



USER STORY

Jacksonville Jaguars Foundation teams up with GIFTS to make grant tracking an easy game to play

FOUNDATION PROFILE

Foundation Type: Independent Foundation / Sports Philanthropy

Number of Users: 4

System: GIFTS-Access

Modules: Customizer, AP Link

Background

Sports philanthropy is an emerging trend that enables sports organizations the opportunity to effectively invest in their communities. When the Jaguars were named as the 30th franchise in 1993, co-owners Wayne and Delores Barr Weaver's vision was to give back to the community in a substantive manner.

The Jacksonville Jaguars Foundation was announced on September 14, 1994, and awarded its first grants before the team played its first game. From March 1995 through June 2002, the Jaguars Foundation has allocated more than \$5.1 million dollars in grants. This level of giving is among the top few in professional sports. The Weavers also wanted their programs, such as Honor Rows—a seat incentive program for youth to earn a game day seat by setting goals, to set a precedent for other sports philanthropy foundations. Now 12 other professional sports teams in the NFL and other sports' leagues have adopted programs that mirror Honor Rows.

GOAL - A Simple Way to Track Grants

Implementing a simple way to track grants is the goal of the Jaguars Foundation's MicroEdge GIFTS database system. Annually, the Jaguars Foundation tracks more than \$1 million in cash grants and over \$400,000 in non-cash grants that are given in the form of blocks of seats. Keeping track of payment schedules and being able to sort data and generate quick reports detailing what's due and what's coming up are important to them, says Cyndi Hawks, Administrative Assistant/ GIFTS Administrator.



"Tallying the information required so you have a quick view for grants and Honor Rows is a big timesaver," says Cyndi Hawks.

Robust, Easy, Uniform

Then there is the job of tracking all the other information they use, like demographics and organization information. When they implemented GIFTS in 2000, after several years of using Microsoft Excel databases, they acquired a robust platform that makes these operations simple, easy, and most

importantly, uniform for all the employees of the foundation.

Peter Racine, the foundation's executive director, also finds the contact management functionality helpful. "We try not to duplicate contact cards in Outlook and other systems. We try to keep the information centralized so that when we update it we're not trying to update it in too many places."



"However, if needed, being able to create Outlook contact cards from GIFTS is a great function," adds Cyndi.

The Jaguars Foundation also uses the optional Customizer Module, which allows you to add new data entry screens and additional fields to GIFTS. The Module is a great fit for grants and Honor Rows and other programs unique to sports philanthropy organizations. "It's really great that GIFTS has the flexibility to add new fields that we want to track," states Peter Racine.

(over)

A Significant Time Saver

GIFTS has been integrated into every employee's work process. From being able to review and edit the past year's evaluations to tracking past and future payments, the Jaguars Foundation has found GIFTS to be a significant time saver as well. "For past grants, to be able to draw on and edit evaluations from the past year instead of having to rewrite all new ones... that's been very helpful," says Racine. Does this improve on the way things were done before GIFTS?



"Tremendously! Grant payment scheduling and tracking is 100% better since we started using GIFTS," says Cyndi Hawks.

Success – Solid strategy, Stronger Community

The Jaguars Foundation takes their goal of ensuring economically and socially disadvantaged children opportunities and support as seriously as the Jaguars team takes its competition. Success in sports and sports philanthropy

requires having a good system and a solid strategy. While Jack Del Rio, head coach of the Jaguars, trains his players to make the most out of their skills, the Foundation staff uses GIFTS so they can make the most out of their abilities, and the end result is a stronger community.

For more on The Jacksonville Jaguars Foundation:
<http://www.jaguars.com>