MISSION STATEMENT

The Denver Broncos are committed to improving lives in our community by focusing on Youth Development, Quality of Life, Health & Wellness, Youth Football and Civic Engagement. Alongside key community partners in each focus area, we are able to make a difference through strategic programming, unique events and dedicated advocacy.

YOUTH DEVELOPMENT
Preparing youth to achieve their full potential through activities and experiences to develop physical, developmental and social competencies.

QUALITY OF LIFE
Meeting basic needs through resources, programs and education as part of an ongoing commitment to the overall quality of life.

HEALTH & WELLNESS
Supporting research, awareness and treatment with the ultimate goal of optimal mental, physical and social well-being.

YOUTH FOOTBALL
Improving youth and high school football through programs, clinics and camps that focus on character, player safety, team development and the benefits of football.

CIVIC ENGAGEMENT
Working to make a difference in the lives in our community through volunteerism, military/first-responder appreciation and social justice initiatives.
Dear Broncos Country,

On behalf of our entire organization, we are very excited to share with all of you our Denver Broncos’ 2019 Community Impact Report. This booklet displays the many ways the Broncos organization—players, staff and families—support our local community through strategic programming, unique events and dedicated advocacy.

This past season was an exciting time for us as we increased our involvement in our five focus areas: Youth Development, Quality of Life, Health & Wellness, Youth Football and Civic Engagement. In addition to expanded partner organization programming, we were able to distribute and additional $150,000 to nonprofits through the inaugural Denver Broncos Community Grant Program.

What makes me extremely proud is the more than 2,500 combined hours volunteered at community events, 275,000-plus meals provided for people in need and countless children inspired through player involvement, staff service and Broncos Women’s Organization initiatives. From youth and high school football events, Boys & Girls Clubs outreach and hospital visits, to working with our players on social justice initiatives and personal causes, we were able to impact so many different people. And there is so much more we encourage you to read about in this report.

The work our organization does is impossible without the incredible dedication from so many of our community and corporate partners. Simply put, we are very thankful for their stewardship and friendship as we work together to truly make a difference throughout our city and region.

As we look forward to the 2020 season, we can assure you that our commitment to making a positive impact in our community is stronger than ever.

Thank you for your continued support. Go Broncos!

Sincerely,

Joe Ellis
President and CEO
Denver Broncos Football Club

TABLE OF CONTENTS

A LEAGUE OF HIS OWN: REMEMBERING MR. B ................................................... 4
BRONCOS IN THE COMMUNITY  .......................................................................... 10
DENVER BRONCOS COMMUNITY GRANT PROGRAM ......................................... 12
YOUTH FOOTBALL FESTIVAL  .............................................................................. 16
DENVER DAY OF SERVICE  ................................................................................... 18
YOUTH DEVELOPMENT ....................................................................................... 20
BACK TO SCHOOL WITH THE BRONCOS EMPOWERMENT SUMMIT
QUALITY OF LIFE ................................................................................................ 28
DENVER RESCUE MISSION HOLIDAY PARTY: A LOOK BACK
AN IMPACTFUL CHANGE: BRONCOS YOUTH CENTER REFURBISHMENT
A TASTE OF TRADITION: TASTE OF THE BRONCOS CELEBRATES FIFTH ANNIVERSARY
HEALTH & WELLNESS ......................................................................................... 38
FIGHT LIKE A BRONCO
GOING THE EXTRA MILE
YOUTH FOOTBALL  .............................................................................................. 46
CODE OF CONDUCT
HIGH SCHOOL GAME OF THE WEEK
CIVIC ENGAGEMENT  ........................................................................................... 54
FIRST-RESPONDER OUTREACH
FEEDING CHILDREN EVERYWHERE
DENVER BRONCOS SOCIAL JUSTICE COMMITTEE
MY CAUSE, MY CLEATS ...................................................................................... 64
MAKING THEIR MARK – ROOKIES BEGIN A LEGACY ......................................... 68
DENVER BRONCOS WALTER PAYTON NFL MAN OF THE YEAR ........................ 70
CHAMPIONS IN OUR COMMUNITY ..................................................................... 74
THANK YOU TO OUR PARTNERS ........................................................................ 76
A League of His Own: Remembering Mr. B

Pat Bowlen, who owned the Denver Broncos from 1984-2019, died on June 13, 2019, at the age of 75 after a courageous battle with Alzheimer’s disease.

A 2019 Pro Football Hall of Fame selection, Mr. Bowlen, affectionately referred to as “Mr. B,” guided the Broncos throughout his 35-year ownership with the simple phrase: “I want to be No.1 in everything.”

Pat Bowlen’s championship mentality extended beyond the field in his extraordinary commitment to the community. Feeling a strong sense of responsibility for the Rocky Mountain Region, Mr. Bowlen donated more than $35 million since 1993 to charitable organizations in the Denver area as Chairman of Denver Broncos Charities.

The longest-tenured owner in Colorado sports history, Pat Bowlen was the only owner in professional sports whose team fully funded a branch of the Boys & Girls Clubs of America. Opening its doors in 2003, the Denver Broncos Boys & Girls Club recently celebrated its 16th season impacting youth.

Although Mr. Bowlen had a reduced role with the Broncos in recent seasons as he focused on his battle with Alzheimer’s disease, he continued to have a positive impact on the community. The public announcement of his Alzheimer’s diagnosis in July 2014 has helped raise awareness and funds for a disease that currently affects more than 5.8 million Americans.

The Broncos have joined with the Bowlen family in taking an active role in the Alzheimer’s community following Mr. Bowlen’s diagnosis, including the team’s long-standing partnership with the Alzheimer’s Association Colorado Chapter. Led by Pat Bowlen’s wife, Annabel, the Bowlen family and the Broncos, “Team Super Bowlen” has raised more than $608,000 during the last six “Walk to End Alzheimer’s” in Denver.

Mr. Bowlen’s extraordinary impact on and off the field proves that there is no greater accomplishment than the legacy you leave behind and the impact on the lives touched along the way. His resounding influence will be felt for generations to come in Broncos Country and beyond.

The league is a big influence on young people’s lives, and we’ve got to set an example. The players are where it starts. Nobody cares about Pat Bowlen – I don’t even register on the meter. These young football players are looked up to by lots of young people, and they have to make sure they’re sending the right message. And we’ll do everything we can to help them understand that.

Mr. B

To celebrate and honor Mr. Bowlen, his family and the team made many of his and the team’s awards, honors and personal effects available to the public at an open house held on June 18, 2019.
THIS ONE’S FOR PAT.
$150,000 distributed to nonprofits as part of the inaugural Denver Broncos Community Grant Program

16 hospital visits at UCHealth and Children's Hospital Colorado

3,900+ Thanksgiving Turkeys collected and distributed

186 Unique Community Events

120 different Broncos players participated in a voluntary community event

1,750+ volunteer hours by Broncos players

276,000+ meals prepared and distributed to people in need

720 volunteer hours recorded by Broncos staff members

275,000+ meals prepared and distributed to people in need

250+ Custom My Cause My Cleats showcased by Broncos players

50+ custom My Cause My Cleats showcased by Broncos players

20 youth and high school football events

21 Boys & Girls Club events and visits

16 hospital visits at UCHealth and Children's Hospital Colorado

10 service events hosted by the Broncos Women's Organization

117 different employees participated in a voluntary community event

28 youth and high school football events

21 Boys & Girls Club events and visits

16 hospital visits at UCHealth and Children's Hospital Colorado

10 service events hosted by the Broncos Women's Organization

117 different employees participated in a voluntary community event

28 youth and high school football events

21 Boys & Girls Club events and visits

16 hospital visits at UCHealth and Children's Hospital Colorado

10 service events hosted by the Broncos Women's Organization

117 different employees participated in a voluntary community event

28 youth and high school football events

21 Boys & Girls Club events and visits

16 hospital visits at UCHealth and Children's Hospital Colorado

10 service events hosted by the Broncos Women's Organization

117 different employees participated in a voluntary community event

28 youth and high school football events

21 Boys & Girls Club events and visits

16 hospital visits at UCHealth and Children's Hospital Colorado
BRONCOS IN THE COMMUNITY

BRONCOS PLAYERS
The Denver Broncos work diligently to be difference makers in the lives of their biggest supporters, the community. Throughout the 2019 season, Broncos players took to the streets, fields and schools to inspire and give back to the greater Denver Metro area. Setting a single-season volunteer-hour record, Broncos players contributed more than 1,750 hours to our community in 2019.

BRONCOS STAFF COMMUNITY SERVICE SERIES
Since 2017, the Denver Broncos Staff Community Service Series has served as an expansion of the team’s outreach efforts in the Denver community. Through the Staff Service Series, Denver Broncos employees and their families have the opportunity to serve local nonprofit organizations by participating in monthly, organized voluntary service projects. The 2019 Staff Service Series projects included laying wreaths at Fort Logan National Cemetery with Wreaths Across America, refurbishing the USO MEPS Center in partnership with Ford, making bracelets for Now I Lay Me Down To Sleep, and hosting a local food pantry and farmer’s market with Cooking Matters and We Don’t Waste to name a few.

BRONCOS WOMEN’S ORGANIZATION
Established in 2017, the Broncos Women’s Organization is comprised of wives, girlfriends and significant others of the Denver Broncos football staff. The group aims to make an impactful difference in the Denver community each year through various service-oriented events, as voted on each year by the members.

All of our players, as a whole, do a great job in the community. Probably as good as job, if not the best, of any team I’ve been with.
HEAD COACH VIC FANGIO

It’s good for them to see us, and the kindness in us as NFL football players. We want them to have someone good to look up to.
DALTON RISNER, 2019 COMMUNITY ROOKIE OF THE YEAR

Below: As part of the 2019 Staff Community Service Series, Denver Broncos players, cheerleaders and staff volunteers alongside employees from Ford to pack more than 500 military care kits and refurbish the USO Center at the Downtown Denver Military Entrance Processing Station.

Top Left: In celebration of National Volunteer Week, Broncos employees create blankets to be distributed to participants in Mile High United Way’s Bridging the Gap program, which supports those who are in the child welfare system.

Above: Safety Kareem Jackson, linebacker Josey Jewell, and linebacker Keishawn Bierria share high-fives and smiles with a patient at Children’s Hospital Colorado.
DENVER BRONCOS COMMUNITY GRANT PROGRAM

The Denver Broncos are committed to supporting highly-effective nonprofit organizations that work hard to positively impact Coloradans. In 2019, the Denver Broncos launched the Community Grant Program, which offers Colorado-based nonprofit and youth and high school football programs the opportunity to apply for grant funding for community projects and programs focusing on one or more of the team’s five focus areas.

86 APPLICATIONS RECEIVED IN INAUGURAL YEAR

30 ORGANIZATIONS SELECTED

557,247 PEOPLE SERVED

$150,000 DISTRIBUTED

Your support has helped make a significant difference in the growth of this program and allowed the organization to expand its footprint in the Denver Metro Area. We could not do this important work without the generous support of our partners, and we are honored to include the Denver Broncos Community Grant Program in our hunger-fighting network.

KYLE ENDRES, DIRECTOR OF DEVELOPMENT, WE DON’T WASTE

Our support has helped make a significant difference in the growth of this program and allowed the organization to expand its footprint in the Denver Metro Area. We could not do this important work without the generous support of our partners, and we are honored to include the Denver Broncos Community Grant Program in our hunger-fighting network.

KYLE ENDRES, DIRECTOR OF DEVELOPMENT, WE DON’T WASTE
THE GABBY KRAUSE FOUNDATION – BAGS OF FUN PROGRAM
Mission: Bring joy, laughter and relief to every child fighting a life-threatening disease or condition by delivering a Bag of Fun (a backpack filled with educational, manipulative, and therapeutic toys that are relevant to each child’s age, gender, diagnosis, and interests) to children whose health and happiness is both compromised and threatened.
Denver Broncos Community Grant Program funding supported the gifting of bags to identified patients at Children’s Hospital Colorado.

DENVER FIRE DEPARTMENT FOUNDATION
Mission: Support the Denver Fire Department by providing resources to improve firefighter safety and wellness and public education, thereby enhancing public safety in the City and County of Denver.
Denver Broncos Community Grant Program funding supported two summer camp sessions (one co-ed and one for girls only) focusing on life choice situations, problem-solving, STEM-based skills, safety, CPR, and leadership skills.

CAÑON CITY AREA RECREATION AND PARK DISTRICT
Mission: Provide a full range of easily accessible recreation and park programs, services and facilities for participants of every age, ability level, cultural background and financial status.
Denver Broncos Community Grant Program funding supported the purchase of up-to-date tackling dummies and bags to ensure safety is taught appropriately on functioning equipment.

A PRECIOUS CHILD
Mission: Provide children in need with opportunities and resources to empower them to achieve their full potential by providing basic essentials; ensure children thrive academically and place children and their families on the trajectory toward self-sufficiency.
Denver Broncos Community Grant Program funding provided clothing, hygiene products and other essentials to children in need and their families in a “boutique” setting, free of charge.

MADDIE’S MOM
I love my BD player because I can watch movies in my bed, or at the hospital when I’m not feeling well.
MADDIE
I honestly can’t thank you enough for the most amazing experience my daughter has had this week at Camp. Not only did she come home every day with a smile on her face, but her confidence, growth and love for life is so evident. This week has brought so much joy to her, and to the family that brings so much joy to us — she said she wants to be a firefighter or paramedic when she grows up. Doing her an amazing goal for her future is something I have never heard her before. Thank you for being amazing role models.
REBECCA B., CAMPER PARENT

KEN BURGER, PROGRAMS DIRECTOR,
CAÑON CITY AREA RECREATION AND PARK DISTRICT
Our community is in a low-income economic area, so anytime we have an opportunity to expose our children to great educational and recreational opportunities it is a win-win situation for the District. The coaches, kids and parents notice these kinds of things and acknowledge us for making efforts to improve our products/services. We try to make our programs affordable and appreciate the generous grant opportunities such as that offered by the Denver Broncos.

SYDNEY CONGDON, GRANTS MANAGER, A PRECIOUS CHILD
A Precious Child is incredibly grateful to the Denver Broncos Community Grant Program for its 2019 support of our Family Stability Community Initiative. A Precious Child is able to expand its offerings to reach more families from across the city by providing basic essentials and are provided with wrap-around services to help them navigate the exciting shifts in their lives. The Denver Broncos Community Grant Program allows A Precious Child to extend its reach to more families and to support the opening of three new Satellite Resource Centers as well as Pop-Up Backpack events.

16
YOUTH FOOTBALL FESTIVAL

The Denver Broncos commemorated the NFL’s 100th season with a ‘Fantennial Weekend’ culminating in the recognition of late Owner Pat Bowlen and cornerback Champ Bailey’s induction into the Pro Football Hall of Fame.

On Saturday, Oct. 12, the team hosted an NFL 100 Youth Football Festival in partnership with Jefferson County Youth Football Association at Long Lake Regional Park. Members of the Broncos Top 100 team, Broncos Cheerleaders, Miles the Mascot and the Stampede Drumline were in attendance and participated in the event. The weekend celebration also marked the 75th anniversary of the Jefferson County Youth Football Association.

Throughout the day, more than 12 youth football games were played and included standard 11-on-11 tackle, Rookie Tackle and NFL Flag (with boys and girls in grades 1-6). All-day activations included a PLAY 60 Junior Training Camp, inflatables, pictures with the team’s three Lombardi Trophies, giveaways, food trucks and a live DJ.

This is Saturday morning. It’s inevitable that there’s football being played somewhere. This is what I am used to, this is where it all started.

CHAMP BAILEY, FORMER DENVER BRONCOS CORNERBACK

This is the beginning of football for a lot of good football players. When you get an opportunity to see these kind of things and be a part of it it’s awesome. Brings back a lot of good memories. Makes you realize why you play the game and how special the game is.

AL WILSON, FORMER DENVER BRONCOS LINEBACKER

I like that football is alive and well. There’s still a lot of fun and keeping the game alive is key.

SIMON FLETCHER, FORMER DENVER BRONCOS LINEBACKER
DENVER DAY OF SERVICE

On June 7th, the Denver Broncos hosted the inaugural Denver Day of Service in partnership with Mile High United Way to encourage fans in the Denver-metro area to volunteer their time at various service projects throughout the city during one dedicated day of service.

As part of the Broncos’ “Huddle for 100,” a league-wide initiative that encourages fans to volunteer at least 100 minutes during the celebrations of the NFL’s 100th Season, the inaugural Denver Day of Service included more than 20 nonprofits and locations where fans could volunteer their time for projects ranging from 100 minutes to six hours.

With the intent to bridge the gap between the team and the city that embraces them, Denver Day of Service included fans, corporations, nonprofits, players, cheerleaders, and Broncos staff members.

It’s really fun - we’ve got fans, corporations sending employees. We’ve got players, we’ve got cheerleaders, a lot of staff members. Everybody’s all in today, and I’m really proud of the effort that everybody on our staff [made] to put this together.

JOE ELLIS, DENVER BRONCOS PRESIDENT AND CEO

20+ LOCATIONS

500+ VOLUNTEERS

88,700 MINUTES

$40,000+ ESTIMATED VALUE OF VOLUNTEER TIME

Top Left: Volunteers at Clothes To Kids share their excitement for participating in the inaugural Denver Day of Service. Clothes To Kids of Denver provides free school clothing to students from low-income or in-crisis families in a warm, welcoming store-like setting.

Bottom Left: A volunteer at Children’s Hospital Colorado shares the gift of warmth with a young patient by providing him with a new handmade fleece blanket.

Above: President and CEO Joe Ellis and tight end Jeff Heuerman assemble and fill food boxes for low-income seniors in the Commodity Supplemental Food Program (CSFP) at Food Bank of the Rockies’ warehouse.

President Joe Ellis and NFL vice president and chief security officer Jon Mozzicato for low-income seniors in the Commodity Supplemental Food Program (CSFP) at Food Bank of the Rockies’ warehouse.
YOUTH DEVELOPMENT

Through partnerships with Boys & Girls Clubs of Metro Denver, Character Playbook, Fuel Up to Play 60, PLAY 60, Playworks Colorado and Project PAVE, the Denver Broncos work to prepare youth to achieve their full potential through activities and experiences to develop physical, developmental and social competencies.

“Using our platform to help others is critical in making our communities better for everyone. It’s really that simple to get to know so many good people and help them in any way possible.”

NOAH FANT, TIGHT END
The average cost of school supplies per child is $195.62 (elementary school), $327.43 (middle school) and $374.01 (high school), which is often too high for many families as they juggle getting their kids ready for the school year with other various expenses in their lives.

Prior to the start of training camp, the Denver Broncos and King Soopers hosted the fourth annual ‘Back to School with the Broncos’ shopping event, during which 12 Broncos players helped 25 Denver Broncos Boys & Girls Club kids complete their back-to-school shopping. Each child in attendance received lunch and a $100 gift card courtesy of King Soopers to get everything from their school supplies list, and the kids used any additional money to purchase clothing, shoes, and sports equipment.

More than 300 kids and their families joined Denver Broncos Cheerleaders and Miles the Mascot on Saturday, July 27 for the Back to School Bash hosted by Mile High United Way and the Denver Broncos. With support from local businesses and nonprofits including Coca-Cola, Comcast, Dairy MAX, Delta Dental, Ford, and Jack Link’s, families in attendance were able to learn about useful resources, gather all of the supplies they need for the school year, and spend some time outside getting active.

During all open practices at Denver Broncos’ 2019 Training Camp powered by Ford, the Broncos joined Volunteers of America and 9News to collect school supplies for “Stuff For Students.” For the fourth consecutive year, Volunteers of America staffed a collection tent at the UCHealth Training Center and accepted physical and monetary donations from fans in attendance.

Throughout the duration of training camp, Broncos Country donated nearly 3,300 items including backpacks, notebooks, crayons, markers and more. In addition to the physical supplies collected, more than $3,890 was donated to support students across Colorado. School supplies donated by fans were distributed by Volunteers of America based on need to districts across the state.

Across all three events, the Denver Broncos and Broncos Country provided the supplies, resources and confidence needed to head back to school in the fall.
On February 8th, the Denver Broncos hosted the inaugural Empowerment Summit for local female high-school student-athletes. Looking for a unique way to reach a new demographic, this female-driven and focused event aimed to teach foundational lessons in personal and professional development in the lives of young women.

Representing 15 different teams from five local high schools, the young women participated in a day including a conversation panel — featuring Lauren Y. Casteel, president and CEO of the Women’s Foundation of Colorado and Kami Carmann Snyder, a former University of Colorado basketball player — and breakout sessions covering financial literacy, meditation, networking, personal branding and team building. The event concluded with a networking luncheon that included more than two dozen female leaders from a variety of Colorado industries. Included in the day were female Broncos employees, who volunteered as group captains, general volunteers or as part of the networking luncheon.

**85 FEMALE STUDENT-ATHLETES**

**15 SPORTS TEAMS REPRESENTED**

**20+ INFLUENTIAL COLORADO WOMEN AND VARIOUS INDUSTRIES REPRESENTED DURING THE NETWORKING LUNCHEON**

“Empowerment is so huge just to send that message of inclusiveness and empowerment for everybody. And while this might be in the NFL, traditionally a man’s game and a man’s world, there’s a bigger community outreach and bigger community power. An NFL team can have such reach and such power in the community, so to draw in women and young women specifically, they are also included: ‘This is how our strengths can help you, and this is how you can gain some of that knowledge from us.’

**KAMI CARMANN SNYDER, EMPOWERMENT SUMMIT EMCEE**

Top Left: Kami Carmann Snyder (left) and Lauren Y. Casteel (right), president and CEO of the Women’s Foundation of Colorado, kick off the Empowerment Summit with a conversation about dreams, hard work and women in the workplace.

Bottom Left: During the Summit, event attendees participated in a personal branding breakout session to learn about brands of celebrities as well as themselves.

Above: The 85 female high school student-athletes at the inaugural Empowerment Summit represented 15 sports and various industries from the local high schools.
Above: Offensive lineman Dalton Risner participates in community service projects at North Middle School, including cleaning the gymnasium as part of the Character Playbook program.

Below: Boys & Girls Club kids horse around with Miles the Mascot at the annual Hometown Huddle event, bringing together hundreds of local kids for an evening of physical activity and fun.

Above: Cornerback Alijah Holder receives a warm welcome during recess at Village East Elementary School, a Broncos school in the Playworks Coach program.

Below: Denver Broncos Cheerleader McKenna makes holiday cards with middle school students at North Middle School during a Character Playbook event focusing on service projects.

Above: Students learn the importance of nutrition and dairy during a Fuel Up to Play 60 smoothie party hosted by Dairy MAX at the UCHealth Training Center.

Below: Inside linebacker Joe Jones uses positive conflict resolution through “Rock, Paper, Scissors” during Hometown Huddle. All event activities were facilitated by Playworks Colorado coaches.

Above: Local Boys & Girls Club representatives and Fuel Up to Play 60 Youth Ambassadors enjoy watching pregame warmups from the sidelines at a designated PLAY 60 home game.

Below: The Rangeview Futures Football team discusses healthy masculinity and relationships during a True Man session with Project PAVE and special guest safety Dymonte Thomas.

Above: Local Boys & Girls Club representatives and Fuel Up to Play 60 Youth Ambassadors enjoy watching pregame warmups from the sidelines at a designated PLAY 60 home game.
QUALITY OF LIFE

Through partnerships with Denver Rescue Mission, Food Bank of the Rockies, Habitat for Humanity of Metro Denver and the Rose Andom Center, the Broncos work to meet basic needs through resources, programs and education as part of an ongoing commitment to the overall quality of life.

“When you can help people who are not in the same position as you, that goes along way. Anytime I can give back to people, it shows my appreciation for this great community puts a smile on my face.”

GARETT BOLLES, OFFENSIVE TACKLE
DENVER RESCUE MISSION HOLIDAY PARTY: A LOOK BACK

Above: Former Broncos players visit with members of Denver Rescue Mission’s The Crossing before they serve up some holiday cheer at the annual Holiday Party in 2003.

Below: Denver Broncos Cheerleaders Breanna (left) and Sara (right) share laughter and smiles with Denver Broncos Youth Center members attending the Holiday Party in 2017.

Above: Former Broncos cornerback Champ Bailey tries his hand at cookie decorating during the 2013 Holiday Party.
   As a player, Bailey spent extensive time giving back at both The Crossing and the Broncos Youth Center, volunteering in different capacities.

Above: Linebacker Von Miller proudly shows off his cookie decorating skills as he participates in the annual holiday tradition during the 2013 Holiday Party.

Below: Thunder enjoys his own holiday dinner at the annual Holiday Party, alongside his trainer and rider, Ann Judge, and children from The Crossing.

Above: Miles the Mascot shares a merry hug with a member of The Crossing during the 2002 Holiday Party.

Above: Thunder expertly shows off his cookie decorating skills as he participates in the annual holiday tradition during the 2013 Holiday Party.

Below: Thunder shares his way to holiday cheer at the annual Holiday Party, alongside his trainer and rider, Ann Judge, and children from The Crossing.
AN IMPACTFUL
CHANGE: BRONCOS
YOUTH CENTER
REFURBISHMENT

The Denver Broncos Youth Center at Denver Rescue Mission’s The Crossing facility is a youth education center providing direction for young children and teenagers through safe and caring programs. Children ages 3-18, whose parents are participating in the STAR Transitional Program, are provided access to tutoring, mentoring and positive role models.

The Denver Broncos organization funded the opening of the Youth Center in September 2005, with a contribution of $150,000 over three years. Through the youth program at the Denver Broncos Youth Center, Denver Rescue Mission helps overcome the myriad of effects of homelessness on youth and prepares them for adulthood by providing them with opportunities to grow spiritually, improve scholastically and obtain emotional and physical wholeness through caring relationships.

In conjunction with the 20th Annual Holiday Party, Denver Rescue Mission unveiled a refurbished Denver Broncos Youth Center, made possible through a grant funded by Denver Broncos Charities. Now boasting new furniture, lighting, paint and resources for the kids, the Center is better equipped to continue one-on-one and group support for each kid that walks through its doors.

“\nUsually when people think about homelessness, they think about the people on the street corners with signs. However, there are many more homeless children in Denver than people realize. To be able to create a space where kids who are experiencing homelessness can feel safe and love — that’s the Broncos Room.

JOE BERMINGHAM, BRONCOS ROOM LEAD YOUTH COORDINATOR

"It’s so important for the kids to have a stable place to come to every day and to see Joe and I. Their families love them so much, and it is a really hard situation for them to be in. The fact that we can laugh and have a lot of fun together, it’s a reminder to be a kid still.

HANNAH MENZIES, DENVER RESCUE MISSION YOUTH COORDINATOR

In addition to Broncos themed colors, décor and insignias, the newly renovated Broncos Youth Center honors Broncos players of past and present who have worked closely with Denver Rescue Mission, including former cornerback and Pro Football Hall of Fame nominee Champ Bailey.

Top Left: In addition to Broncos themed colors, décor and insignias, the newly renovated Broncos Youth Center honors Broncos players of past and present who have worked closely with Denver Rescue Mission, including former cornerback and Pro Football Hall of Fame nominee Champ Bailey.

Bottom Left: A longtime Denver Rescue Mission supporter, former corner Chris Harris Jr. welcomes kids into the Broncos Youth Center at the Crossing for the first time since its renovation.

Above: The Denver Broncos Youth Center helps overcome the myriad of effects of homelessness on youth center and prepare them for adulthood by providing them with programming, mentorship, and positive role models.
The Denver Broncos hosted the Fifth Annual Taste of the Broncos, a casual, tailgate-style evening featuring Chef Troy Guard and 30 Denver chef-driven restaurant concepts which benefits Denver Broncos Charities and Food Bank of the Rockies.

The event, presented by King Soopers, is held every year at Empower Field at Mile High, and since its inception, the fundraiser has raised more than $500,000 for the two nonprofit organizations.

The 2019 event kicked off with an exclusive VIP Reception, featuring a Q&A with President of Football Operations/General Manager John Elway and appearances from 12 Broncos Alumni who volunteered throughout the evening. President and CEO Joe Ellis was joined on Sports Legends Mall by nearly 40 players who volunteered at the event, mingling with fans, thanking chefs, and enjoying a good night for a great cause.

Denver Broncos kicker Brandon McManus took on a new role in his fifth year supporting Taste of the Broncos as the event emcee and host.

Brandon McManus, kicker

“This is the only event where you get this much time alone with fans and they get to see you from an angle, rather than just a football player. They get to meet you more. It’s exciting any time we’re out here, especially when you have over 40 teammates here — it’s almost the whole team. To help support the community is the best thing you can have.”

Troy Guard, Taste of the Broncos Lead Chef

“Obviously, I love food. It’s a good way to give back in our community. But football always brings people together and it’s really, really good. So, why not use football and food at the same time?”
Above: President and CEO Joe Ellis co-hosts the sixth annual CEO build with Habitat for Humanity of Metro Denver’s Executive Director and CEO Heather Lafferty. The event encourages Denver-area CEOs to exchange their suits and ties for hard hats and hammers.

Below: Denver Broncos Cheerleader Andria cuts lumber at Habitat for Humanity’s annual Women Build Week, an all-female project dedicated to engaging women with Habitat’s mission, teaching women construction skills, and raising funds in support of Habitat for Humanity’s homeownership program.

Below: Denver Broncos Cheerleader Jozie unloads donated turkeys at Denver Rescue Mission’s “Turkey on Every Table” food drive at the UCHealth Training Center drop-off location.

Above: Linebacker Alexander Johnson partners up with a young fan to play Bingo! at Denver Rescue Mission’s Denver Broncos Youth Center during a monthly birthday celebration.

Below: Guard/Tackle Elijah Wilkinson and safety Justin Simmons pull and build agency orders using warehouse inventory at Food Bank of the Rockies.

Above: The third annual Rose Andom Center Holiday Shoppe provides survivors of domestic violence and their children the opportunity to “shop” for holiday gifts – all free of charge. The 2019 event served 66 adult clients and 86 children.

Below: Denver Broncos Staff Community Service Series. Denver Broncos employees delivered meals to the Westwood community at a Food Bank of the Rockies mobile pantry during Thanksgiving.

Above: Denver Broncos Cheerleader Alexandra Johnson partners up with a young fan to play Bingo! at Denver Rescue Mission’s Denver Broncos Youth Center during a monthly birthday celebration.
Through partnerships with the Alzheimer’s Association, American Cancer Society, Children’s Hospital Colorado, Make-A-Wish Colorado, the National Sports Center for the Disabled, UCHealth and Vitalant, the Broncos work to support research, awareness, and treatment with the ultimate goal of optimal mental, physical and social well being for our community.

“It’s just something that you always talk about doing, giving back to the community, and the best part, the Denver Bronco’s have such a rich background in giving back to the community. Seeing 10, 12, 13 guys that take one weekend (or a couple events) give their time to help their community, it’s what you are at for.”

JUSTIN SIMMONS, SAFETY

HEALTH & WELLNESS
FIGHT LIKE A BRONCO

In September 2015, Denver Broncos Assistant Turf Manager Luke Kellerman was diagnosed with colorectal cancer and began formulating a proposal for an expansion of the NFL’s “A Crucial Catch” campaign. Seven months later, the proposal came to life when the team announced, “Fight Like A Bronco,” an all-inclusive campaign recognizing all those affected by cancer. The yearlong campaign focuses on prevention and screenings, support for those currently battling cancer, celebrating survivors and remembering those we’ve lost.

While Kellerman tragically lost his battle with cancer on October 26, 2017 at age 34, his legacy lives on through the team’s “Fight Like a Bronco” campaign.

PREVENTION AND SCREENINGS: Since 2016, the Broncos have donated more than $250,000 to help fund research and prevention efforts focusing on the areas of Breast Cancer Awareness and Screenings, Colorectal Cancer Screenings, Ovarian Cancer Research and Pediatric Cancer Research. Funding directed to the early detection of both colorectal and breast cancer has resulted in more than 72,000 people gaining access to screening opportunities across Colorado.

SUPPORT FOR THOSE CURRENTLY BATTLING: Throughout the year, Broncos players, alumni, cheerleaders, staff and Miles the Mascot make countless visits to those battling cancer at both UCHealth’s University of Colorado Hospital and Children’s Hospital Colorado.

As a part of the 2019 “Fight Like A Bronco” campaign, seven Broncos players visited UCHealth cancer patients on Monday, September 30th and 12 Broncos players visited pediatric oncology patients at Children’s Hospital Colorado on Tuesday, October 8th.

CELEBRATING SURVIVORS: Each October, the team honors cancer survivors at a designated “Fight like a Bronco” home game to celebrate the courage of all cancer survivors—men, women and children. Survivors and guests are treated to a pregame reception and the experience of participating in a memorable halftime performance.

REMEMBERING THOSE WE’VE LOST: The Broncos hosted a new event this year for members of Broncos Country who have lost a loved one to cancer and invited them to spend an evening at the UCHealth Training Center to create a custom “Fight Like a Bronco” painted canvas in memory of their loved one and enjoy dinner at the facility. In recognition for the “Fight Like a Bronco” Campaign, the Denver Broncos Football Club was named the 2019 community honoree by the American Cancer Society at the “Champions of Hope” gala in November.

PREVENTION & SCREENINGS
The Broncos have helped provide more than 72,000 screenings since 2016.

SUPPORT FOR THOSE CURRENTLY BATTLING
20 players visited cancer patients at UCHealth and Children’s Hospital Colorado during the month of October.

CELEBRATING SURVIVORS
Since 2016, more than 425 survivors and guests have participated in the annual Fight Like A Bronco game.

REMEMBERING THOSE LOST
26 loved ones attended the first remembrance event in 2019.
Just over a month after the passing of Broncos Owner Pat Bowlen, several of his children reunited at UCHealth Training Center on the fourth day of training camp to continue fighting the battle against Alzheimer’s disease that he waged over the last five years after stepping away from the team in 2014.

With Sunday, July 21st designated as Alzheimer’s Awareness Day, the Broncos and the Bowlen family encouraged fans to swap out the orange in their attire for purple, and five children from the family — Annabel, Brittany, Christianna, Johnny and Patrick — returned to the UCHealth Training Center to greet fans for several hours as they helped raise donations in support of the Alzheimer’s Association.

“It’s really incredible to see fans show up in their purple,” Brittany Bowlen said. “It means they actually looked at the schedule for training camp and knew that we were dedicating today to the Alzheimer’s Association and raising funds for my parents and all the other people that are suffering from this terrible disease.”

Fans showed their support in a multitude of ways, whether in the way they dressed, the donations they made or in the small gestures they made in telling the Bowlen children what their dad meant to them.

“It’s also hard because my dad recently passed away,” Annabel Bowlen said. “This day is [hard] but we are showing that we are strong, and this is a way to raise money so things like this won’t happen.”

The executive director of the Alzheimer’s Association’s Colorado chapter, Amelia Schafer, said that the Bowlen’s impact on their work goes well beyond funding, though.

“Alzheimer’s still has a great stigma, so many people still don’t talk about it,” Schafer said. “In 2014, when Mr. B came out and talked about it, that very day we got calls from people saying, ‘I wasn’t ready to talk about this. Now I’m ready to even tell my family about this.’ It’s been huge for the Alzheimer’s community, and it’s been a great partnership that honestly, every year we see awareness about the disease and funding for the disease grow. And for a disease like Alzheimer’s, which sorely needs a cure, a prevention or a treatment, it has been truly a game-changer for us and for the families living with this today.”

A few weeks later, on Saturday, September 14th, Broncos employees, former players, cheerleaders, Miles the Mascot and thousands of members of Broncos Country attended the 30th Annual Walk to End Alzheimer’s. For the sixth consecutive year, the Denver Broncos and the Bowlen family assembled together at Denver’s City Park as “Team Super Bowlen.”

Donations to Team Super Bowlen included Alzheimer’s Awareness Day contributions, money raised by Broncos players, coaches, staff and fans, and the generosity of corporate partner donations, including Empower Retirement and UCHealth. The 2019 total donations topped $36,886, catapulting Team Super Bowlen to the 9th largest team in the nation in terms of fundraising.

In raising donations for the Alzheimer’s Association to continue the support for those fighting the disease, the Bowlen children said they hoped their father’s impact on the community would endure.

“I’m happy to turn it into a positive or help do that because that’s what my dad would want,” Christianna Bowlen said.
Above: Offensive tackle Garett Bolles encourages a young athlete at a PLAY 60 All-Ability Clinic hosted in partnership with the National Sports Center for the Disabled.

Below: Make-A-Wish kid Ethan meets his hero, linebacker Von Miller, during a behind-the-scenes day including practice, lunch in the team cafeteria and a private tour of the UCHealth Training Center.

Above: Running back Phillip Lindsay shares a special moment with a patient at Children’s Hospital Colorado.

Above: Miles the Mascot hugs it out with patients and families at Children’s Hospital Colorado during Random Acts of Kindness Week.

Below: Denver Broncos Cheerleaders Sara and Alexandria visit a Drive for Life 22 blood donor at Vitalant’s Westminster donation center.

Above: Head Coach Vic Fangio welcomes VIP guest and Make-A-Wish kid Marcus to UCHealth Training Center.
YOUTH FOOTBALL

Through the partnerships with Aurora Public Schools, Colorado High School Activities Association (CHSAA), Denver Public Schools, Special Olympics Colorado and USA Football, the Denver Broncos provide programs, clinics, and camps that focus on character, player safety, team development and the benefits of football.

I always feel an allegiance to high school football for what it does for our game, it’s the grassroots of our game. And I also coached high school football for three years. So, I have a special bond and feelings for high school football and high school coaches.

HEAD COACH VIC FANGIO
To make the game of football as positive and supportive as possible for all young athletes, the Denver Broncos celebrated the second season of the Youth Football Code of Conduct in partnership with 18 youth tackle and NFL Flag football leagues throughout Colorado. Leagues from Denver, Pueblo, Colorado Springs, Longmont, Greeley and Fort Collins committed to this initiative that sets behavioral standards – both at practice and on gamedays – for players, coaches, parents and spectators.

Code of Conduct expectations were posted on league websites, emailed to all participating families and also appeared on field signage at designated youth football complexes. A video made in collaboration with Broncos players, youth football players, parents and coaches reciting the code of conduct was also distributed to all participating leagues.

The Code of Conduct signs provided by the Broncos were an invaluable tool to have at each facility where our games were played as a reminder for spectators how we expect them to conduct themselves during youth sporting events.

JEFF GLENN, JEFFERSON COUNTY YOUTH FOOTBALL ASSOCIATION COMMISSIONER

THE DENVER BRONCOS ASK CLUBS, TEAMS AND FOOTBALL FAMILIES THROUGHOUT COLORADO TO STRIVE TO MAKE FOOTBALL, BOTH PRACTICE AND GAME DAY, A POSITIVE AND SUPPORTIVE EXPERIENCE FOR YOUNG ATHLETES.

AS A COACH, I WILL STRIVE TO:

- Provide positive support and encouragement for my child, his/her teammates and the coaches at all times.
- Place the emotional and physical well-being of my child ahead of winning.
- Do my best to make youth football a fun and enjoyable experience for my child.
- Let the coaches coach and not advise them on how to do their job.
- Remember that youth football is about the kids, not about me.
- Be a positive role model for my players and encourage sportsmanship, teamwork, commitment and ethical play.
- Treat all officials with respect and accept all decisions as being fair and called to the best of their ability.
- Take responsibility for the actions of my team, parents and team spectators at all times and ensure that their behavior is up to the standards of my club and league.
- Be a positive role model for my players and encourage sportsmanship, teamwork, commitment and ethical play.
- Always conduct practice in an environment where health and player safety is the number one priority.
- Verbalize the life lessons that football can teach through hard work, teamwork, commitment and sacrifice.

AS A PARENT, I WILL STRIVE TO:

- Provide positive support and encouragement for my child, his/her teammates and the coaches at all times.
- Place the emotional and physical well-being of my child ahead of winning.
- Do my best to make youth football a fun and enjoyable experience for my child.
- Let the coaches coach and not advise them on how to do their job.
- Remember that youth football is about the kids, not about me.
- Be a positive role model for my child and encourage sportsmanship, teamwork, commitment and ethical play.
- Treat all officials with respect and accept all decisions as being fair and called to the best of their ability.
- Be a positive role model for my players and encourage sportsmanship, teamwork, commitment and ethical play.
- Always conduct practice in an environment where health and player safety is the number one priority.
- Verbalize the life lessons that football can teach through hard work, teamwork, commitment and sacrifice.

AS A PLAYER, I WILL STRIVE TO:

- Show respect to my coaches and teammates at all times and always demonstrate sportsmanship both at practice and in games.
- Listen to my coaches’ instructions to ensure that I practice techniques in a safe way for myself and my teammates.
- Support my teammates with positive communication if someone makes a mistake.
- Respect the officials at all times and accept their decisions as being fair and called to the best of their ability.
- Give 100% effort at all times.
- Understand that football is a game and having fun should be the number one priority.

YOUTH FOOTBALL CODE OF CONDUCT

AS A PARENT, I WILL STRIVE TO:

Provide positive support and encouragement for my child, his/her teammates and the coaches at all times.
Place the emotional and physical well-being of my child ahead of winning.
Do my best to make youth football a fun and enjoyable experience for my child.
Let the coaches coach and not advise them on how to do their job.
Remember that youth football is about the kids, not about me.
Be a positive role model for my child and encourage sportsmanship, teamwork, commitment and ethical play.
Treat all officials with respect and accept all decisions as being fair and called to the best of their ability.
Give 100% effort at all times.
Understand that football is a game and having fun should be the number one priority.

AS A COACH, I WILL STRIVE TO:

Educate all of my players with proper instruction learned from the USA Football coaching education clinics, tools and resources.
Support (and ensure that my assistant coaches support) all of my players with positive reinforcement and communication at all times.
Maintain an open line of communication with my team members’ parents/guardians to ensure that team rules, objectives and expectations are all clearly defined and understood by all of those involved with my team.
Treat all officials with respect and accept all decisions as being fair and called to the best of their ability.
Take responsibility for the actions of my team, parents and team spectators at all times and ensure that their behavior is up to the standards of my club and league.
Be a positive role model for my players and encourage sportsmanship, teamwork, commitment and ethical play.
Always conduct practice in an environment where health and player safety is the number one priority.
Verbalize the life lessons that football can teach through hard work, teamwork, commitment and sacrifice.
The Broncos introduced a revamped High School Game of the Week Series, designed to better support high school football programs at all levels of competition. Throughout the fall season, the Broncos traveled to highly-anticipated high school football matchups across Colorado, supporting every level of football from 6-man through 3A.

The featured Game of the Week included appearances by Broncos Cheerleaders, Miles the Mascot, Broncos alumni and the three Lombardi Trophies. Teams also received a $1,000 equipment grant and a Game of the Week video message from a current Broncos player.

The Colorado High School Activities Association (CHSAA) 4A and 5A State Championship games were held at Empower Field at Mile High to conclude the high school football season.

Thank you to the Broncos for coming out and making Strasburg vs. Bennett the High School Game of the Week. I think it’s incredible that the Broncos recognize that small town football is very prominent in Colorado. Small town football is an entire community coming together and we appreciate the Broncos coming out and recognizing that.

BRIAN BROWN, STRASBURG HIGH SCHOOL HEAD FOOTBALL COACH
Above: Members of the Aurora Central High School football team run out onto their brand-new synthetic turf field for the first time. The field was made possible through the NFL Foundation and LISC Grassroots Grant Program.

Above: Members of the Evans Central High School football team pose for team photos before meeting with Colorado Preps Media members.

Above: As a part of the Broncos High School Media Day, members of the Blue Creek High School football team pose for team photos before meeting with Colorado Preps Media members.

Above: Safety Justin Simmons encourages a Denver South Futures Football player on the sidelines during the Denver Public Schools 2019 Broncos Football Championship game.

Above: Denver Broncos Strength and Conditioning Coach Loren Landow shares best practices for athlete health and safety at a 2019 High School Coaches Clinic hosted by the Broncos.

Above: More than 100 schools representing all seven state classifications competed in the annual Denver Broncos High School 7-on-7 Tournament at All City Stadium and the UCHealth Training Center.

Below: Participants learn the basics of football during the Broncos First Down Camp, hosted by USA Football.

Above: Head Coach Vic Fangio welcomes 130 coaches from 65 Colorado high schools to the Pat Bowlen Fieldhouse prior to an Organized Team Activity practice in May.

Above: High school student-athletes attend the Broncos High School Media Day and field questions from Colorado Preps Media members during an interview panel.
CIVIC ENGAGEMENT

Through partnerships with Cheer for the Troops, Mile High United Way and Volunteers of America, the Denver Broncos work to positively impact lives in our community through volunteerism, military/first-responder appreciation and social justice initiatives.

“Beyond thankful for the past 10 days in Spain and Italy! Thank you to Armed Forces Entertainment for allowing us the opportunity to bring a little piece of home to those who serve! The stories each and every person shared will never be forgotten and these experiences will last a lifetime!”

MARISSA, DENVER BRONCOS CHEERLEADER
FIRST-RESPONDER OUTREACH

The Denver Broncos are proud to support our first-responder community with outreach throughout the year in the form of station visits, collaborative events, and educational opportunities.

On February 20th, Head Coach Vic Fangio made a surprise visit to Aurora Fire Station #13 as part of the team’s Random Acts of Kindness Week to deliver breakfast to the station crew and learn more about their day-to-day duties.

In early May, a group of Denver Broncos players visited with crew members at South Metro Fire Rescue Station #44 after their station had been called to respond to the STEM School Shooting in Highlands Ranch. During their visit, players were given a tour, equipment demonstration and a briefing on what it takes to keep our community safe. The day also provided the players the opportunity to say thank you for all they do for the community. Later that month, a group of players visited the Arapahoe County Sheriff’s Office to meet with officers and rotated through various educational training stations to learn more about the different ways the officers serve our local community.

In addition, Broncos players visited the Denver Police Academy in November to learn a little bit about what it takes to be a police officer. The players took part in a deep discussion on what is taught to the officers and how they use different instructional methods and practices to prepare the officers to transition from a civilian to officer of the law. Afterwards, players took part in a tour of the airport hanger turned police academy and finished with a VRTrak V-300 use-of-force simulator – which allowed players to be part of a 360 degree simulator which gave situations to test their decision-making and marksmanship.

"The amount of respect I have for police officers and what they do is one reason that I wanted to come out and just get a small, small inkling of what they do on a daily basis, from training to just being with an officer around downtown."

ANDREW BECK, TIGHT END

"One of the things I didn’t really take into consideration is how fast the players have to make decisions. When we train with our community groups, one of the things that we see is the problem with decision-making, because a lot of people don’t make quick decisions, but players have to make quick decisions immediately. They have to make decisions based on everything and based on schemes and based on tensions and all the things that go into it… It was really impressive.

TYRONE CAMBELL, DENVER POLICE ACADEMY"
FEEDING CHILDREN EVERYWHERE

In recognition of National Police Week, the Denver Broncos joined Denver Police Department Officers and children from the Denver Broncos Boys & Girls Club to package individual meals for families in need. Partnering with Feeding Children Everywhere, the group was able to package nearly 13,000 individual meals to feed families served by the Boys & Girls Club, Food Bank of the Rockies and Volunteers of America Colorado.

Sharing the commonality of unwavering love and loyalty for the community in which they reside, the players, officers and kids were divided into five groups, forming an assembly line to package Hamburger Hero meals before loading them into boxes. Naturally, good-natured competition arose between the groups with one goal: which line could package the most in the designated amount of time.

Once the packaging had concluded, players, officers and kids celebrated their accomplishment. Sharing a spirit of achievement and camaraderie, the group was able to take pride in the impact that their time together would make in the Denver community.

“Just being out and interacting with the community, I think it’s positive. It shows that we care about the community and that football isn’t just on Sunday. It’s a part of our lives.”

JUSTIN SIMMONS, SAFETY

We had a lot of fun just getting to shake hands with the people that actually are making a huge impact in our communities. I know everybody down in pioneer foothills, all the kids, we all love playing heroes and helping people as Sunday, but law enforcement, officers are the real heroes.

JUSTIN SIMMONS, SAFETY

25
POLICE OFFICERS

25
BRONCOS BOYS & GIRLS CLUB MEMBERS

12
BRONCOS PLAYERS

12,960
MEALS

We had a blast just getting to shake hands with the people that actually are making a huge impact in our communities. I know everybody down in pioneer foothills, all the kids, we all love playing heroes and helping people as Sunday, but law enforcement, officers are the real heroes. We had a blast just getting to shake hands with the people that actually are making a huge impact in our communities. I know everybody down in pioneer foothills, all the kids, we all love playing heroes and helping people as Sunday, but law enforcement, officers are the real heroes. 25
POLICE OFFICERS

25
BRONCOS BOYS & GIRLS CLUB MEMBERS

12
BRONCOS PLAYERS

12,960
MEALS

We had a lot of fun just getting to shake hands with the people that actually are making a huge impact in our communities. I know everybody down in pioneer foothills, all the kids, we all love playing heroes and helping people as Sunday, but law enforcement, officers are the real heroes. JUSTIN SIMMONS, SAFETY

JUSTIN SIMMONS, SAFETY

We had a lot of fun just getting to shake hands with the people that actually are making a huge impact in our communities. I know everybody down in pioneer foothills, all the kids, we all love playing heroes and helping people as Sunday, but law enforcement, officers are the real heroes.
Comprised of more than 20 players, the Denver Broncos Social Justice Committee selected five Colorado organizations to each receive $40,000 through the team’s Social Justice Fund. During a meeting earlier in the season, Broncos players discussed the challenges facing the Denver Community and ways they wanted to collectively make an impact.

Ultimately, the group identified five key focus areas to support for the cycle of funding, including Education, Juvenile Justice System, Food Insecurity, Mental Health and Homeless Youth. The five programs selected for funding were:

- Colorado UpLift (in-school programming)
- Denver Area Youth Services (pre-trial and transitional services)
- Food Bank of the Rockies (Kids Café)
- Second Wind Fund (therapy sessions for youth)
- Urban Peak (drop-in youth center)

Each year, the voluntary player committee will meet and determine programs and grants based on the ever-changing Colorado community needs.

Food insecurity was one of the committee’s target areas. None of these issues that we’re addressing here are standalone issues. All of these issues that are addressed by these five chosen organizations, are issues that impact all of us. This makes a huge impact to our operations and will make a difference in our community.

ERIN PULLING, FOOD BANK OF THE ROCKIES PRESIDENT AND CEO

Food insecurity was one of the committee’s target areas. None of these issues that we’re addressing here are standalone issues. All of these issues that are addressed by these five chosen organizations, are issues that impact all of us. This makes a huge impact to our operations and will make a difference in our community.

BRANDON M. CUSS, KICKER
Above: A local law enforcement officer teaches a young athlete how to tie her shoes at a PLAY 60 All-Ability Clinic hosted in partnership with Special Olympics Colorado. Officers volunteered alongside Broncos players to lead each activity station.

Below: As part of Random Acts of Kindness Week, Head Coach Vic Fangio surprises members of Aurora Fire Station 13 to thank the first responders for their service and dedication.

Above: Director of Corporate Partnerships Derek Thomas lays a wreath on a soldier’s grave in Fort Logan National Cemetery during a Staff Service Series event in partnership with Wreaths Across America.

Above: Safety Justin Simmons is coined by a TAPS family member during the 2019 Salute to Service PLAY 60 Clinic. Children were invited by Buckley Air Force Base, Fort Carson Army Base, Tragedy Assistance Program for Survivors (TAPS) and USO Denver.

Above: Cornerback Isaac Yiadom learns about the duties and responsibilities of a first responder from a member of the Arapahoe County Sheriff’s Office.

Above: Running back Phillip Lindsay packs and seals meals put together by local law enforcement offsets for the 3rd annual in the Montbello community by Food Bank of the Rockies.

Above: Safety Justin Simmons is coined by a TAPS family member during the 2019 Salute to Service PLAY 60 Clinic. Children were invited by Buckley Air Force Base, Fort Carson Army Base, Tragedy Assistance Program for Survivors (TAPS) and USO Denver.

Above: Cornerback Isaac Yiadom learns about the duties and responsibilities of a first responder from a member of the Arapahoe County Sheriff’s Office.

Above: Running back Phillip Lindsay packs and seals meals put together by local law enforcement offsets for the 3rd annual in the Montbello community by Food Bank of the Rockies.
More than 50 Denver Broncos players participated in the fourth annual My Cause My Cleats campaign, showcasing causes and nonprofits important to them. The My Cause My Cleats initiative was created in 2016 for NFL players to showcase the charitable cause that is most important to them for a national audience. Participating players had the opportunity to wear custom-designed cleats in support of their chosen cause during Week 14 games. More than 30 pairs of custom, game-worn and autographed cleats were auctioned off by the team with 100 percent of proceeds from the sale of each item benefitting the player’s designated cause.

Allen, Brandon  Alzheimer's Association
Atmoju, Jeremiah  Glory’s Hope Sickle Cell Foundation
Bailey, Quinn  Pat Tillman Foundation
Beck, Andrew  America’s Gold Star Families and Texas School for the Deaf
Brown, Fred  The Nephrotic Syndrome Foundation
Chubb, Bradley  The Chubb Foundation
Davis, Todd  A-Plus Living Foundation
Dawson Jr., Duke  International Children’s Anophthalmia & Microphthalmia Network (ICAN)
Falah, Nico  USC Caruso Catholic Center
Fent, Noah  Open Door Mission
Freeman, Royce  CASA of Imperial County
Fumagalli, Troy  Alzheimer’s Association
Gotin, Adam  Around the Campfire
Hamilton, DeeSean  Sweat Child Development Center and Susan G. komen
Harris, Chris  Chris Harris Jr. Foundation
Harris, Quadeer  Wichita Kid Foundation
Harris, Shelby  ShMRE
Heuerman, Jeff  Muscular Dystrophy Association
Hóżler, Aljaz  American Foundation For Suicide Prevention
Hotline, Justin  Alzheimer’s Association
Jackson, Kawen  Kearen Jackson Foundation
James, JaiWuan  Boys & Girls Clubs of America
Jenswirt, Andy  Hunting with Soldiers
Jewell, Josey  Logan’s Hope
Johnson, Alexandre  Alzheimer’s Association
Jones, Joseph  Gamer’s Outreach and KICKcanER
Kremer, Ecory  Zach Johnson Foundation
Lock, Dione  Leukemia Research Foundation
McGovern, Connor  TNT Kid’s Fitness and Gymnastics
McManus, Brandon  Project McManus
Miller, Von  Von’s Vision
Nelson, Corey  National Multiple Sclerosis Society
Parks, Will  Philadelphia Childhood Stroke
Patrick, Tim  Sarcoidosis Foundation of America and Sickle Cell Disease Association of America
Purcell, Mike  Wounded Warrior Project
Redd, Maliek  Fellowship of Christian Athletes
Rêxer, Dalton  Rectifier founder
Schottmann, Austin  Adam’s Angels and Special Olympics Texas
Simmons, Justin  Fuel Up to Play 60
Siver, Deyon  JED Foundation
Spencer, Quanteer  Everyman USA
Sutton, Courtland  A Precious Child
Taylor, Shaeky  American Diabetes Association
Wadman, Colby  Shriver’s Children’s Healthcare for Children — Northern California
Watson, Josh  Breast Cancer Research Foundation
Wilkerson, Elgin  Boys & Girls Clubs of Metro Denver
Withrow, Juwan  Team Withrow Youth Foundation
Winn, Billy  The Lupus Foundation of America
Wolfe, Derek  Beaver Local High School
Wolfe, Isaac  1Mission

Above: Broncos players proudly represent their chosen causes during the My Cause My Cleats game against the Houston Texans on Dec. 8, 2019.
When I look at these shoes, I think of all of the good times, even all of them at the end. She passed away my junior year in college. I think she got diagnosed my freshman or sophomore year. My aunt didn’t live that much longer. When it comes to cancer, it comes in all types and forms. It’s just one thing that I feel connects with everyone, especially with breast cancer in women and even some men. It really means a lot to me.

SHELBY HARRIS – SHARE

There just isn’t enough awareness out there about Lupus. My wife was diagnosed 10 years ago, and she was given nine months to live. Here she is 10 years later alive and kicking as much as she can. It means the world to have her in my life. She makes me a better person. My worst day ever will never compete with what she goes through on a daily basis. Every day is a bad day, but some days are less than others. It means the world to be able to stand for something and stand for her.

BILLY WINN – THE LUPUS FOUNDATION OF AMERICA

My cause is Multiple Sclerosis. My dad got diagnosed with it when I was in high school. I was a freshman when we found out that he had it. It was tough—it’s still tough. We can’t see in his left eye and he can’t feel anything in his right arm. It was an adjustment for my family. I wanted to do this on behalf of my dad because he never got to play the sport and he loves him through me. He loves it and it’s given him hope. I don’t know what I’d do this for him though so this is a huge surprise for him and me and my family.

COREY NELSON – NATIONAL MULTIPLE SCLEROSIS SOCIETY

This past June has been rough on my family. We lost three people within less than a year. I don’t usually talk about stuff like this, so having My Cause My Cleats allows me to express what I’ve been going through in my life and this is just one of the ways I can do something that happened to me and let them know that I can move forward after something like this.

TIM PATRICK – SARCOTOMA FOUNDATION OF AMERICA AND SICKLE CELL DISEASE ASSOCIATION OF AMERICA

I chose the Leukemia Research Foundation. My great-grandpa Joe actually died from Leukemia. It’s pretty special part of my story and because of this. Currently, I have a second cousin, her name is Maria Rose Brown, who is battling this andfighting this the best she can. I just want to do this for her and other that are battling this. I’ve lost some friends and family members. It’s not just something that I really wanted to do for some of the people in my life and just want to look in my eye...

DREW LOCK – Leukemia Research Foundation

A lot of people have something they have a cause for and something that they love to spread awareness or help or overcome for. This is just a great job by the NFL to allow us to do this and it’s something that I really wanted to do and I wanted to have someone to represent this awareness. I’m glad they started doing that for sure.

CHRIS HARRIS JR. – CHRIS HARRIS JR. FOUNDATION

The organization I chose was Everyday USA. I’m an athlete and what they stand for and what they’re reaching communities and this world naked. I love that idea. I want anything to help someone in need. I want anything to help someone in need. I want to get something for the people who can’t afford it to help them. They have to live with the things that happened to them while they’re in the military and that’s something that I just can’t do it for him. I want to do it for him. It’s something that I want to do it for them and this is just one way that I can do that.

DIONTAE SPENCER – EVERYDAY USA

A lot of people have something they have a cause for and something that they love to spread awareness or help or overcome for. This is just a great job by the NFL to allow us to do this and it’s something that I really wanted to do and I wanted to have someone to represent this awareness. I’m glad they started doing that for sure.

DREW LOCK – Leukemia Research Foundation

The organization I chose was Everyday USA. I’m an athlete and what they stand for and what they’re reaching communities and this world naked. I love that idea. I want anything to help someone in need. I want anything to help someone in need. I want to get something for the people who can’t afford it to help them. They have to live with the things that happened to them while they’re in the military and that’s something that I just can’t do it for him. I want to do it for him. It’s something that I want to do it for them and this is just one way that I can do that.

DIONTAE SPENCER – EVERYDAY USA

The organization I chose was Everyday USA. I’m an athlete and what they stand for and what they’re reaching communities and this world naked. I love that idea. I want anything to help someone in need. I want anything to help someone in need. I want to get something for the people who can’t afford it to help them. They have to live with the things that happened to them while they’re in the military and that’s something that I just can’t do it for him. I want to do it for him. It’s something that I want to do it for them and this is just one way that I can do that.

DIONTAE SPENCER – EVERYDAY USA
MAKING THEIR MARK – ROOKIES BEGIN A LEGACY

The Broncos’ 2019 Rookie Class made a significant impact on the field in its inaugural season in orange and blue. On December 17th, they made their impact felt off the field by hosting Christmas with the Rookies, a first-time event that gave 10 teenage boys in foster families a special night opening presents and eating dinner with Broncos players at UCHealth Training Center.

“We were excited when the rookies selected Kids Crossing as the partner organization for this event. Hosting teenagers this evening is so important because teenage boys in the foster care system are often the kids and the ages that get overlooked for holiday events. For the players to identify a segment of the foster care system that doesn’t receive a lot of support, this shows that they were thoughtful about who they wanted to impact and what they wanted to utilize their funding for,” said Denver Broncos Executive Director of Community Development Allie Engelken.

As the boys arrived at Pat Bowlen Fieldhouse, they were taken to the locker room, where each guest found a locker with their name on it. From top to bottom, presents — including a personalized jersey — filled the locker. And standing there, eager to meet them, were Broncos Rookies.

The event’s origin dates back to the Broncos’ inaugural Round with the Rookies fundraiser in May. The event, sponsored by Coca-Cola, raised $25,000. After the event, the Denver Broncos Charities organization opted to let the rookies decide how the money would be used.

The majority of the funds went toward gifts for the players. Some of the players even shopped for the gifts themselves. In addition, $5,000 was donated to the organization for programs and expenses, and the rest will help provide supplies for kids making their transitions out of foster care.

The group, led by Noah Fant, Dalton Risner and Drew Lock, discussed their options, and voted to support Kids Crossing, an organization based in Colorado Springs that aims to help provide homes and temporary care for children in foster care. The foundation’s Denver office serves about 30 children per month, the majority of whom are teenagers.

“It’s quite a journey. It feels like it really wasn’t that long ago, a Round with the Broncos at TopGolf. But it’s crazy how much money we raised at that event that’s gone toward here. That just says what kind of difference we have on the community and what we can do with that money and really that power we have. It’s crazy to even think about it,” said Aljah Holder, cornerback.

ALIJAH HOLDER, CORNERBACK

Top Left: Tight end Noah Fant has a tee-rific time at the first annual Round with the Rookies presented by Coca-Cola. Bottom Left: Spreading the holiday spirit, the locker room in Pat Bowlen Fieldhouse was transformed into a winter wonderland for foster children supported by Kids Crossing. Above: The Broncos’ 2019 Rookie Class hosted teenage boys in the foster care system for a very merry and memorable evening, including opening presents, dinner and a pickup game of football in the Pat Bowlen Fieldhouse.
The Denver Broncos selected safety Justin Simmons as the team’s 2019 Walter Payton NFL Man of the Year award nominee. The prestigious award, presented by Nationwide, recognizes a player from each NFL team for their outstanding leadership both on the field and in the community.

Selected by the Broncos in the third round (98th overall) of the 2016 NFL Draft from Boston College, Simmons has supported many organizations in the Denver metro area. In 2019 alone, he volunteered more than 3,500 minutes with 20 different local organizations.

Throughout his first four seasons as a Bronco, Simmons has worked directly with dozens of community organizations, including but not limited to: Boys & Girls Clubs of Metro Denver, Children’s Hospital Colorado, Denver Rescue Mission, Food Bank of the Rockies, Global Down Syndrome Association, Habitat for Humanity, Make-A-Wish Colorado, Mile High United Way, National Sports Center for the Disabled, Playworks Colorado, Special Olympics Colorado, UCHealth and USA Football.

A two-time winner of the team’s Community Ambassador Award (2017-18), Simmons has worked tirelessly to make a difference in five distinct focus areas: Youth Development, Hunger Relief, Health & Wellness, Youth Football and Civic Engagement.

I had no idea that I was even close to being able to be considered Walter Payton Man of the Year. I thought you had to do all this different stuff. So many guys that are deserving on this team that go to so many different events and give so much of their time to the community and charities and organizations. So, to be recognized as one of those guys and be a representative for the Broncos, it is truly humbling and truly humbling experience for me.

JUSTIN SIMMONS, SAFETY

Justin is a guy that is very deserving of that award. I know he puts in a lot of time off the field helping other people. The thing about it is the public, I think he really enjoys doing it and does it for all the right reasons, and it’s a great honor for the whole organization.

HEAD COACH VIC FANGIO
Above: Major Kinder Blacke, of Buckley Air Force Base, shares a hug with Justin Simmons and thanks him for his support of military initiatives during the past four seasons.

Below: Justin Simmons participates in an activity during the 2018 Hometown Huddle. The event brought kids from local Boys & Girls Clubs and coaches from Frisco, Colorado, to see organizations Simmons has worked closely with since 2016.

Above: Boys & Girls Club members Jace and Fuel Up to Play 60 leader Emma receive a special thank you from Justin Simmons in the form of custom tennis shoes designed by local artist, Bre Berry.

Above: During the 2018 Global Down Syndrome Foundation’s “Be Beautiful Be Yourself” Fashion Show, Justin Simmons escorts Ty down the runway.

Above: Justin Simmons visits with the Denver South Futures Football team during the 2019 Denver Public Schools Futures Football Championship game.

Below: As a Fuel Up to Play 60 Ambassador, Justin Simmons shares the importance of nutrition and maintaining healthy habits with elementary and middle school students throughout the Denver Metro Area.

Above: During the 2018 Denver Public Schools Futures Football Championship game, Justin Simmons visits with the Denver South Futures Football team.
VON MILLER
COMMUNITY IMPACT AWARD
The Broncos’ 2018 Walter Payton Man of the Year has raised more than $4.5 million for Von’s Vision foundation, which provides low-income Denver children with the eye care and corrective eyewear they need. In 2019, Miller grew his foundation’s impact by expanding Von’s Vision Centers in local Boys & Girls Clubs and at Texas A&M University, and by launching the Von’s Locker program to allow students to receive vision care on an ongoing basis without the barrier of transportation. Miller was recognized nationally in June with the Jefferson Award for Outstanding Public Service.

$400,000
RAISED AT VON MILLER’S WESTERN ROUND-UP GALA IN 2019
6,500
LOW-INCOME YOUTH SUPPORTED SINCE 2012

CHRIS HARRIS JR.
COMMUNITY AMBASSADOR
The Broncos’ 2017 Walter Payton Man of the Year was involved in team initiatives including the annual Denver Rescue Mission Holiday Party and Taste of the Broncos while regularly supporting his teammates’ personal philanthropic efforts. In 2019, The Chris Harris Jr. Foundation expanded its signature Coats for a Cause and Backpack Giveaway events to reach more kids in addition to launching a Reading Room at a local school in Metro Denver.

BRANDON McMANUS
COMMUNITY AMBASSADOR
McManus continued to take a leadership role in team events and programming, including serving as the event emcee for the fifth annual Taste of the Broncos fundraiser in September. In addition to supporting his teammates at their personal events, he launched his own foundation, Project McManus, with the inaugural ‘Kickin’ It in the Kitchen’ fundraiser and hosted various STEM workshops for local students.

WILL PARKS
COMMUNITY AMBASSADOR
Parks continued to support Boys & Girls Clubs of Metro Denver with club visits and participation in various events, while also volunteering nearly 40 hours in 2019 at more than 20 team and personal events. He deepened his community involvement in his hometown of Philadelphia through his work with Philadelphia CeaseFire to launch a basketball league aimed to help curb youth violence during peak hours.

VON MILLER 2018 COMMUNITY IMPACT AWARD

VON MILLER 2018 COMMUNITY IMPACT AWARD

CHRIS HARRIS JR.
COMMUNITY AMBASSADOR

BRANDON McMANUS
COMMUNITY AMBASSADOR

WILL PARKS
COMMUNITY AMBASSADOR

DALTON RISNER 2019 COMMUNITY ROOKIE OF THE YEAR
Since joining the team as a second-round draft pick in the spring, Risner volunteered at nearly 20 community events and spoke to students across Colorado about the importance of having a positive attitude and being a good teammate. In addition to his work with the team, he wanted to positively impact others through love and kindness through his RisnerUp Foundation.

JOE JONES
COMMUNITY AMBASSADOR
Jones volunteered more than 45 hours at 30-plus events in 2019, highlighted by nine visits to patients at Children’s Hospital Colorado. In addition to participating at team community events, he made personal donations to support the Stuff For Students school supplies drive, Denver Rescue Mission Thanksgiving food drive and Children’s Hospital Colorado’s holiday Adopt A-Family program.

JOE JONES
COMMUNITY AMBASSADOR

DALTON RISNER 2019 COMMUNITY ROOKIE OF THE YEAR

CHRIS HARRIS JR.
COMMUNITY AMBASSADOR

BRANDON McMANUS
COMMUNITY AMBASSADOR

WILL PARKS
COMMUNITY AMBASSADOR

74
THANK YOU TO OUR PARTNERS

505 Southwestern
7-Eleven
All Catty Products
American Casino Resort & Spa
Apple Vacations
Aramark
Arrow Electronics
Bally’s Moving and Storage
Breakthru Beverage
Buffalo Wild Wings
BWAB
CEAVCO
CenturyLink
Children’s Hospital CO
Cigna
City Pop Gourmet Popcorn & Candy
CO Wine Industry Development Board
Coca-Cola
Dairy MAX
Delta Dental
Denver Broncos Football Club
Diapers
Empower Retirement
Epicor
Event Brite
Extraction Oil & Gas
FedEx
Foresite
Fitness Gallery
Ford Motor Company
Gatorade
iHeart Radio
iShop

- Orthodontics
- Jack Link’s
- King Soopers
- Kroenke Sports Charities
- Magners Racing
- Monarch Casino & Resort
- National Pavilion Partners
- National Sports Center for the Disabled
- NFL Foundation
- Odell Brewing Co
- Old Dix Bakery
- Papa John’s
- Perfect Petal
- Publication Printers
- Ranger Energy Services
- SBoel’s Snow & Lawn Service, Inc.
- Santi Aubyn Homes, LLC
- Stadium Management Company
- Syco
- TABASCO
- TAG Restaurant Group
- TopGolf
- U.S. Bank
- UCH Health
- United Airlines
- United Concordia Dental
- United Healthcare
- Verizon Wireless
- Waste Management
- Xcel Energy
- Zayo

DENVER BRONCOS CHARITIES BOARD OF DIRECTORS

Founder: Pat Bowlen
Board President: Joe Ellis
Board Treasurer: Justin Webster
Board Secretary: Rich Stolte
Director: Jay Cherry
Director: Mike Freeman
Director: Lee Lerner
Director: Patrick Smyth
Director: Lisa Williams

OUR TEAM

Patrick Smyth
Executive Vice President of Public and Community Relations

Alv Engelsen
Executive Director of Community Development

Bobby Montes
Director of Youth and High School Football

Lisa Minnick
Sr. Manager of Community Development

Kate Shuster
Coordinator of Community Development

CONTACT US

DenverBroncos.com/Community
community@Broncos.NFL.net
@BroncosCommunity
@BroncosOffField
@BroncosOffField