



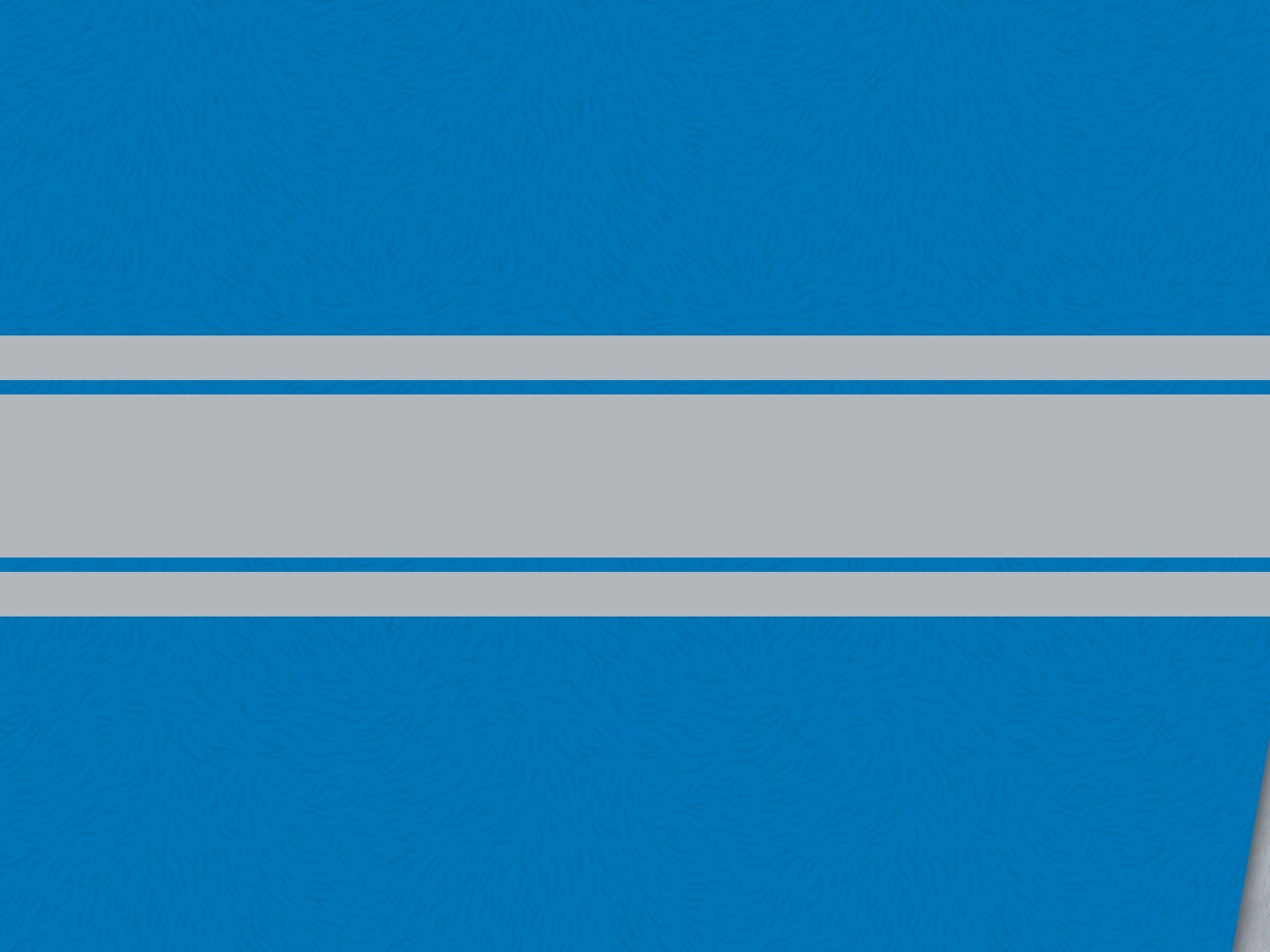
GREETINGS DETROIT LIONS FANS,

I am pleased and proud to introduce the 2017 Detroit Lions Community Relations Annual Report. My entire family joins me in enthusiastically supporting the Lions' community work in and around Detroit. Of course, our overarching goal is to produce a competitive and successful football team on the field for our devoted fans. However, being a constructive and positive force in our community is critically important to us as well. Detroit is in the midst of a remarkable and long-awaited turnaround. This is something we are all excited about, but much more remains to be done to create a city of opportunity for all. Detroit Lions Charities, the team's non-profit arm, and the Lions' Community Relations department are committed to these efforts, as you will see in the pages of this report. My family, the Lions staff, our coaches, the players and their wives all know that we have a responsibility not only at Ford Field, but to our home city. Collectively, our dedicated staff impacts many people in Detroit and Southeastern Michigan through the gift of their time and the \$2.4 million donated last year, making a difference and improving lives. This report highlights our work. I hope you too are inspired by the powerful causes we support.

Sincerely,

Martha F. Ford

MARTHA FORD
OWNER / CHAIRMAN





COMMUNITY

IMPACT BY THE NUMBERS





COMMUNITY IMPACT

BY THE NUMBERS

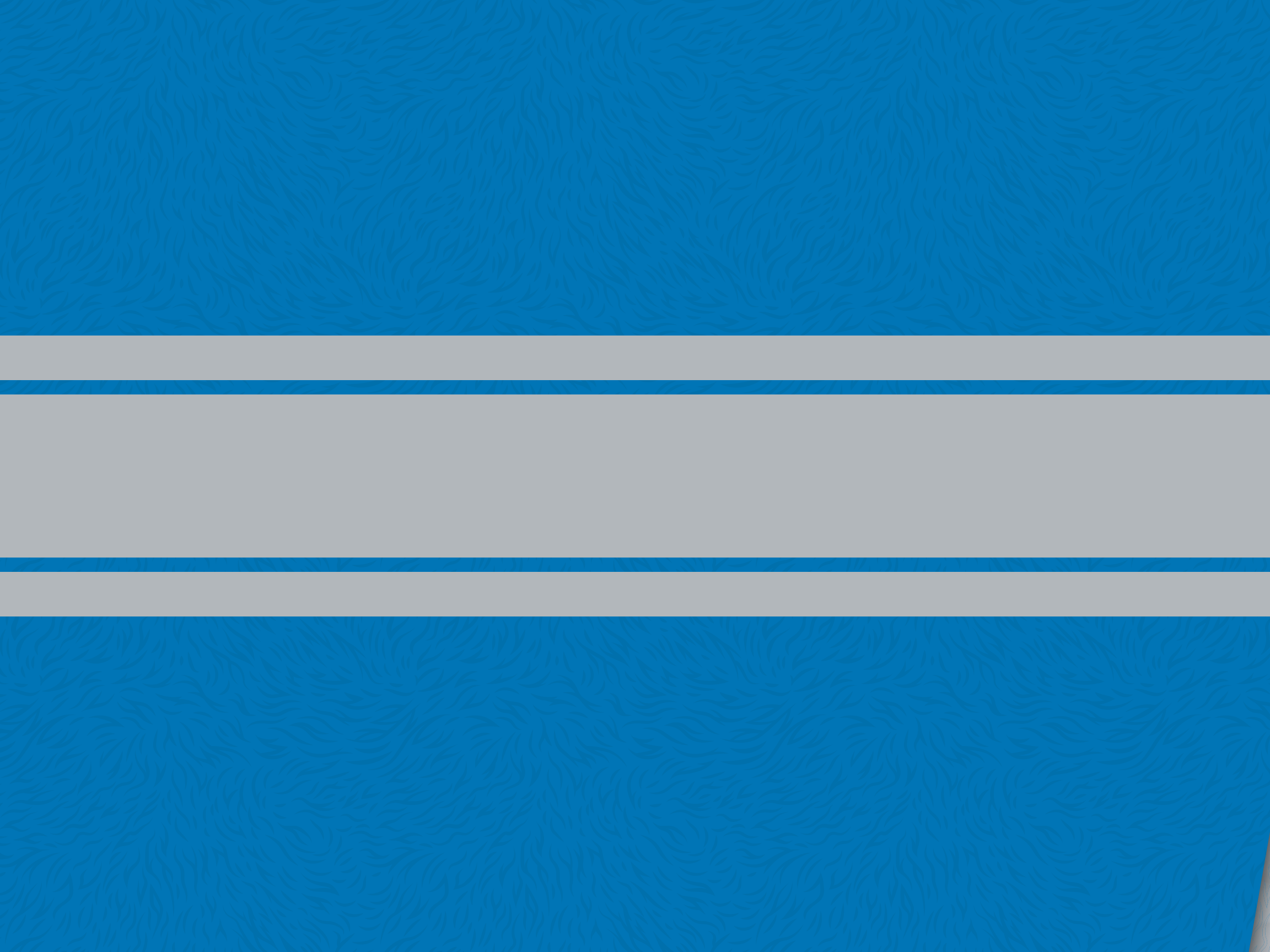
\$24 *MILLION*
grant dollars awarded
to non-profit organizations

6,000 *game tickets donated*
to local community organizations

500 *autographed items donated*
to charities and fans

3,000+ *hours*
of Community Service

53 *number of players*
that participated in community
programs during the 2017 season



NATIONAL FOOTBALL LEAGUE

INITIATIVES

20



17



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3





SALUTE TO SERVICE

HONORING OUR TROOPS

The Detroit Lions are proud to support our nation's military personnel, and remain committed to showing appreciation and raising awareness for the sacrifices they and their families make on our behalf.

1 MILITARY PRACTICE VISIT

The Lions invited local military members to be their guests at practice and surprised them each with suite tickets for the Salute to Service game courtesy of Big Boy, as well as a pair of noise cancelling headphones courtesy of Bose.

2 PROS VS. GI JOES

During the week leading up to the Salute to Service game, Detroit Lions **players hosted active duty military members and their families for a Madden tournament at Ford Field.** Held inside the Lions gameday locker room, the tournament was put on by the non-profit organization GI Joes vs. Pros.

3 SALUTE TO SERVICE GAME

The annual Salute to Service game at Ford Field took place on Sunday, November 12 when the Lions faced the Cleveland Browns. **The team welcomed more than 150 active duty military and veterans on the field before the game to cheer for the players as they ran out of the tunnel, and to hold the American flag during the National Anthem.** Original members of the Tuskegee Airmen who fought in WWII were recognized, and halftime featured a special reenlistment ceremony for two Lions fans and members of the United States Coast Guard.

4 MILITARY BARBEQUE AT SELFRIDGE ANGB

The Lions, along with Kroger, **hosted a barbeque for over 400 military and their families at Selfridge Air National Guard Base.** Twenty Lions Legends, the Detroit Lions Cheerleaders and Lions mascot Roary provided meet-and-greets, autographed items, games and activities for guests.

5 MILITARY BABY SHOWER

The Detroit Lions Women's Association hosted a baby shower at The Somerset Collection for thirty soon-to-be military mothers, including a very special surprise shopping spree.



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CRUCIAL CATCH

EARLY DETECTION SAVES LIVES

The Crucial Catch campaign expands the impact of the NFL's work around breast cancer, to address multiple types of cancer through early detection and risk reduction. Throughout October, the Lions participated in a variety of on-field, in-stadium, and community events to raise awareness for the campaign and help save lives.

1 SUPERHERO BALL

In partnership with Kids Kicking Cancer, the Lions hosted a Superhero Ball for children who have suffered from pediatric cancer. Lions players and their spouses donned their favorite superhero costume to provide an unforgettable evening for the guests and their families.

2 SPA DAY FOR BREAST CANCER SURVIVORS

Defensive Tackle Ziggy Ansah hosted 20 breast cancer survivors from the American Cancer Society for a day of pampering at BABS Spa in Birmingham, MI. Ansah also served as one of Detroit's Real Men Wear Pink ambassadors. Real Men Wear Pink gives communities the opportunity to nominate local male leaders to spearhead fundraising efforts for the American Cancer Society's breast cancer research and patient services.

3 CRUCIAL CATCH GAME

The Lions hosted more than 100 cancer survivors during their game on October 8th vs. the Carolina Panthers. Survivors participated in various pre-game activities including yoga on the field, a ribbon ceremony during the National Anthem, and a player introduction fan tunnel. All proceeds from the in-stadium 50/50 raffle benefitted Henry Ford Health System's Game on Cancer initiative.

4 CRUCIAL CATCH DAY

On October 24th, Western Wayne Family Health Center teamed up with the American Cancer Society, the Lions, and the NFL to participate in the nationwide breast cancer event - A Crucial Catch Day. Women were treated to a "Girls Day Out" with vital health screenings, pampering, food, crafts, gifts, prizes and health information. The ladies were transported to get their mammograms in a pink party bus.





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1 NATIONAL HISPANIC HERITAGE MONTH

During Hispanic Heritage Month, the Lions hosted their annual Meet Up and Eat Up event with 2nd and 3rd grade students from the predominantly Hispanic Academy of Americas school. National Hispanic Heritage winner, Rico Razo, **had a special presentation for the students and there was a spread of food native to Hispanic culture.** Playworks facilitated activities and games, and students had the opportunity to shop for the nutritious foods they learned about during the event.

2 WALTER PAYTON MAN OF THE YEAR

Every season since 1970, the Walter Payton NFL Man of the Year Award is presented to the **player who demonstrates outstanding contributions to society off the field, while handling himself in an exemplary fashion in uniform.** The Detroit Lions honored Haloti Ngata as their Walter Payton Man of the Year. His parents imprinted on his heart that being a giant in stature is nice, but being a giant in character is essential. His parents' influence is seen in the way Haloti touches lives as a husband, father, brother, uncle, church member, teammate, athlete, and friend. It is also evident in the opportunities he provides others through his foundation, the Haloti Ngata Family Foundation (HNFF).

3 MY CAUSE MY CLEATS

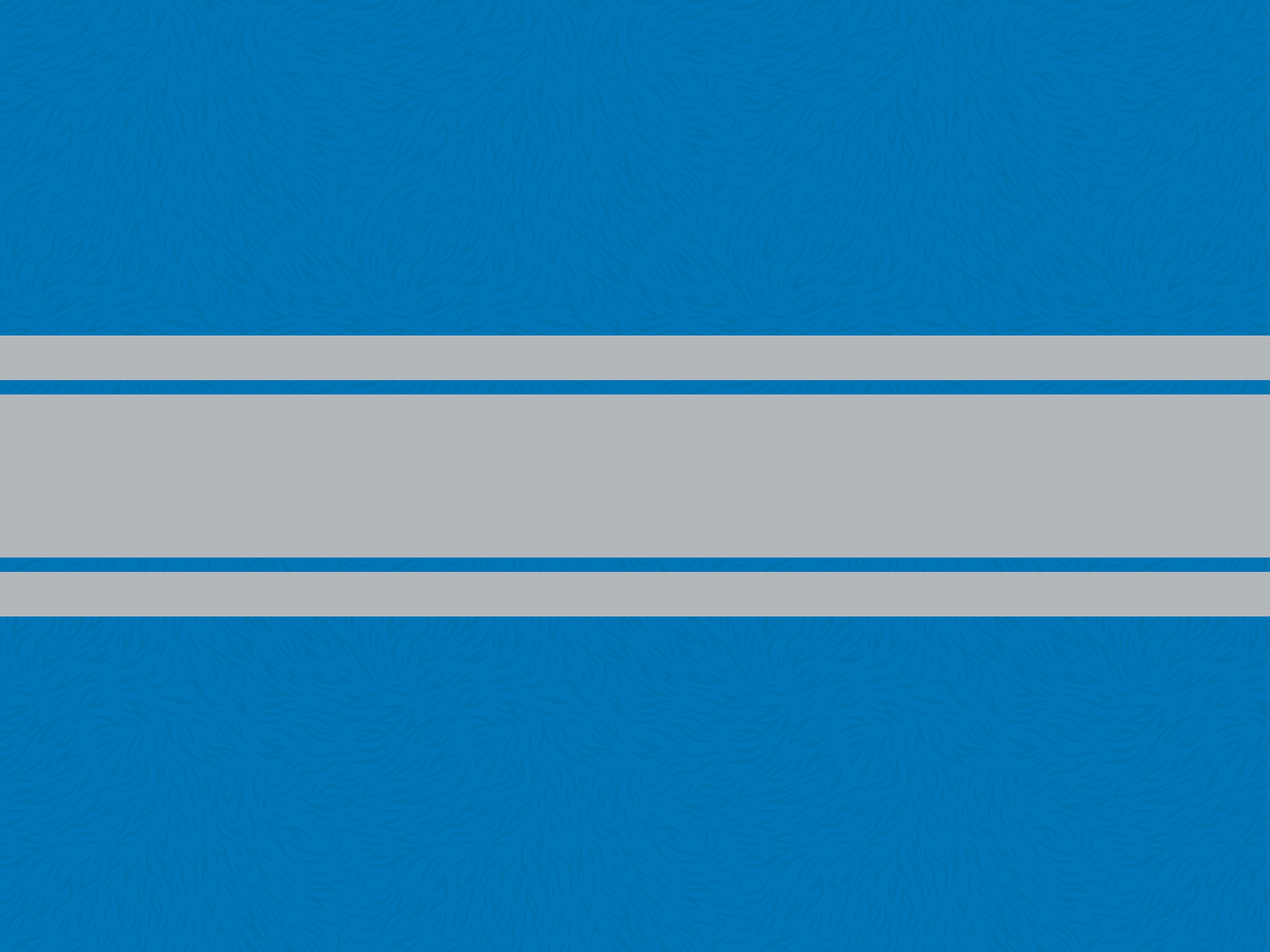
During Week 13, over thirty-five Lions players and coaches brought awareness to the charitable cause most important to them through the NFL's My Cause My Cleats campaign. For the Lions December 3rd game against the Baltimore Ravens, **each wore custom-designed cleats or shoes inspired by and unique to their favorite charity.** The majority of the shoes were autographed and auctioned off by the NFL to provide additional support to each cause.



WALTER PAYTON
MAN OF THE YEAR

2017

*My Cause
My Cleats*



FOSTERING A LOVE OF
FOOTBALL







YOUTH FOOTBALL PROGRAMS

317

Number of
Roary Appearances

30+

Football Camps
Conducted

40,000+

Children reached by
Youth Football Education programs

1 COACH OF THE YEAR

Each week throughout the high school football regular season, one coach that best develops his player's character, discipline, football skills and on-field success, in addition to emphasizing player health and safety in their program, will be recognized for his commitment to the team, school, and community as the Coach of the Week.

The Coach of the Year, presented by Farm Bureau Insurance of Michigan, is selected at the conclusion of the season, and is **awarded a \$4,000 grant** for their high school football program.

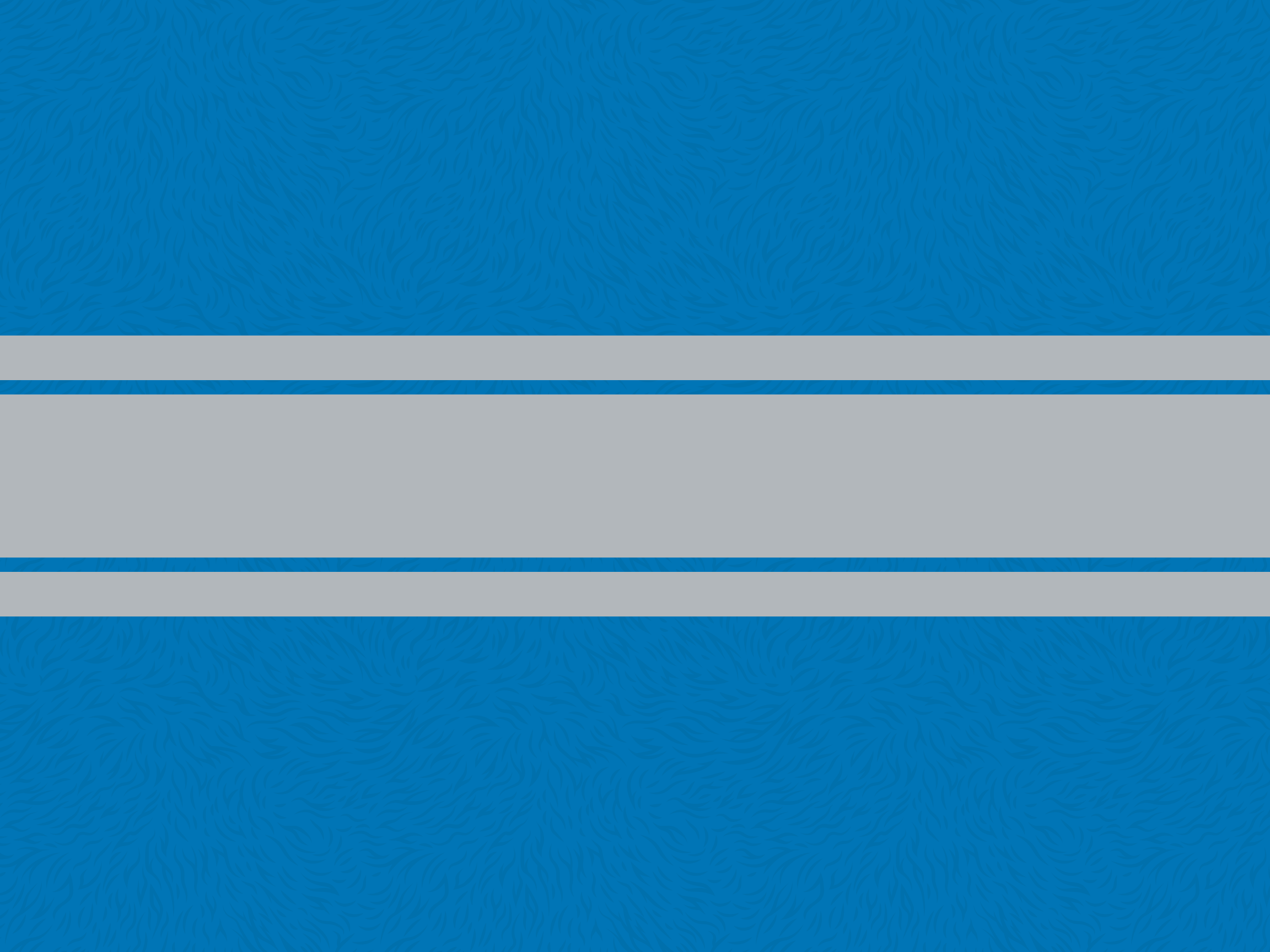
Mike Giannone of Warren De La Salle Collegiate High School was selected as the 2017 Detroit Lions Farm Bureau Insurance of Michigan High School Football Coach of the Year.

During the 2017 season, **\$22,000 was awarded to aid in the development and promotion of high school football in the state of Michigan**, thanks to contributions from the Detroit Lions, the NFL Foundation, presenting partner, Farm Bureau Insurance of Michigan and associate partner, Gatorade.

Concluding its 21st year, the Detroit Lions High School Football Coach of the Week/Year program has **awarded \$411,000 to high school football programs** throughout the state of Michigan.

2 PARENT CHILD CLINIC

The Lions hosted an on-field pregame football clinic for children and their parents before taking on the Chicago Bears. Focusing on the quarterback, wide receiver and running back positions, parents and children ran through drills together, followed by a classroom film session and chalk talk.



LOCAL
SUPPORT







LOCAL SUPPORT

1 EASTERN MARKET

Serving Detroit and Southeast Michigan since 1891, Eastern Market is **one of the key resources for fresh food in the community, and strives to improve access to fresh fruits, vegetables, and meats.** In partnership with the Detroit Lions, Eastern Market focuses its efforts on educating the community about the options for and benefits of healthy living through their community market and farm stand programs. Eastern Market served as the venue for key Detroit Lions events including Meet Up & Eat Up and Lions Cooking Competition events.

2 PLAYWORKS

Founded in 1996, Playworks expanded to Michigan in 2010. Playworks Michigan **serves low-income schools across Detroit through our year-round, on-site support services.** They also reach thousands more students across Michigan through professional development workshops for schools and youth organizations. Playworks has brought its mission and fun to events including the Meet Up & Eat Up with the Lions, NFL's Play60, and the Real Players Don't Bully Initiative.

3 DETROIT POLICE ATHLETIC LEAGUES (PAL)

Detroit PAL's mission, in partnership with the Detroit Police Department, is **to build character in over 13,800 participants through athletic and leadership development programs.** The Lions provide Detroit PAL with a grant to improve the football experience and serve Detroit area youth with player safety and enjoyment at the center of the game. The Lions provide support for their PAL Championships which are held at Ford Field annually and outfit a Detroit PAL team during Ford Field's Quick Lane Bowl game. In 2017, the Lions along with the NFL Foundation have committed \$750,000 to support PAL's Kids at the Corner Campaign which will give kids a chance to play at every corner of Detroit.





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LOCAL SUPPORT

1 DETROIT LIONS ACADEMY

Established in 2001, Detroit Lions Academy is a Detroit Public School alternative middle school located on the East side of Detroit. **It provides students the opportunity to learn and achieve in a structured and safe learning environment which addresses their individual learning needs.** The Detroit Lions have supported Detroit Lions Academy's 100 students with student and parent financial literacy programs, field trips, custom uniforms, bi-weekly yoga, back-to-school, and holiday events.

2 HAVEN

As Oakland County's only comprehensive program for victims of domestic violence and sexual assault, **HAVEN provides shelter, counseling, advocacy and educational programming to nearly 20,000 people each year.** The Lions partnership spans over 25 years including the annual Courage House dinner, back-to-school and holiday party events. HAVEN also received a three-year, \$250,000 grant from the Lions to implement Redefine in Oakland and Wayne Counties. Redefine is a 16-hour leadership development course for high school students to equip students with the skills to alter cultural contexts that allow domestic and sexual violence to occur.

3 THE EMPOWERMENT PLAN

The Empowerment Plan is a Detroit based non-profit organization **focused on permanently elevating families from the generational cycle of homelessness.** The Empowerment Plan hires single parents from local shelters and provides them with training and full-time employment as seamstresses so they can earn stable income, find secure housing and regain their independence. The Detroit Lions provide support to the Empowerment Plan by purchasing and distributing 500 coats to the homeless, educational workshops led by Lions staff members, and other programmed events.





LOCAL SUPPORT

1 LIONS GOLF OUTING

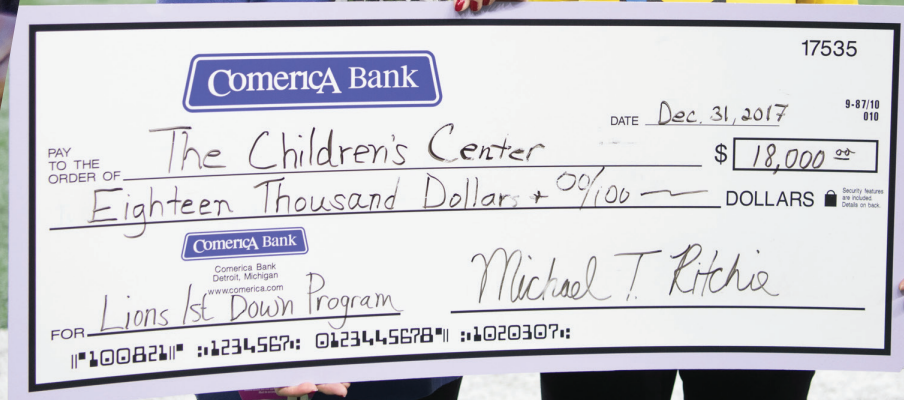
The Detroit Lions hosted their annual Golf Outing on June 7th at TPC Michigan. **Proceeds from the event went to Playworks, an organization that helps kids stay active and build valuable social and emotional skills through play.**

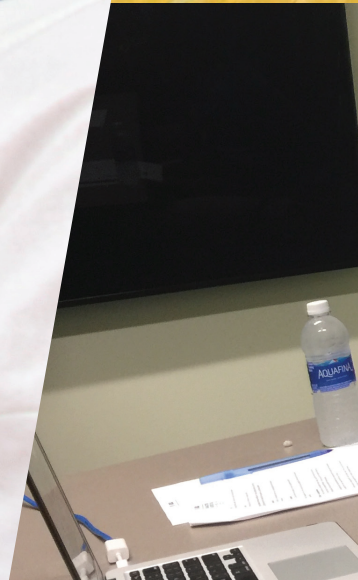
2 THE CHILDREN'S CENTER

The Children's Center leads the way in work **benefitting children who struggle with behavioral, emotional, educational, intellectual and developmental challenges, or who have experienced trauma.** In 2017, the Lions along with Comerica Bank gave The Children's Center \$18,000 to support their overall programming. The Lions also support The Children's Center's annual Auto Glow event held at Ford Field, and host a birthday party for all of the kids celebrating their birthday during the month of December.

3 TASTE OF THE LIONS

Taste of the Lions is an extension of the league's own Taste of the NFL program which began in 1992. **The strolling food and wine event featured dozens of Metro Detroit's top restaurants and an opportunity to meet the 2017 Detroit Lions players.** Taste of the Lions proceeds benefitted Detroit Lions Charities partner, Eastern Market, and their community outreach programming.







1

LOCAL SUPPORT

1 PLAY 60 / FUEL UP TO PLAY 60

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.** In 2017, the Lions aired their weekly :30 in-game video feature "How Do You Play?" which featured players and their families discussing how they stay active and get their 60 minutes of play each day. The Detroit Lions partnered with Detroit Public Schools and Gleaners Community Food Bank of Southeastern Michigan to show kids how to Fuel Up to Play 60 and to help make healthier food choices.



2

2 HOMETOWN HUDDLE

Hometown Huddle, **the league-wide day of service during which NFL coaches, players and executives** help members of their communities Play 60. On October 6th, The Detroit Lions partnered The Mission Continues and Fox Sports Detroit for Hometown Huddle 2017 at Central High School. The Lions and community partners came together and provided repairs and improvements to the football field, locker rooms, and stadium area.

3 CHARACTER PLAYBOOK

On September 19th, EVERFI, the Detroit Lions and the United Way of Southeastern Michigan took part in a league-wide celebration. **Character Playbook is an innovative digital learning experience provided by the NFL and United Way that uses evidence-based strategies to educate students on how to cultivate and maintain healthy relationships during their critical middle school years.** This commemorated the 2nd Year of the Character Playbook partnership, by inviting five Character Playbook schools and five potential Character Playbook schools to a new remote event model called Character Playbook LIVE. Character Playbook LIVE is a chance to introduce video-based experiential learning as a unique benefit of enrolling in Character Playbook for the 2017-2018 school year.



3



WALTER PAYTON
MAN OF THE YEAR

2017

*Haloti Ngata's parents passed away unexpectedly before they could see him play a game in the NFL. Nevertheless, they imprinted on Haloti's heart that being a giant in stature is nice, but being a giant in character is essential. His parents' influence is seen in the way **Haloti touches lives as a husband, father, brother, uncle, church member, teammate, athlete, and friend.** It is also evident in the opportunities he provides others through his foundation, the Haloti Ngata Family Foundation (HNFF).*

HALOTI NGATA



ROBERT PORCHER LION OF THE YEAR / GLOVER QUIN

*Named after the Lions Legend and three-time NFL All-Pro defensive end, Robert Porcher, the Lions will present the Robert Porcher Lion Of The Year Award to **the player who best represents the organization's mission through his work on and off the field.** This year's honor went to **Glover Quin**, a player who fully embodies a desire to help grow the team's culture through sportsmanship well as his dedication to team community engagements, media responsibilities and various other initiatives. In recognition of the award, The Lions made a \$5,000 donation to Attack Poverty in Glover's name.*

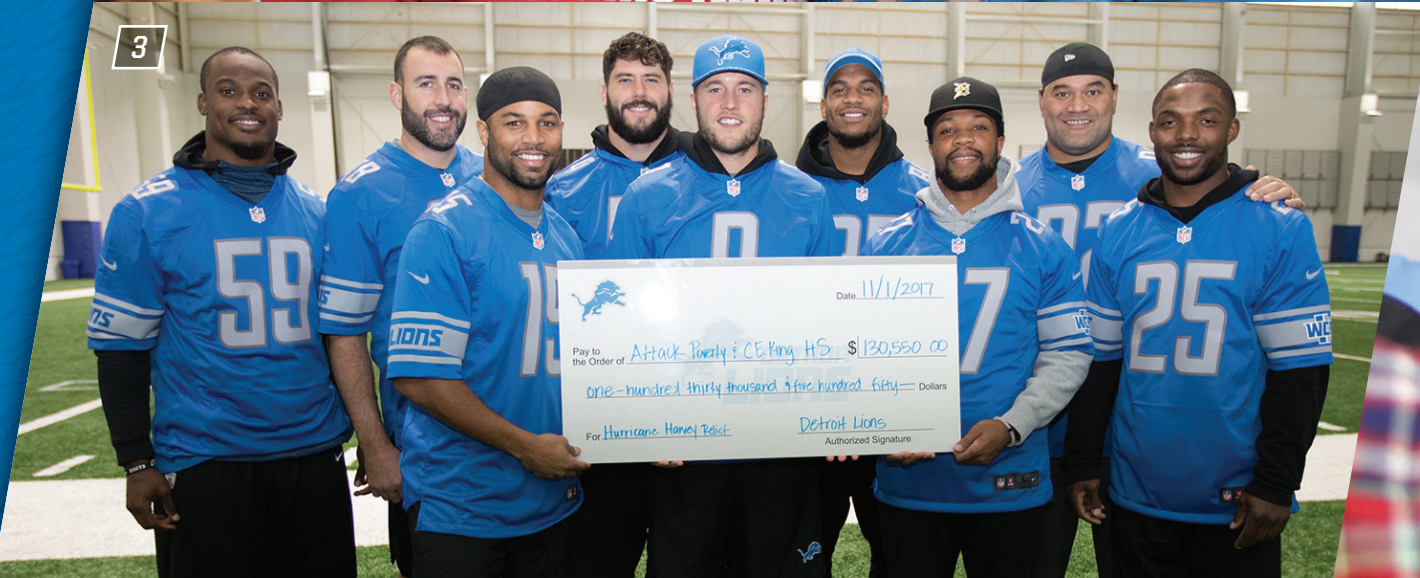
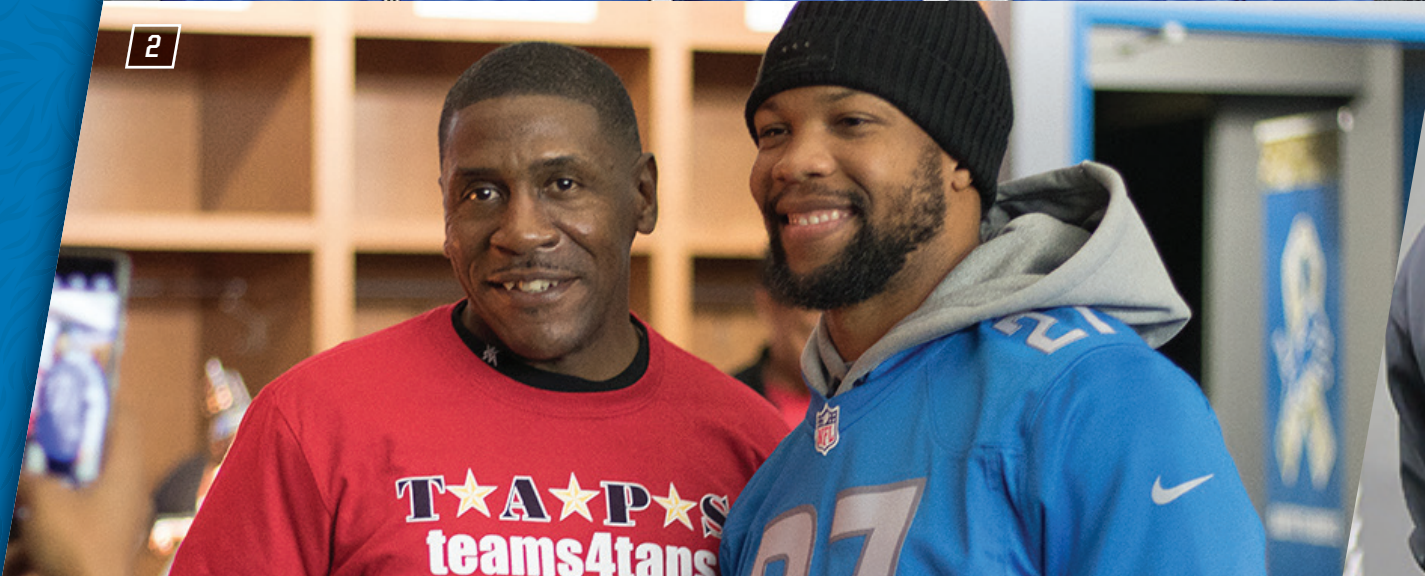
LIONS PLAYER

INITIATIVES

20



17



PLAYER INITIATIVES

In addition to their active participation in team-orchestrated community programming, Lions players identified several causes of their own where they would invest time and personal resources.

1 FAMILY & FATHERHOOD

Valuing the importance of the family unit and its impact on children, **our players will work to help strengthen families by emphasizing a father's involvement.** Through a partnership with ALL-PRO DADS and local school districts, the players will help Detroit-area fathers develop deeper bonds with their children, maximize quality time, and provide a variety of other parenting resources.

2 VETERAN SERVICES

In conjunction with the Golden Future Foundation, **Lions players will help provide support to Veterans as they reacclimate into society at the conclusion of their military service.** Issues such as Post-Traumatic Stress Disorder (P.T.S.D), homelessness and suicide affect returning veterans at a much higher rate than the normal population. Their work will be focused on providing needed help and support in those areas.

3 HOUSTON INITIATIVE

In addition to the \$1MM donation the Lions made to the Red Cross in the wake of Hurricane Harvey, **Lions players and coaches raised over \$130,000 for relief efforts in Houston.** Funds raised will benefit Attack Poverty, a non-profit organization that is assisting Houston residents with the rebuild of homes damaged by the storm. Funds also go toward the purchase of 250 Chromebooks for students at C.E. King High School, where Detroit native, Dr. Demetrius McCall serves as Principal.

LAW ENFORCEMENT

Our players will work with local police agencies **to foster a better understanding between Police and the communities they serve.** Players plan to support programs that serve as a collaboration between Detroit Police and Detroit Public Schools. Players will target programs that envision a world in which students are empowered to respect others and choose to lead lives free from violence, substance abuse, and other dangerous behaviors.

