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# ABOUT THE PARTNERSHIP

## THE NATIONAL FOOTBALL LEAGUE LIVES UNITED

For 35 years, United Way and the National Football League (NFL) and its teams have been working together to help strengthen America's communities.

Today, the NFL and United Way are leveraging resources and relationships to raise awareness about the importance of youth health and fitness and create opportunities for kids to lead healthier lifestyles. It's part of United Way's 10-year goal to increase by one third the number of youth who are healthy and avoiding risky behavior.

United Way is proud to partner with the NFL and we invite you to join us. You can help support youth fitness by volunteering your time, lending your voice or contributing to youth fitness programs.

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Player Bio • Trading Card • PSA

### Bob Sanders

Bob Sanders, safety of the Indianapolis Colts, lives united through charitable events and programs geared toward children in need. Since 2006, Bob has been donating tickets and t-shirts to disadvantaged youth in Indiana so they can attend regular season Colts home games. He took 35 children to the Children's Museum of Indianapolis for a visit of Monster Manor and the Trick or Treat Theater during



Bob Sanders



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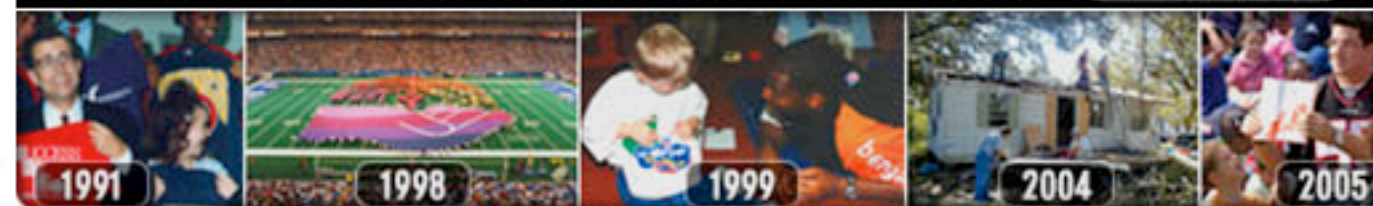
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Bob Sanders



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[Player Bio](#) • [Trading Card](#) • [PSA](#)

### Santana Moss

Washington Redskins' wide receiver, Santana Moss, lives united by dedicating time to enriching the lives of children and families through education, health and sports initiatives. In 2002, he founded the Santana Moss Foundation, Inc. to help strengthen and improve disadvantaged communities in South Florida and the Washington Metropolitan Area.



Santana Moss



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DONTE  
WHITNER

Player Bio • Trading Card • PSA

### Donte Whitner

"Growing up I always knew that I wanted to remain connected in my community." Donte Whitner, safety for the Buffalo Bills, is on a mission to aid underprivileged youth in effort to enrich, educate, and encourage families in impoverished communities.

Donte lives united through his Team20 Foundation. He hosted a Youth Football Mini-Camp to teach kids the values of sportsmanship.



Donte Whitner



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**BOB SANDERS**  
INDIANAPOLIS COLTS  
SAFETY AND  
UNITED WAY  
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Player Bio • Trading Card • PSA • **Bob Sanders**

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**BOB SANDERS #21**


**INDIANAPOLIS COLTS**  
 Player position: **Safety**  
 HT: 5'8" WT: 206 lbs  
 DOB: 02/24/1981  
 Hometown: Erie, Pennsylvania  
 College: University of Iowa  
 NFL Experience: 5th season

**Community Service Stats:** Bob LIVES UNITED through charitable events and programs geared toward children in need. Every year, Bob hosts his *Skills and Drills Football Camp* in Erie, Pennsylvania. In Indiana, he donates tickets and t-shirts to disadvantaged youth so they can attend regular-season home games. During the past winter holidays, Bob hosted 40 youth through the *Angel Tree* program for children of incarcerated parents. He also partnered with the *Cold Feet, Warm Shoes* program to provide new winter hats and shoes to 350 disadvantaged school children. This year, Bob plans to officially launch the *Bob Sanders Chasing Dreams Foundation*, to provide educational resources and opportunities for underprivileged youth to attend college.

How do you LIVE UNITED?  
Tell us at [liveunited.org](#)



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**Bob Sanders**





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### Bob Sanders

PSA 1

PSA 2

PSA 3

Bob Sanders

2005

2006

2007

1973-74

1983

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Close

**2007**  
United Way partners with NFL to launch new youth fitness initiative, NFL Play 60, designed to encourage youth to get at least 60 minutes of physical activity every day. In 2007, 22 NFL and United Way Hometown Huddle events were focused on youth fitness.

**Partnership Timeline**



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# HOMETOWN HUDDLE

Since 1999, NFL teams have participated in a variety of hands-on community service projects with United Way, known as Hometown Huddle. The Hometown Huddle events take place annually in NFL markets on the same day and represent a snapshot of some of the volunteer activities in which NFL teams participate year round. This year's Hometown Huddle is scheduled for Tuesday, October 7.



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# HOMETOWN HUDDLE



## NFL team XYZ

Since 1999, NFL teams have participated in a variety of hands-on community service projects, known collectively as Hometown Huddle. The Hometown Huddle events take place in the NFL markets on the same day in October and represent a snapshot of some of the volunteer activities in which NFL teams participate year-round with local United Ways and their agencies.

During this national day of community service, NFL players from each of the 32 NFL teams put down their shoulder pads and pick up a paintbrush, box of canned

In 2007, the NFL launched a national youth health and fitness campaign designed to tackle childhood obesity. NFL Play 60 focuses on the health and wellness of young fans by encouraging them to be active for at least 60 minutes a day. To launch NFL Play 60, many of the NFL teams and United Ways used their Hometown Huddles to focus on youth fitness.

For example:

- \* The **Washington Redskins** Charitable Foundation partnered with United Way of America to create an iGym at the YMCA in Alexandria, Virginia. The iGym is an interactive fitness zone that combines video gaming with age- and interest-appropriate workout equipment designed to make exercise feel like playtime. Redskins players led approximately 100 kids from Alexandria YMCA's after-school and Physically Healthy Driven (PHD) programs in a fitness fair where the children learned about the benefits of good nutrition and health.
- \* The **New Orleans Saints** helped United Way for the Greater New Orleans

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### 2007 United Way/NFL Thanksgiving Halftime Show featuring the Goo Goo Dolls.



01:07  
From: UnitedWayPSAs  
Views: 16

Log on to [causes.com/uwchallenge](http://causes.com/uwchallenge)



2006

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2004

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2003

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2002

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2001

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam ... [Watch the Show](#)

# THANKSGIVING DAY HALFTIME SHOW

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# LIVE UNITED IMAGE GALLERY

**GET YOUR OWN SHIRT**  
Wear the shirt and be part of the LIVE UNITED movement. The shirt is a constant reminder that when we reach out a hand to one, we influence the condition of all. That's what it means to LIVE UNITED.

**▶ BUY LIVE UNITED GEAR**

**BRANDON MCGOWEN**  
Washington Redskins

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# OUR HISTORY



The NFL and United Way partnership is the most visible and longest running charitable collaboration of its kind. For 35 years, this partnership has been a shining example of the tangible good that can come when America's favorite sports league joins forces with the largest nonprofit to create real change in communities. United Way thanks the National Football League — owners, coaches, players and staff — for 35 years of living united.

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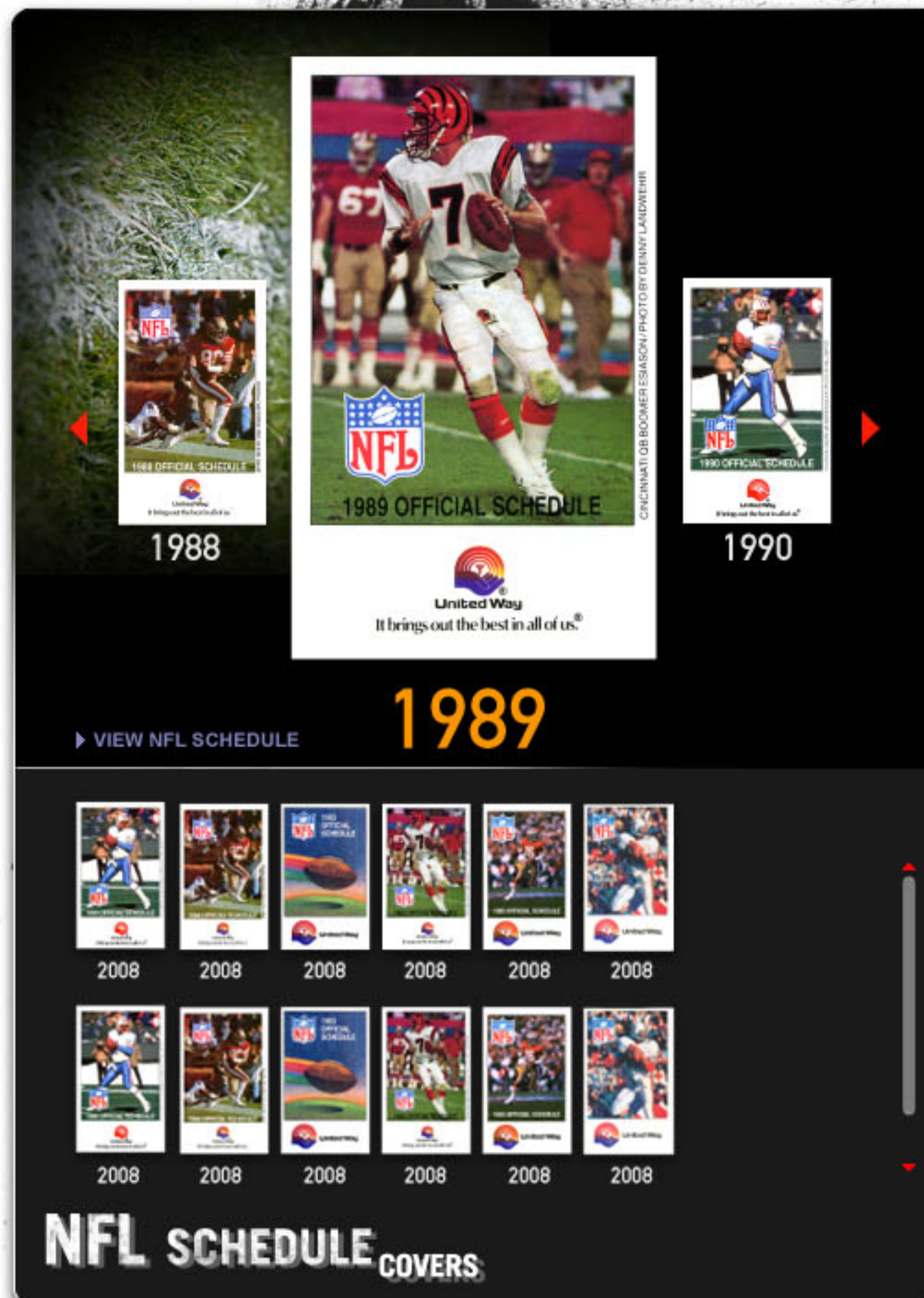
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### LIVE UNITED Facebook Challenge Video



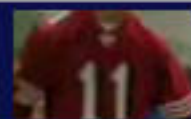
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From: UnitedWayPSAs  
Views: 16

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