation.



LANCE CORPORAL SHELTON RECEIVES HOME THROUGH OPERATION FINALLY HOME

IMPACT A HERO 5K RUN

The Impact a Hero organization raises funds to provide emotional and financial support for severely wounded and disabled War on Terror veterans and their families. In 2013, center Chris Myers was the Honorary Chair of the event, and other Texans staff participated in the run. The Texans sponsored the Kid's Area and organized an autograph session with Texans Cheerleaders after the race.





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BREAST CANCER AWARENESS

The Houston Texans are proud to support the fight against breast cancer. The NFL campaign "A Crucial Catch," in partnership with the American Cancer Society, is focused on the importance of early detection, especially for women who are 40 and older. Throughout October, Texans games feature players, coaches, and referees wearing pink game apparel, on-field pink ribbon stencils, special game balls and pink coins – all to help raise funds through online auctions across the country. The NFL has donated upwards of **\$4 million** to the American Cancer Society from these auctions. Along with the national American Cancer Society partnership, the Texans have partnered with Susan G. Komen since 2002. The Houston Texans are honored to participate in these campaigns as we embrace the health and well<u>ness of all of our fans</u>.

PINK RIBBON DAY PRESENTED BY KROGER

As fans entered the stadium at our Pink Ribbon Day game, they were given a pink card, provided by Kroger, asking the question, "Who do you stand for?" Then when prompted by Kroger President Bill Breetz, Houston Texans Ambassador Steve McKinney and his grandmother Pat Sherbrook, a breast cancer survivor, fans held up their cards with the name of their loved one. Janice McNair and Debbie Phillips, wife of the late Bum Phillips, as well as Texans staff members who are breast cancer survivors, served as Coin Toss Captains. Escorted by her son, cornerback Kareem Jackson, Rossalyn Jackson, a twotime breast cancer survivor, was recognized as the Homefield Advantage Captain.





REAST CANCER SURVIVORS ARE HONORED DURING PINK RIBBON DAY

SURVIVOR APPRECIATION EVENT

Through the American Cancer Society, the Texans invited 25 breast cancer survivors and a guest to enjoy an once-in-alifetime gameday experience. They were treated to a pregame brunch in the exclusive Churrascos Club and were honored on field standing with Nancy Curtis as she sang the National Anthem. Afterwards, they received pink gift bags that included pink t-shirts, caps, pom poms and other pink goodies.



NANCY CURTIS SINGS THE NATIONAL ANTHEM AT PINK RIBBON DA

HOPE LODGE

The Houston Texans Foundation donated **\$25,000** to Hope Lodge in 2013. Hope Lodge Houston, as part of the American Cancer Society's mission to save lives and relieve suffering from cancer, is a residence that will provide lodging at no cost to cancer patients visiting the Greater Houston area. The Texans' contribution assisted in bringing Hope Lodge one step closer to their goal of raising \$30 million to construct and operate the largest facility of its kind in the country. Texans Founder and CEO Bob McNair and his wife Janice McNair personally contributed \$1,000,000 to the initiative and are the proud chairs of the fundraising campaign.

SUSAN G. KOMEN RACE FOR THE CURE

As a 2013 sponsor of the Susan G. Komen Race for the Cure, the Texans hosted a race team open to all Texans fans. More than 360 fans raced with Texans Cheerleaders, Lady Texans and staff. Each Texans team member received an exclusive Texans t-shirt. The Texans team raised more than \$15,700 for Komen Race for the Cure. Look for information about the 2014 race on www.houstontexans.com this October and help the Texans support Breast Cancer Awareness by joining our team!





THE HOUSTON TEXANS FOUNDATION DONATED



TO THE HOPE LODGE HOUSTON CAPITAL CAMPAIGN.

PLAY 60

In October of 2007, the NFL launched the NFL PLAY 60 initiative. This program is a national health and fitness campaign focused on improving the health and wellness of our youth by encouraging them to be active for at least 60 minutes a day. Nearly one-third of our nation's children are overweight or obese, and with this condition comes a significantly increased likelihood for health problems later in life. PLAY 60 communicates to kids that it doesn't matter how they play, it is just important that they get 60 minutes of active play every day. The PLAY 60 message is a key component of Houston Texans events, extending the reach to thousands of young people in Houston.



HOMETOWN HUDDLE

In partnership with United Way of Greater Houston, the Texans rookie class encouraged the PLAY 60 message of staying active and eating healthy at the annual Hometown Huddle event. In 2013, **100 youth** from the Houston Texans YMCA and the Boys & Girls Clubs were treated to a day at the Health Museum. They viewed a 4-D movie about health, participated in a scavenger hunt through the Body Exhibit, and took a hands-on class about the human heart called the Beat Goes On. The Texans Rookie class and the Texans Cheerleaders paired up with the youth during the class and led them through the Scavenger Hunt, where winners were given Xbox consoles as a prize.

PLAY 60 CHALLENGE

The Texans have joined forces with the American Heart Association in Houston to tackle the increase in childhood obesity. The program, reaching approximately **4,000 students** in the Houston area, includes a curriculum with strategies to help teachers incorporate fitness into daily lesson plans. Three local middle schools were also awarded the chance to participate in Texans Feud, a health and nutrition game show that kicked off the challenge in their school with Houston Texans players, Cheerleaders and TORO. An online tracking system was introduced in 2014 to streamline the tracking process and compare PLAY 60 Challenge schools from across the country.

HOUSTON KIDS TRIATHLON

In conjunction with the PLAY 60 initiative, the Houston Texans sponsored the third annual Houston Kids Triathlon in April, the largest kids triathlon event in the world! Before the race, trainings were held at 16 YMCA locations around Houston where the children learned the importance of physical activity and preparation. More than **2,000 youth** gathered at the University of Houston to compete in this sold-out event, as safety D.J. Swearinger, TORO and Texans Alumni Cheerleaders came to cheer them on.





NFL PLAY 60 CHARACTER CAMP

The Texans partnered with Hall of Fame offensive tackle Anthony Muñoz and the Muñoz Agency to host the second annual NFL PLAY 60 Character Camp in the summer of 2013 at the Boys & Girls Club Finnigan Park. The two day, noncontact football camp welcomed approximately **300 boys and girls** from local youth organizations. Along with football drills to enhance specific skills, the camp emphasized healthy living and reinforced the importance of character in sports and in life.



TORO'S TRAINING TABLE

TORO's Training Table is an educational assembly that teaches children about PLAY 60 and the importance of fitness and nutrition. The program includes TORO interacting with players, Cheerleaders and the Texans team dietitian via video. In 2013, TORO's Training Table reached more than **5,000 students** in the Houston area.



CHEERLEADERS AND TORO AT THE NFL CHARACTER CAMP

HOUSTON TEXANS FOUNDATION PLAY 60 GRANTS

In 2013, the Houston Texans created the opportunity for local schools to apply for PLAY 60 grants. With the NFL PLAY 60 platform in mind, schools were asked to identify ways to promote healthy activity during the school day. This grant addressed a variety of needs from the applicants, including new gym equipment and funding an outdoor walking track. From hundreds of applicants, **\$40,000** in total was awarded to five local schools in an effort to improve youth activity throughout the Houston area. More than **5,000 students** will be impacted by these grants.



GATORADE JUNIOR TRAINING CAMP

The Gatorade Junior Training Camp is a PLAY 60 initiative that is offered free of charge to Houston elementary schools and features educational and recreational elements in a safe and fun environment. Each session includes a 15-minute assembly directed by Houston Texans staff, players, Cheerleaders and TORO. After the assembly, kids run through four footballrelated drills. In 2013, **2,000 kids** were given the opportunity to experience the camp.



THE HOUSTON TEXANS FOUNDATION AWARDED



YOUTH FOOTBALL

To sustain the continued development of youth football, the Texans have partnered with USA Football to ensure the youngest football players learn proper football fundamentals, be active, have fun and most importantly – stay safe. Throughout the year, the Texans host youth football camps, educate coaches on how to keep their athletes safe, and encourage the development of young players. The Texans also emphasize the importance of player safety and giving children proper equipment to play football. Grant opportunities are available to provide funding for youth football programs and leagues to get the resources they need to play a safer game – refurbished fields, new helmets or pads, or certified coaches. The Texans continue to use their resources and influence to ensure the next generation of football players in Texas will have long, healthy lives.

Riddell

HEADS UP FOOTBALL

Heads Up Football is a comprehensive youth football membership program designed to support youth player safety and educate coaches on proper tackling technique. In 2013, youth league coaches had the opportunity to attend the inaugural Heads Up Football Coaches Summit, where experts shared safety information in a classroom setting, followed by on-field drills and instructions for proper play and practice for particular age levels. All attendees could apply for a grant to improve the safety of their leagues, and through the program, **\$40,000** in grant funds were awarded to Brazos Valley Pop Warner, Sealy Tigers Youth Football League, Pasadena Panthers, MLK Texans, and Manvel Jaguars. The Houston Texans also provided scholarships for hundreds of Houston-area coaches to receive Heads Up Football coaching certification.

YOUTH FOOTBALL CAMP PRESENTED BY UNDER ARMOUR

Through the Texans Youth Football Camps, top Houston-area high school coaches teach the fundamentals of football in a program designed for both beginners and experienced players. Texans Youth Football camps allow children to learn tackle and flag football fundamentals in offense, defense, and special teams techniques. Special visits from Texans players and Ambassadors each day of the week-long camp provide motivational messages and memorable experiences for the participants. More than **250 kids** participated in the Youth Football Camp in 2013.

GRASSROOTS FIELD GRANT

The Houston Texans provide nonprofit neighborhood-based organizations with financial and technical assistance to improve the quality, safety, and accessibility of local football fields. The grant provides up to **\$200,000** for capital improvement projects. Recent Houston area grant recipients include the Texans YMCA (2008), KIPP Northeast (2009), Jeff Davis High School (2010), and KIPP Zenith Academy (2013). Applications for the 2014 Grassroots Grant will be available in the fall.



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. It celebrates coaches in the Houston area who build winners on and off the field. Throughout the fall of 2013, one coach was selected each week to receive a **\$1,000** grant for their school's football program. At the end of the year, Gary Joseph of Katy High School was selected as the Coach of the Year and received a **\$3,000** grant for the KHS football program.



GREATER HOUSTON SENIOR FOOTBALL SHOWCASE

The Greater Houston Senior Football Showcase (GHSFS) provides the unique opportunity for high school seniors to display their abilities through a series of drills and measuring stations in hopes of receiving academic scholarships to non-Division I colleges/universities. These athletes are identified as gifted, but have no other means to connect with institutions around the state to continue their football careers and education. In the spring of 2014, **42 college/university recruiters** were on hand to speak with the student-athletes individually. More than **400 student-athletes** and approximately 85% of participants were offered scholarships of up to **\$40,000**.





GREATER HOUSTON FOOTBALL COACHES ASSOCIATION

The Greater Houston Football Coaches Association (GHFCA) is a nonprofit organization established to promote high school football in the greater Houston area. During the Texans State of Football game in August, GHFCA coaches were invited to be Coin Toss Captains and their Hall of Honor inductees were recognized during the pregame ceremonies. The Texans also donate to the Sam Brown Scholarship for student athletes that GHFCA awards annually.

HIGH SCHOOL PLAYER DEVELOPMENT

Each year, the Texans and High School Player Development (HSPD) host a free three-day camp for high school football players that emphasizes the importance of strong character, leadership development and concussion prevention. In 2014, at an event in the Houston Methodist Training Center, more than **100 participants** learned the necessary skills to become a successful student-athlete.



MORE THAN

400 student-athletes

WERE OFFERED SCHOLARSHIPS AT THE GREATER HOUSTON SENIOR FOOTBALL SHOWCASE.



TEXANS

TICKETING PROGRAMS

Another way the Houston Texans seek to impact the community is through a variety of ticket programs. Each season, with support from our players, season ticket members and corporate partners, tickets are donated to deserving Houston organizations. These programs provide underserved youth, military, health advocacy groups, first responders, mentoring programs and youth volunteers with unique game day experiences and a chance to interact with a player.



PLAYERS THROUGH THE TACT TICKET PROGRAM.

CHEERING CHILDREN

The Cheering Children ticket donation program offers season tickets holders the option to donate their unused game tickets to the Houston Texans Foundation. Last season, more than **490 tickets** were donated to military families supported by the USO Houston.

IMAGENET COMMUNITY ALL-STARS

The ImageNet Community All-Stars ticketing program rewards youth for implementing and participating in community service projects. During the preseason, each selected group is invited to experience a Texans home game, and their organization is recognized during the game. In 2013, more than **1,000 youth** attended the Texans vs Miami Dolphins game and received a t-shirt and food voucher donated by ARAMARK. The youth also held the Texas flag during pregame activities

TEXANS ALL COMMUNITY TEAM

The Texans All Community Team (TACT) ticketing program allows players the chance to shine as role models in our community. Through the program, players have the option to purchase season tickets for local nonprofits of their choice, providing each group with the opportunity to attend every Houston Texans home game, get behind the scenes and onfield experiences and the chance to meet the players. In 2013, **16 players** participated in the program purchasing and donating over **2,800 tickets**. DUANE BROWN HOUSTON PARKS AND RECREATION

> BRIAN CUSHING Houston texans ymca

OWEN DANIELS CATCHING DREAMS FOUNDATION

BRANDON HARRIS FIFTH WARD ENRICHMENT PROGRAM

KAREEM JACKSON CANDLELIGHTERS CHILDHOOD CANCER ALLIANCE

> ANDRE JOHNSON BASTIAN ELEMENTARY

JOHNATHAN JOSEPH The Johnathan Joseph Foundation

DANIEAL MANNING BOYS & GIRLS CLUBS DRIVER PARK AND FINNIGAN PARK JOE MAYS STAR OF HOPE TRANSITIONAL LIVING CENTER

> CHRIS MYERS IMPACT PLAYER PARTNERS

> > MATT SCHAUB MAKE-A-WISH

ANTONIO SMITH Provision inc.

WADE SMITH THE WADE SMITH FOUNDATION

> J.J. WATT USO

JON WEEKS Child Advocates

T.J. YATES LONE STAR VETERANS ASSOCIATION



Thank You!

The Houston Texans would like to thank our corporate partners and Houston Texans Foundation supporters for your dedication to the Texans community efforts. With your generous support, the Texans are able to touch the lives of thousands of Houston youth and their families each year.



Sincerely

JAMEY ROOTES PRESIDENT

JENNIFER DAVENPORT

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