

## Spotlight On:

# The Jacksonville Jaguars Foundation

As the National Football League begins their 2006-07 season, the National Campaign recognizes the extraordinary efforts of one NFL franchise: the Jacksonville Jaguars. For 12 years the Jacksonville Jaguars Foundation, led by Jaguars team owner and Foundation Chair/CEO Delores Barr Weaver, has been helping disadvantaged youth and families of the greater Jacksonville area. The Foundation's work was recently recognized with the 2006 Steve Patterson Sports Philanthropy Award, presented annually by the Robert Wood Johnson Foundation and the Sports Philanthropy Project to a sports team or athlete foundation whose work is devoted to improving the lives of others.



One of the Foundation's signature initiatives is the *Straight Talk* program which is designed to reduce teen pregnancy and sexually transmitted diseases. Among the program's accomplishments:

- In partnership with the Weaver Family Foundation, over one million dollars in grants have been awarded to programs addressing teen pregnancy and related issues,
- The Foundation has produced an annual prime-time teen forum television special, *Teens & Sex... The Real Truth*. Made possible through collaboration with all Jacksonville TV stations, cable companies, radio stations, the Florida Times Union/**Jacksonville.com** and a billboard company, the special has aired for seven years on all local TV stations and local cable,
- PSAs—including two developed in partnership with the National Campaign—have aired on all local television stations and the stadium's Jumbotron, and
- The Foundation has also made possible the development and pro-

duction of educational and training videos used by the State Attorney's Office, social service agencies, and as well as middle and high schools.

*"The Jacksonville Jaguars Foundation stands out as a shining example of how professional sports teams can use their position in the community to improve the lives of people in need, especially the most vulnerable."*

Risa Lavizzo-Mourey, M.D.,  
M.B.A., president and CEO of  
the Robert Wood Johnson  
Foundation.

Please visit [www.jaguars.com/foundation](http://www.jaguars.com/foundation) for more information about the important work of the Foundation. Visit [www.jacksonville.com/community/straight\\_talk](http://www.jacksonville.com/community/straight_talk) for detailed information about the *Straight Talk* program. ★

## Books

Readers of *Campaign Update* may be interested in the following books, now available in bookstores and through your favorite online retailer:

- *The Real Truth About Teens and Sex* by Sabrina Weill



- *Without Precedent: The Inside Story of the 9/11 Commission* by Thomas Kean and Lee Hamilton
- *Governor Tom Kean: From the New Jersey Statehouse to the 9-11 Commission*, by Alvin Felzenberg

