



**TEXANS
CARE**



community
IMPACT REPORT
2009-2010

HOUSTON TEXANS  .COM



Houston Texans players
Reliant Energy/Texas
Day of Caring



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Dear Friends and Fans,

Welcome to the 2009-2010 edition of the Houston Texans Community Impact Report. Throughout the year, Houston Texans players, coaches, cheerleaders and staff support and enrich our community through the initiatives and programs highlighted within these eco-friendly, recycled pages.

Through the Texans Care Campaign, we carried out our organization's mission of empowering youth and families to grow through programs and services that address the health, wellness and educational needs of Houston-area youth.

This past year, the Houston Texans have expanded our support throughout Texas, reaching out to thousands across not only Houston and its surrounding areas but also Corpus Christi 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 and the Texans Care Campaign.
Go Texans!

Best regards,



Bob McNair



our MISSION

To be recognized as the **most community-connected professional sports franchise in the world** by deploying strategic, sustainable and equity-building initiatives that fully leverage the assets of our organization and **deliver measurable community impact**.

Houston Texans Cheerleaders
Iraq Tour



community OUTREACH

Boys and Girls Clubs of Greater Houston

RELIANT ENERGY POWER PLAYERS

Each Tuesday prior to a Houston Texans home game, Houston Texans travel to a Boys & Girls Club facility within the Greater Houston area to deliver motivational speeches, conduct football clinics and sign autographs. Reliant Energy representatives speak about ways to conserve electricity. In addition, Reliant Energy provides **1,000 tickets** and ARAMARK provides **1,000 food vouchers** for Boys & Girls Clubs to attend Texans home games.

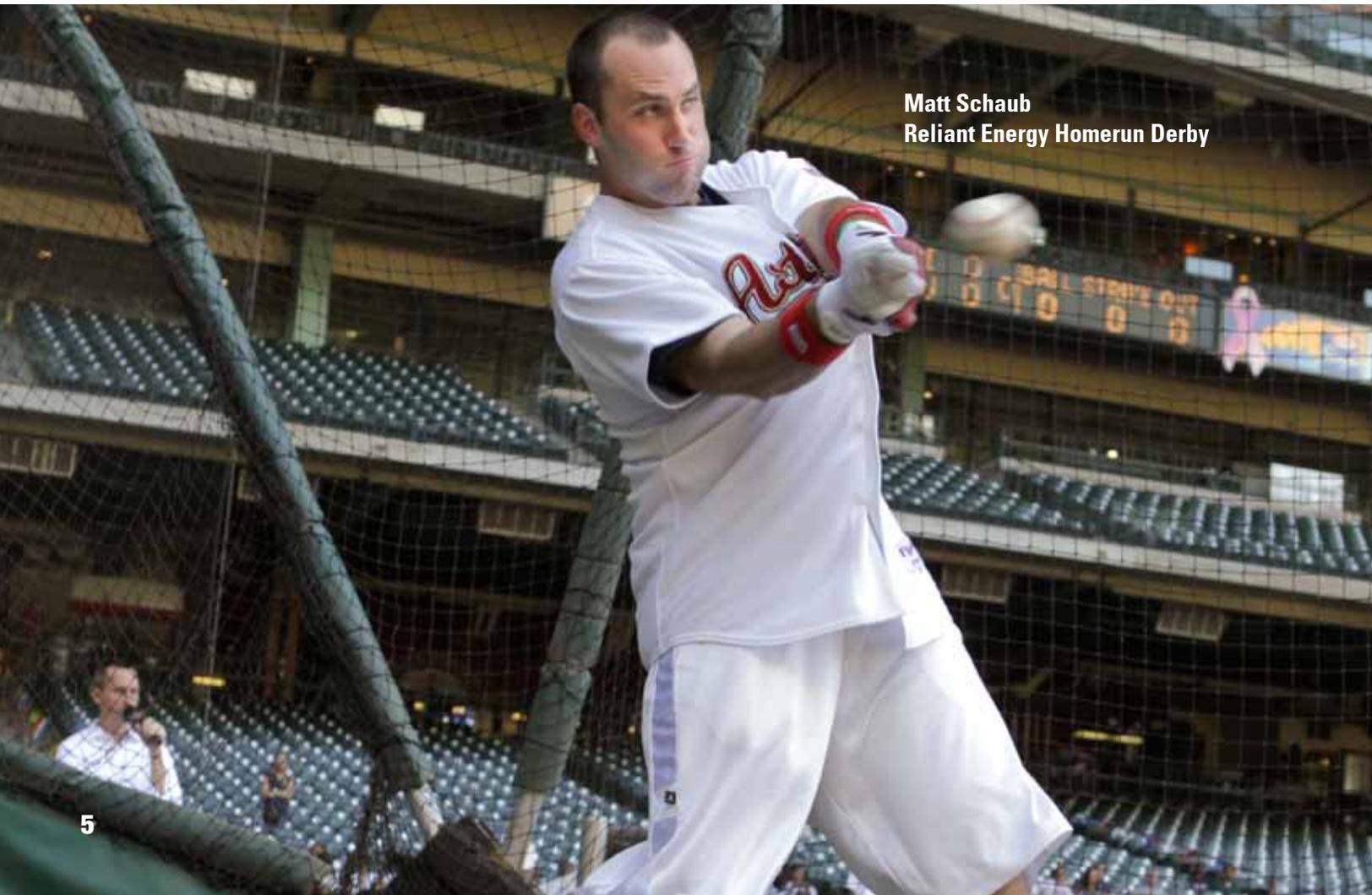
RELIANT ENERGY HOMERUN DERBY

For the fourth consecutive year, Texans players competed in the Reliant Energy Homerun Derby at Minute Maid Park, home of the Houston Astros, to raise money for the Boys & Girls Club of Greater Houston. In 2009, more than **\$30,000 was raised**.



BOYS & GIRLS CLUBS
OF GREATER HOUSTON

Matt Schaub
Reliant Energy Homerun Derby



TORO and Houston Texans Cheerleaders
Lemonade Day



NFL YOUTH EDUCATION

The NFL **donates \$1 million each year** towards the development of a *Youth Education Town* in an underserved community in the super bowl host city. *Youth Education Towns* in Houston provide educational programs, physical fitness and personal development programs, recreation opportunities, technology and many other resources.



LEMONADE DAY

Houston Texans encourage youth entrepreneurs by helping YMCA.com outreach programs to start lemonade stands throughout Houston. Houston youth **raised \$1,000** in 2009.

TEXANS WEEK SCHOOL SUPPLIES DRIVE

5,000 school supplies were collected during Texans Training Camp practices and donated to youth through Houston Texans YMCA community outreach programs.



COMMUNITY PLAYER OF THE MONTH, PRESENTED BY WHATABURGER

This program recognizes Texans players for their community involvement. Each month during the regular season, three players are nominated for their community service and the winner is chosen by an online fan vote and a ballot at home games. The 2009 winners: Vonta Leach, Kris Brown, Mike Brisiel and Owen Daniels. Kris Brown was chosen by fans as the Texans Community Player of the Year.

**TEXANS PLAYERS COMPETED IN THE RELIANT ENERGY HOMERUN DERBY
RAISING \$30,000 FOR THE BOYS & GIRLS CLUB
OF GREATER HOUSTON.**

LADY TEXANS FOOD DRIVE

Wives of Texans players and coaches collected 3,000 pounds of food and **raised \$1,000** at a local H-E-B, which was donated to the Houston Food Bank. We provided **3 meals a day for over 1,000 people** in the Houston area.



TOYS FOR TOTS

Texans fans **donated over 1,500 toys and \$2,500** during a home game in December. In 2009, more than **15,000 toys were distributed to 7,000 children** in South Harris and Galveston counties.

SHOP WITH A TEXAN

The 2009 Rookie Class shopped with **over 30 youth** at Academy Sports + Outdoors and assisted them with their purchases while teaching them lessons in budgeting. Academy Sports + Outdoors provided each child with a **\$100 gift card**.



Brian Cushing
Shop with a Texan



Jeff Zgonina
Souper Bowl of Caring



BEAR FOR CPS KIDS

Be a Resource (BEAR) for CPS kids is a program that provides neglected and abused children under the care of Child Protective Services (CPS) with Christmas gifts. With the help of the Houston Texans, **6,000 children received gifts on Christmas** that wouldn't have otherwise.

SOUPER BOWL OF CARING

Souper Bowl of Caring mobilizes youth and communities around the country to fight hunger and poverty during the NFL's Super Bowl weekend. In 2009, this drive **collected 2 million pounds of food and raised nearly \$500,000**. The Houston Texans Foundation **contributed \$10,000** to the effort.

HALLIBURTON HOMETOWN HEROES

Local volunteers were nominated for their community efforts. **Ten winners** were chosen throughout the Texans season and recognized during each Texans home game. Each winner received a **\$1,000 donation** for their volunteer organization.

RELIANT ENERGY SCHOLARSHIP FOR CHAMPIONS

In 2009, eight Houston-area student athletes were **awarded \$5,000 scholarships** from the Houston Texans Foundation through Reliant Energy's Scholarship for Champions Powering Strong Minds and Bodies program. Scholarship recipients were selected based on excellence in academics, athletics, leadership, ethics and community involvement.

HALLIBURTON

RELIANT ENERGY/TEXANS DAY OF CARING

Volunteers from the Texans organization, Reliant Energy and NRG employees worked to make exterior improvements to an elderly woman's home in a low-income community near Reliant Stadium. The project was in partnership with Rebuilding Together Houston, which renovates and repairs hundreds of homes annually with a market value of nearly **\$5.4 million**.



HOUSTON TEXANS RAISED \$10,000 FOR SOUPER BOWL OF CARING TO HELP FIGHT HUNGER AND POVERTY IN COMMUNITIES AROUND THE COUNTRY.



YMCA Kids
Play 60

health and WELLNESS



Breast Cancer Awareness

SUSAN G. KOMEN RACE FOR THE CURE

The Houston Texans Foundation **donated \$10,000.**

BREAST CANCER AWARENESS GAME

Players, coaches and referees across the league wore pink wristbands, gloves, hats and shoes that were auctioned off on the NFL web auction site. The auction **raised more than \$250,000** in support of breast cancer research.

PINK RIBBON HOUSE

The Houston Texans Foundation **donated \$5,000.** The Pink Ribbon House is a fundraising project benefiting breast cancer research at the Lester and Sue Smith Breast Center at Baylor College of Medicine.

PINK RIBBON PROJECT

The Houston Texans Foundation **donated \$22,000** to the Pink Ribbon Project which helps underserved women receive breast cancer screenings and follow-up care through services at clinics and mobile mammography units throughout the Greater Houston area. It also successfully uses art to help these touched by breast cancer.



Janice McNair
Breast Cancer Awareness Game



Andre Johnson
Pink gloves auctioned at NFL.com



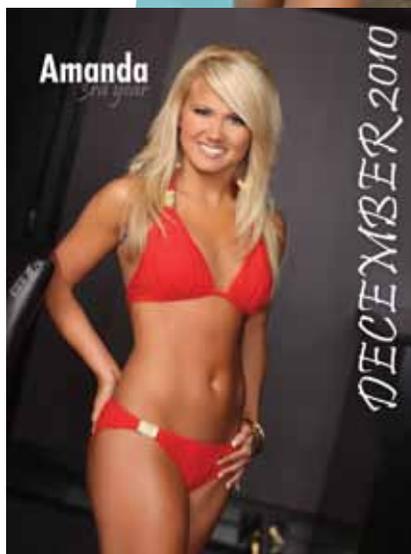
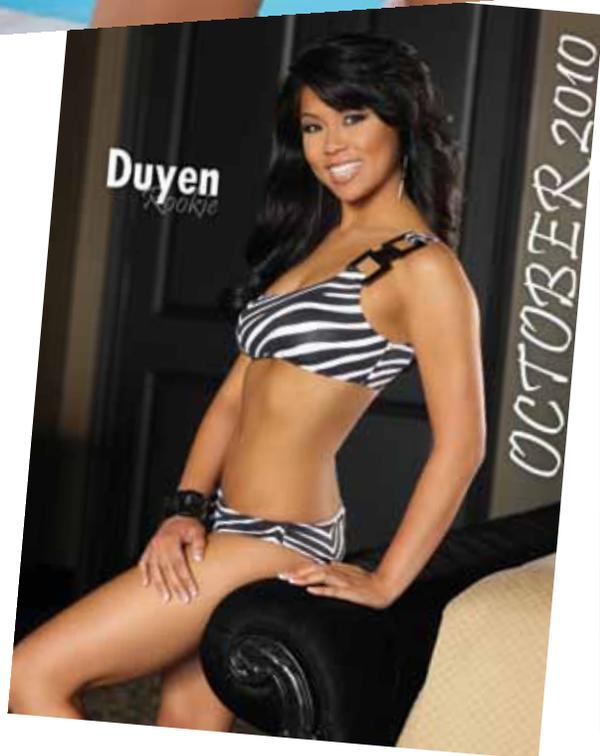
TEXANS BLOOD DRIVE

The Houston Texans team up with The Methodist Hospital System and the Gulf Coast Regional Blood Center for this annual event. In 2009, **350 units** of blood were collected.



TEXANS CHEERLEADER CALENDAR

Each year, the Houston Texans Cheerleaders release a swimsuit calendar that benefits the Methodist DeBakey Heart and Vascular Center. In 2009, Texans **donated \$100,000** for heart disease research.



hispanic OUTREACH

Viva Houston Texans!

The Houston Texans have established a solid Hispanic outreach platform by creating events and partnerships, including Hispanic Heritage Day presented by Comcast and a Hispanic Media Day. The Texans also run many grassroots events and youth football clinics in the Hispanic community, and have established a strong partnership with local Hispanic Chambers of Commerce. In addition, the Texans have partnered with Univision on their Cinco de Mayo and Fiestas Patrias events.

The Texans are also proud to feature the first Hispanic Advisory Board in professional sports. The Hispanic community leaders serve as consultants for the Texans Hispanic Outreach initiatives and are liaisons to the Hispanic community. As a result, the Texans have been consistently recognized as having one of the finest Hispanic outreach programs in professional sports. In 2009, the Texans **participated in 28 events within the Hispanic community, reaching more than 357,000 people.**



Mariachi dancers
Reliant Stadium on Hispanic Heritage Day

houston texans FOUNDATION

The mission of the Houston Texans Foundation focuses on being **Champions for Youth**. Youth are the champions of our future, and we support and administer programs in education, character development and health and fitness to enable the development of the next generation of youth champions in Houston and the surrounding areas. Since its inception in 2002, **nearly \$4.5 million** has been raised to benefit youth and families in the Houston area.

Houston Texans Foundation fundraisers

HOUSTON TEXANS CHARITY GOLF CLASSIC, PRESENTED BY VERIZON WIRELESS

The annual golf tournament provides an exclusive opportunity to mingle with Texans players, coaches, cheerleaders, ambassadors and executives. Each sponsorship foursome is paired with a Texans celebrity. In 2009, nearly **\$325,000 was raised**.



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

More than **\$60,000 was raised** through the inaugural Pins & Pigskins Challenge in 2009.



Frank Okam
2009 P & P Champions



Matt Schaub and Marc Vandermeer,
The Voice of the Texans
Houston Texans Charity Golf Classic



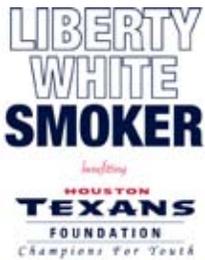
TEAM LUNCHEON PRESENTED BY AMEGY BANK OF TEXAS

More than 450 guests kicked off the season with the entire football team at Hotel ZaZa and **raised \$170,000** for the Houston Texans Foundation.



TEXANS TASTE OF THE NFL

The **500 attendees** were treated to samples from some of Houston's top chefs and restaurants while interacting with Houston Texans rookies, ambassadors and cheerleaders. Proceeds benefitted the Houston Texans Foundation, the Houston Food Bank and Methodist DeBakey Heart & Vascular Center.



LIBERTY WHITE SMOKER

Throughout the 2009 season, fans had the opportunity to purchase raffle tickets for the 30" by 60" Liberty White Smoker donated by Pitts and Spitts. The one-of-a-kind smoker was autographed by the entire Houston Texans team and also included a flat screen TV. More than **\$25,000 was raised** for the Houston Texans Foundation from raffle ticket sales.

SILENT AUCTIONS

In 2009, **\$95,000 was raised** from silent auctions that were held at all home games and other team events. Auctions included Houston Texans autographed merchandise as well as unique Houston Texans experiences and trips.



KOLACHE FACTORY RED ZONE

During the 2009 season, the Kolache Factory made a donation to the Houston Texans Foundation every time the offense made it to the Red Zone.

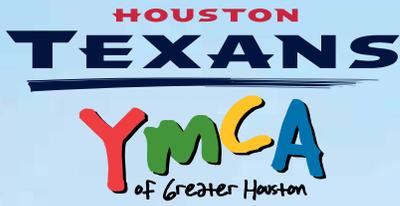


Texans Foundation Auction



Texans Taste of the NFL

houston texans YMCA



Construction is underway of the new Houston Texans YMCA, the first YMCA facility in the country to be named after a professional sports team. The new YMCA will offer day camps, child care, teen clubs and youth sports. The new site will include an outdoor pool with spray park, gymnasium, health and wellness center, indoor and outdoor family, teen and children activity areas, multi-purpose rooms for education and skills training, and a community meeting center. The new Houston Texans YMCA is scheduled to open in January 2011.



**Steve Slaton
Rooms to Go Furniture Donation**



NFL/LISC GRASSROOTS GRANT

The Houston Texans YMCA was the 2009 recipient of the National Football League Grassroots Program. The **\$100,000 grant** awarded by the Texans, the NFL Youth Football Fund and Local Initiatives Support Corporation (LISC), is part of **\$2.5 million** in field refurbishment awards allocated in 2009. The funds will be used to build the new playing field at the Houston Texans YMCA.

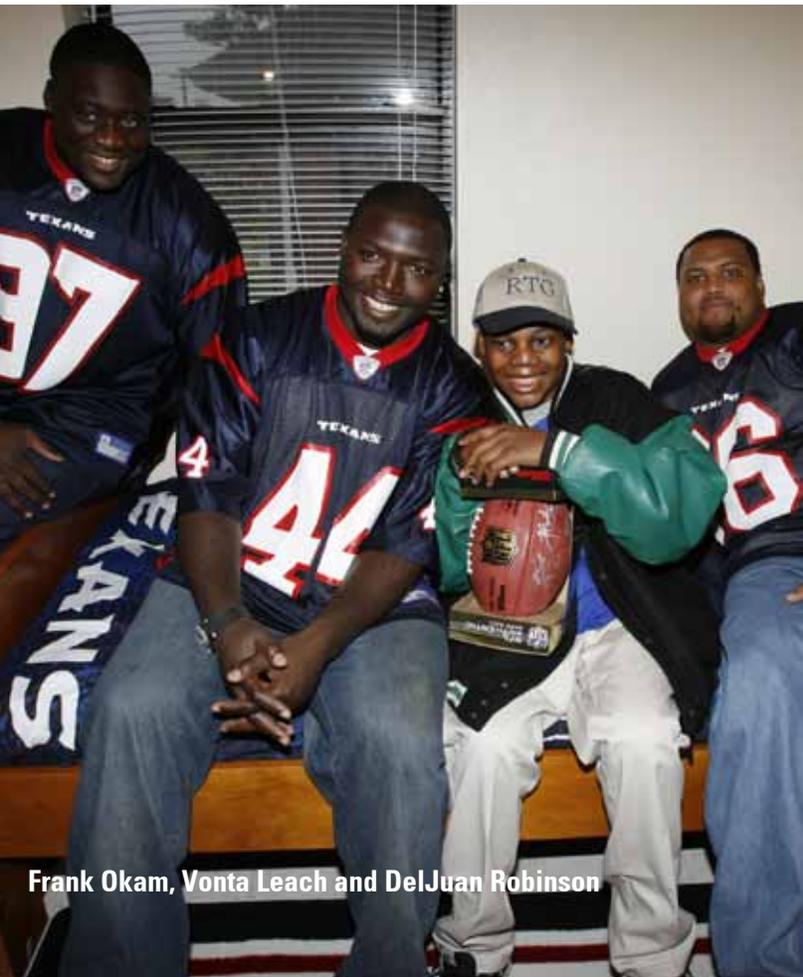
BMC SOFTWARE AIR ATTACK

BMC Software has partnered with the Houston Texans Foundation to help build the new sports field at the Houston Texans YMCA. During the 2009 season, after every touchdown pass completed by the Houston Texans, the BMC Software Air Attack program donated money to the Houston Texans Foundation. A total of **\$20,000 was donated.**



ROOMS TO GO FURNITURE DONATIONS

Rooms to Go generously **donated \$20,000** worth of furniture to be used in the new Houston Texans YMCA.



Frank Okam, Vonta Leach and DelJuan Robinson

military SUPPORT



The Houston Texans proudly support the men and women who serve and defend our great nation.

USO FIELD DAY

During Houston Texans Military Appreciation Week, wounded warriors from the Brooke Army Medical Center in San Antonio participated in a field day, attended a private Houston Texans practice and enjoyed a private tour of Reliant Stadium with lunch catered by Pitts & Spitts.

IMPACT A HERO 5K RUN

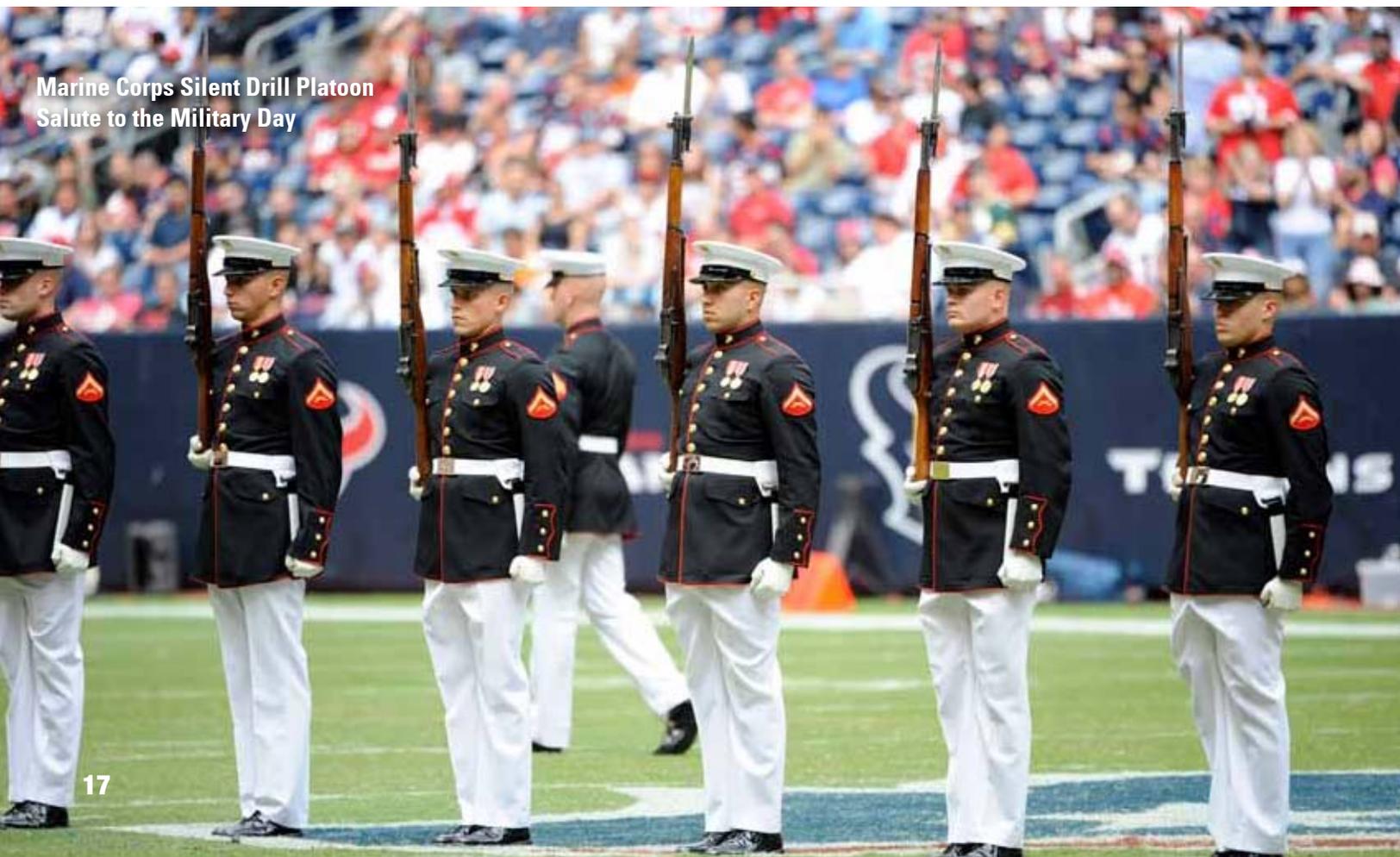
Head Coach Gary Kubiak, Honorary Chair of the event, and the Houston Texans organization participated in the Impact a Hero 5K Run. In 2009, more than **\$165,000 was raised**.

U.S. ARMY STRONG SOLDIER SALUTE

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



Marine Corps Silent Drill Platoon
Salute to the Military Day



play 60



The Houston Texans are committed to reversing the effects of childhood obesity and engaging youth and families in every community to make the next generation the most active and healthy. NFL Play 60 is a national youth health and fitness campaign focused on increasing the wellness of youth fans by encouraging them to be active for at least 60 minutes a day.

HOMETOWN HUDDLE

In partnership with the United Way of Greater Houston, the Texans Rookie Class motivates students to get fit, stay active and eat healthy. This year, students at Anderson Academy in Aldine ISD participated in interactive games and football related drills with the rookies. The rookies also presented the students with a Mini Recharge! fitness circuit program, Game Bikes and a Game Pad, which mixes video gaming with aerobic exercises.



PLAY 60 CHALLENGE

The Texans and the local American Heart Association in Houston are tackling the increase in childhood obesity with strategies to help teachers incorporate fitness into their daily lesson plans. In 2009, **3,800 students participated** in the program.



Steve Slaton
Play 60



Houston Texans YMCA
Flag Football



Mario Williams
Texans Bike Donation

BIKE DONATION

Each year players and coaches purchase bikes from Academy Sports + Outdoors for youth in the Houston area. In 2009, **230 bikes were donated** to youth from six non-profit organizations.



TAKE A TEXAN TO SCHOOL

In partnership with 3-A-Day Dairy, 12 elementary school aged-students were awarded a visit to their P.E. class by a Houston Texans player to promote the NFL's Play 60 program.



TORO'S TRAINING TABLE PRESENTED BY BP

In 2009, TORO visited 100 elementary schools reaching more than **40,000 students** through assemblies teaching children the importance of fitness and nutrition.

WORLD WIDE DAY OF PLAY

Texans host a World Wide Day of Play event to encourage kids to become more physically active.

40,000 STUDENTS WERE TAUGHT THE IMPORTANCE OF FITNESS AND NUTRITION THROUGH TORO'S TRAINING TABLE PRESENTED BY BP.

Youth Football Programs Initiatives

YOUTH FOOTBALL CAMP

In 2009, **400 youth participated** in Texans Youth Football Camps instructed by top-area high school coaches at the Methodist Training Center. Offensive and defensive skills and fundamentals were taught. Houston Texans players and/or Ambassadors visit each day to provide motivational messages and sign autographs for the participants.



TEXANS SPECIALTY CAMP

The National Sports Center for the disabled and the Houston Texans hosted **over 100 children** with disabilities at the annual football camp. Participants run football drills at the Methodist Training Center then eat pizza and watch the Draft inside a suite at Reliant Stadium.

HIGH SCHOOL PLAYER DEVELOPMENT

Several hundred Houston high school students participated in a free camp that focused on academic counseling and football skill training. In 2010, more than **50 college coaches** attended and many students were offered scholarships.

HIGH SCHOOL COACH OF THE WEEK

Designed to aid and promote high school football throughout the Houston area, two coaches were selected each week and received **\$500 grants** for their school's football program. Additionally, two Coach of the Year Award winners received **\$1,000 grants**. The U.S. Army and FS Houston were associate sponsors of the program. Twenty high school coaches were honored in 2009.

NFL PUNT, PASS AND KICK

This is the NFL's premier youth skills competition consisting of punting, passing and place kicking. Boys and girls ages 8 to 15 compete individually against their peers. In 2009, **200 youth** took part in the competition in the Houston area.

GATORADE JUNIOR TRAINING CAMP

Nearly **4,000 youth participated** in this grassroots community outreach initiative designed to teach elementary students football related skills in a non-contact environment.

DeMeco Ryans
Fuel Up to Play 60



texans GO GREEN



MOTION SENSORS

The Houston Texans have partnered with SMG and Reliant Energy to save energy throughout Reliant Stadium. Motion sensor light switches have been installed in all Texans offices.

PAPER RECYCLING

The Houston Texans have teamed up with SMG and Waste Management to start collecting recycled office paper, cardboard, aluminum and plastic in the stadium during the 2009 season.

HOUSTON TEXANS UNVEIL NFL'S FIRST INTERACTIVE MEDIA GUIDE

The Houston Texans unveiled the NFL's first interactive media guide in 2009. The media guides are USB sticks as opposed to traditional printed books allowing the Houston Texans to **save the estimated 2,587,000 total pages used in printing.**

RECYCLING PROGRAM

In 2007, the Houston Texans, Waste Management, ARAMARK and Waste Management Recycle America instituted a recycling program at Reliant Stadium. Recycling bins can be found throughout the stadium, and visitors and staff are encouraged to throw their recyclables in these bins at all events year round.

HOUSTON TEXANS ANNUAL SPONSORSHIP RECAPS

The Houston Texans sponsorship annual recaps are distributed electronically saving significant amounts of paper.





Matt Schaub
TACT group day at Training Camp

ticketing PROGRAMS



TACT

Players purchase season tickets and donate them to a charity of their choice, allowing young fans to experience a Houston Texans game they may not otherwise be able to attend. In 2009, **22 players** participated in the program, purchasing **well over 3,000 tickets** that were distributed through Houston-area non profits.

DAVID ANDERSON,
OWEN DANIELS, ERIC WINSTON
Small, Medium & Large



AMOBI OKOYE, MARIO WILIAMS
Superjits



KEVIN BENTLEY
57 Next Lvl



CHESTER PITTS, CHRIS MYERS
Chester & Chris' Champions



KRIS BROWN
Kris Brown's Kick Club



JACQUES REEVES
Reeves' Corner



DUANE BROWN
Brown's Pocket Protectors



DEMECO RYANS
DeMeco's Tenacious Tacklers



SHAUN CODY
Commander's Kids



MATT SCHAUB
Schaub's Aerial Attack



ANDRE DAVIS
The Davis Dash



ANTONIO SMITH
No Weapons



NICK FERGUSON
Ferguson's Mighty Gladiators



KEVIN WALTER
Walter's Warriors



ANDRE JOHNSON
AJ's Crew



EUGENE WILSON
Wilson's Ball Hawklers



CATO JUNE
June Family Foundation

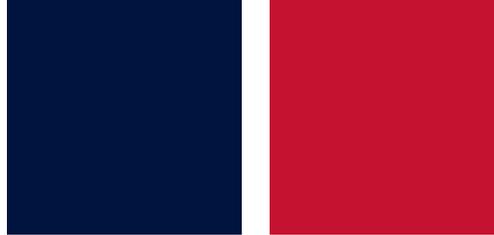


VONTA LEACH
Vonta's Victories





Matt Schaub
TACT field day



ImageNet
Office Systems

IMAGENET ALL-STARS

This program rewards youth participating in community service projects. During the 2009 preseason, **1,000 youth** received a ticket, t-shirt donated by ImageNet and food vouchers donated by ARAMARK to a Texans home game. One youth is featured during each home game for his or her community involvement.

CHEERING CHILDREN

This ticket donation program provides an opportunity for season ticket holders to donate unused game tickets to youth served by the Houston Texans YMCA. In 2009, **over 500 tickets were donated** and distributed through Houston-area non profits.

CHEERING CHILDREN
HOUSTON
TEXANS
TICKET DONATION PROGRAM



united way OF GREATER HOUSTON



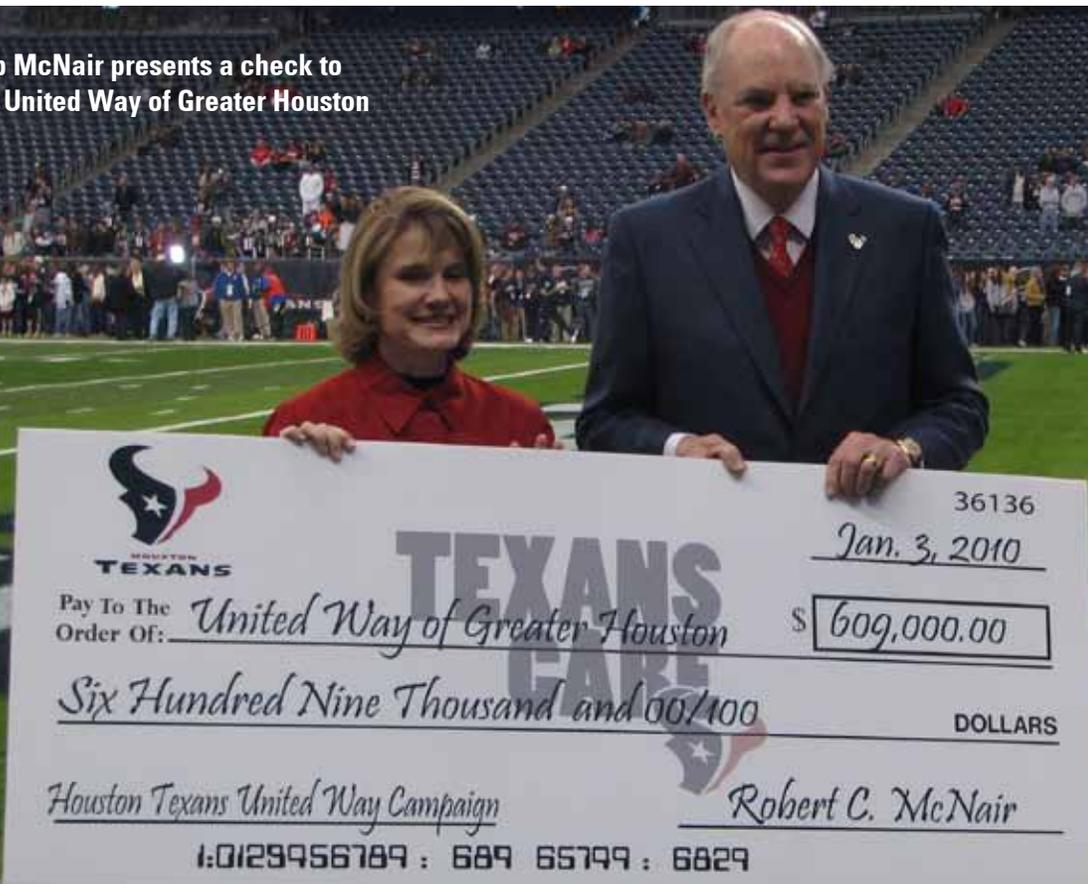
ANNUAL CONTRIBUTION

Houston Texans Chairman and CEO Bob McNair **presented a check for \$609,000** to Houston Area United Way CEO Anna Babin. The check represented the total amount raised through the Texans 2009 United Way campaign. 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.**

UNITED WAY/TEXANS COMMUNITY QUARTERBACK AWARD

This 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 \$1,000 donation** for their organization. The Community Quarterback winner **received a \$10,000 donation** for the Mental Health America of Greater Houston.

Bob McNair presents a check to the United Way of Greater Houston



HOUSTON
TEXANS
FOUNDATION
Champions For Youth

Jamey Rootes
President

Cara Hickman
Community Relations Coordinator

Kandyace Mayberry
Community Development & Marketing Coordinator

Reliant Stadium • Two Reliant Park • Houston, TX 77054-1573

HOUSTON TEXANS  .COM