



2018-19 JAGUARS COMMUNITY REPORT

PRESENTED BY:



SHAD'S LETTER TO THE COMMUNITY

Dear Fans and Partners,

This past season was one for all of us to treasure. I am proud of our coaches and players having won an AFC South division title and to have taken us all the way to the AFC Championship game. As team owner, my goal is for us to be a strong competitor on the field and a strong partner in the community.

This year, the Jaguars Foundation partnered with nearly 300 area nonprofits that contribute to our community in commendable ways. I'd like to highlight three critically important initiatives that positively impacted our Jacksonville community.

The City of Jacksonville and the Jacksonville Veterans Resource and Reintegration Center at City Hall directly impacted more than 11,000 veterans this past year. These heroes have made the decision to make Jacksonville their home, and it is our honor and duty to provide the support and resources needed to help build a productive livelihood for these individuals and their families. The Jaguars are privileged to support the Jacksonville Veterans Resource and Reintegration Center, the USO, and many other nonprofits in their ongoing efforts to support our military and veterans.

I am also delighted that our \$1 million contribution, which created a \$2.3 million endowment in support of the new state-of-the-art Baptist Health-MD Anderson Cancer Center, is helping with such important issues as women's health and breast cancer. The downtown facility is nearing completion and will be up and running this year. The center will provide highly coordinated, multidisciplinary cancer care for adult patients throughout our region.

Khan family provides leading gift of \$1 million for hurricane relief in Jacksonville.



In the wake of Hurricane Irma and Maria, it was remarkable to see our community come together and help our neighbors during a time of great need. The United Way of Northeast Florida responded quickly and activated the First Coast Relief Fund to help raise critical funds for those affected by the storms. The Jaguars donated \$1 million to the fund, and we're pleased that so many of our partners joined the Jaguars in bringing the total to \$2.8 million raised by the community in only a short few weeks.

Also, I would like to salute our players and thank them for their direct contributions to the community through the Jacksonville Jaguars player fund. I look forward to partnering with our players in the NFL's new social responsibility initiative.

In this community report, we offer a closer look at the heart of this organization as we illustrate all the great work being done in our community through the efforts of our players, coaches, THE ROAR, staff and our community partners. I'd like to thank each of you for your partnership in helping to build a thriving First Coast community.

It's a great time to be a Jaguar!

Sincerely,

A handwritten signature in gold ink, which appears to read "Shad Khan".

Shad Khan

SPECIAL GUESTS AT PLAYOFF GAME

Owner Shad Khan and the Jaguars Foundation donated 500 tickets for Jacksonville's AFC Wild Card match-up against Buffalo to refugees and immigrants from around the world who have settled in the Jacksonville area. An additional 500 tickets were given to Puerto Ricans and their families who were living in north and central Florida, having been displaced by the devastating effects of Hurricane Maria.



Being a professional athlete provides a unique platform to impact lives and inspire future generations. Under the leadership of Executive Vice President of Football Operations Tom Coughlin and Head Coach Doug Marrone, commitment to the community is an essential part of the Jaguars' team culture. This past year alone, players have made direct contributions to the community through the Jaguars player fund in the amount of \$470,500 and have spent countless hours volunteering at school appearances, food drives, literacy events, home builds and military base visits. Many players have taken it a step further and created their own charities and foundations that create positive change on the First Coast and beyond.

The Jacksonville Jaguars player fund helped support the following organizations: Hubbard House, Heart for Children, Women's Center of Jax, Sulzbacher Center, Ronald McDonald House, Five Star Veterans, Feeding Northeast Florida, Gateway Community Services, Justin J Watt Foundation, Boys and Girls Club of Northeast Florida, Jacksonville Humane Society, University of Florida Health, Interfaith Coalition for Action, Jax Brotherhood of Police, CRU and Trinity Rescue Mission.

In January, the NFL announced a joint player and ownership commitment to social justice reforms. Jaguars Owner Shad Khan was appointed to the working group committee for this new initiative. The Let's Listen Together campaign will focus on criminal justice reform, police and community relations, and improvements to education and economic development.

Our players have been and will continue to be active in their volunteer efforts, and many are serious about strengthening our community through positive change.



MALIK JACKSON, #97, DT

Through his foundation, Malik's Gifts, Malik Jackson works to serve at-risk youth, promote pet adoption and provide support to military families. This past year, he committed \$5,000 to Jacksonville's Five Star Veterans Center and hosted a dinner for 50 honorees on Gold Star Wives Day. Jackson planned a private movie screening for 150 military children and their families during Salute to Service week. In June, he hosted 100 kids from Survivor Outreach Services for a football camp at Daily's Place.

BLAKE BORTLES, #5, QB

** 2018 Jaguars Community Leader Award Recipient*

Since 2016, Blake Bortles, in conjunction with the Blake Bortles Foundation, has been active in his support of children and adults with intellectual and developmental disabilities in addition to first responders in both Jacksonville and his hometown of Oviedo. During the offseason, Bortles hosted lunch for first responders in Jacksonville, attended the Best Buddies Friendship Walk in Jacksonville Beach and participated in the Jacksonville Fire Fighters Association Charity Softball Game. Bortles also hosted football camps at Oviedo High School and in Duval County in partnership with JaxPAL.

PLAYERS IN THE



CALAIS CAMPBELL, #93, DE

An 11-year NFL Veteran, Calais Campbell joined the Jaguars in 2017 and immediately looked to make an impact on the First Coast through his own CRC Foundation, an organization committed to cultivating critical life skills in young people. Last Christmas, he hosted 40 children from the Tiger Academy and the Johnson Family YMCA who each completed financial skills training. They were surprised with a \$200 holiday shopping spree for themselves and their families.



A.J. BOUYE, #21, CB

A.J. Bouye has been committed to making a difference in the lives of those affected by cancer. A member of the American Cancer Society's Athlete Council, Bouye lost his mother to breast and brain cancer when he was 15 months old. In November, the fifth-year cornerback surprised a local father and son whose family has been impacted by cancer with tickets to Super Bowl LII in Minnesota. In addition, the Tucker, Ga. native helped welcome more than 200 cancer survivors and their families at a private event at Velocity Air Sports during the NFL's Crucial Catch campaign.



LEONARD FOURNETTE, #27, RB

Jaguars rookie running back Leonard Fournette wasted no time getting to work in his new community. Following the devastating effects of multiple hurricanes in 2017, Fournette donated \$50,000 to relief efforts and assisted the American Red Cross by unloading supplies for residents in need in Northwest Jacksonville. Fournette also paid it forward by donating Jaguars gear and new Under Armour gold cleats to Boys and Girls Club of Northeast Florida's NFL Flag all-star team.

TOMMY BOHANON, #40, FB

** 2018 Jaguars Sportsmanship & Courage Award*

Tommy Bohanon, along with his wife, Katie, founded the Tommy Bohanon Foundation which is dedicated to supporting young athletes in reaching their highest potential on and off the field. For his efforts, Bohanon earned the Pop Warner Humanitarian Award at the 58th Annual All-American Scholars Banquet in Orlando, Fla. in May. In addition to attending multiple hospital visits and charitable endeavors, Bohanon hosted his second annual free youth football camp in his hometown of Fort Myers, Fla. in June.



E COMMUNITY



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JAGS

16

Cherwin



BOLD

SEAN KARPF'S STORY

In his own words

My life was turned upside down on June 15, 2012, when I was walking down a narrow path in Afghanistan with a squad-sized element. On a nearby rooftop, we spotted a few guys. As the squad leader, it was my responsibility to bring my gun up to the front line so we could pull security on them. I walked past 15 of my guys before a large explosion went off. I had stepped on an IED that was placed on our path, triggering it and shattering one of my legs. The blast launched me back a few feet from where the explosion happened, and all I can remember is my guys responding quickly by putting a tourniquet on my leg and calling for emergency backup.

With the path being so narrow, the Medevac could not make its landing. My team quickly put me on a litter and carried me across the river to a location the helicopter could reach. I was still conscious and could see the Medevac helicopter coming to my rescue. The helicopter took off. At this point, my guys are in a fire fight. I am lying there and have nothing to protect me but my prayers. I can't see anything that's going on, but I hear the gun battle surrounding me and what sounds to be another helicopter in the distance. This time it was a Kiowa - a helicopter specific to gunning. It did a couple of gun runs on the building and a minute later everything came to a halt. I now knew I was safe. The Medevac made its way back to pick me up, and I was sent home to begin my recovery process.



At this time, I still had my leg. It was put in a large hex fix with metal pins to keep it steady as we tried to save it. The doctors did everything they could before we made the decision to get the amputation done.

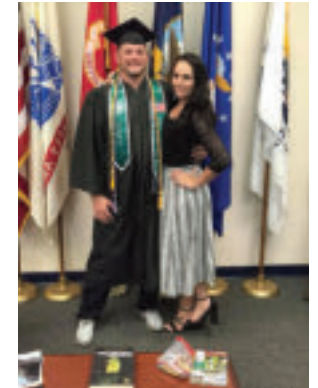
In my mind, I was still going to ranger school. I was doing a Tough Mudder in five months and was previously re-enlisted in the military to do another 6 years to finish out the 20-year plan I had set for my career. It took my wife sitting me down and blatantly telling me, "Look, you have two kids, you don't have one of your legs anymore, it's time to move on." Her words hit me like a ton of bricks. This was the first time I really understood that my life would never be the same. Depression set in. My life had been planned out, I had a purpose in what I was doing, and now, I had no clue what was next for me.

Although I couldn't re-enlist into the Army, I did end up competing in the Tough Mudder and completing the 11-mile obstacle course. I was determined to not let my situation define me and this was my way of proving to myself that I could still do all things and be an inspiration to others who are going through a similar situation. As I kept searching for my answer of what was next for me, I came across the Wound Warrior Project and a program called Track. Track is a one-year program where you have to complete two semesters of school and in the last three to four months you do an internship, which I took with the Jacksonville Jaguars.

My internship began with the Jaguars in July 2017. I was ecstatic for the opportunity, seeing that I grew up watching the team play since I was ten-years-old. The atmosphere of working in sports and walking into the stadium for work every day never got old. I worked with many different departments and ended identifying most with the Strength and Conditioning team.

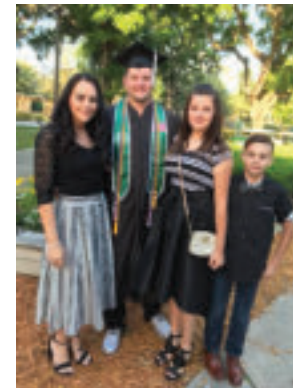
After a few months of working with the Jaguars and pursuing my bachelor's degree in Kinesiology at Jacksonville University, Executive Vice President of Football Operations Tom Coughlin sat me down in his office and wanted to discuss what was next for me. The answer I had been searching for months was now staring me in the face. The next words out of Coach Coughlin's mouth were, "We'd like to bring you on full-time with our Strength and Conditioning team." I wasn't sure that I heard him correctly. A two-time Super Bowl winning coach just offered me a full-time position with his staff? I was honored. But there was one contingency - Coughlin disclosed that I needed to go back to school in the meantime and complete my master's degree. Personally, I strongly dislike school, but I followed Coach Coughlin's lead and went on to apply for the JU Kinesiology graduate program and accepted the position with the Jaguars Strength and Conditioning team.

SAL

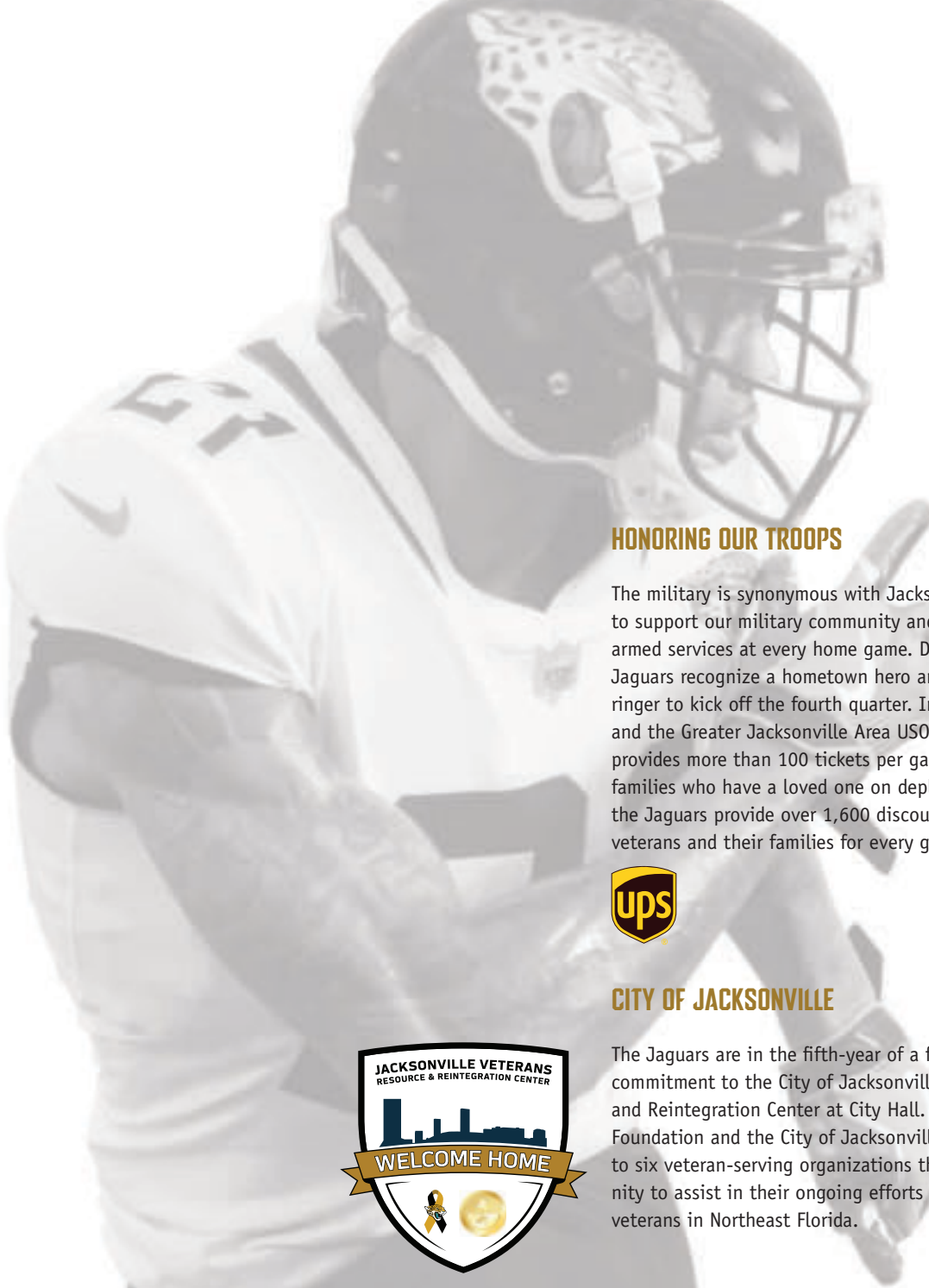


Working with the guys in the locker room ended up becoming the best therapy I could have asked for. I had missed the comradery that I received in infantry, being around guys that are like-minded. Football was very similar in that sense. It brought back that sense of belonging and being part of something bigger.

As I continue learning and growing with the team, the players and I are forming a special bond. Guys who got injured during the season began coming up to me and asking how I dealt with my injury mentally and how I overcame my adversity. I also have had other guys on the team say, "Just by watching you work out and run across the field, it motivates me. When I don't think I have anything left in me, I see your determination and it pushes me even further." In return, their friendships and having the opportunity to help them overcome their injuries, physically and mentally, and help them to reach their fitness goals, has given me my purpose back. I hope to impact many professional athletes' lives as I continue my journey with the Jaguars who I am forever indebted to for giving me this incredible career opportunity.



UTE TO SERVICE



HONORING OUR TROOPS

The military is synonymous with Jacksonville and we are proud to support our military community and honor members of the armed services at every home game. During each game, the Jaguars recognize a hometown hero and select a military bell ringer to kick off the fourth quarter. In partnership with UPS and the Greater Jacksonville Area USO, the Jaguars Foundation provides more than 100 tickets per game to local military families who have a loved one on deployment. In addition, the Jaguars provide over 1,600 discounted tickets to military veterans and their families for every game.



CITY OF JACKSONVILLE

The Jaguars are in the fifth-year of a five-year, \$1 million commitment to the City of Jacksonville's Veterans Resource and Reintegration Center at City Hall. In 2018, the Jaguars Foundation and the City of Jacksonville also awarded \$50,000 to six veteran-serving organizations throughout the community to assist in their ongoing efforts to support military and veterans in Northeast Florida.



SALUTE TO SERVICE WEEK

The Jaguars dedicate an entire week of events in November to honor military and veterans from various branches in effort to show appreciation for our armed forces.

STARS AND STRIKES

The Jaguars Foundation hosted a "Stars and Strikes" bowling event on site at Naval Station Mayport for 200 active duty Navy and Coast Guard members and their families. Jaguars players, Jaxson de Ville and members of THE ROAR joined in to provide bowling and dinner to the guests in attendance.

MILITARY BASE VISIT

Several Jacksonville Jaguars players and THE ROAR interacted with service members during a tour of Naval Air Station Jacksonville. They went behind-the-scenes to see Navy Rescue Swimming training and then got a first-hand demonstration of what Navy pilots and their air crafts take on during missions. Afterwards, players and THE ROAR participated in a meet and greet, taking pictures and signing autographs for hundreds of sailors.

SALUTE TO SERVICE



PRIVATE MOVIE SCREENING

Jaguars defensive tackle Malik Jackson partnered with Florida’s Survivor Outreach Services to host a private movie screening of the film “Thor: Ragnarok” for 150 military family members. The Florida Survivor Outreach Services team is dedicated to supporting military children and families facing injury, loss and deployment. Each guest received a movie ticket, popcorn, hot dog and drink, and the opportunity to meet Jackson, several of his teammates and THE ROAR.

PROS VS GI JOES

Jaguars players put their video game skills to the test as they went up against 20 soldiers and marines stationed in Jacksonville and abroad. The “Pros vs GI Joes” joint forces initiative event was held at TIAA Bank Field in conjunction with the Joint Forces Initiative.

MAXIMIZING LINKEDIN FOR VETERANS

The Jacksonville Jaguars hosted veterans from The Wounded Warrior Project and K9s For Warriors for classes on maximizing LinkedIn as taught by Microsoft representatives. These classes are specifically designed to help employers identify current and former service members for veteran preference in hiring.

VETERAN’S DAY PARADE

The Jaguars float in the City of Jacksonville’s Veteran’s Day Parade included Jaguars D-Line, JAX Pack members, Jaxson de Ville, members of THE ROAR, alumni players Adam Podlesh and Damon Jones, and military veterans from Five Star Veterans Center.

ST. MICHAEL’S SOLDIERS AT FIELDS CADILLAC

The Jacksonville Jaguars partnered with St. Michael’s Soldiers non-profit group to assist in stuffing, packing and shipping care packages. The Jaguars Women’s Association and THE ROAR helped put these care packages together as part of the “Home Sweet Home” initiative that sends boxes to our deployed men and women with requested items such as toiletries, snacks and personal items.

SALUTE TO SERVICE GAME

Salute to Service week culminated with the Military Appreciation Game sponsored by CSX. The Jaguars donated more than 7,000 tickets to their November 12 against the Los Angeles Rams to active, retired and reservist military personnel and their families. On this special day, the Jaguars honored our First Coast heroes with a game-day tribute to all who have served in uniform. Members of all five branches of the military participated in pregame and halftime events. Taped messages and footage from service men and women that participated in the Salute to Service events the week prior to the game were shown on the video boards. At halftime, the Jaguars held an on-field mass enlistment ceremony when 250 recruits made a commitment to each of the five branches of the U.S. Military.



VICE





PROUD



PLAY 60/FUEL UP TO PLAY 60

NFL PLAY 60 is a national youth health and fitness campaign focused on increasing the wellness of children and teens by encouraging them to be active for at least 60 minutes a day. The Jaguars Foundation, Wolfson Children's Hospital, Georgia Healthcare Systems, and the American Heart Association provide grants to 68 schools in 8 counties across Northeast Florida and South Georgia. Jaguars PLAY 60 helps tackle childhood obesity and encourage today's youth to live healthier more active lives and impacted 8,000 sixth-grade students last year.

In addition, Fuel Up to Play 60, partnered with the Dairy Council of Florida, provides each Play 60 school with a nutrition plan on how to promote nutrition, physical activity and healthy living to all Play 60 students. Impacting over 2.5 million students in 3,100 schools in Florida, Fuel Up to Play 60 is changing lives every day.



YOUTH HEALTH



JAGTAG – LONDON

Expanding the NFL Play 60 initiative internationally, the Jaguars introduced JagTag in London in 2015. The program was put in place to teach youth participants non-tackle techniques and the enjoyment of American football. JagTag is now played in 20 London schools with over 1,250 kids learning basic techniques such as throwing, catching, evading and defending. The Jaguars hope to continue bringing the game of football to thousands of fans in London and will expand efforts to keep kids active and healthy in fighting of childhood obesity.



PROJECT 17

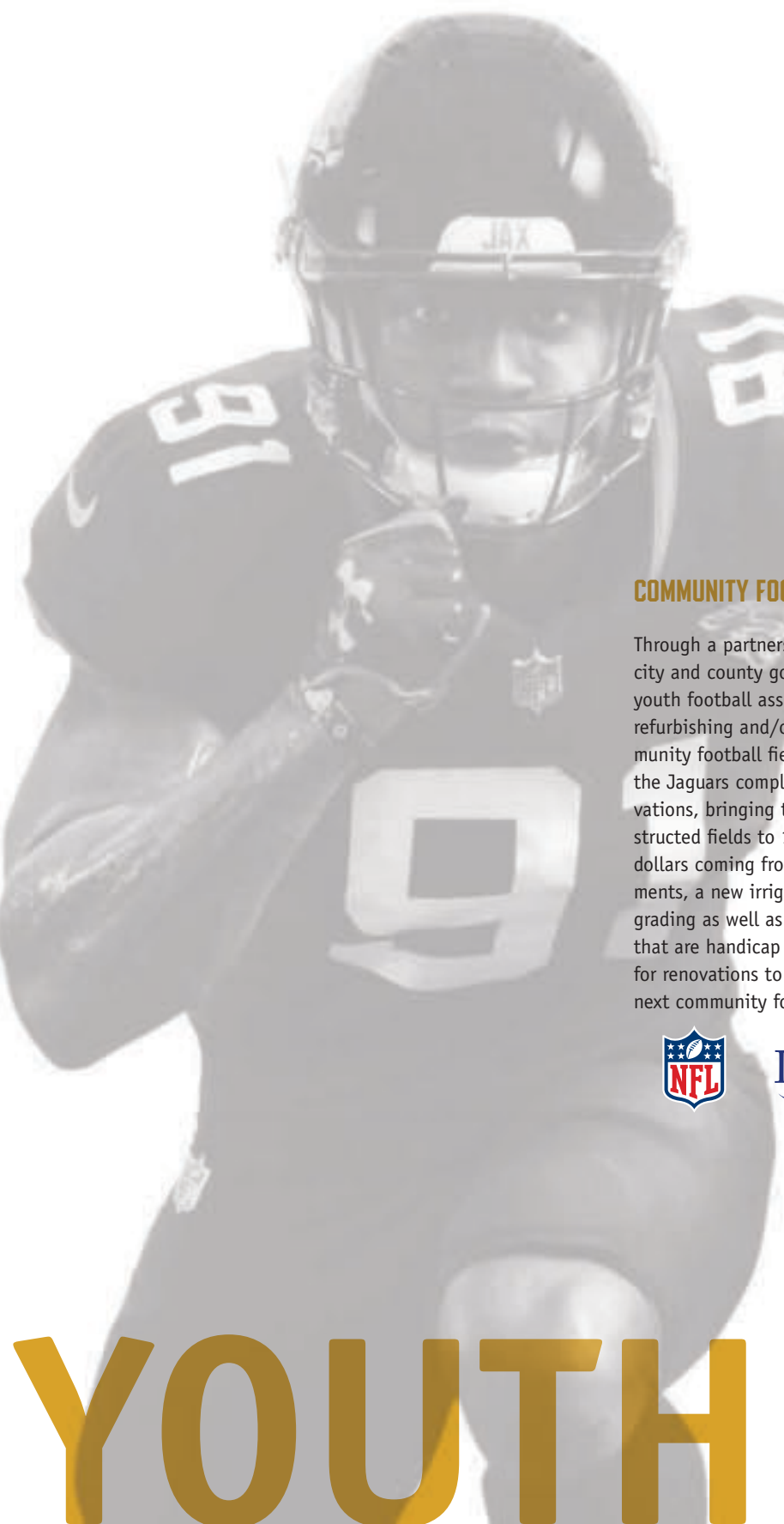
For the fourth year in a row, the Jaguars have secured an NFL grant for the Jacksonville Sports Medicine Program in our community's efforts to ensure that all 17 Duval County Public High Schools have full-time certified athletic trainers. Each athletic trainer provides injury prevention and healthcare intervention services to student athletes in all sports. When Project 17 began four years ago, Jacksonville high schools did not require full-time athletic trainers. This year, 12 schools have full-time athletic trainers with the goal that all 17 schools will be staffed by next year. This achievement has been accomplished through a partnership with the NFL, the City of Jacksonville, the Jacksonville Sports Medicine Program, the Duval County Public Schools, Jacksonville University, Florida Blue, Memorial Hospital, Brooks Rehabilitation and many private donors. As part of this program, each athletic trainer has the opportunity to work towards earning their Master of Kinesiological Sciences Degree at Jacksonville University while providing needed healthcare services within our area schools.

UNF ATHLETIC TRAINER SCHOLARSHIP

The Jaguars awarded a scholarship to ten undergraduate students majoring in athletic training in the Brooks College of Health at the University of North Florida. In addition to the scholarship, student awardees took a tour of the Jaguars facilities and met with Jaguars Head Athletic Trainer Scott Trulock who shared insight into working with professional athletes. A few received the opportunity to intern with Trulock's team to gain invaluable experience working with NFL athletes.



& WELLNESS



COMMUNITY FOOTBALL FIELDS

Through a partnership with the NFL, LISC-Jacksonville, local city and county governments, nonprofit organizations and youth football associations, the Jaguars have committed to refurbishing and/or constructing safe and serviceable community football fields throughout Northeast Florida. This year, the Jaguars completed the Henry L. Brown Kooker Park renovations, bringing the total number of renovated and/or constructed fields to 14 with more than \$1,000,000 investment dollars coming from the NFL. The plan called for field improvements, a new irrigation system, grass playing surface and laser grading as well as scoreboard concession stand enhancements that are handicap accessible. Ground has already been broken for renovations to Yancey Park in Northwest Jacksonville, the next community football field to receive a grant.



HIGH SCHOOL PLAYER/COACH OF THE WEEK

Each week during the high school football season, one local student athlete is chosen to be the Jaguars High School Player of the Week for his efforts as well as demonstrated excellent character both on and off the field. The Jaguars recognize this player at each home game, where he has the opportunity to meet current and former players on the field during pregame. The Jaguars also honor a Coach of the Week who demonstrates hard work, dedication and health and safety of their players. The Jaguars award a \$1,000 grant to each coach's athletic program and an additional \$2,000 grant to the Coach of the Year.



BOYS 7 ON 7 TOURNAMENT

The Jaguars hosted their 5th Annual 7-on-7 Passing Challenge with 16 area high school football teams participating in the tournament. This event is designed to sharpen the skills of young athletes while getting insight from Jaguars Director of Player Engagement and Youth Football Marcus Pollard. The 2018 tournament champions took home the tournament trophy along with major bragging rights. Special Olympics participated in a scrimmage during the tournament.

YOUTH FOOTBALL



GIRLS FLAG TOURNAMENT

The Jacksonville Jaguars hosted the Girl Flag Football Jamboree in March. More than 200 female athletes from 10 Jacksonville-area schools kicked off the 2018 flag football season inside the Dream Finders Homes Flex Field at Daily's Place. The event is designed to sharpen the skills of young female athletes and promote character development, health and fitness and self-confidence. This program gives girls an outlet into the sport of football while breaking the stigma that football is only for boys. The girls flag event is part of the Jaguars Youth Football programming sponsored by Wolfson Children's Hospital, Dairy Council of Florida and Gatorade. Athletic trainers are provided by the Jacksonville Sports Medicine program.



NFL FLAG

NFL FLAG powered by USA Football provides opportunities for children ages 5-17 to enjoy America's favorite sport. Participating athletes benefit by being physically active through non-contact, continuous action while learning the fundamentals of football, lessons in teamwork and sportsmanship. The Jaguars currently have nine leagues with more than 2,000 participants. During the 2017 NFL Flag season, the Jaguars selected the Boys & Girls Club of Northeast Florida's NFL Flag all-star team, The Duval Dynasty, to represent the Jaguars at the Pro Bowl in Orlando. To help them compete at their highest level, Jaguars running back Leonard Fournette surprised each player with a brand-new pair of gold Under Armour cleats, the same cleats he wears on game day.



NFL MEXICO

Jaguars linebacker Myles Jack and fullback Tommy Bohannon teamed up with NFL Mexico this past March to engage new fans and promote youth health and fitness at the Tochito Flag Football Tournament and at the NFL Play 60 activation in Morelos, Mexico. The NFL Mexico Flag Football Program continues to expand its reach and is now in 28 out of 32 states, has more than 9,500 co-ed teams in different age brackets and 2.5 million kids playing tochito in schools as part of their physical education.



JAGUARS FOOTBALL ACADEMY

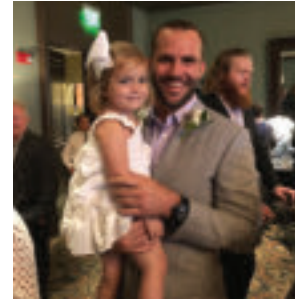
The Jaguars rolled out two new programs this past summer which included summer camps and a regional football camp. Created and led by 14-year veteran Marcus Pollard, participants were provided with an unrivaled football training experience and valuable life skills. Marcus, along with a host of expert coaches and Jaguars alumni led campers through football fundamentals, speed and agility training and their very own NFL Combine experience. Additionally, the Jaguars host "training camps" at greater Jacksonville area schools throughout the year. If interested in having the Jaguars run a session at your school, please email youthfootball@jaguars.com.





COMMITTED





LUCY

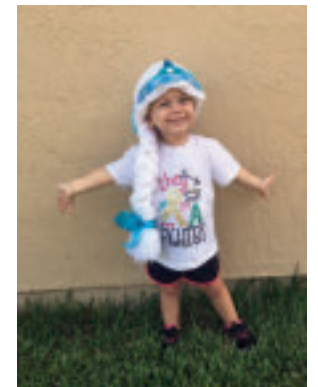
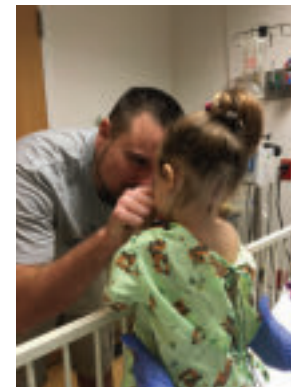
In the words of Lucy's mother

On what we thought was a normal day, we received news from Lucy's doctor that Lucy had a brain tumor known as Diffuse Astrocytoma. Hearing those words turned our family's world's upside down. We didn't know what that meant for Lucy, how it would affect her in the short-term, how it would affect her two older siblings, or what that meant for the family financially. There were a million questions running through my mind, but the only thing at that point that mattered most was Lucy's health and what would be the best treatment plan for her.

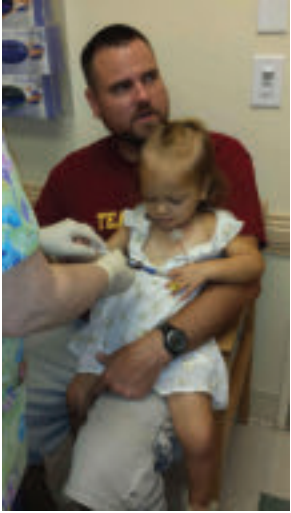
Lucy began experiencing loss of balance and coordination. The doctor recommended surgery to remove the tumor followed by chemotherapy. The day of her surgery was the longest 10-hours of our family's lives. Lucy was only one. As her mother, I couldn't comprehend why this was happening to her. Why do children face such difficulties at such a young age? I knew I had to stay strong for her and the family, so I focused on what I could control and that was taking care of her health and making sure she could enjoy being a child like any other child.



Following her surgery, Lucy's treatment plan consisted of weekly chemotherapy and relearning how to sit, stand and walk all over again. During this time of hardship, we were introduced to The Tom Coughlin Jay Fund by a friend. The Jay Fund stepped in at exactly the right moment in time. The stress on our family along with the medical bills were piling up. They provided our family financial assistance as needed, and also provided Lucy with a variety of special experiences at Velocity Air, Disney on Ice, the circus and a fun holiday party that Lucy will always cherish.



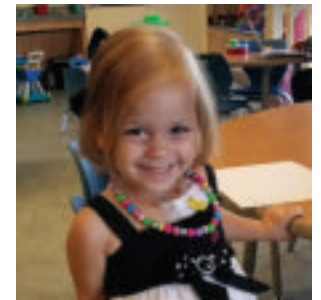
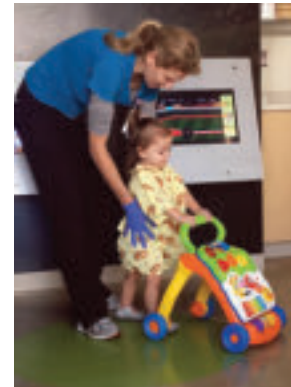
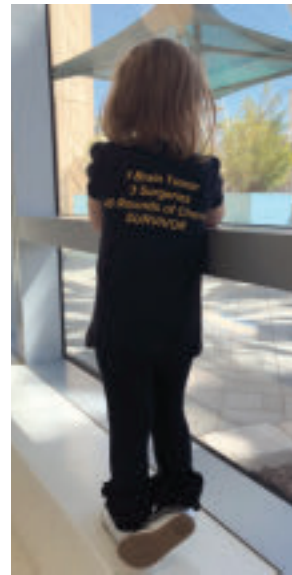
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Along with all their great work, The Jay Fund also connects families with different support groups. I joined the Momcology group. I got the opportunity to meet with a group of mothers who were also tackling childhood cancer. This was life-changing for me because not only did it bring awareness to myself, but I made some great friends in the process who equally understood what it was like to tackle cancer. We have become a team and knowing I can lean on them whenever times get tough has been such a blessing.

We can't thank The Jay Fund enough for being there for Lucy and our family since Lucy's diagnosis. They continue to be there every step of the way as we continue seeking ways to beat Lucy's cancer.

Lucy is now three years old and still tackling cancer. She is one of the happiest kids you'll ever meet. Always smiling and if you see her in the street she will most likely be waving at you. She is very social. Through this entire process she has been a rockstar! Although Lucy is undergoing tough battles, she loves being a child and playing with her babydolls and Barbies. Play-dough, her play kitchen and spending hours outside playing with her brother and sister are some of her other favorite things to do.



ER AWARENESS



BAPTIST HEALTH - MD ANDERSON \$1,000,000 GRANT

The Jaguars are proud to support Baptist MD Anderson Cancer Center's new downtown facility, which is nearing completion and will be up and running this year. It will provide a home for highly coordinated, multidisciplinary cancer care for adult patients throughout our region. In 2016, owner Shad Khan made a \$1 million gift to the project and, with matching funds, it created a \$2.25 million Jacksonville Jaguars Endowment for Breast Cancer research, prevention, treatment, and care at the Baptist Health Foundation.



TOM COUGHLIN JAY FUND

The Tom Coughlin Jay Fund was established in 1996 in honor of one of Tom Coughlin's former players at Boston College, Jay McGillis, who lost his battle with leukemia. In honor of Jay, Coach Coughlin made it his mission to help other families tackle childhood cancer by providing comprehensive financial, emotional and practical support. Since its inception, the Jay Fund has helped thousands of families and provided over \$9.3 million in grants to be there for parents facing the unthinkable so they can be there for their families.



CANCER AWARE



CRUCIAL CATCH: INTERCEPT CANCER

At the Jaguars' annual Crucial Catch game against the Los Angeles Rams, the team honored survivors of various forms of cancer. More than 100 cancer survivors held the American flag on-field for the national anthem. Each wore a T-shirt paying tribute to survivorship. In addition, the Jaguars hosted more than 200 guests from the Tom Coughlin Jay Fund for a special pregame experience on the sidelines during team warmups. The Jaguars also hosted a private event for more than 200 cancer survivors and guests who battled breast cancer, childhood and prostate cancers at Velocity Air Sports in celebration of their victories. Jaguars players shared a meal with survivors and families, signed autographs and participated in activities such as dodgeball, the foam pit and more.



THE DONNA FOUNDATION

The Jaguars are proud supporters of the DONNA Marathon Weekend to Finish Breast Cancer. As the presenting sponsor of the 5K and Family Fun Run, the Jaguars Foundation donates thousands of dollars for the cause. The race is the only national marathon that raises funds for ground-breaking breast cancer research and women living with breast cancer.



PROSTATE CANCER AWARENESS – 100 BLACK MEN

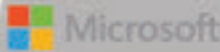
The Jaguars Foundation, Florida Blue, The 100 Black Men of Jacksonville and former Jaguars player Kevin Hardy partnered to launch the Men Tackling the Big C Prostate Cancer Awareness and Education (MTBC) initiative this past year. The MTBC program provided coordinated outreach to inform men and their families about risks factors, screening, diagnosis and treatment options related to prostate cancer.



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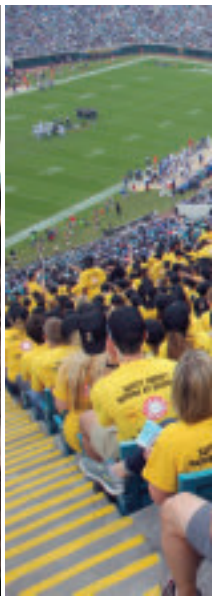
CITY YEAR JACKSONVILLE

In partnership with City Year, the Jaguars Foundation continues to encourage academic excellence and support Duval County Public Schools. The Jaguars have committed to giving \$100,000 annually to City Year which helps thousands of middle and high school students in Jacksonville excel in school, graduate and enter career training or college. This past school year, the Jaguars partnered with City Year, Microsoft and Duval County Public Schools to host Family FASFA Night, giving students and parents essential financial aid information for college.



JAGS TEEN TALK

The Jaguars Foundation, Beaver Street Fisheries and the local Jacksonville media team up to give a powerful message on how teens can shape their future by making positive choices and having a "Game Plan for Success." In 2017, the Teen Talk series focused on individuals who serve as an inspiration. It featured Jaguars Head Coach Doug Marrone, father of four teens, who discussed parenting and family values along with Executive Vice President of Football Operations Tom Coughlin who shared his insight on how life choices and your circle of friends shape your future. In its 18th year of production, this Emmy Award-winning program will turn its focus to how inclusion and diversity make us stronger. "Unique Together" will feature stories of individuals who have a unique background or have overcome adversity by channeling their obstacle into who they are today. The program reaches and impacts thousands of teens in Northeast Florida. Jags Teen Talk promotes healthy choices, healthy relationships and helps teens build a strategy for a happy and successful future.

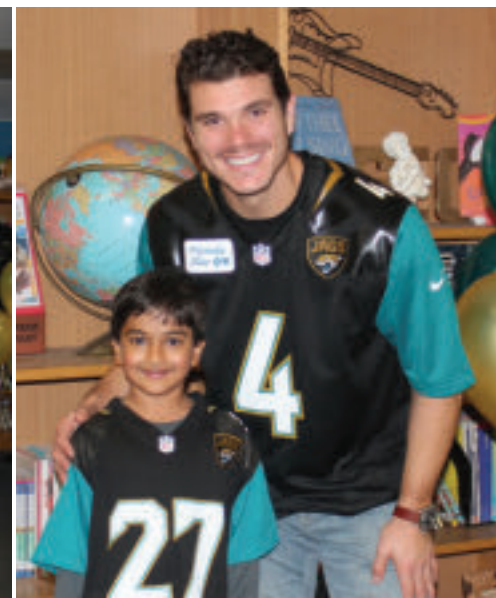


SHAD KHAN & HARRY FRISCH SCHOLARSHIP & INTERNSHIP PROGRAM

Jaguars Owner Shad Khan and Harry Frisch, Founder of Beaver Street Fisheries, both have a shared belief in the value of education and high character which led them to form the Shad Khan and Harry Frisch Scholarship Program. The scholarship program supports graduating high-school seniors who have successfully completed the Jacksonville Jaguars Foundation's Honor Rows Program and/or have exhibited a growth mindset in their personal and academic life. These scholarships help to support emerging freshmen attending the University of North Florida, Florida State College at Jacksonville, or another accredited college, university, or technical training school that are recognized two-year or four-year programs with awards starting at \$1,000.



EDUCATION



HONOR ROWS

"Alert Today, Alive Tomorrow," from the FDOT and the Jaguars Foundation partnered once again to present the Honor Rows program to thousands of youth in our community. This nationally recognized program uses seats at Jaguars home games as an incentive for youth to set and achieve ambitious goals in the areas of academic improvement, personal behavior, physical fitness, and community service. The Jaguars Foundation partners with 40 Jacksonville-area non-profits to provide over 8,000 children with a game day experience each season. The Jaguars also partner with various organizations including United Way of Northeast Florida, Beaver Street Fisheries, Pepsi, Frito-Lay, Bubba Burger, Propel, and Culligan to enhance the overall game-day experience by providing game-day volunteers, meals, shirts and hats for youth and chaperones.



HISPANIC YOUTH LEADERSHIP SCHOLARSHIPS

The Jaguars Foundation partnered with the First Coast Hispanic Chamber of Commerce to award college scholarships to 10 local Hispanic youth leaders this past year. The Jaguars publicly recognized Maira Martelo as the recipient of the 2017 NFL Hispanic Heritage Leadership Award for her continued commitment to the Hispanic community. Maira serves on the Hispanic Chamber of Commerce Scholarship Committee and contributed to the selection of the 2017 scholarship award winners.



GIRLS EMPOWERMENT

In partnership with the Healy Foundation, the Jaguars support the PACE Center for Girls, Girls Inc., and other organizations that empower girls to overcome challenges and achieve success. PACE Center for Girls provides girls and young women an opportunity for a better future through education, counseling and advocacy. Girls Inc. inspires all girls to be strong, smart and bold. Girls Inc. centers focus on the development of the whole girl, ensuring they know how to navigate gender, economic, and social barriers in order to grow up healthy, educated and independent.

HEALY FOUNDATION





FAMILY



ATM / Gift Registry

Eats

\$2 combo

57

23

23

JAGS

Florida Blue

NFL

KE SB

WINE

DIKE

SEARS SALES

99



“ONE TEAM. ONE HOME” INITIATIVE

The core of a strong family starts with a strong home. Research has shown that a strong home provides the basis for better education and health outcomes in children. The Jaguars believe every family deserves a house they can call home and feel safe in and the team is committed to revitalizing or constructing homes in our community for those in need.

This past April with the announcement of EverBank Field becoming TIAA Bank Field, the Jaguars and TIAA Bank launched the “One Team. One Home” initiative. TIAA Bank and the Jaguars are each contributing \$1 million over the next five years to help build or repair 100 homes in Northeast Florida. As part of this initiative the Jaguars will be mobilizing hundreds of volunteers to assist with the home builds. This initiative will help celebrate TIAA Bank’s 100th anniversary.

In addition, TIAA Bank will contribute additional dollars to fund home-builds and repair projects in other counties around the state of Florida where TIAA has an existing presence.



FAMILY & HOME



ASHLEY HOMESTORE HIT THE SACK PROGRAM

Together, Ashley HomeStore and the Jacksonville Jaguars created the "Hit the Sack" program, which donates a bed for every sack made during the season through Ashley HomeStore's Hope to Dream®. Since the program's inception, Ashley HomeStore of Jacksonville has provided more than 1,500 free beds to First Coast children in need.



CHRISTMAS/HOLIDAY FOOD DISTRIBUTION FOR 1,200 FAMILIES

The Jaguars, Publix, PepsiCo and Feeding Northeast Florida partnered to provide a full holiday meal to more than 1,200 families, seniors and veterans this past holiday season. Jaguars' players and THE ROAR participated in a human "fire line" to pack nonprofit vehicles, which distributed hundreds of meals to families just in time for Christmas.



HURRICANE RELIEF EFFORTS

Hurricane Irma and Maria were two of the strongest storms ever measured in the Atlantic, causing catastrophic damage on the First Coast and leaving many in Puerto Rico without their homes. Owner Shad Khan responded by donating \$1 million to the United Way of Northeast Florida's First Coast Relief Fund and 5,000 tickets to the Jaguars regular season home opener to first responders and local residents in need. The Law Firm of Pajcic and Pajcic teamed up with the Jaguars Foundation and donated \$150,000 to provide support in recovering and rebuilding our community along with other areas across Florida and Puerto Rico. Pajcic and Pajcic also helps support other Jaguars community improvement efforts in the greater Jacksonville area.





THANK YOU TO OUR FANS!

With the tremendous support of our partners and fans, the Jaguars Foundation raised more than \$1 million this past year through community fundraising events and programs, allowing us to continue expanding our efforts and community initiatives. The Jaguars Foundation is focused on transforming the lives of our youth, serving our military and veterans community, investing in community redevelopment, women's health, youth football, youth health and wellness along with cancer awareness and research. It is our mission to serve as leaders of change to transcend our community.

50/50 JACKPOT

During every home game, the Jacksonville Jaguars Foundation runs the 50/50 Jackpot through which one lucky fan has the chance to go home with half of the jackpot. The other half benefits the Jaguars Foundation's community initiatives and programs. To participate next season, purchase your 50/50 Jackpot ticket from one of our mobile sellers or online at www.jaguars.com/5050 at the next Jaguars home game. The highest jackpot to date was \$147,000 at the AFC Wild Card matchup against Buffalo.



PRIZE WHEEL

At every home game, look for one of our five prize wheels located in the Fan Entertainment Zone and in the US Assure Club. Fans can spin to win pre-game sideline passes, autographed merchandise, NFL game-used footballs and more. Every spin wins and all proceeds help support community programs.

GOLF CLASSIC

The fourth annual Jaguars Golf Classic was hosted at the exclusive Glen Kernal Golf & Country Club this past June. Each foursome included a Jaguars player or alum. Participants had the opportunity to win prizes throughout the tournament by competing in the longest drive competition, big hole, and the hole in one competition to win a car sponsored by Fields Auto Group. All proceeds from this event benefit the Jaguars Foundation's youth programs.



LICENSE PLATE

Show your pride in the Jaguars by purchasing your Jaguars license plate tag today. Since 2006 the Jaguars and the Florida Sports Foundation have partnered in support of Florida youth and sports. A portion of the proceeds from the annual sale and renewal of your license plate benefits the Jaguars Foundation's youth programs. Register your license plate at: jaguars.com/foundation-community/foundation/license-plates.html

THANK YOU TO



IOA/JAGUARS 5K STADIUM CHALLENGE

The IOA/Jaguars 5K Stadium Challenge remains at the top of the list as one of the most unique 5K runs in Jacksonville. Every August this evening run takes place at TIAA Bank Field under the lights. Racers run up stadium ramps, weave their way up and down the practice fields and cross the finish line along the side-line of the field with family and friends cheering in the stadium bowl. You can join 3,000 other runners and walkers for this one-of-a-kind event by signing up at www.1stplacesports.com.



BACK TO FOOTBALL KICKOFF LUNCHEON PRESENTED BY CSX

To celebrate our corporate partnerships and to kick off the new football season, Jaguars Team President Mark Lamping, Executive Vice President of Football Operations Tom Coughlin, General Manager David Caldwell, Head Coach Doug Marrone, and the entire Jaguars team came together with our fans to talk football, recognize players for the commendable work in the community and honor our collective community successes throughout the year. A table to the luncheon, which includes a Jaguars player at your table of eight, benefits the Jaguars Foundation and the Tom Coughlin Jay Fund.



TASTE OF THE NFL

The Jaguars Foundation, presenting sponsor Elior North America and Honorary Chairs Nancy and Gary Chartrand hosted the Taste of the NFL Jacksonville this past November to help raise awareness and dollars around hunger relief. A cause close to the hearts of many, local chefs from some of the best rated restaurants in Jacksonville came together to donate their time and provided an elegant three-course meal paired with a complimenting wine for guests in attendance. All proceeds benefitted the taste of the NFL's Kick Hunger Challenge and the Jaguars Foundations hunger relief programs.



OUR FANS!

GIVE & GO

The Jaguars, in partnership with the DuBow Family Foundation and the Nonprofit Center of Northeast Florida, offer local nonprofits the opportunity to raise dollars for their organizations through a unique ticket selling program that provides up to \$30 back to the nonprofit for each ticket sold. Annually, the nonprofits earn more than \$250,000.

The following nonprofits sold over 125 tickets in the 2017 season:



5 Star Veterans Center
Ability Housing
Angelwood, Inc.
BASCA
Big Brothers Big Sisters of Northeast Florida
Boys & Girls Clubs of Northeast Florida
Cathedral Arts Project, Inc.
Challenge Enterprises of North Florida, Inc.
Clara White Mission, Inc.
Clay County Habitat for Humanity
Community Hospice & Palliative Care
Deck The Chairs, Inc.
Duval County Medical Society Foundation
Empowerment Resources, Inc.
Episcopal Children's Services, Inc.
Exchange Club Family Center
Family Promise of Jacksonville, Inc.
First Coast No More Homeless Pets, Inc.
Florida Coastal School of Law Foundation
Fresh Ministries
Generation
Girl Scouts of Gateway Council, Inc.
Girls Inc. of Jacksonville
Heart For Children Inc.
Hope at Hand, Inc.
Hubbard House Inc
Jacksonville Children's Chorus, Inc.
Jacksonville Humane Society
Jacksonville Speech and Hearing Center, Inc.

JASMYN, Inc
JDRF North Florida
Junior Achievement of North Florida
L'Arche Jacksonville
Live for Today Foundation, Inc.
Local Initiatives Support Corporation, Inc. (LISC)
MaliVai Washington Kids Foundation
Police Athletic League of Jacksonville, Inc.
Rethreaded, Inc.
River Region Human Services, Inc.
Riverside Fine Arts Association
Ronald McDonald House Charities of Jacksonville, Inc.
Rotary District 6970
Safety Shelter of St. Johns County, Inc. DBA Betty Griffin Center
Sanctuary on 8th Street
Seacoast Christian Academy
St. Augustine Youth Services (SAYS)
Sulzbacher Center
Take Stock in Children of Nassau County, Inc.
Teen Challenge
The Boselli Foundation
The Donna Foundation
The First Tee of North Florida
The Well Church of Jacksonville
Tom Coughlin Jay Fund Foundation
Vision Is Priceless Council, Inc.
World Sports United, Inc
YMCA of Florida's First Coast
Youth Crisis Center

THANK YOU



JAX MVP LEADERSHIP PROGRAM

In 2016, the Jacksonville Jaguars and US Assure established the JAX MVP leadership program, giving a select group of emerging leaders the opportunity to engage in exclusive networking and development opportunities while growing their community trustee skills. The 2018 Class, presented by US Assure, participated in elite workshops with Jaguars senior leadership, including President Mark Lamping and Executive Vice President of Football Operations Tom Coughlin, while also getting the opportunity to interact with local area nonprofits to better understand the needs of our community. Over \$350,000 has been raised for the Jaguars Foundation since the program's inception. For more information, please visit www.jaxmvp.com.



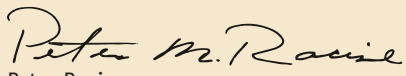
JAX MVP CLASS OF 2018

JAX MVP	Company
Mark Bailey Jr.	The Bailey Group
Jacob Benton	MillerCoors/Champion Brands
Michelle Brooks	FIS
Laura Crosby	City Year
Lori Dalton	US Assure
Karla Ebio	Florida Blue
Richard Fetherolf	Merrill Lynch
Chelsea Florea	Massage Envy
Richard Fredeking	Fredeking & Fredeking
Tori Fusinaz	Ashley HomeStore
Jackie Geary	Jacksonville Business Journal
Scott Hes	Konica Minolta
Jaynae Johnson	Availity
David Jordan	TEK Systems
Robert Klezmer	Sysco
Bet Lentz	Haskell
Mark Micallef	SMG
Eric Montgomery	Wells Fargo
Tim Moore	TIAA Bank
John Mulrain	Sunbelt Rentals
Niko Negrón	PRI Productions
Amy Pierce	Jacksonville Humane Society
Kevin Powell	Live Oak Contracting
Doug Regula	McGowan's Heating & Air
John Scott	Interline Brands
Kane Sears	Sears & Sears D.D.S.
Chloe Craig Sirmon	Adecco
Jason Smith	Mellow Mushroom
Stacy Thomas	Holland & Knight
Bryan Tucker	CSX
Sam Tupper	Hueman

A SPECIAL THANK YOU TO OUR PARTNERS

A special thank you to our partners for your support of the Jaguars Foundation over the past 24 years. As we approach our 25th anniversary, it is a time to reflect on all our significant community achievements that could not have taken place without great partnerships.

It is an honor to partner with each of you in our mission to improve the quality of life of our citizens – from military and veterans to children and families. Our commitment to strengthening greater Jacksonville communities started well before the Jaguars played their very first game and will continue in the years ahead.


Peter Racine,
Senior Vice President,
Jaguars Foundation-Community Impact



FLORIDA BLUE

The Official Community
Partner Of The Jacksonville Jaguars

Alert Today, Alive Tomorrow | FDOT

American Heart Association

Ashley HomeStore | Hope to Dream

Baptist Health

City of Jacksonville

City Year

CSX

Dairy Council

Elior

Feeding Northeast Florida

Fresh Ministries

Frito Lay

HabiJax

Habitat for Humanity Clay County

Harry Frisch | Beaver Street Fisheries

Healy Foundation

Insurance Office of America (IOA)

Jacksonville Sports Medicine
Program

LISC Jacksonville

NFL Foundation

Pajcic & Pajcic

PepsiCo

Publix

THE PLAYERS
Center for Child Health
- Wolfson Children's Hospital

Tom Coughlin Jay Fund

United Way of NE Florida

UPS

USO of Greater Jacksonville

YMCA



**JAGUARS
FOUNDATION**

JAGUARS.COM/COMMUNITY

