A LETTER FROM THE EXECUTIVE DIRECTOR

There are few professions in the world more important, more impactful or more inspirational than those in education. Each year, teachers and school administrators shape the lives and futures of millions of children across this country, and they do it with purpose, passion and a level of preparation that all of us can appreciate. But they can’t do it alone. Education is a team sport, and to truly be successful at it, educators need resources, professional development opportunities, recognition programs and a commitment from their communities to help recruit and retain the best and brightest in the field.

As the largest sports organization in the country dedicated to supporting PK-12 teachers and students, we are proud to be part of the team that stands up for these professionals. Along with our affiliated conferences and universities, bowls, host committees and broadcast partners, the College Football Playoff Foundation enters 2022 with a clear game plan: build on the continued success of our shared programs and initiatives to elevate the teaching profession in America.

In this annual review, you will see the different ways that we’ve been able to use the popularity of college football to celebrate the contributions that teachers make and find solutions for the challenges they face. We’re making progress and moving the ball ever closer to the goal line of restoring education to its rightful place as one of our nation’s most rewarding professions, but this game is far from over and there’s plenty of work still to be done. So on behalf of our partners and the educators we serve, thank you for taking the time to read this report and learn how we work together as a team to ensure that teachers can continue to be the game changers we need them to be.

Sincerely,

Britton Banowsky
Executive Director
The PK-12 public education system is facing ongoing demands, staffing challenges and disruptions to learning following the pandemic.

- 55% of the workforce is considering leaving the profession (January 2022)
- Students in majority black schools experience a more pronounced learning gap
- Of the $189 billion in emergency relief funds allocated to education, 80% of the funds have not been used
- Enrollment is down 3% across all schools

OVER

600K teachers have left the profession since the start of the pandemic

33% of parents reported being very or extremely concerned about their child’s mental health

Learning Gap

By the start of the 2021 school year, students were significantly behind in math (four months) and reading (three months)
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.

**COLLECTIVE IMPACT TOTAL**

- **$57M** invested in education
- **450K** teachers supported
- **9.2M** students supported
- **50K** schools benefitted
Extra Yard for Teachers (EYFT) Week is the College Football Playoff Foundation’s annual celebration that brings all of college football together to honor great teachers at games and through social media.

For the second straight year, college football celebrated the Big Day for Teachers. On September 14, more than 500 community, education and corporate partners joined the CFP Foundation to recognize educators across the country as coaches, student-athletes and their peers surprised teachers in their classrooms or through Zoom calls and videos to express gratitude for their perseverance and dedication to students.

MORE THAN

500 PARTNERS
250 PARTNERS IN 2020

131M estimated media reach

7K teachers recognized across the country
“Thank you again so much! I was able to order some hands-on manipulatives for my most needy students. With COVID restrictions and tight budgets, it has been difficult to acquire the materials that we know would be most effective. Your generosity is helping me to reach those students! I am so very grateful!”

Nancy Williams  
Learning Specialist  
Centennial Elementary School

In partnership with the National Teachers Hall of Fame, a free virtual professional development session was offered on the Big Day. In addition, the CFP Foundation announced its contribution as a founding partner of a newly-renovated space for a Hall of Fame for Teachers.

“Thanks again for valuing teachers and the role they play. I really appreciate the value the College Football Playoff Foundation bestows upon educators.”

Jamil Siddiqui  
2019 MA Teacher of the Year  
2020 NTHF Inductee
For the past three years, Eckrich has partnered with the College Football Playoff Foundation to honor and support teachers across the country by investing more than $2 million.

Through an expanded partnership this year, more than 30 school locations were visited to recognize teachers and provide DonorsChoose resources.

Each stop included the Extra Yard for Teachers “$1 Million Toss”, where educators were nominated to 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 with Eckrich presenting the Teachers of the Year on field at the national championship game, honoring all of America’s best teachers on college football’s biggest stage.

ESPN’s Kirk Herbstreit and Marty Smith teamed up with Eckrich and the CFP Foundation to score additional donations for Extra Yard for Teachers by completing 15-yard throws through a target at Playoff Central ahead of the 2022 national championship game.

“There’s no denying that teachers are heroes worthy of recognition like the Teacher of the Year Championship Experience, presented by Eckrich. We are grateful for the opportunity to show our gratitude to those who do so much for our nation’s youth. It was truly an honor to stand side-by-side with educators from all over the nation as they were celebrated on the field at the College Football Playoff National Championship. Their dedication to the teaching profession is an inspiration to all.”

Shane Smith, President and CEO
Smithfield Foods (parent company of Eckrich)
For the second consecutive year, the College Football Playoff Foundation recognized teachers throughout the country with its game ball recognition program and delivery kits.

The kits were used by coaches and administrators to recognize over 200 fellow teachers at a game or in the classroom during Extra Yard for Teachers Week.

Each teacher nominated received an Extra Yard for Teachers game ball, a t-shirt and a $25 DonorsChoose card for classroom projects.

“I was pleased to be able to honor teachers that go the extra yard to make sure their students are successful. Both Mrs. Banister and Mrs. Haynie are willing to help students in need. They were recognized for being outstanding teachers who go the extra yard and have the results to prove it.”

Tommy Poole
Prescott HS Principal
Teachers are determined to help their students learn no matter the setting, and the CFP Foundation, through its Extra Yard Makeover Project initiative and with the help of partners like School Specialty and others, continued to uplift learning environments across the country and equip them with the technology needed to support teachers.

“Some of these rooms haven’t been touched in 40 years. When we talk to the school boards, they said this is the most impactful thing we’ve done. When you’re looking at the 100,000-foot view, you’re looking at the impact and measurable outcomes. But when you get in the environments of the actual recipients, it strikes an emotional chord.”

Eric Poms
Chief Executive Director
Capital One Orange Bowl

OVER
60
makeovers across the country in the past six years
“I’m so grateful that the CFP Foundation supports teachers by donating needed funds and offering critical resources at a time when, more than ever, our jobs are a real challenge.”

Tracey Pendley
2021 Georgia Teacher of the Year

80% of teachers spend their own money on school supplies for their students

$8M has been distributed by the CFP Foundation and its partners to educators through DonorsChoose
Studies show that student-athletes make great teachers, and many want to become coaches.

For the second straight year, the College Football Playoff Foundation and Dr Pepper supported student-athletes looking to become teachers with the Go Teach Dr Pepper Tuition Giveaway.

In 2021, over $425,000 in tuition grants were available to all 10 Football Bowl Subdivision (FBS) conferences and the University of Notre Dame.

Over 100 student-athletes received $2,500 tuition awards, including 10 grand prize recipients who received an additional $10,000 in tuition assistance.
Go Teach Grow Your Own High School Programs

The CFP Foundation has expanded to support grassroots marketing efforts for high school and other community organizations to promote the teaching profession.

Go Teach Recruitment Campaigns

In partnership with our CFP National Championship host cities and other communities, the CFP Foundation initiated teacher recruitment marketing campaigns, helping place hundreds of great teachers into open roles in the classroom.

Go Teach University Partnerships

The CFP Foundation provides athletic and academic departments at universities nationwide a platform to assist with the marketing and recruitment of students into teaching professions.

- For over six years as part of its Alliance for Catholic Education (ACE) program, Notre Dame has promoted an Extra Yard for Teachers fundraising match campaign to support Notre Dame graduate teachers.

- In 2021, the partnership raised over $500,000 bringing the overall total to over $4 million invested in the ACE program.
The CFP Foundation’s annual Extra Yard for Teachers Summit, powered by Get Your Teach On, was a big hit as part of the CFP National Championship weekend, culminating with an event at the NCAA Hall of Champions and Conference Center in Indianapolis on January 8.

The Extra Yard for Teachers Summit was also made available virtually for teachers anywhere to access the content. In addition, the Summit was available through the Indiana Learning Lab, the digital resources hub created for Indiana educators as part of the CFP Foundation’s impact work with the 2022 CFP Indianapolis Host Committee.

A top highlight of this year’s Summit was a “fireside chat” with U.S. Secretary of Education Miguel Cardona, along with Katie Jenner (Indiana Secretary of Education), Juliana Urtubey (National Teacher of the Year), Rachel Lindsay (media personality and CFP Foundation ambassador), and Nick Ferroni (nationally-recognized educator and activist), among others.

In addition, educators were surprised with appearances by Grammy Award nominee and National Anthem singer, Natalie Grant, as well as ESPN college football analyst David Pollack.

“We love the high energy. I feel like that helps us, especially these days. We need to be refreshed sometimes so we can bring that energy into the classroom as well.”

Rachel Peck
Third-Grade Teacher
Fishers Elementary School
In response to needs exposed by the pandemic, the Indiana Learning Lab was introduced in 2020 as the “eLearning Lab,” developed by Five Star Technology and supported by the 2022 Indianapolis Host Committee and the CFP Foundation, to support educators with instructional resources, professional development opportunities and other best practices.

The platform offers resources to educators that can enhance their teaching and growth, including live and on-demand workshops and live coaching from Indiana Department of Education (IDOE) staff.

The ready-to-use resources, lesson ideas and online communities are focused on supporting literacy instruction, digital instruction and science, technology, engineering, and math (STEM) instruction.

1/3 of all Indiana teachers (25,000) have engaged with the Indiana Learning Lab.

“Great teachers change lives, and supporting these educators with the guidance and resources they need to continue this transformative work is one of our top priorities. The Indiana Learning Lab, a vision started by education stakeholders at the local level, offers an example of how working together, we can maximize the impact.”

Dr. Katie Jenner
Indiana Secretary of Education
As part of the College Football Playoff National Championship, the CFP Foundation supports projects in the host city that make a positive impact on education for years to come.

The Indianapolis Host Committee and the CFP Foundation made a total contribution of $2.5 million to support education in Indiana, including the Indiana Learning Lab and Teach Indy, an effort to recruit and develop high-quality, diverse educators in Indianapolis.

Those funds were matched by the Indiana Department of Education to sustain the initiative well into the future.
“Being a teacher is not an easy experience, it has its ups and downs. It can be a rewarding experience but it is still not easy. It is always good to feel the appreciation of others and it keeps you motivated. The game was awesome. It was one of the best game experiences I have ever had! Thank you so much for the opportunity to participate. It was a great experience.”

Kevin Melrose
Northwest Middle School
New Orleans

In January 2020, the College Football Playoff National Championship was hosted in New Orleans, and the CFP Foundation donated over $1 million to New Orleans public school teachers through its primary platform, Extra Yard for Teachers.

Two years later, the CFP Foundation and Allstate Sugar Bowl are still actively supporting teachers there, contributing over $200,000 to support programs designed to recruit and retain amazing teachers.

Recruitment and retention are the biggest challenges that public schools in our country face, especially in urban districts and rural areas. We’ve focused on efforts and methods to recruit the right candidates and train them. In addition, we want to educate our current teachers even more and make them feel valued. Every teacher matters.”

Alex Jarrell
Chief Innovation Officer
New Schools for New Orleans

They will also be sponsoring the inaugural New Orleans Teacher Fest on May 5, 2022 in Champions Square. And, through a partnership with New Schools for New Orleans, the CFP Foundation and Allstate Sugar Bowl have contributed to programs that are supporting current New Orleans teachers and helping to find and develop future educators.

These programs include:
- “Grow Your Own” teaching programs in New Orleans high schools
- Grants for current teachers, which will be awarded at the Teacher Fest
- A recruitment campaign to attract more excellent teachers into New Orleans public schools
Bay Area
Since 2018, the CFP Foundation has been investing in education in the Bay Area through the funding resources for schools, supporting educators facing crisis following wildfires. In addition, the CFP Foundation continues to support grants in partnership with 49ers EDU as part of the Follow Your Bliss Awards that honor teachers who lead future generations with purpose, passion, dedication and love.

South Florida
The College Football Playoff Foundation’s work in South Florida and the city of Miami continues as Extra Yard makeovers are completed, featuring innovative changes to meet the unique social, emotional, and academic needs of teachers and their students. Together with the Capital One Orange Bowl, over 20 learning environments have been transformed, providing educators the support and recognition they need.

Los Angeles
Understanding the importance of supporting the whole student, the CFP Foundation and Los Angeles Host Committee will focus their legacy efforts on creating and implementing programs that develop youth both inside and outside the classroom.

A partnership with LA Unified School District and LA84 Foundation will support teachers with scheduled activities throughout the 2022-23 school year. The focus of the activities will be within the CFP Foundation’s four core areas of work:

- Teacher Recognition
- Classroom Resources and School Renovations
- Professional Development for educators with an emphasis on social emotional learning
- Recruitment and Retention
As the pandemic endured into 2021, students and teachers continued to be challenged by the virtual learning environment and were faced with new hurdles brought on by the stresses of mental health issues. This year, ESPN was pleased to fund projects for Indianapolis Public School teachers and coaches with a focus on equity and professional development with the addition of Doc Wayne’s Professional Development Champions Network, which provides mental health preparation using a sports-based approach. ESPN is proud to continue to support the efforts of Extra Yard for Teachers and we look forward to the 2022 college football season.

Angela Woods
Senior Director of Corporate Citizenship
ESPN

ESPN supports the CFP Foundation throughout the college football season each year, investing $2.7 million in the Extra Yard for Teachers initiative since 2014.

ESPN, along with its conference networks and on-air talent, went above and beyond to show educators that their dedication has not gone unnoticed through a special “Teachers Answer the Call” PSA campaign.

In addition to the spot that ran during college football programming, ESPN also gave away DonorsChoose gift cards to educators during Extra Yard for Teachers Week and supported trauma response and mental health professional development for teachers in Indianapolis through Doc Wayne’s Champions Network.
A significant area of growth came from the new partnership between the CFP Foundation and Bowl Season, as every postseason bowl game was involved in supporting teachers in 2021-22.

In addition to the existing grant-matching programs, over 15 bowl games opted into the Extra Yard for Teachers grant program to invest over $500,000 in education in the first year of the partnership.

“Bowl Season is honored to work with Extra Yard for Teachers in helping make the Big Day a national success. Teachers are so important, especially with all they have had to work through over the last 18 months. We’re excited to help grow the effort and support teachers across the country.”

Nick Carparelli
Executive Director
Bowl Season

$500K in additional investments to support teachers in the first year of the partnership
The New Year’s Six Bowls have been working with the CFP Foundation since 2014.

$2M invested in education together with all 44 bowl games

**Allstate Sugar Bowl**

The Sugar Bowl continues its commitment to retention and recruitment of great teachers. The Sugar Bowl has invested over $120K in support of educators through New Schools for New Orleans with a focus on a Principal training program, annual NOETA teacher recognition ceremony, Teach for America retention programming and a new community Teacher Fest event.

**Capital One Orange Bowl**

The Captial One Orange Bowl continues its Orange Bowl Leadership Academy in eight schools and 16 classrooms, providing an outlet for participants to set and achieve personal goals and to understand their options in life for success at home, their careers and in the community. The Orange Bowl also continues will also continue funding media center makeovers in high-needs South Florida schools and provides backpacks and other supplies at a Back to School drive.

**Chick-fil-A Peach Bowl**

The Chick-fil-A Peach Bowl focus is on an academic mentoring program in Atlanta Public Schools that has provided an “academic coach” to work with student-athletes in 11 inner-city high schools. The academic coaches strive to maximize their students’ personal potential by helping them improve study habits and test preparation and assisting students apply for and transition to college. The goal is simple: keep students motivated to attend classes, keep them engaged and help them navigate new challenges.
“The goal of the PEF Teacher Grant Program is to promote the development of educational activities that will ignite students’ imaginations and enhance achievement. This year, our grants are especially meaningful, because they are helping excellent teachers find new and creative ways to engage their students during the pandemic. We are grateful to our partners at the College Football Playoff Foundation and Tournament of Roses, and to everyone who supports PEF. Their support makes this wonderful program possible.”

Patrick Conyers
Executive Director
Pasadena Education Foundation

PlayStation Fiesta Bowl

The PlayStation Fiesta Bowl held its fifth annual “Wishes for Teachers” program where teachers applied detailing their school or classroom needs. After meeting the criteria, wishes were selected at random for teachers to each receive a $2,500 grant. Local community heroes and celebrities notified each of the teachers who received a grant. In its five years, the program has granted over $4.7 million to more than 1,200 Arizona teachers, impacting 600,000+ students.

Goodyear Cotton Bowl

The Goodyear Cotton Bowl invested in two Dallas-based 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. Catch Up & Read’s virtual literacy training for teachers supports newly-shifted support for virtual training and learning for educators.

Rose Bowl Game

The Rose Bowl Game continued its support of the Pasadena Educational Foundation with grants to over 200 teachers this year. The grants help bring more creativity, innovation and inspiration into Pasadena Unified School District classrooms by providing over $200,000 in resources this year to help teachers and principals take their creative projects from idea to reality and enhance the classroom experience for their 12,000+ students.
Florida Citrus Sports

Florida Citrus Sports (FCS) continues to engage matches in support for educational initiatives in LIFT Orlando footprint and surrounding high-needs areas, including teacher resources, STEM curriculum and STEM gardens, teacher recognition and teacher recruitment partnerships. In addition to the 64 teachers that received project funding, FCS also provided A+ Teacher Appreciation lunches/breakfasts to educators at all of the schools within the LIFT footprint. Florida Citrus Sports also supported local schools during the Bowl Season annual meeting that contributed an additional $60,000 in resources to area schools.

AutoZone Liberty Bowl

The AutoZone Liberty Bowl continues to make a difference with the teachers at St. Jude’s Children’s Hospital in Memphis. With the $300,000 invested this year, the partnership has now contributed over $1 million to provide classroom resources for teachers who work with patients and their siblings while in Memphis to maintain their schooling and academic and developmental progress.

Barstool Arizona Bowl

The Barstool Arizona Bowl is committed to giving back to the community and went the extra yard by providing numerous in-classroom surprises to teachers. Teachers received DonorsChoose gift cards and game tickets. The bowl also honored 3 teachers as part of the Big Day.
“It started with just the Playoff games in the United States, but now they are doing it with all of the bowl games. It’s a unique deal. It’s all about the teachers and how we can help them to get off to a great start for the new year.”

Richard Giannini
Executive Director
Bahamas Bowl

Cure Bowl
The Cure Bowl aligned with its title sponsor by using its matching grant funds to celebrate teachers who are cancer survivors and invited teachers to be recognized as part of the game presentation.

Wasabi Fenway Bowl
The Wasabi Fenway Bowl used its matching grant to support its education initiative by recognizing 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.

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

- Alamo Bowl
- Bahamas Bowl*
- Duke’s Mayo Bowl
- Gator Bowl
- Hawaii Bowl
- Holiday Bowl
- Independence Bowl
- Las Vegas Bowl
- LA Bowl
- Lending Tree Bowl
- Military Bowl
- New Mexico Bowl
- Outback Bowl
- Texas Bowl

*First International Bowl to recognize teachers
For the seventh year, its conference football championship. In addition, the ACC funded classroom resources at highest-need schools in Charlotte, North Carolina (host of the ACC Championship Game), as well as in 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.

American

During the football season, the AAC spread the gift of classroom resources to 150 teachers within their conference footprint. Each member institution had student-athletes participate by delivering DonorsChoose gift cards to classrooms in addition to a $9,000 gift on behalf of the conference.

$8.5M has been invested in programming to support teachers with our conference partners.

300K students and 11K teachers were impacted by conference partner efforts in 2021-22

The CFP Foundation’s conference partners continue to step up with increased participation across digital platforms and through initiatives like the Go Teach Dr Pepper Tuition program, Extra Yard for Teachers Week, the Big Day, Tag-A-Teacher and unique local activities to support educators within their conference communities throughout the year.
Big 12

The Big 12 funded DonorsChoose projects at its highest-need schools across the conference footprint and provided grants to schools identified by its student-athlete advisory committee (SAAC) in Big 12 communities. The conference also financially supported Teacher Appreciation Week as identified by Champions for Life and it surprised teachers as part of a Go Teach Pay it Forward initiative.

Big Ten

The Big Ten used its grants to complete 21 Children’s First Fund projects to support New York city schools through Literacy Inc. (LINC) and to present DonorsChoose grants to 10 teachers at its conference championship game. The conference celebrated the nine student-athletes who received the Go Teach Dr Pepper Tuition Award as part of a special segment on the Big Ten Network when Joshua Perry surprised Kaeley Hallada live with the news that she had won the grand prize.

C-USA

The 14 conference members received Michael’s gift cards, in addition to DonorsChoose grants, to award teachers and showcased all of the surprises on social media channels. The conference helped support the future teacher pipeline by awarding 12 student-athletes with the Go Teach Dr Pepper Tuition support totaling $40,000.
Mountain West

Mountain West institutions recognized teachers on field during games, hosted special teacher appreciation tailgate events, engaged fans in bringing supplies for teachers and provided teachers with professional development opportunities. At the conference football championship, Commissioner Craig Thompson surprised San Diego State senior water polo player Spencer Samuel with the news that she was Mountain West’s 2021 Go Teach Dr Pepper Tuition Giveaway grand prize winner. Samuel thought she was going to receive a $2,500 award, but Thompson held a $10,000 check on the field to surprise the student-athlete.

Pac-12

With a focus on mental health and at-risk youth projects, the Pac-12 divided funds equally to universities and the conference office to support teachers during Extra Yard for Teachers Week. The Pac 12 Network created content throughout the season on great teachers and highlighted those stories via social media.

MAC

For over three years, the MAC has partnered with Cleveland Metropolitan Schools on programming for new teacher induction and development programs and creating a local teacher appreciation event and celebration. For the second year in a row, Commissioner John Steinbrecher personally surprised a teacher on the Big Day with a DonorsChoose gift card.
SEC

During its conference championship game, the SEC provided funding via DonorsChoose to financially support teachers and elementary school projects. In addition, the SEC Network recognized great teachers through its broadcasts throughout the football season. Over 2,600 teachers were supported through the SEC’s Extra Yard for Teachers activations.

Sun Belt

In addition to hosting a special in-game teacher recognition and event at its conference championship game, the Sun Belt recognized teachers during games at local schools throughout the season and on-site teacher recognitions during games and provided grants that support initiatives within the CFP Foundation’s four focus areas.

Notre Dame

Over the course of its partnership, Notre Dame (combined with the CFP Foundation’s match) has invested over $4 million, including nearly $600,000 this year alone, to support teacher recruitment for its Alliance for Catholic Education efforts. Notre Dame bolsters the training ACE teachers receive through its Master’s of Education degree program in which they are simultaneously enrolled while they serve as full-time teachers in under-resourced schools across the United States.
“It’s such an innovative effort to have a sports organization and its sponsors align in support of an educational program like Go Teach to solve a real issue.”

Lynn Gangone
President and CEO, AACTE

For the third year in a row, the College Football Playoff Foundation and the NFL Foundation teamed up to raise nearly $200,000 to support the CFP Football Playoff Foundation and Extra Yard for Teachers initiatives through a charity auction. Items for bid included autographed pieces from former college football and NFL players and tickets to the CFP National Championship, as well as a chance to sponsor a surprise school funding.
“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
CURRENT YEAR COLLECTIVE IMPACT

Collective impact includes CFP Foundation and partner investments projected by June 30, 2022.

Recruitment & Retention 15.2%
Recognition 20.2%
Professional Development 4%
Resources 60.6%

2021-22

$10 MILLION INVESTED

“The work of the CFP Foundation aligns with the fundamental reason we have college football, and that is education. Its support for teachers across the country is extraordinary, particularly at this time. 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 eagerly anticipate the future.”

Bill Hancock
College Football Playoff Executive Director

50K teachers supported
1.5M students supported
8K schools benefitted
COLLECTIVE IMPACT TOTAL

Collective impact includes CFP Foundation and partner investments since 2014

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- $57\text{M}$ invested in education
- $9.2\text{M}$ students supported
- $450\text{K}$ teachers supported
- $50\text{K}$ schools benefitted

Over $200\%$ year-over-year increase in social mentions in 2021-22
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.

**BOARD OF DIRECTORS**

- **Jim Phillips**
  Commissioner, ACC

- **Mike Aresco**
  Commissioner, American

- **Kevin Warren**
  Commissioner, Big Ten

- **Bob Bowlsby**
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- **Judy MacLeod**
  Commissioner, C-USA*

- **Jon Steinbrecher**
  Commissioner, MAC

- **Craig Thompson**
  Commissioner, Mountain West*

- **George Kliavkoff**
  Commissioner, Pac-12

- **Greg Sankey**
  Commissioner, SEC

- **Keith Gill**
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- **Jack Swarbrick**
  Athletics Director, Notre Dame*

  *CFP Foundation Committee Member

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  Executive Director
  College Football Playoff

- **Byron Hatch**
  Chief Operating Officer
  College Football Playoff

- **Dave Marmion**
  Chief Financial Officer
  College Football Playoff
KEY DATES

Teacher Appreciation Week ........................................ May 2-6, 2022
Extra Yard for Teachers Week ................................... September 17-24, 2022
Big Day for Teachers ........................................... Tuesday, September 20, 2022
Teacher of the Year Presented by Eckrich ............... January 6-10, 2023
Extra Yard for Teachers Summit .......................... January 2023 (virtual)
                      January 7, 2023 (in-person event)

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#GreatTeachersChangeLives
#BigDayForTeachers
#ExtraYardGameBall
#ExtraYardMakeover
#ExtraYardSummit
#ExtraYardWeek