



2024 Annual Report

Doing Good for the Underserved



LETTER FROM THE BURROW FAMILY

Dear Friends,

2024 has been a year of incredible growth for the Joe Burrow Foundation. As we continue to fight food insecurity and support mental wellness, we are proud of the progress we've made this year. Through partnerships, innovative programs, and the generosity of our supporters, we've empowered communities in Ohio, Louisiana, and beyond.

From providing meals to thousands of families, to fostering mental health conversations in schools, our mission remains the same: to do good for the underprivileged and underserved. This year, we provided over 180,000 meal servings to families in Baton Rouge, Southeast Ohio, and Greater Cincinnati through our partnerships and programming. We have awarded over \$1 million in Do Good grants in 2024 alone.

This work is possible because of you — our supporters, partners, and community members. Thank you for standing with us and helping us **do good**. As we continue this journey, we are so grateful for all those that have decided to join our family as we do good in the places we call home.

With gratitude,

Joe Burrow

Jimmy Burrow

Robin Burrow



IMPACT SPOTLIGHTS

In 2024, the Joe Burrow Foundation made meaningful strides in the fight to combat food insecurity and mental health issues. The following spotlights capture just a small piece of the impactful work we've been able to accomplish with your support.

DO GOOD GRANTS

In 2024, the Joe Burrow Foundation awarded **\$1,426,844** in grants to organizations that align with our mission to combat food insecurity and support youth mental wellness. These funds empowered **79** organizations to deliver innovative solutions and services to underserved communities.

MENTAL WELLNESS SUPPORT

We supported several **school-based mental health initiatives**. One initiative is a partnership with Nationwide Children's Hospital called **Burrow's Blueprint**. This program will provide resources to school-based clinicians to more effectively screen, diagnose, and treat mental health conditions. This Burrow's Blueprint will be available to clinicians throughout Louisiana and Ohio and will help to ensure students have access to essential care and support.

Additionally, we supported mental health workshops and grants to empower schools to create environments that prioritize mental wellness, which will make a lasting impact on the youth we serve.

FOOD INSECURITY INITIATIVES

In partnership with La Soupe, we sent over **80,000** chef-prepared meals to 11 schools in Southeast Ohio and an additional **60,000** meals to Cincinnati partners. Through weekly deliveries, we ensured that students and families had access to high-quality, nutritious food.

In Southeast Ohio, our collaboration with Bellisio Foods in Jackson, Ohio, rescued **2,000** pounds of surplus food each week. This initiative transformed otherwise wasted food into meals for families in need.

To help feed families in Livingston Parish, Louisiana, the foundation purchased a van to help distribute produce and dairy bags to **3,000** students and meal kits to approximately **400** students.

During the holiday season, we distributed over **200** Thanksgiving food boxes and over **300** Christmas food boxes across Athens, Cincinnati, and Baton Rouge to ensure families had access to nutritious meals during this special time.



PROGRAM SPOTLIGHTS

Here at JBF, we are constantly taking on new projects to expand our reach, and the programs highlighted below offer a glimpse into some of the impactful work our foundation led in 2024.

WORLD TEEN MENTAL WELLNESS DAY

This year, the Joe Burrow Foundation partnered with two Cincinnati-based organizations to promote World Teen Mental Wellness Day. This initiative raised awareness of the challenges teens face and provided schools with \$500 grants to host activities supporting healthy habits. In 2024, 54 schools participated in this program.

In 2025, we will expand this program to Baton Rouge and Southeast Ohio schools, increasing the grant amounts to \$1,000 per school. This expansion reflects our ongoing commitment to fostering mental wellness in underserved communities.

FRESH PRODUCE DISTRIBUTION

In November 2024, we visited Claiborne Elementary School in Baton Rouge, transforming parts of the school into a farmer's market where students could "shop" for fresh produce. This hands-on approach empowered students to make informed dietary choices, promoting long-term health and well-being.

We hope to expand this program in the new year and continue educating children about the benefits of healthy eating.

BREAKING THE SILENCE CAMPAIGN

We collaborated with Fox 19, a Cincinnati-based affiliate, to launch the Breaking the Silence Campaign, inviting students to submit videos educating adults about youth mental health. The campaign sought to empower young voices and highlighted the importance of mental health advocacy.

From 65 submissions, three finalists were chosen, with the winning video featured during the Super Bowl.

RESCUE KITCHENS

In partnership with Hocking College and La Soupe Cincinnati, we broke ground on the Rescue Kitchen project at Hocking College's Hospitality and Culinary Center in Nelsonville, Ohio. This initiative aims to transform surplus food into meals for those in need across Southeast Ohio. Once operational, the kitchen is expected to provide around 65,000 servings of food to the community annually.

Plans are also underway to establish a kitchen in Baton Rouge. The project will produce healthy meals for children and families while strengthening the Baton Rouge community's resilience against food insecurity.



WHAT'S NEXT FOR JBF

In the coming year, the Joe Burrow Foundation plans to build on its efforts by funding more innovative projects through Do Good Grants, launching new community kitchen initiatives, and expanding our youth support programs, like Handle With Care, to reach additional communities. With a focus on measurable outcomes and meaningful partnerships, we hope to address food insecurity and mental health challenges in deeper, more impactful ways.

THANK YOU

Our work would not be possible without the generosity of our donors and community partners. Your support fuels our mission and makes a tangible difference in the lives of those we serve.

OHIO

- Encore Technologies, Inc.
- Mike's Carwash
- Mike and Angie Waugh Family
- Northwestern Mutual
- KAO
- Kroger Health
- Huntington Bank
- Gravity Diagnostics
- SugarCreek
- Jeff Ruby's Culinary Entertainment
- Stairtek
- JDL Warm Construction
- Dave and Val Scholl Family
- Dave Browne
- Corken Steel Products
- Clark Schaefer Hackett
- Schlotman Family
- Paul and Marguerite Tarvin Family Foundation
- Penn Station
- Prolink
- Watson's Furniture
- Shawn Willey

LOUISIANA

- Raising Cane's
- MMR
- Morrison Healthcare
- Charles and Jeani Moniotte Family
- Emergent Method
- John Georges
- LourdMurray

NATIONAL

- Where I'm From
- Body Armor
- Alo

