

WASHINGTON REDSKINS  
**CHARITABLE FOUNDATION**



# A Look Back at 2014





# Play 60/Read 20

Research shows that children who are physically active have better test scores and higher literacy rates. On Sept. 9, the Washington Redskins Charitable Foundation combined the benefits of the NFL Play 60 program, a league-wide campaign to increase the wellness of young fans by encouraging them to be active for at least 60 minutes a day, with the Redskins Read program to help kick off the school year and promote both healthy bodies and minds. The first Play 60/Read 20 event took place at Dumfries Elementary School in Dumfries, Va.,

where students rotated with Redskins players around different areas of the school and took part in Zumba exercises, reading activities and, finally, a chance to pick out a new backpack and school supplies, all provided by the Redskins Charitable Foundation. In total, eight players spent the morning with the students, including running back Alfred Morris, fullback Darrel Young, tight end Niles Paul, guard Shawn Lauvao, long snapper Nick Sundberg, kicker Kai Forbath, punter Tress Way and linebacker Keenan Robinson.



## Redskins Read Challenge

Students in grades K-6 in Washington D.C., the Counties of Prince George's and Montgomery in Maryland and the Commonwealth of Virginia are encouraged to read throughout the school year to become a Redskins Read Book Challenge Champion! Track the number of minutes read between Sept. 22, 2014 and March 15, 2015 with 10 minutes of reading equal to one "reading yard." Students who gain at least 100 reading

yards (or 1,000 minutes) are eligible to be nominated as a Redskins Read Challenge Champion by a parent, guardian or teacher. All Champions will receive a Redskins Read Challenge reading certificate and be entered to win additional Redskins prizes! The school with the most entries will also receive the opportunity to host a special Redskins Reading Rally! To be nominated, please visit: [www.redskins.com/readingchallenge](http://www.redskins.com/readingchallenge)





WASHINGTON REDSKINS  
**CHARITABLE FOUNDATION**

**BOARD OF DIRECTORS**

**Dan Snyder**

Owner, Washington Redskins

**Bruce Allen**

Washington Redskins

**Mitch Gershman**

Washington Redskins

**Eric Schaffer**

Washington Redskins

**Jane Rodgers**

Executive Director

**Email:** [charitablefoundation@redskins.com](mailto:charitablefoundation@redskins.com) **Website:** [Redskins.com/community](http://Redskins.com/community) **Twitter:** @RedskinsCR



## Off-the-Field Impact

Since the inception of the Foundation in 2000, the Leadership Council has been at the forefront of the organization's efforts to help improve the lives of children in our community. These men and women are business leaders who provide financial resources, access to their professional network and expertise. Their generosity and support are second to none and are essential components of the success of the Washington Redskins Charitable Foundation.

"I am proud to say that this was an incredible year for the Charitable Foundation – a year in which we were able to help more young people achieve their goals, conduct more events in the community and support more worthy causes."

—Dan Snyder

### Our Leadership Council:

**Shaza Andersen**

WashingtonFirst Bank

**Drew Cohen**

MasterPeace Solutions Ltd.

**James W. Crystal**

Crystal & Company

**Mayor Dwight Jones**

City of Richmond

**Mark Moseley**

Redskins Alumni

**Dwight Schar**

NVR, Inc.

**Frederick Smith**

FedEx Corporation

**Peter Bernard**

Bon Secours

**David Crane**

NRG Energy, Inc.

**Jeffrey Detwiler**

Long & Foster

**Brian Kearney**

Kearney & Company

**Robert Rothman**

Black Diamond Capital

**Rebecca Schulte**

Comcast SportsNet

**Sam Strickland**

Booz Allen Hamilton

**Wayne Berson**

BDO

**Lorenzo Creighton**

MGM

**Donald Hoffman**

EXCEL Services Corporation

**Serge Matta**

comScore

**Paul Saville**

NVR, Inc.

**Ralph W. Shrader**

Booz Allen Hamilton

**Jeff Wood**

Bank of America



# Joining the Movement for Fuel Up to Play 60



**M**ore than 200 Loudoun County elementary school students celebrated their schools' launch into the Fuel Up to Play 60 program by participating in the Fuel Up to Play 60 Mini-Combine hosted by the Washington Redskins Charitable Foundation and the Mid-Atlantic Dairy Association at Redskins Park on Nov. 18.

Students were joined at the event by running backs Alfred Morris and Silas Redd, fullback Darrel Young, tight end Niles Paul, linebacker Everette Brown, cornerbacks Chase Minnifield and E.J. Biggers, safeties Akeem Davis and Brandon Meriweather, long snapper Nick Sundberg, kicker Kai Forbath and punter Tress Way.

The players served as group leaders for the four schools and led the students through different stations that promoted physical fitness and healthy lifestyle habits through proper nutrition.



Sharon Piano, Fuel Up to Play 60 Program Manager, said these events have a lasting impact on participants.

"Events like this have such a large impact on children," she said. "They are able to experience first-hand the value of an active lifestyle and the importance of healthy eating. The Fuel Up to

Play 60 program has become an integral part of many schools, and we hope the program continues to grow."

At the conclusion of the event, Alfred Morris – the Redskins' 2013 Walter Payton Man of the Year – presented grants to each school of behalf of the Charitable Foundation and Mid-Atlantic Dairy Association.

In June, Morris hosted the inaugural "Movies with Morris" fundraiser, with all proceeds benefiting the four Loudoun County schools to fund the continued education of students on the importance of living a healthy lifestyle.

Want to get your school involved? Sign up for the Fuel Up to Play 60 Program and your school will be eligible to participate in programs and events such as these with your favorite Washington Redskins players!







## Go Back to School with Fuel Up to Play 60 and the Washington Redskins!

Help your students eat healthy and get active by becoming a Fuel Up to Play 60 **Touchdown School**. Let's make that a goal for your school this year!

In fact, your school's efforts could result in a chance to earn some **awesome** rewards, such as a visit from an active or alumni NFL player or an opportunity for your students to participate in a Redskins skills clinic.

**Track your progress.** The Dashboard is key! Check off your team's **progress** on your Fuel Up to Play 60 Dashboard. That way, you'll get **credit** for all the hard work your team has done to promote healthy eating and physical activity at your school, and you'll be on your way to **Touchdown** status!

### Get Started!

**Complete 3 Steps\*\*** and receive a Fuel Up to Play 60 Reward Package, which includes:

- 20 Fuel Up to Play 60 student t-shirts
- 1 Fuel Up to Play 60 adult polo shirt
- 1 Fuel Up to Play 60 messenger bag

**Complete 5 Steps\*\*** and receive a Fuel Up to Play 60 laptop or tablet sleeve.

**Complete all 6 Steps** and have at least **one Fuel Up to Play 60 Ambassador** in your school to score a **Touchdown**.\* Once you achieve Touchdown status, your school will qualify to receive a Fuel Up to Play 60 banner (while supplies last) and will be eligible for a chance to win a random drawing for an active or alumni Washington Redskins player appearance at your school!

\*Reach Touchdown status by April 1, 2015.

**Extra Point\*** Check off your activities on your Dashboard regularly, and you'll be eligible for a chance to win a life-size cutout of Redskins #46 Alfred Morris!

\*Random drawing: one (1) Program Advisor monthly, from September 2014–April 2015.

\*\* Only for Program Advisors in schools in the Mid-Atlantic/Redskins market. For a list of counties, visit [dairyspot.com](http://dairyspot.com). Items are limited and will be first come, first served.

For more information, visit: [FuelUpToPlay60.com](http://FuelUpToPlay60.com) and [www.dairyspot.com/schools/fuel-up-to-play-60/](http://www.dairyspot.com/schools/fuel-up-to-play-60/) and [www.facebook.com/MidAtlanticFuelUpToPlay60](http://www.facebook.com/MidAtlanticFuelUpToPlay60)

**Alfred Morris #46**  
Running Back  
Washington Redskins



Mid-Atlantic Dairy Association



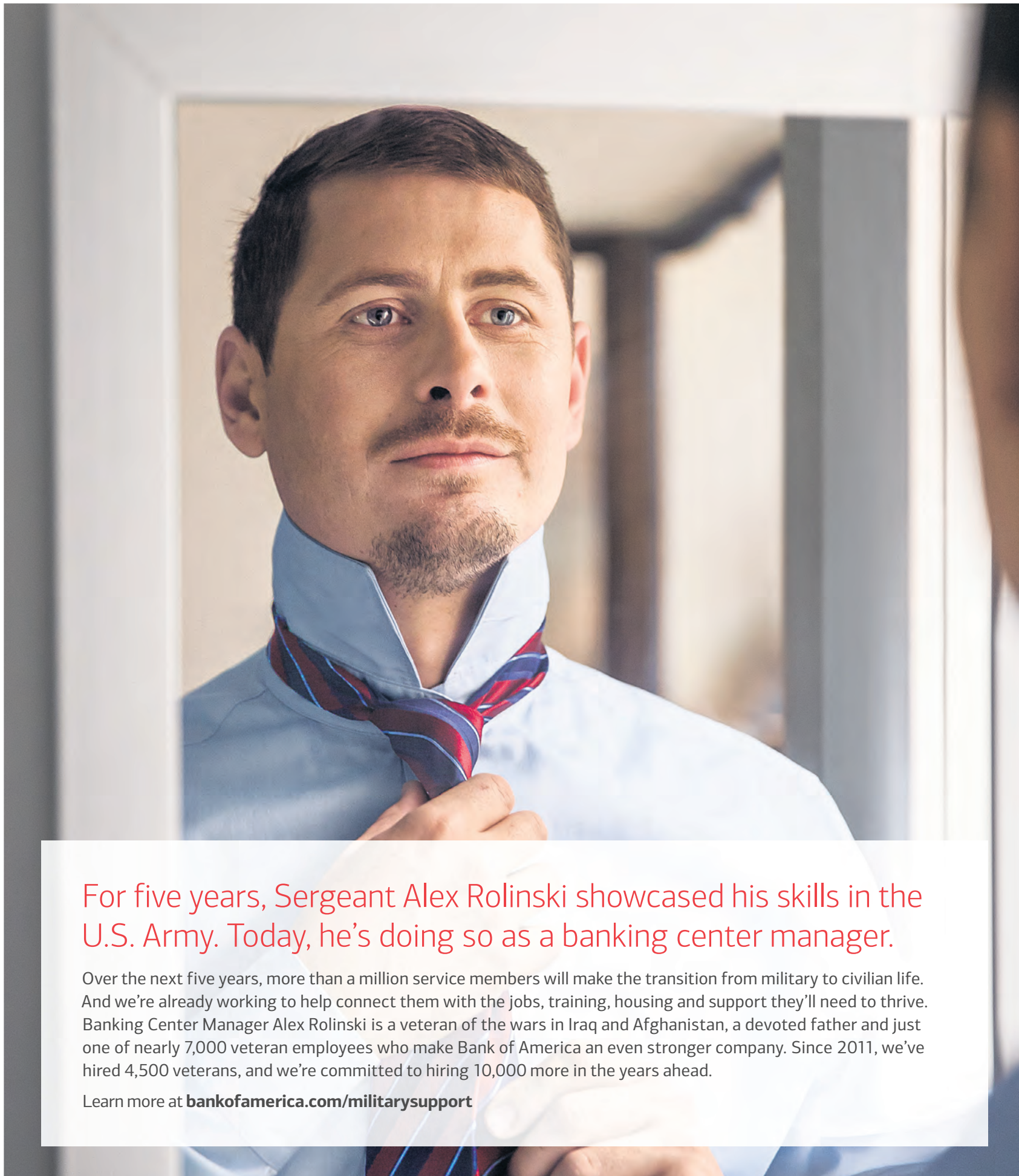
THE NFL MOVEMENT FOR AN ACTIVE GENERATION



NO PURCHASE NECESSARY. Many will enter, few will win. See official rules at [www.dairyspot.com](http://www.dairyspot.com). The NFL Entities (as defined by Official Rules) or National Football League Players Incorporated have not offered or sponsored this sweepstakes in any way.

© 2014 National Dairy Council. Fuel Up is a service mark of National Dairy Council.  
© 2014 National Football League Players Incorporated





For five years, Sergeant Alex Rolinski showcased his skills in the U.S. Army. Today, he's doing so as a banking center manager.

Over the next five years, more than a million service members will make the transition from military to civilian life. And we're already working to help connect them with the jobs, training, housing and support they'll need to thrive. Banking Center Manager Alex Rolinski is a veteran of the wars in Iraq and Afghanistan, a devoted father and just one of nearly 7,000 veteran employees who make Bank of America an even stronger company. Since 2011, we've hired 4,500 veterans, and we're committed to hiring 10,000 more in the years ahead.

Learn more at [bankofamerica.com/militarysupport](http://bankofamerica.com/militarysupport)

**Bank of America** 

Life's better when we're connected<sup>®</sup>



# LET US TACKLE YOUR SHOPPING LIST!



**NO TIME TO SHOP FOR GROCERIES?**  
Use Harris Teeter's Express Lane service and never have to take your home team into the store.

## IT'S AS EASY AS 1-2-3

1. Place your order online at [harristeeter.com](http://harristeeter.com)
2. We shop for you!
3. Drive up and we will load your groceries.

**YOU NEVER HAVE TO GET OUT OF YOUR CAR!**

Try Express Lane today by visiting us at [harristeeter.com](http://harristeeter.com)



 **Harris Teeter**  
Neighborhood Food & Pharmacy



# Sack Cancer Gala and Friday Night Lights

**D**uring the month of October, the Washington Redskins along with the other 31 NFL clubs joined together to help raise awareness and resources to battle breast cancer. The league-wide initiative, known as “A Crucial Catch,” includes the Redskins Breast Cancer Awareness game and features the distribution of thousands of pink ribbons to fans, pink equipment for the players and coaches, and pink on-field decorations from goal posts to game balls.

This cause is especially important to owner Dan Snyder and his wife, Tanya Snyder. Mrs. Snyder, a breast cancer



Redskins captain attending each game for the coin toss, each high school was provided with pink t-shirts to sell before each game as well as other pink game equipment donated by the Charitable Foundation. All proceeds from t-shirt sales directly benefited the American Cancer Society with schools raising close to \$10,000 throughout the month.

On Oct. 17, the Redskins Charitable Foundation also teamed up with the American Cancer Society to host the inaugural Sack Cancer Gala at the Ritz-Carlton in Tyson’s Corner. This event honored Robert G. Hisaoka, President of RRR, LLC and Chairman of Carsquare, as well as Redskins Alumnus Chris Cooley, for their passionate efforts to support those battling cancer. The gala brought together hundreds of supporters, as well as survivors of the disease, for an evening of fine dining, live entertainment and a celebration of life.

survivor, started the campaign in the NFL for Breast Cancer Awareness in 1999, establishing an initiative later adopted by all 31 other NFL clubs. Mrs. Snyder now serves as the NFL Breast Cancer Spokesperson and has helped make the color pink a staple for the NFL in the month of October.

The Redskins Charitable Foundation utilized this platform to launch a new initiative for Breast Cancer Awareness called “Friday Night Lights: Think Pink!” to give local high schools the chance to take part and learn the importance of giving back early. Three Fairfax County high schools each hosted their own “pinked out” matchups, complete with the same pink equipment used during the Redskins’ game. In addition to an honorary



## Season of Sharing

From thousands of turkeys to thousands of toys, each winter the Washington Redskins Charitable Foundation provides families in need across the D.C. Metro area support for the holidays. The “Season of Sharing,” beginning with the Redskins Harvest Feast presented by Ryan Homes (Nov. 25) and ending with Skins Santa Shoppe (Dec. 15), provides more than \$250,000 in support to the local community.

On Dec. 9, the Charitable Foundation hosted the annual Covered for the Holidays coat giveaway presented by Macy’s at the Dulles Town Center in Sterling, Va.

Joining more than 300 children were Tanya Snyder, wife of Redskins owner Dan Snyder, running backs Alfred Morris and Silas Redd, fullback Darrel Young, wide receiver Jerry Rice Jr., tight ends Niles Paul and Chase Dixon,



offensive linemen Shawn Lauvao and Tevita Stevens, defensive lineman Chris Neild, linebackers Everette Brown and Jackson Jeffcoat, safety Duke Ihenacho, punter Tress Way, and WOW Wives (wives and girlfriends of players and coaches).

Macy’s created a store within a store by sectioning off an event space and transforming it into a winter wonderland for the children as they selected coats from a variety of different styles

and sizes, watched a magician perform and received a Redskins knit hat and scarf.

Snyder—who helped girls at the front rack pick out their favorite coats—said events like these during the holidays are special.

“I love this, this is what it’s all about,” she said. “Making a difference in these kids’ lives during the holidays.”



“**BETTER** pricing.  
**EASY** to do online.  
Great **MILITARY**  
discounts.”

--Rhonda G., Texas

Whether you're Active Duty, Guard, Reserve or Retired, visit **geico.com** or call **1-800-MILITARY** now to see how much you could save on car insurance.

Don't forget to ask about our unique benefits for Military members, too.

*Special Discounts* ★ *Storage Plans* ★ *Flexible Payment Plans*

Over 75 years of savings and service.

**GEICO**<sup>®</sup>  
**MILITARY**



geico.com | 1-800-MILITARY | local office

Some discounts, coverages, payment plans and features are not available in all states or all GEICO companies. Discount amount varies in some states. One group discount applicable per policy. Coverage is individual. In New York a premium reduction may be available. GEICO is a registered service mark of Government Employees Insurance Company, Washington, D.C. 20076; a Berkshire Hathaway Inc. subsidiary. GEICO Gecko © 1999-2014. © 2014 GEICO





# PROUDLY SUPPORTS OUR VETERANS

*Papa John*  
FOUNDER  
PIZZA MAKER



Metropolitan Washington

[www.usometrodc.org](http://www.usometrodc.org)



[www.hfotusa.org](http://www.hfotusa.org)



[www.specialops.org](http://www.specialops.org)

FOR MORE INFORMATION AND TO DONATE, PLEASE VISIT THE ABOVE WEBSITES.





## **THIRD ANNUAL REDSKINS 5K AND PLAY 60 FUN RUN AT FEDEXFIELD**

**SAVE THE DATE: SATURDAY, MAY 2**

Join Redskins Players and Alumni for a fun, Redskins-themed 5K Race At FedExField before the Redskins 2015 Draft Day Party

Activities for runners and attendees include a DJ, post-race relaxation area, food and much more!

### **FINISH THE RACE ON THE PLAYING FIELD!**

To learn more about the Redskins 5K, including sponsorship opportunities, please email [charitablefoundation@redskins.com](mailto:charitablefoundation@redskins.com).

[www.redskins.com/community](http://www.redskins.com/community) | [@RedskinsCR](https://twitter.com/RedskinsCR)







MONDAY, JUNE 1<sup>ST</sup>, 2015 | ARMY NAVY COUNTRY CLUB, ARLINGTON, VA

PROCEEDS BENEFIT  
 WASHINGTON REDSKINS CHARITABLE FOUNDATION &  
 REDSKINS ALUMNI YOUTH CHARITIES

Join us for the **Inaugural Redskins Charity Golf Classic**, a new event bringing together the best of the Washington Redskins, combining our rich history and incredible alumni with current players and the excitement of another season! The Tournament is a net scramble format with an NFL Alumni Team captain leading each foursome. Carts and meals throughout the day, including an exclusive dinner banquet, and deluxe player gift package are included. Team prizes include an **all-expense paid trip to the Super Bowl of Golf** for the winning team.

**To learn more about the Redskins Charity Golf Classic, including sponsorship opportunities, please email [charitablefoundation@redskins.com](mailto:charitablefoundation@redskins.com).**

[www.redskins.com/community](http://www.redskins.com/community) | @RedskinsCR

**REDSKINS CHARITY GOLF CLASSIC HONORARY CHAIRMEN:**



**BRUCE ALLEN**  
 CHAIRMAN  
 Washington Redskins  
 Charitable Foundation



**MARK MOSELEY**  
 PRESIDENT  
 Washington Redskins  
 Alumni Association





# Lenovo Military Support

LENOVO PROUDLY  
SUPPORTS ALL THE MEN  
AND WOMEN OF THE  
U.S. ARMED SERVICES



**lenovo** |   
OFFICIAL LAPTOP PROVIDER



# CroppMetcalfe Services



*Home  
of the*

★  
★ ★ ★  
★ 5 ★  
★ Star ★  
★  
**Technician**

**1-800-GO-CROPP**  
**croppmetcalfe.com**

DCJS #11-3056 - MD HVAC 8486 - VA-020634A - WSSC 73642 - Virginia BL #11130 - Maryland #29897

**AIR CONDITIONING ★ HEATING ★ PLUMBING ★ PEST CONTROL**  
**HOME PERFORMANCE ★ SECURITY SYSTEMS ★ SERVICE AGREEMENTS**

Official Partner of the **Washington**

**REDSKINS**







# Support for the Backbone of Our Armed Forces: The Military Family Scholarship

**The Kaplan University/American Freedom Foundation Military Family Scholarship program can cover up to 59 percent of the tuition costs for a Kaplan University undergraduate degree.\***

- › Scholarship available to spouses and dependent children of active-duty servicemembers or veterans, including members of the Reserve or National Guard
- › Kaplan University is an accredited institution and a proud member of the SOC Consortium
- › Our efforts are supported by The Washington Redskins, Long & Foster, and GovX

For comprehensive consumer information, visit [www.kaplanuniversity.edu/student-consumer-information.aspx](http://www.kaplanuniversity.edu/student-consumer-information.aspx).  
\*Based on partial scholarship award that reduces undergraduate tuition to \$150.00 per credit. Cost per credit is equivalent to a savings of 59 percent of the cost of Kaplan University's tuition for undergraduate degree programs (\$371). BS in Nursing program requirements may vary. Reduced tuition rate is awarded on a per-term basis provided the student maintains continuing eligibility requirements. Figures are provided for illustrative purposes and are not a guarantee that students will achieve any particular savings. Additional terms and conditions apply. Scholarship awards and eligibility requirements are subject to change. Scholarship cannot be used in conjunction with any other Kaplan University discount (including active-duty and veteran military tuition rates), voucher, grant, or scholarship.



Exclusive Higher Education Partner of The Washington Redskins

Visit [www.scholarsapply.org/aff/](http://www.scholarsapply.org/aff/) or  
call 855.727.2604 (Toll Free).







BE A HOMETOWN  
**HERO**

**GIVE BLOOD**  **INOVA**  
Blood Donor Services

JANUARY 10, 2015 | 7AM - 4PM | REDSKINS PARK

INCENTIVES FOR ALL BLOOD DONORS:

- Meet Washington Redskins Legends
- Get a limited edition Redskins T-shirt
- VIP Tours of Redskins Park
- Pictures with the Super Bowl Trophies
- Chance to win a 2015 VIP Game Experience:
  - Two Premium tickets with parking
  - Stand on the field during the National Anthem
  - Entry into the Redskins Salute party
  - Redskins autographed item

Did you know that to meet the needs of our community,  
200 units of blood must be collected each day of the year?

**GIVE LOCAL. SAVE LOCAL.**

Book your lifesaving appointment today:  
[Redskins.com/donateblood](http://Redskins.com/donateblood)