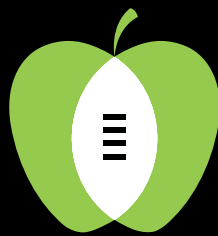


# GREAT TEACHERS CHANGE LIVES



**EXTRA YARD  
FOR TEACHERS**



**COLLEGE FOOTBALL PLAYOFF  
FOUNDATION**

**2022-23 YEAR IN REVIEW**





### **A LETTER FROM THE EXECUTIVE DIRECTOR**

On behalf of the CFP Foundation leadership team, thank you for your interest in our work. This has been an amazing year of growth for us across all of our pillars, which would not have been possible without the support we receive from so many wonderful partners.

We are proud to be the largest sports organization in the country focused on supporting PK-12 educators and their students. As school districts across the country tried to restore normalcy to their campuses, teachers were called upon to go the extra yard for students providing them with not only critically needed academic support to close gaps, but also much needed social and emotional support. We are so grateful for the opportunity to go the extra yard for them. This year our programming impacted approximately 35,000 teachers across all 50 states.

The positive impact we are able to make is truly a collective effort. The support we receive from great partners such as ESPN, the FBS conferences, bowl organizations, corporate and educational partners enables us to scale and expand from coast to coast. This annual review highlights how we support and celebrate remarkable teachers through these rich and impactful partnerships.

We believe that great teachers make the difference in student achievement and in building great communities, and we simply want to thank you for helping us help them. Together we are making a difference.

Sincerely,

Britton Banowsky  
Executive Director



### STATE OF PUBLIC EDUCATION IN THE U.S.

The American public education system is facing unprecedented levels of educator burnout, shortages and retention issues. States across the nation are grappling with exacerbated systemic conditions post-pandemic and finding solutions to better serve students.

- More than 75% of U.S. states are experiencing a teacher shortage (February 2023).
- Teacher retention is anticipated to become one of the biggest challenges in K-12 education in 2023.
- With more than one million students leaving U.S. public schools since the beginning of the pandemic, enrollment continues to decline.

**44%**

of public schools currently have full or part time teaching vacancies, per the National Center for Education Statistics

**49%**

of public school students began the 2022-23 year behind grade level, according to public school leaders

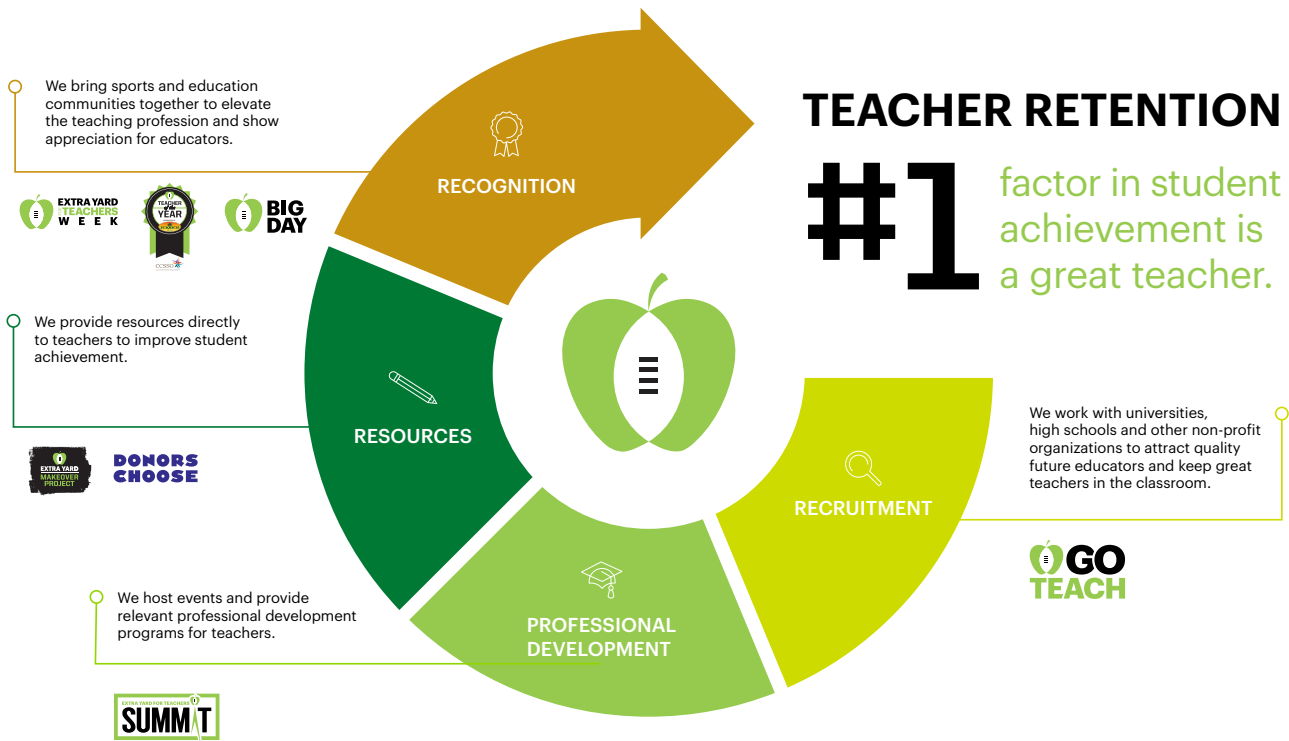
### Learning Gap

The average public elementary or middle school student lost the equivalent of half of a year of learning in math, and 6% of students were in districts that lost more than a full year.



## TEACHER RETENTION

**#1** factor in student achievement is a great teacher.



The CFP Foundation is the 501(c)3 non-profit organization serving as the community engagement arm of the College Football Playoff, working in partnership with institutions of higher education, sports organizations, corporations and non-profits to support educators and improve student outcomes. The purpose of the CFP Foundation is to support PK-12 education by celebrating and elevating the teaching profession with resources, recognition, professional development and initiatives aimed at recruiting and retaining top-quality teachers.

“The work of the CFP Foundation aligns with the fundamental reason we have college football, and that is education. Over the past decade, the Foundation has found unique and innovative ways to support K-through-12 teachers across the country in their extraordinary life’s mission. It has also served as the catalyst for bringing all of college football together to support a common cause—educators everywhere. We are proud of what the Foundation has accomplished, and we know even greater things lie ahead in the future.”

**Bill Hancock**  
College Football Playoff  
Executive Director

## COLLECTIVE IMPACT TOTAL

**68M**  
invested in education

**475k**  
teachers supported

**10M**  
students supported

**55k**  
schools benefitted



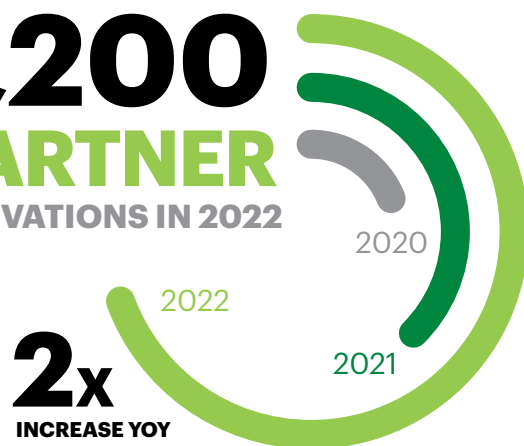
The eighth annual Extra Yard for Teachers (EYFT) week mobilized the college football community, which celebrated and honored educators in every state across the country.

For the second consecutive year, participation in EYFT week and the Big Day for Teachers more than doubled, with over 1,200 friends and partners of the CFP Foundation thanking teachers.

The effort was coast-to-coast, as schools, bowl games, conferences and college football journalists showered teachers with appreciation for all they do.

MORE THAN

**1,200**  
**PARTNER**  
ACTIVATIONS IN 2022



MORE THAN

**1.5M** invested in teacher resources nationwide

**15k** teachers recognized across the country

**40%** increase in social media mentions that recognized teachers, compared to last year's EYFT Week

## Tackling Burnout

Teachers who receive individualized recognition are less likely to suffer from burnout, a leading cause of attrition from the profession.



“I am so thankful that the College Football Playoff Foundation and the SEC were able to invest in our DonorsChoose project, which will help our students in a great way.”

**Paige Dodd**  
Huffman Academy Teacher  
Birmingham, Alabama

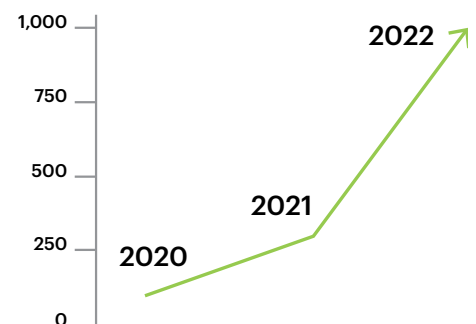
“It’s not about the accolades, but more that is reassuring that others know and express that what we do matters.”

**Kamil Simms**  
Elsie Robertson Lancaster STEM Middle School  
Dallas, Texas



The American Football Coaches Association (AFCA) was the CFP Foundation's first partner in establishing the Extra Yard for Teachers game ball recognition program in 2020. Since then, participation has more than doubled with over 1,000 middle and high school teachers being recognized through the program in 2022. Each teacher who was recognized earned an Extra Yard for Teachers game ball, a "Great Teacher" t-shirt and a \$25 gift certificate for classroom projects.

### Game Ball Kits







Eckrich has partnered with the College Football Playoff Foundation to honor teachers across the country, providing over \$2.3 million in resources, as well as funding Teacher Appreciation lunches at over 50 schools nationwide.

At each school stop, teachers were nominated for the Extra Yard for Teachers "\$1 Million Toss," where they could attempt a 15-yard throw for a chance to win a \$1 million donation to support their school district or various other DonorsChoose projects.

The tour culminated at the end of the season as Eckrich presented the Teachers

of the Year at the national championship game, honoring all of America's best educators on college football's biggest stage.

ESPN's Kirk Herbstreit and Marty Smith teamed up with Eckrich and the College Football Playoff Foundation to score additional donations for Extra Yard for Teachers by completing 15-yard throws through multiple targets ahead of the College Football Playoff National Championship, resulting in additional funds for teachers.



*"Working with Extra Yard for Teachers for another year has allowed us to further expand on our goal to give back and share our appreciation to dedicated educators everywhere."*

**Bethany Gurecki**  
Senior Brand Manager  
Eckrich at Smithfield Foods



The CFP Foundation's Extra Yard Makeover initiative has transformed and updated learning environments in more than 70 schools across the country.

With the help of School Specialty and other partners, the CFP Foundation continued to upgrade learning spaces at schools across the country and equip teachers with the technology and resources needed to support the needs of students.

Among the many makeovers revealed this past year, the College Football Playoff Foundation transformed a space at Morningside High School in Inglewood, California into an eSports Lab (a first for the Foundation), which will help teachers introduce students to technology and career opportunities in eSports.

OVER **70** makeovers across the country in the past six years

"This new generation, the brick-and-mortar and the core subjects don't attract them. But stuff like this, gaming and stuff, I look to this to be the engagement piece that reignites a certain joy."

**Mary Spruce**  
Assistant Principal  
Morningside High School

Makeover Map





The College Football Playoff Foundation established a partnership with DonorsChoose to ensure that its grants for classroom resources get delivered directly into the hands of teachers.

**\$9M**

distributed to educators through DonorsChoose.org on behalf of the College Football Playoff Foundation.

“It feels like a little tiny cheering squad telling me that what I do is important and people are happy to support both my students and myself. There are so many barriers we face as teachers, especially this school year, and each donation teachers receive is a way to help overcome these barriers!”

**Ms. De La Rosa**  
Rocketship Nashville NE Elementary School  
Nashville, Tennessee



**90%**

of teachers spend their own money on school supplies and other items their students need to succeed

### Resources Matter

It's not just about supplies. A 2020 University of Michigan study demonstrated that just one funded project at a school - despite its low cost - leads to improved academic outcomes for students.



# TUITION GIVEAWAY



“The Dr Pepper community has a long history of supporting education through tuition programs and college sports. We are proud to partner with the CFP to help student-athletes of all backgrounds follow their dreams from the field into the classroom.”

**John Alvarado**  
Senior Vice President, Brand Marketing  
Dr Pepper



To address the challenge in attracting and retaining teachers, the CFP Foundation created the Go Teach initiative in conjunction with Dr Pepper to recruit student-athletes into the teaching profession.

The Go Teach program has awarded nearly \$1 million of resources over the first three years to the 10 FBS conferences, as well as Notre Dame and historically black colleges and universities (HBCUs), to support and recognize student-athletes who are pursuing careers in education.

### Participating Conferences





### Go Teach Grow Your Own Programs

The CFP Foundation has expanded its Go Teach program to include Grow Your Own High School and academy programs, providing a marketing platform and grants to promote and prepare high school students for the teaching profession.

### Go Teach Grow Your Own Programs

These marketing campaigns and events, which seek to help recruit and retain teachers are focused on specific communities and areas of need, such as diversifying the pipeline and filling specialized roles (e.g., bilingual, STEM, etc.). In partnership with those cities that have hosted the national championship game, as well as other communities, the CFP Foundation’s teacher recruitment marketing and social media campaigns continue supporting placement of great teachers into open roles in the classroom.



“The rebuilding of a national black teacher pipeline takes thoughtful, deliberate investments. We are grateful and excited to know that Dr Pepper and the College Football Playoff Foundation will award scholarship dollars to 18 HBCU college scholar-athletes committed to teaching and leading classrooms upon graduation. HBCUs have always played a critical role in developing Black teachers, honing the Black Teaching Traditions and promoting cultural proficiency. Today is no different, and each of these future HBCU graduates will positively impact hundreds of students.”

**Sharif El-Mekki**  
Center for Black Educator Development





“We were very pleased that we were able to bring together a group of our future teachers to share a meal and hear from inspirational educators about their experiences, and what drives them to make educating our youth their life’s work. LA Unified is grateful to our friends at the College Football Playoff Foundation for providing the opportunity to our educators of tomorrow.”

**Bryan M. Johnson, Ed.D.**  
Director Certificated Workforce Management  
LAUSD

The College Football Playoff Foundation has been working with education partners and districts across the country to implement and support programs that focus on the development of a diverse teacher pipeline.

According to the Education Trust, “teacher diversity benefits all students, regardless of race or ethnicity. However, while the majority of students in the U.S. are of color, only about 20% of teachers are of color.”

As the host city for the College Football Playoff National Championship, Los Angeles Unified School District (LAUSD) hosted the Black Male Educators Convention in September 2022 as part of the district’s greater recruitment and retention efforts.

The panel featured former NFL player Jonathan Franklin, the Center for Black Educator Development’s Sharif El-Mekki, and many other leaders from LAUSD with the goal of uplifting and inspiring black male educators.

As part of the Go Teach Grow Your Own High School efforts, more than 100 LAUSD high school juniors and seniors interested in the education profession gathered for an inspirational lunch and workshop. The students were celebrated, reinforcing the importance of their decision to become a teacher and the influence they will have on the next generation.



The CFPF hosted the annual Extra Yard for Teachers Summit in Los Angeles in January 2023 focused on supporting teachers and education.

This free professional development summit—open to teachers locally and virtually nationwide—was complete with speakers, interactive panels, mini workshops and celebrity hosts.

U.S. Secretary of Education Dr. Miguel Cardona, the U.S. National Teacher of the Year, and each state’s Teachers of the Year were on hand to recognize the dedication and hard work of teachers.

Other appearances included ESPN’s Elle Duncan, media personality Rachel Lindsay, LAUSD Superintendent Alberto Carvahlo, and members of the Abbott Elementary cast.

Thanks to AT&T, teachers across the country had access to register and attend the Extra Yard for Teachers Summit virtually via live stream and on-demand viewing to participate in the professional development sessions at no cost.



“We appreciate the College Football Playoff Foundation and everyone involved that make summits like this happen. Being recognized and supported is important. Teachers often do not get the recognition we deserve, and the recognition does matter as it supports, validates, and encourages us to continue doing what we do best: engaging and enriching students’ lives.”



**Alma Ricarte**  
K-2 teacher  
Los Angeles



As part of the CFP National Championship, the CFPF worked alongside the Los Angeles host committee to support hard-working educators through recognition and appreciation events, classroom resources and grant distribution, media center makeovers and A+ lunches.



### Champions Educate Here

In partnership with the 2023 CFP National Championship, the Los Angeles CFP National Championship Host Committee, the LA84 Foundation and the Play Equity Fund, 46 local educators from 12 different schools were awarded with nearly \$20,000 as part of the “Champions Educate Here” program.

This program shined a spotlight on the impactful work of local educators and provided funding and support for requests aimed at nurturing the academic, mental health and social-emotional needs of students through sport, play and movement.

The grant recipients were acknowledged by Jimmy Kimmel at the Los Angeles Bowl in December, and participated in CFP National Championship weekend activities.



### Elevating The Teaching Profession

The CFPF hosted a reception for more than 50 principals and administrators from the Inglewood Unified School District during their annual leadership meeting.

“What the CFP Foundation does to support teachers and administrators is truly awe-inspiring.”

**Bernadette Lucas**  
ED.D. Chief Academic Officer  
Inglewood Unified School District





### Roybal School

CFP Foundation Executive Director Britton Banowsky joined the second gentleman of the United States Doug Emoff, Secretary Cardona and LAUSD Superintendent Carvalho for a visit to the newly-opened Roybal Film and Television Magnet School. The school mission is focused on building a more inclusive pipeline of historically underrepresented, college and career-ready students interested in film and television. It is funded through both public and private resources, and enjoys the support from numerous celebrities in the entertainment industry including George Clooney (actor producer, director), Mindy Kaling (actor, producer, director, author) and Don Cheadle (actor, producer, activist). The school provides students with a foundational understanding of the media and entertainment industry while preparing them for below-the-line professions.

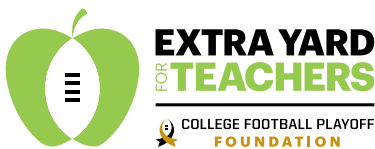


“Diversity and representation are important. We know more black male educators in our schools can have a big impact on kids.”

Tanya Ortiz Franklin  
LAUSD School Board Member  
District 7

### Principals Forum For Retention

The CFPF, Council of Chief State School Officers (CCSSO) and National Association of Secondary School Principals (NASSP) sponsored a discussion on teacher retention that resulted in a sense of urgency for systemic change that disrupts education and makes teaching a sustainable career.



CHAMPIONS EDUCATE HERE



Years after each CFP National Championship has concluded, the College Football Playoff Foundation continues to make a lasting impact on educators within host city communities thanks to its partnerships.

**Indianapolis**

The College Football Playoff Foundation continues to support recruitment and retention of teachers in Indianapolis through its Teach Indy partnership and Indiana Learning Lab resources. For the second straight year, the CFP Foundation and partner Honored participated in a blind student and parent nomination process to award educators with the Life Changing Teacher Award. Over 1,200 nominations were received in the first year.

“He (Mr. Julon Holmes) takes care of us when we are stressed. He is a trusted adult but also my friend.”

**Janette Camacho**  
Fox Hill Elementary Student  
Indianapolis, Indiana

**Miami-Dade Schools, College Football Playoff Foundation collaborate to bring state-of-the-art technology equipment**

BY TAVARES JONES  
FEBRUARY 28, 2023

Share



**South Florida**

The Capital One Orange Bowl and the CFP Foundation continue to partner with the major South Florida school districts to support Extra Yard classroom makeovers and investments in creating innovative spaces to meet the academic needs of students. The transformation of over 20 spaces is complete with additional makeovers to come.

SOUTHWEST MIAMI-DADE, FLA. (WSVN) - High-tech lessons happening across a dozen South Florida schools. Instructors now have a new tool to help them teach.

Students are putting down their pens and paper to pick up virtual reality headsets.

A first-hand look at the future.

That's what students at Lamar Louise Curry Middle School in Southwest Miami-Dade got to experience Tuesday.



**New Orleans**

The CFP Foundation and Allstate Sugar Bowl are still actively supporting teachers in the newly-created New Orleans Teacher Community. Together, the organizations have invested over \$1.5M since 2020 in support of New Schools for New Orleans and its programs that are designed to recruit and retain amazing teachers.

- An annual New Orleans Teacher Fest where teachers were celebrated and \$70K in grants were awarded.
- Investments in “Grow Your Own” teaching programs in New Orleans high schools.
- Teacher Recognition activities and perks, including honoring educators during the annual New Year’s Eve parade festivities.

“Our partnership with the College Playoff Foundation has been tremendous! Together we’ve built a citywide teacher community in New Orleans, started the inaugural Teacher Fest, launched a Grow Your Own Strategy all while continuing to manage the centralized job board we implemented in 2020 where we’ve had over 100+ quality teacher hires with an average of eight years of experience. None of this could have happened without the CFPF’s generous support and leadership.”

**Alex Jarrell**  
Chief Innovation Officer  
New Schools for New Orleans





The CFP Foundation and ESPN provide a variety of resources and recognition to teachers each year. Since 2014, the program has invested over \$2M. With its conference networks and on-air talent, ESPN continues to shine a light on great teachers, encouraging participation during Extra Yard for Teachers Week and the Big Day for Teachers.

By activating its Extra Yard for Teachers bus and photo booth at Playoff Fan Central during CFP National Championship weekend, ESPN raised awareness and engaged fans in recognizing great educators.

Support for educators has further expanded as the CFP Foundation and ESPN teamed up with ABC to support the Choose Kindness Project. During the national championship game, College Football Playoff Executive Director Bill Hancock, ESPN Chairman Jimmy Pitaro, Abbott Elementary’s William Stanford Davis, and the Walton Family Foundation announced a collaboration to provide new resources for teachers, coaches and parents on bullying prevention, intentional inclusion and mental wellness.



“Teachers are so special because they have such a knack for identifying students’ strengths and recognizing when they need help. My favorite teacher was my second grade teacher Mrs. Hopkins, who just so happened to help me through a really scary phase of my life when I was being bullied by a girl who was two years senior to me. Mrs. Hopkins went out of her way to help me, talk me through it and extended every courtesy possible to minimize the impact on me. I think of her all of the time.”

**Elle Duncan**  
Anchor and Reporter  
ESPN SportsCenter





# BOWL SEASON™

Extra Yard for Teachers is Bowl Season’s designated community initiative. For the second year in a row, every bowl game came together and participated in the Big Day for Teachers to honor teachers in each respective market. The partnership includes the opportunity to participate in an Extra Yard for Teachers grant-matching program for teachers during Bowl Season.

## \$3.7M

invested in resources for teachers in 2022 via matching-grant program

## 23

bowl games participated in a matching-grant program

## 3,500

teachers benefitted from the partnership this past year



The New Year's Six Bowls have been working with the CFP Foundation since 2014.



### Allstate Sugar Bowl

The Sugar Bowl continued its commitment to retention and recruitment of great teachers into the classroom. The Sugar Bowl supports New Schools for New Orleans with a focus on Grow Your Own programs and an annual NOETA teacher recognition ceremony and teacher appreciation events. Over \$160K in support went directly to help teachers obtain the classroom resources they need. They are also supporting Teach for America retention program. They participated in BIG DAY and Tag-A-Teacher to award DonorsChoose grants to teachers.



### Capital One Orange Bowl

The Orange Bowl continued its Orange Bowl Leadership Academy in eight schools and 16 classrooms. The Orange Bowl Leadership Academy provides an outlet for participants to set and achieve personal goals and objectives and to understand their options in life for success at home, their careers and in the community. The sessions are designed to inspire and unleash individual youth potential and leadership, while also creating career development awareness, knowledge and opportunities. The Orange Bowl also continued funding three media center makeovers in high-needs South Florida schools, participated in BIG DAY and Tag-A-Teacher programs to award DonorsChoose grants to teachers.



### Chick-fil-A Peach Bowl

Atlanta Public Schools received a \$200,000 grant to maximize student success. Through this grant, APS purchased the Goalbook Toolkit, an intuitive, easy-to-use online tool to help educators support and foster specialized student populations. The toolkit provides significant assistance for APS educators, giving them the ability to provide assessments and performance tools to help identify areas of regression and urgent needs for skill recoupment. The Goalbook Toolkit provided assistance to 336 APS special education teachers during the 2022-23 academic year.



“We are thrilled that once again the Peach Bowl and College Football Playoff Foundation have shown their commitment to Atlanta Public Schools and our students and educators. We value this partnership more than words can express. We look forward to even more collaborative efforts in the name of ensuring that our district continues to provide all of our students with a quality education that will be the foundation for a life filled with boundless choices and opportunities.”

**Dr. Lisa Herring**  
APS Superintendent



### Goodyear Cotton Bowl Classic

The Cotton Bowl invested in three Dallas-based organizations. Its grant to Urban Teachers supports the recruitment, selection, preparation and support of effective teachers for high-need Dallas schools, leading to a robust pipeline of qualified teachers who are supported through high-quality professional development and retained in the classroom. The second investment was made to the UNT Call Me Mister Program, where funds were used to increase the pool of available teachers from a broader, more diverse background. Educate Texas awarded \$30K to support the classroom resources, teacher recruitment/retention or teacher professional development. There were four awards for innovative school models resulting in a total investment of \$120K in high-performing North Texas teachers.



### Rose Bowl Game

The Rose Bowl continued its support of the Pasadena Educational Foundation. The Pasadena Educational Foundation Teacher Grants help bring more creativity, innovation and inspiration into PUSD classrooms by providing the resources needed to help teachers and principals take their creative projects from idea to reality and enhance the classroom experience for their students. The partnership also included support for Grow Your Own high school teacher prep in Pasadena, as well as library makeovers at Octavia Butler Middle School and Elliott Middle School.



### Vrbo Fiesta Bowl

The Fiesta Bowl continued its annual “Wishes for Teachers” program where teachers submit an online application detailing ir school or classroom need. After meeting the criteria, wishes are selected at random for teachers to each receive a \$2,500 grant. Local community heroes and celebrities selected teachers and notified those recipients. Wishes have ranged from new computers for classrooms to special education sensory and manipulative materials, vision testing and glasses for students, laundry machines and everything in between. The Fiesta Bowl also participated in the BIG DAY and Tag-A-Teacher programs to award DonorsChoose grants to teachers.



### EasyPost Hawai'i Bowl

Since 2018, the EasyPost Hawai'i Bowl, Teach For America - Hawai'i and the organizing committee of the bowl have been working together to support teachers. The partnership began by distributing \$1,000 grant awards to lucky teachers on the island's west side, opening doors to a brighter future for educators and students alike. This year, they raised the group raised \$100,000 with the help of the College Football Playoff Foundation and local corporate support from Hawaiian Airlines, Outrigger Resorts and Hotels, Rix Island Wear and the friends of Hugh Yoshida. Teachers were recognized during the game and projects at 64 schools were funded to support 2,760 students. Over 90 projects included resources such as STEM resources, social emotional learning spaces and literacy materials.



### Florida Citrus Sports

Florida Citrus Sports (FCS) is committed to supporting educational efforts in the LIFT Orlando region and surrounding areas by organizing various matches. As part of this goal, the organization recently donated a sum of \$50K to the DonorsChoose program to facilitate teaching resources in the area. Additionally, FCS has provided a Media and Library Makeover to Orange Center Elementary and participated in the BIG DAY event, an initiative to award DonorsChoose grants to deserving teachers. This effort was complemented by teacher appreciation lunches, which were organized at all five LIFT Orlando schools. Together with FCS, \$300K has been invested in resources supporting 941 projects, 360 teachers and 10K students.



### AutoZone Liberty Bowl

The Liberty Bowl partnership supported teachers at St. Jude School with over \$340K in support. Teachers at the St. Jude School work with patients and their siblings during their stay in Memphis to help maintain their schooling and academic and developmental progress so that when they return home, they can continue in their appropriate grade. The AutoZone Liberty Bowl also participated in BIG DAY and Tag-A-Teacher programs to award grants to teachers. The total impact this year is over \$340K, and helped 13,000 students through partnership and 1,200 students this year.





### New Mexico Bowl

The New Mexico Bowl recognized 20 deserving educators from different regions across the state, awarding them each with \$1,000 to benefit their respective classrooms. In recognition of their outstanding commitment to improving the lives of children in New Mexico, the deserving teachers were selected by their colleagues to receive the award. The money was given out during a timeout in the game, held at University Stadium in Albuquerque. PNM collaborated with the New Mexico Bowl and joined hands with the College Football Playoff Foundation in order to make it possible.



### Radiance Technologies Independence Bowl

The Independence Bowl exceeded expectations by making two donations to benefit teachers and schools in Louisiana. During EYFT Week, the bowl's \$45,986 donation benefited 54 projects and 45 individual teachers. In February 2023, the Independence Bowl later made two \$5,000 donations to local schools, which benefited another 55 teachers.



### Wasabi Fenway Bowl

For the second straight year, the Fenway Bowl demonstrated its unwavering commitment to supporting education in the Boston Community using its matching grant to recognize 30 teachers as part of its Honor Roll program. Three teachers were selected and named the Honor Roll's "Monster Finalist," receiving \$5,000 in DonorsChoose, a feature in the Boston Globe and game tickets. The other 27 teachers received \$400 in DonorsChoose gift cards.

### Other bowl games that participated in matching grants and provided DonorsChoose gifts to teachers in their communities:

- Barstool Arizona Bowl
- Duke's Mayo Bowl
- Frisco Bowl
- Guaranteed Rate Bowl
- Jimmy Kimmel LA Bowl Presented by Stifel
- Lending Tree Bowl

- Military Bowl presented by Peraton
- Reliaquest Bowl
- SRS Las Vegas Bowl
- TaxSlayer Gator Bowl
- Tony the Tiger Sun Bowl
- Valero Alamo Bowl



The College Football Playoff Foundation’s valued conference partners have continued to demonstrate an unwavering commitment to the cause. Their remarkable efforts have been recognized, as they continuously engage and expand their outreach and participation in many of the CFP Foundation’s initiatives. Among these are ground-breaking initiatives like the Go Teach Dr Pepper Tuition program, Extra Yard for Teachers, BIG DAY, Tag-A-Teacher, and other creative programs that benefit educators within their respective conference communities all year round.

**\$2M**

was invested by conference partners in programming to help educators.



**American**

The American Athletic Conference spread the gift of over \$90K in classroom resources to teachers within its conference footprint during the football season. Each member institution had student-athletes participate by delivering DonorsChoose gift cards to classrooms, in addition to a \$10,000 gift that was awarded by the conference office during Teacher Appreciation Week.



**ACC**

The ACC honored educators on field at its conference football championship game, as well as at a unique teacher appreciation activation at its Fan Fest. Over \$75K in mental health and sports projects were funded for over 100 teachers at high needs schools in Charlotte, North Carolina, where the ACC Championship Game is hosted, and the cities of the two participating teams. ACC Network’s “The Huddle” honored teachers on the BIG DAY and all 15 member schools nominated student-athletes to receive the Go Teach Dr Pepper Tuition Giveaway Award.



### Big 12

The Big 12 Conference provided teachers with DonorsChoose gift cards to fund resources at area schools within its current footprint and is investing in Extra Yard Makeovers at schools as part of the welcome plans to its new members in the communities of Provo, Utah; Cincinnati, Ohio; Orlando, Florida; and Houston, Texas.



### Big Ten

The Big Ten supported educators in a variety of ways, including the recognition and awarding of grants to 10 great teachers at its conference football championship game and men’s basketball tournament, the support of Teach for America recruitment programs in Indiana and resources for under-resourced children from New York public schools through GO Project, plus a \$20K grant to the Barbara Bush Foundation to support literacy equity.



### C-USA

Each Conference USA member received gift cards to Michaels, as well as DonorsChoose grants, to recognize deserving teachers. The surprises were showcased on the conference’s social media channels. In addition, C-USA helped support the future teacher pipeline by awarding 11 student-athletes with the Go Teach Dr Pepper Tuition award. On the Big Day, conference office staff helped teachers get ready for the new school year by helping set up classrooms.



**MAC**

The MAC renewed its matching partnership with Cleveland Metropolitan Schools to support programming for the Teacher on Assignment program, appreciation lunches at professional development sessions and new teacher appreciation events. Funds for classroom resources were provided to educators during teacher appreciation week event. Commissioner John Steinbrecher personally surprised the Go Teach Grand Prize winner Madelyn Boyd with a \$12,500 check to support her teaching pathway.



**Mountain West**

Mountain West universities showed their support for teachers in various ways, including acknowledging their hard work during games, organizing exclusive teacher appreciation tailgate events, encouraging fans to contribute supplies for teachers, and offering opportunities for professional development. Additionally, the conference office allocated resources towards the Goodie Two Shoes program in Las Vegas, site of the conference basketball tournament, to help educators meet the basic needs of their students. In keeping with their commitment to education, the Mountain West also took part in the Go Teach Dr Pepper Tuition giveaway initiative of 2022.



**Pac-12**

To provide support during Extra Yard for Teachers Week, the Pac-12 Conference office made an effort to similarly distribute funds among universities and the conference as a whole. The projects that received funding primarily centered around promoting diversity, equity, and inclusion (DEI), as well as emphasizing mental health initiatives. Additionally, in partnership with the program, the Pac 12 Networks sought to recognize noteworthy teachers through various social media campaigns, sharing their stories with viewers throughout the season. The Pac-12 remained extremely active in its participation toward continuous programming aimed to facilitate and aid the initiatives such as Big Day for Teachers, Tag-A-Teacher and the Go Teach Dr Pepper Tuition program.



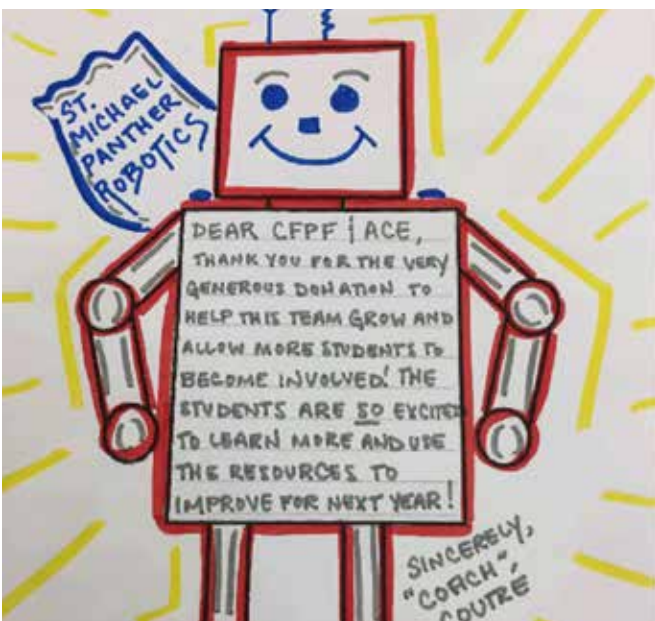
### SEC

During its conference championship game, the SEC contributed \$9K in DonorsChoose to support school projects within Atlanta Public Schools and Birmingham school districts. In addition, the SEC Network highlighted 14 great teachers on its broadcasts throughout the football season. The SEC remains committed to elevating teachers through its participation in the Big Day for Teachers and the Go Teach Dr Pepper Tuition program where, for the third year in a row, it awarded tuition support for another 11 student-athletes who are aspiring to become teachers or coaches.



### Sun Belt

The Sun Belt Conference provided each member institution with a grant to create a teacher recognition moment and classroom resource award at a home football game during Extra Yard for Teachers Week. Grant funds were also made available to the two teams who advanced to the conference championship game. Additionally, the Sun Belt surprised the Sun Belt Go Teach Dr Pepper Tuition grand prize recipient with a special championship game experience and recognition.



### Notre Dame

Over the course of its partnership, Notre Dame (combined with the CFP Foundation's match) has invested over \$4.5 million, including nearly \$500,000 this year alone, to support teacher recruitment for its Alliance for Catholic Education (ACE) efforts. Notre Dame bolstered the training provided for its ACE teachers through their Master of Education degree program in which educators are simultaneously enrolled and teaching full time in under-resourced schools across the United States. Notre Dame also participated in the BIG DAY and Tag-a-Teacher programs to further recognize great teachers in the community.



Each year, the College Football Playoff Foundation collaborates with other sports organizations and both former and current student-athletes to support our work and uplift teachers.



### NFL Foundation Uplifts Teachers

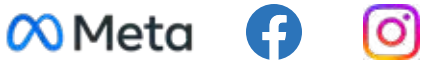


As part of the CFP Foundation's partnership with the NFL Foundation, select players in attendance at the 2022 NFL Draft received a \$1,000 DonorsChoose gift card to give to a teacher who positively impacted them, totaling \$20,000. To promote the effort, Ms. Deanne Moyle-Hicks, the 2022 Nevada State Teacher of the Year, received the opportunity of a lifetime by announcing a selection for the Las Vegas Raiders during the NFL Draft. This is all part of the four-year partnership between the CFP Foundation and the NFL Foundation that has now raised nearly \$240,000 through a charity auction.



### Meta Engages Student-Athletes

This year, in partnership with the CFP and with Meta, several student-athletes used their personal social media platforms to recognize great teachers who helped get them where they are today, while raising funds to further support the CFP Foundation’s Extra Yard for Teachers and Go Teach efforts. During the special NIL Empower Challenge, Illinois sophomore soccer student-athlete Syd Stephens raised the most money of the group and also won the Go Teach Dr Pepper Tuition Giveaway that will help her achieve her goal of becoming an educator herself. Stephens attended the CFP National Championship in Los Angeles and was honored at the Extra Yard for Teachers Summit.





“We are so fortunate that with the help of partners we are able to expand our reach to teachers. A perfect example is how AT&T stepped up to provide free access to the 2023 Extra Yard for Teachers Summit by providing access to the live stream to teachers across the country as a virtual sponsor. The more teachers we can support the better our communities will be.”



**Britton Banowsky**  
Executive Director  
CFP Foundation



### CORPORATE PARTNERS



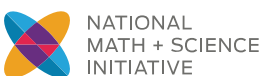




“It was an honor to join the College Football Playoff Foundation’s Extra Yard for Teachers Summit in January. I loved every minute of it - the energy, the enthusiasm, but most of all - the educators.

**Dr. Miguel Cardona**  
U.S. Secretary of Education

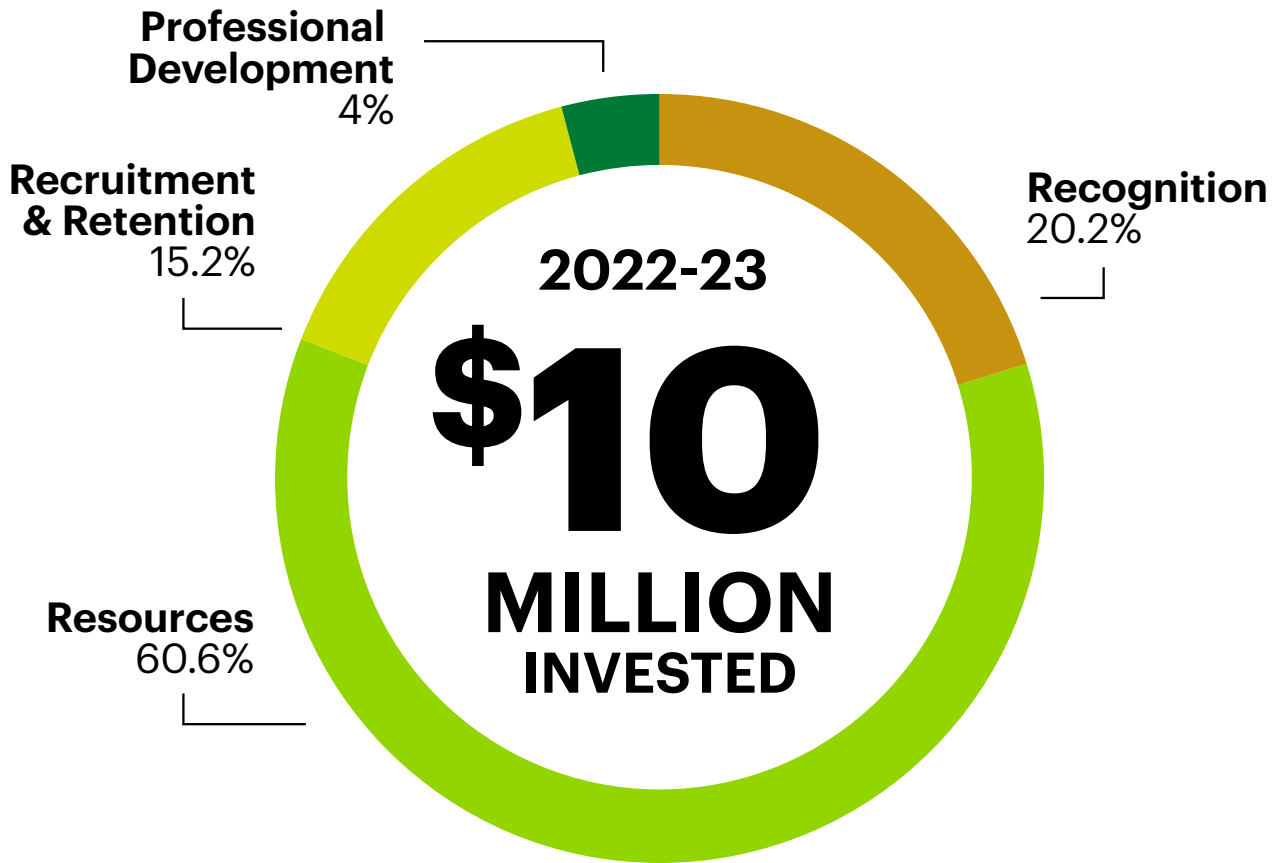
## EDUCATION PARTNERS





### CURRENT YEAR COLLECTIVE IMPACT

Collective impact includes CFP Foundation and partner investments projected by June 30, 2023.



 **34k** teachers supported

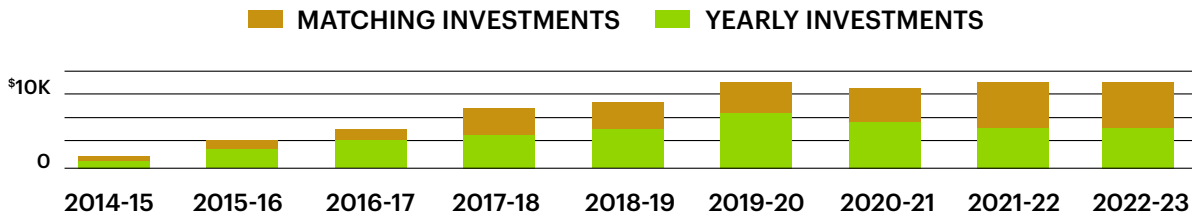
 **7k** schools benefitted

 **900k** students supported



## COLLECTIVE IMPACT TOTAL

Collective impact includes CFP Foundation and partner investments since 2014



**68M**

invested in education



**10M**

students supported



**475K**

teachers supported



**55K**

schools benefitted

Over

**113%**

year-over-year increase in social mentions in 2022-23



The CFP Foundation is governed by a Board of Directors, which includes the commissioners of the 10 FBS conferences and the athletics director at the University of Notre Dame. The Executive Director, Chief Operating Officer and Chief Financial Officer of College Football Playoff also serve as officers.

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\*CFP Foundation Committee Member

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“Our teachers will set up the next generation of thinkers and problem-solvers in this country, We’ll only be as successful as our teachers are, so we need to show them our support through programs like Extra Yard for Teachers. A way to do that is by using the resources and power of college football to make a positive difference in the lives of teachers everywhere in the hope that every student has a great teacher to support their learning.”

**John Urschel**  
Assistant professor at MIT,  
former All-American offensive lineman at Penn State  
and CFP Foundation Ambassador



### KEY DATES

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- Teacher Appreciation Week .....May 8-12, 2023
- Extra Yard for Teachers Week .....September 15-23, 2023
- Big Day for Teachers ..... September 19, 2023
- Teacher of the Year Presented By Eckrich .....January 5-9, 2023
- Extra Yard for Teachers Summit ..... January 6, 2023

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- #GreatTeachersChangeLives
- #ExtraYardGameBall
- #ExtraYardWeek
- #ExtraYardSummit
- #BigDayforTeachers
- #ExtraYardMakeover

