



Jacksonville Jaguars Foundation

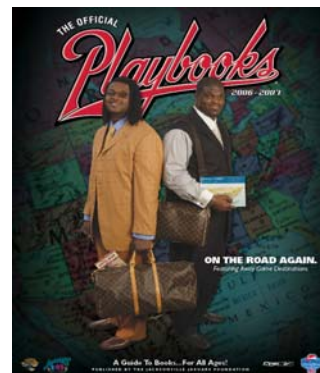
When the Jaguars were named the 30th NFL franchise in 1993, the vision of principal owners J. Wayne and Delores Barr Weaver was to give back to the community in a substantial manner. The Jaguars Foundation was formed as the team's philanthropic arm and awarded its first grants in March of 1995, before the team played its first game. Under the leadership of Delores Barr Weaver, Jaguars Foundation Chair and CEO, the team provides the Foundation with \$1 million annually for grant making and programs. To-date, the Foundation has allocated more than \$9.8 million in grants. This level of giving is among the top few in professional sports. Through a fair and objective evaluation process grants are awarded to local nonprofit organizations serving economically and socially disadvantaged youth and their families.



The Foundation's non-cash awards include 11,800 Jaguars home-game tickets each year, with an annual value exceeding \$420,000. The primary program through which tickets are distributed is **HONOR ROWS®**, with more than 4,200 tickets allocated annually. In partnership with REEBOK and Alltel, economically and socially disadvantaged youth between the ages of 9 and 17 can earn a seat to a home game by setting and achieving ambitious but realistic personal goals, such as academic improvement, nutrition/physical fitness and volunteer community service. Other Foundation-sponsored charitable seating programs include Sailors Aweigh for Navy families with a parent on deployment; inner-city youth football associations; HabiJax (local Habitat for Humanity) volunteers; and families at Ronald McDonald House.



The Foundation's literacy initiative, in partnership with Pepsi and Reebok, includes **The Official Playbooks®**, a colorful booklet featuring the team's owners, players, head coach, cheerleaders and mascot JAXSON de Ville, to encourage children to read and use their public library. Over 22,000 copies are distributed annually at local libraries. It can also be accessed on-line at www.playbooks.org.



The program has also spearheaded the distribution of 300,000 new children's books to the homes of low-income families, with an additional 100,000 to be distributed in 2007. Also, approximately 1/3 of the foundation's grants are awarded for programs with literacy and tutoring components.



Since 1995, the Foundation's unique partnership with Blue Cross and Blue Shield of Florida, local media, non-profit agencies and the Weaver Family Foundation has worked to reduce the incidence of teen pregnancy and sexually transmitted infections (STI's) among youth. The initiative includes a prime-time TV program for teens and parents, *Teens & Sex... The Real Truth*, broadcast by every network affiliate in Jacksonville each May. Additionally, more than \$1 million dollars in **STRAIGHT TALK™** grants have been made since 1999 for teen pregnancy and STI prevention programs.



For more information, call 904-633-KIDS
or visit www.jaguars.com/foundation

