



2023-24 Year In Review

CELEBRATING 10 YEARS

of positively impacting the lives of teachers
across the country





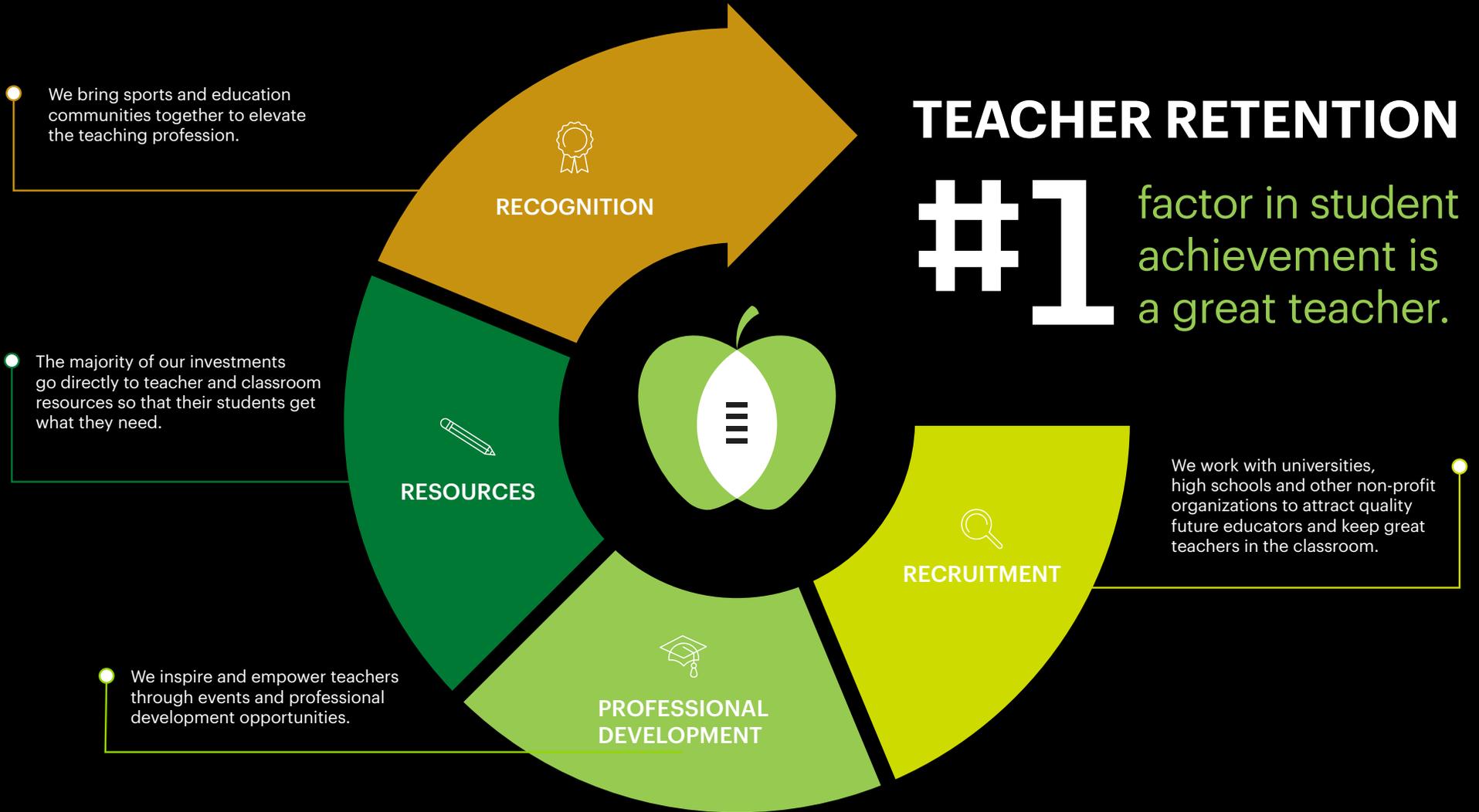
The largest sports entity in America

**DEDICATED
TO SUPPORTING
EDUCATORS**



About the College Football Playoff Foundation

The College Football Playoff (CFP) Foundation is the 501(c)3 non-profit organization that serves as the community engagement arm of the College Football Playoff and works 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 programs, professional development opportunities and initiatives aimed at recruiting and retaining top-quality teachers.





COLLECTIVE IMPACT OVER 10 YEARS



80M invested
in education



550k teachers
supported



12M students
supported



60k schools
benefitted

“As we evolved, we began providing a significant amount of resources for teachers in the classrooms and we developed a lot of programming to support the mission. The last five to seven years have been about scaling the work and delivering these resources through our partners. Without that kind of support, we couldn’t get it done.”

Britton Banowsky
Executive Director
College Football Playoff Foundation





Retaining America's great teachers is at the heart of our work because student achievement and future success depends on it.

#1

factor in student success is a quality teacher in the classroom.

50%

of new teachers will leave the profession in five years.*

64k

educators quit their jobs in December of 2023.

"It is undeniable that a teacher's presence in the classroom plays an important role in student achievement. Our community and workforce can be strengthened when we have better student outcomes. That is why it is so important to have and keep great teachers in the classroom."

Britton Banowsky
Executive Director
College Football Playoff Foundation

*According to NEA

2023 Extra Yard for Teachers Week / Big Day for Teachers

Held September 15-23, the ninth annual Extra Yard for Teachers Week (#ExtraYardWeek) mobilized the college football community to celebrate and honor teachers in every state across the country.

EXTRA YARD FOR TEACHERS WEEK

2k teacher recognition activations.



BIG DAY

\$1.5M

invested in grants and teacher resources nationwide on the Big Day for Teachers





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 education partners enables us to scale and expand from coast to coast.

On the Big Day for Teachers, a pep rally was hosted by the CFP Foundation at Mount Auburn STEAM Academy in Dallas to commemorate 10 years of inspiring, empowering and supporting teachers. The program featured Pro Football Hall of Famer and Heisman Trophy winner Tim Brown, who attended Mount Auburn for elementary school. The pep rally marked 10 years since Brown first joined the CFP Foundation at Mount Auburn to officially kick off the CFPF's overall mission to support teachers.



The College Football Playoff (CFP) Foundation and ESPN Citizenship celebrated its 10-year partnership with the launch of a new postseason effort to support educators called Touchdown for Teachers. Together, the CFP Foundation and ESPN donated \$1,000 to local teachers for every touchdown scored during all 44 bowl games in the 2023-24 postseason. Additionally, bowl games across the country stepped up recognizing teachers with in-game activations, dedicated ticket sections and donations with additional funds from matching grants and DonorsChoose, totaling over \$400,000 in resources.

624

teachers benefited from Touchdown for Teachers

\$400k+

invested in resources through the program







NY6 Bowl Partnerships

As the nation's largest sports organization supporting teachers and their students, we owe our success to our bowl game partners.



16k+

teachers have been supported through the Allstate Sugar Bowl Teacher Community.

Allstate Sugar Bowl

This year, the CFPF and Allstate Sugar Bowl, in partnership with New Schools New Orleans, announced a \$1 million investment to support the launch of the Allstate Sugar Bowl New Orleans Teacher Community. The initiative aims to recruit and retain teachers across New Orleans by providing educators with classroom resources, recognition and appreciation events. The roots for this partnership go back to 2019, when the Sugar Bowl and CFPF partnered with New Schools New Orleans to support teachers leading up to the 2020 CFP National Championship.



\$3M

invested in resources that inspire Pasadena teachers thanks to the partnership



Rose Bowl Game Presented by Prudential

There has been a significant increase in the work the Rose Bowl Game and Tournament of Roses does with the Pasadena Educational Foundation. The partnership started with hundreds of teacher grants to encourage creativity and innovation in PUSD classrooms, but has grown into investments into refurbished media facilities and a new high school teacher prep program.





NY6 Bowl Partnerships



Vrbo Fiesta Bowl

In 2016, the CFPF wrote a grant to the Fiesta Bowl to support the launch of Wishes for Teachers. Since then, the event has flourished into a \$1.25 million investment on behalf of the Fiesta Bowl to support teachers across Arizona. This year, Wishes for Teachers supported 500 educators in 368 schools with resources that impacted over 220,000 students. Since the launch of the partnership, over 1 million students have benefited from Wishes for Teachers.



\$7M

granted to teachers
through Wishes for Teachers



NY6 Bowl Partnerships



Over
\$4M

invested in
South Florida schools



Capital One Orange Bowl

By the end of the 2026-27 academic year, the partnership between the Orange Bowl and CFPF will have supported over 60 middle school makeovers in Miami Dade, Palm Beach and Broward counties. This year, it was announced that the work started around the 2021 CFP National Championship would continue with the commitment to provide 33 middle school media center makeovers by the time the 2026-27 school year ends.





NY6 Bowl Partnerships



Goodyear Cotton Bowl Classic

More than \$3 million has been invested in Dallas-based organizations to support teachers and retention efforts in high-need Dallas schools by the Goodyear Cotton Bowl Classic and Cotton Bowl Foundation to support teachers and retention efforts in high-need DFW schools. This year on the Big Day for Teachers, the Goodyear Cotton Bowl surprised Catch Up and Read, Educator Collective, United to Learn and City Teaching Alliance with grants, plus awarded art teachers with resources as part of a student art contest at its game.



\$3M

invested in over 20 different education organizations in North Texas over the last 10 years



Over
10k

students have benefitted from programs supported by the College Football Playoff Foundation and the Chick-fil-A Peach Bowl.



Chick-fil-A Peach Bowl

The Chick-fil-A Peach Bowl's focus has been on providing Atlanta Public School teachers with professional development and resources needed to maximize student success. Teacher literacy training programs, mentor programs and access to performance tools are just a few ways the partnership has empowered teachers to improve student outcomes. Recently, the Peach Bowl announced a commitment to multiple Extra Yard Makeovers in elementary and middle schools within four districts.





Florida Citrus Sports

This year, Florida Citrus Sports (FCS) and CFPF continued their tradition of supporting teachers and schools in the Lift Orlando footprint. In September, a \$60,000 media center makeover was unveiled at Orange Center Elementary. In addition to the media center project, FCS and the CFP Foundation also teamed up to award a total of \$60,000 in DonorsChoose gift codes to a total of eight schools in Orange County. The schools were identified by members of the local Orange County Board of County Commissioners, with each distributing a total of \$10,000 within their respective districts.



Liberty Bowl

This year, in partnership with the Liberty Bowl, the CFP Foundation helped support over \$800,000 worth of funding to St. Jude's Research Hospital and the St. Jude School teachers who work with patients and their families to help ensure they are still able to receive an education while in Memphis. Since 2019, the College Football Playoff Foundation and the Liberty Bowl have partnered together to provide over \$1.7 million in support for St. Jude's and teachers at St. Jude's School.



25

For the third straight year, every bowl game participated in the Big Day for Teachers to honor teachers. Additionally, numerous bowls capitalized on the opportunity to participate in the Extra Yard for Teachers grant-matching program to support educators in their market.

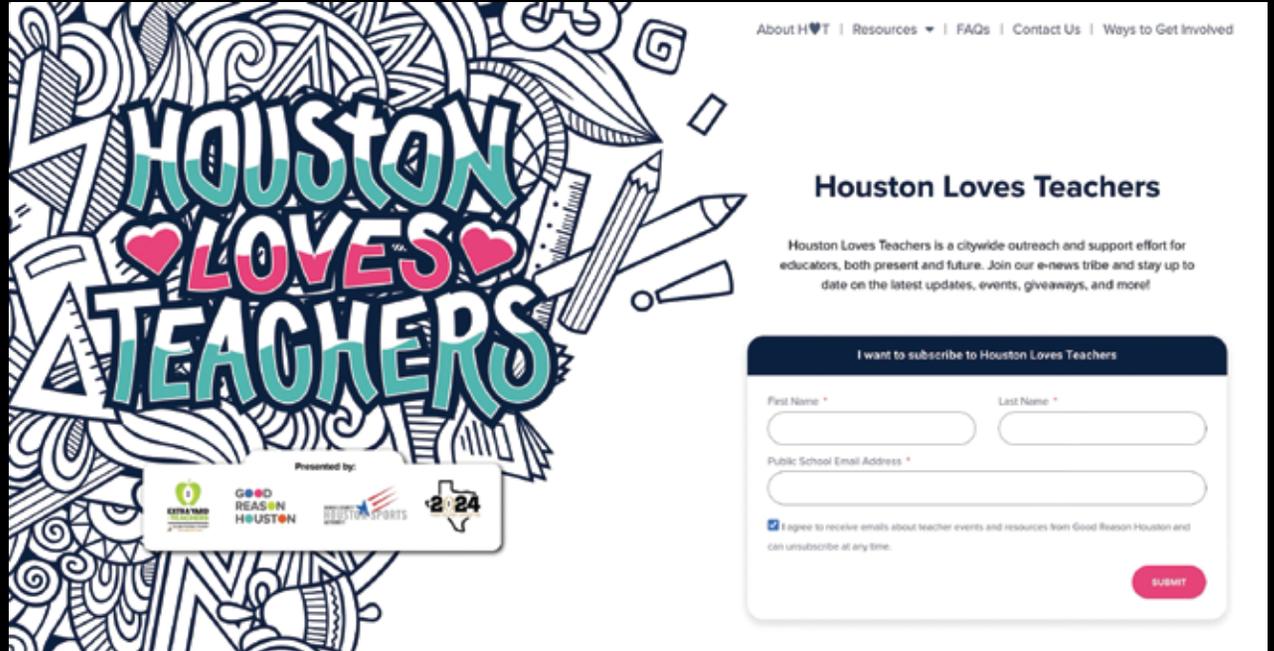
bowl games participated in a matching grant program that invested \$5M in resources for teachers in 2023.

Other bowl games that participated in matching grants include:



Host City / Houston Loves Teachers

The College Football Playoff is proud of its commitment to the cities that host the national championship game, particularly the educators in those communities. In partnership with the Houston Host Committee and Good Reason Houston, a local education non-profit organization, the CFP Foundation led the development of a three-year campaign called “Houston Loves Teachers” to bring millions of dollars to recruit and retain excellent teachers in the Houston area. As part of the effort, over 25,000 teachers across the Houston area have engaged with the entirely-new digital platform, attended an appreciation event or received funding for resources.



25k subscribers to the Houston Loves Teachers digital platform

500k in classroom resource donations

\$3M invested in Houston's schools and teacher workforce



HOUSTON ♥ **LOVES** ♥ **TEACHERS**



**GOOD
REASON
HOUSTON**



AUSPICIADO *
Houston Loves Teachers



Flor Reyes es una maestra de Aldine ISD que está implementando el Modelo Integral del Niño. El modelo infantil integral incluye todos los componentes necesarios para desarrollar estudiantes emocionalmente sanos.

As part of the program’s campus beautification work, 10 different districts throughout greater Houston received a custom Houston Loves Teachers mural. Created by local artists, the artwork is intended to convey how much the community loves and appreciates its educators.

Immediately following the 2024 national championship game, a thoughtful bilingual media and storytelling recruitment campaign kicked off. Additionally, Houston Loves Teachers also continues to support “Grow Your Own” high school student recruitment programs in the area.



On Saturday, January 6, over 1,400 Houston-area teachers flocked to Wortham Theatre Center in downtown Houston for the College Football Playoff Foundation’s annual Extra Yard for Teachers Summit. Additionally, thousands of teachers from across the country were able to participate virtually in the sold-out program centered around the Houston Loves Teachers campaign, which focused on inspiring teachers and education leaders.

Each year, the Summit features high-energy and captivating guest speakers, interactive panels and celebrity appearances. The 2024 event featured Houstonian and nine-time Olympic gold medalist Carl Lewis, ESPN sideline report Holly Rowe, author Damon West and Louisiana Teacher of the Year Brittany Bonaffons, plus musical performances by Alli Walker and DJ Riddler.



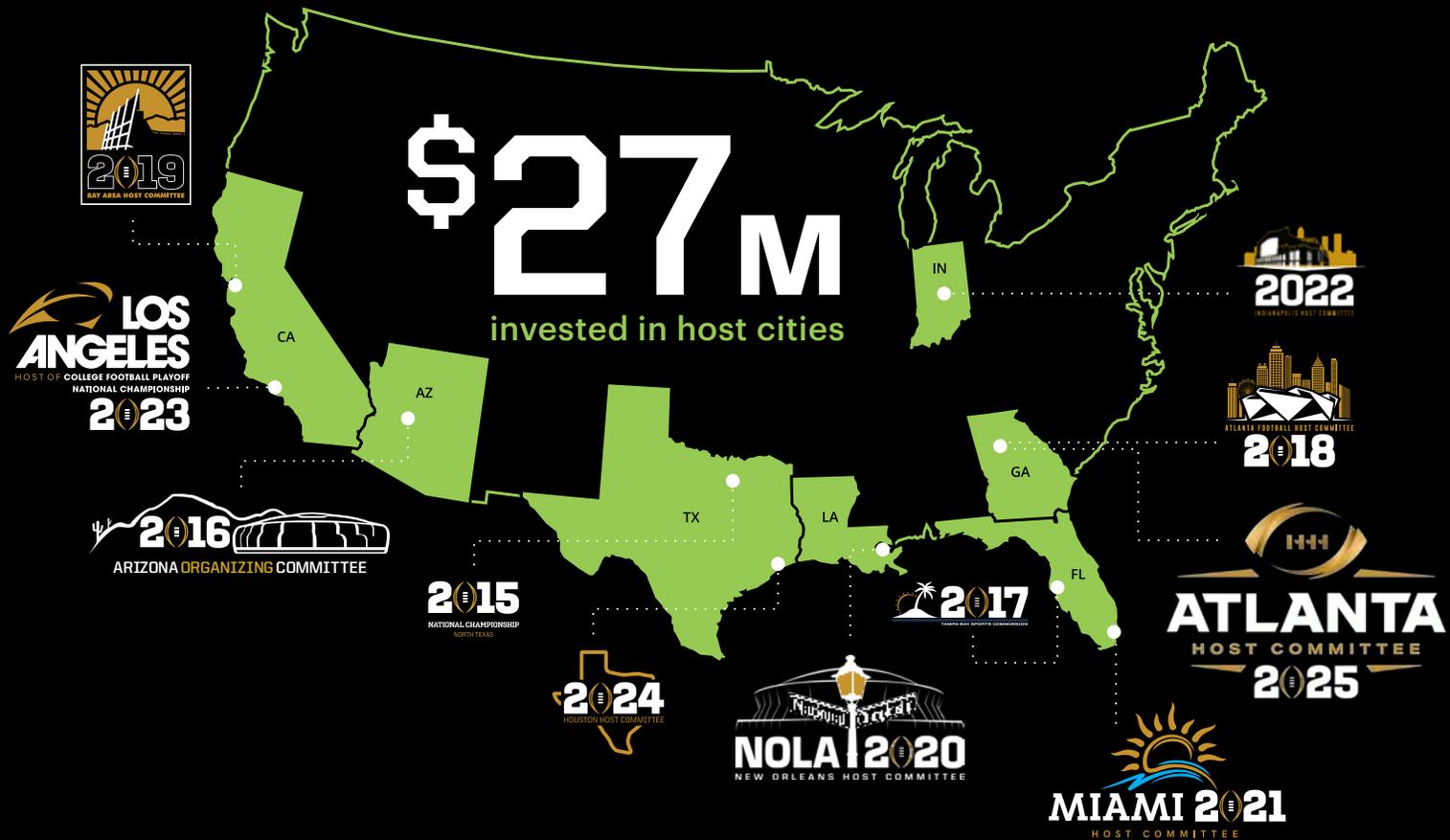
Before the first speaker took the stage, media personality, attorney and author Rachel Lindsay surprised Bill and Nicki Hancock with the inaugural “Bill and Nicki Hancock Excellence in Teaching Award.” After a few tears by the College Football Playoff Executive Director, he quickly passed the honor to his wife, a former teacher herself.

“I’m always looking for ways to enhance my classroom. It was a lot of fun.”

Valerie Pauling
11TH Grade English Teacher
Ridge Point High School







The CFP Foundation’s work aims to impact communities long term. Whenever the next College Football Playoff National Championship location is announced, the work immediately begins by identifying specific needs in local schools. Through its mission, complete technology centers have been created, gardens have been built and teacher retention and recruitment campaigns to fill classroom vacancies have been greatly improved.

“We pride ourselves in the way we approach the legacy work in these communities, because we go in really early, engage, and try to be really good listeners about the needs of the community. We’ve had some amazing stories, whether it’s college readiness in Tampa or literacy in Atlanta or the recruitment and retention of teachers in New Orleans. It’s hard to make change in the education space in a couple months. It takes years to get the outcomes you’re looking for. That’s why we go in early and stay late.”

Britton Banowsky
Executive Director
College Football Playoff Foundation



Host City Legacy



Los Angeles 2023

In partnership with the Los Angeles Host Committee, the LA84 Foundation and the Play Equity Fund, the CFP Foundation invested over \$2.5 million in toward Extra Yard for Teachers and Go Teach initiatives for Southern California educators. The host committee's "Champions Educate Here" campaign provided numerous educator recognition and grant programs to recognize and celebrate educators who go the extra yard for their students both inside and outside the classroom through sport, play and movement. The program also offered events such as principal appreciation get-togethers, black male educator network recruitment events, media center makeovers and A+ lunches, in addition to providing grants to educators throughout southern California.



Indianapolis 2022

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 two years, the CFP Foundation and its partner, Honored, have supported this market with its Life Changing Teacher Award nominations and honors. Over 1,200 nominations were received in the first year.



South Florida 2021

When Miami hosted the national championship game in 2021, the CFP Foundation began its work in south Florida by identifying and turning 30 outdated middle-school libraries across Miami-Dade County and surrounding areas into state-of-the-art technology centers. That same work will continue at additional campuses that will receive the same benefit as the CFP National Championship returns to the area in January 2026.



New Orleans 2020

The CFP Foundation is still active in supporting New Orleans teachers thanks to its partnership with the Allstate Sugar Bowl New Orleans Teacher Community. Since 2000, investments over \$1.5 million have been made to support activation partner New Schools for New Orleans and its programs designed to recruit and retain amazing teachers. Activations include high-profile teacher recognition and celebration events and Grow Your Own high school teaching programs.

"He takes care of us when we are stressed. He is a trusted adult but also my friend."

**Janette Camacho about her teacher
Mr. Julon Holmes from Fox Hill Elementary,
Indianapolis, Indiana**



The CFP Foundation has partnered with Eckrich to honor teachers across the country, providing over \$2.3 million in resources. As part of the Teacher Appreciation Tour, educators are nominated to participate in the “\$1 Million Throw” at select college football games where they can attempt a 15-yard toss for a chance to win a \$1 million donation to support their school district or various other DonorsChoose.org projects. The tour culminates at the end of the season with Eckrich’s Teacher of the Year Throw and celebrity throw challenge during the national championship game. To further support educators, Eckrich also honored the first-ever winner of the Eckrich Teacher of the Year, Jessica Gordon (fifth grade reading teacher) with a once-in-a-lifetime CFP National Championship weekend experience, including a \$5,000 check to fund classroom projects. And finally, over 2,000 great teachers were recognized through the Extra Yard for Teachers game ball recognition program in the third year of the program, over 2,000 teachers were recognized with an Extra Yard for Teachers Game Ball thanks to the additional support from Eckrich.







Stanford defensive back Terrian Williams surprised his favorite teacher with a \$10,000 donation to Dutchtown Elementary in Atlanta, Georgia.

EXTRA YARD FOR TEACHERS

COLLEGE FOOTBALL PLAYOFF FOUNDATION

CHEEZ-IT

\$250K donation this football season

During the 2023-24 college football season, six student-athletes shared stories with Cheez-It about their favorite educators who had them “feelin’ the cheeziest” – or next-level excited – for academics and/or their sport. In turn, Cheez-It paid it forward for each of those six teachers with a personalized gift box, a \$5,000 donation for their classroom and another \$5,000 for their school. Additionally, Cheez-It also donated \$250,000 to the Extra Yard for Teachers platform and funds were distributed directly to teachers on the Big Day when 198 educators across 103 schools in Illinois and Michigan were surprised with full funding for the classroom project wish lists they had completed on DonorsChoose.org.



TUITION GIVEAWAY



Oklahoma State Football wide receiver Leon Johnson is just one of the 11 student-athletes to receive an additional \$10,000 Grand Prize tuition to support his goal to become a teacher. Since the Go Teach Dr Pepper Tuition Giveaway program launched four years ago, over 350 student-athletes representing schools from all FBS conferences plus HBCUs have received support for continued education and teaching certification programs.

In an effort to address the challenge of attracting and retaining teachers, the College Football Playoff Foundation and Dr Pepper created the Go Teach initiative to support student-athletes seeking to become teachers. Over its first three years, the partnership has awarded nearly \$1 million in resources to student-athletes who are pursuing careers in education across each of the 10 FBS conferences, as well as the University of Notre Dame and to historically black colleges and universities (HBCUs).

CONGRATULATIONS 2023 GRAND PRIZE WINNERS



\$1.6m

invested in Go Teach Dr Pepper Tuition Program

500+

student-athletes projected to be supported through 2026





As part of its ongoing support of the College Football Playoff and the CFP Foundation's Extra Yard for Teachers initiative, AT&T kicked off national championship game day early on Monday, January 8 by welcoming 175 Houston-based educators back to school for the second semester with a celebratory breakfast and surprise donation. To help close the digital divide, AT&T donated 500 laptops to students at Houston's Milby High School, while also making a \$50,000 donation for additional support for Houston-area teachers.





For the past five years, Chick-fil-A has been a dedicated partner to the Extra Yard for Teachers A+ Lunch and special teacher appreciation breakfasts. These meals serve as opportunities to honor and celebrate teachers' contributions, providing educators and staff with a delicious meal and serving as a token of gratitude for the hard work they put into shaping young minds each and every day.



Longtime apparel partner Nike provides teachers who attend the CFP National Championship as CFP Foundation guests with customized swag bags to commemorate a positive and memorable experience. Each year, Nike also donates gift cards to surprise and delight teachers during the Extra Yard for Teachers and Teacher Appreciate weeks. Nike gift cards are also donated each year during Extra Yard for Teachers Week and Teacher Appreciation Week. With these kind gestures, Nike honors teachers' hard work and dedication in support of the CFP Foundation's mission.





Extra Yard Makeovers in over 70 schools across the country



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 other partners like Inspirit, the CFP Foundation continued to upfit learning spaces at schools nationwide and equip teachers with the technology and resources needed to support the needs of students.

This past year’s makeovers included upgrades in spaces such as virtual reality labs, technology media centers, art rooms, libraries and teacher break spaces, just to name a few.





inspirit

“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
Los Angeles, CA

70+

Extra Yard Makeovers
nationwide since 2014





Conference Partners

We are so grateful for our conference partners who ensure our programming and support is reaching teachers across all 50 states.

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 groundbreaking 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.

\$14M

invested through our conference partners since inception



ACC

This year, the ACC continued its history of supporting teachers through DonorsChoose flash funding of projects involving classroom resources in Louisville, Tallahassee and Charlotte. To celebrate 10 years of partnership and support, the ACC surprised Winding Springs Elementary in Charlotte with a music room makeover and brought staff and students to the conference championship game. Together, the ACC and CFPF have helped to provide over \$1 million in support of teachers across the ACC footprint.





Conference Partners



American

The American Athletic Conference has long devoted its grant funds to supporting classrooms in each of its markets. This year was no different, as each member institution received gift cards to recognize local educators. In addition to the provision of classroom resources, the conference supported six education-based organizations in its six new markets. The conference topped off the season by recognizing four educators at its conference championship game and continued the fun by supporting a local middle school in Dallas, Texas during Teacher Appreciation Week.



Big 12

Since 2017, the Big 12 has supported schools by providing media center makeovers in its footprint. Elementary schools in Orlando, Cincinnati, Provo and Houston received updated technology and furniture to celebrate the Big 12's four new markets. For 10 years, the Big 12 has continued to support teachers by providing funding directly to educators. This year was no different with \$50,000 in funds going to support teachers in each of its markets.



Conference Partners

Big Ten

Together, the Big Ten and the CFPF have continuously sought to support teachers by bolstering education-based organizations. Year 10 was no different, with three organizations receiving grants to support teacher recruitment and retention in Chicago, Minneapolis and New York. In addition to these funds, the conference recognized 15 teachers at the Big Ten Conference Championship game and provided them each with funds to support their classroom needs.



Conference USA

Conference USA has made a concentrated effort to build deep connections with the education community in the Dallas area and within its conference footprint. For the second year in a row, the conference “adopted a campus” and provided year-round support to Otis Brown Elementary School in Dallas. To help support social emotional wellness in each of its markets, they funded zen dens in schools across its footprint.





Conference Partners



Mid American

In 2016, the partnership between the Mid-America Conference and CFPF committed to investing in teachers across the Cleveland Metropolitan School District. This is a unique matching grant initiative that has resulted in investments exceeding \$1 million. The partnership has focused on the recruitment and retention of countless teachers in the district. This year alone, 149 new teachers benefited from six programs funded by the partnership grant, which directly supported over 4,000 students and 96 separate schools.



Mountain West

For 10 years the Mountain West has evolved its partnership with the CFPF to support the needs of schools within its footprint through its member institutions. This year, in response to the wildfires in Lahaina, the MW provided funds to aid in the rebuilding of schools and communities in Maui. In addition to this, they continued a decade-long tradition of providing DonorsChoose funds across its 12 markets.



Conference Partners

Pac 12

This year, the Pac-12 devoted its partnership with the CFP Foundation to supporting social emotional wellbeing in schools across its 12-university footprint – even going so far as to build a zen den at a local school in Las Vegas, the host city of its conference championship game. The partnership between the Pac-12 and the CFPF has a long standing history of involving each member institution to build robust relationships in each market.



SEC

Since the inception of the partnership between the SEC and CFPF, the conference has continuously looked for opportunities to highlight the work teachers are doing to impact student athletes across its 11-state footprint. This year, the SEC recognized 14 teachers on the SEC Network who left a significant impact on a student-athletes at every member institution. Going back to 2016, the conference has raised the profile of the partnership through the SEC Network to highlight the difference teachers are making across SEC communities, resulting in over \$1 million in grants to teachers.

**REBEKAH
DAVIS**

BEEBE HIGH
SCHOOL

BEEBE, ARKANSAS

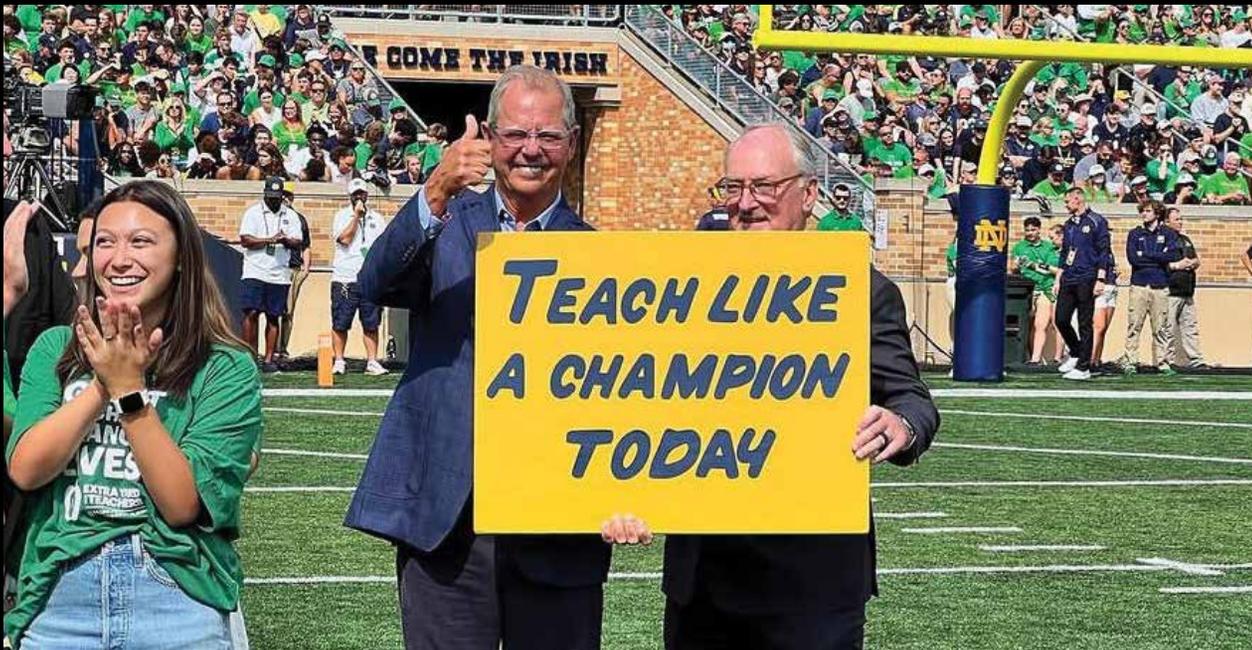


THANK YOU FOR ALL YOU DO!



Sun Belt

Each year, the Sun Belt has collaborated with its members intuitions to support teachers across its footprint during Extra Yard for Teachers Week. This year, the tradition continued with each institution receiving the opportunity to uniquely design and implement its own teacher recognition activation centered around one of the CFP Foundation's four pillars: recruitment and retention, resources, recognition and professional development.



Notre Dame

This year, the CFP Foundation continued its partnership with Notre Dame to support the Alliance for Catholic Education (ACE), a teacher preparation program on campus, helping to raise over \$450,000 for teachers. Since the inception of the partnership, Notre Dame and the CFPF have providing over \$3 million to support ACE to ensure that teachers have the resources and training necessary to be successful.

Education and Non-Profit Community

Education is a cornerstone for strong communities. It's the basis of self-empowerment, economies, employment opportunities and civic engagement. As the CFP Foundation's impact started to take off, locking arms with various non-profit and education philanthropy organizations has become an integral way to expand the reach exponentially.

\$11M invested directly into classroom resources across all 50 states



The NFL Foundation has collaborated with the CFP Foundation in each of the last five years, raising nearly \$300,000 to support teachers through charity auctions and other collaborations. The 2022 Nevada State Teacher of the Year, Ms. Deanne Moyle-Hicks, got the opportunity of a lifetime to announce a draft pick during the 2022 NFL Draft in Las Vegas.

**DONORS
CHOOSE**

Thanks to its partnership with the DonorsChoose platform that allows teachers to submit requests for specific classroom needs, the CFP Foundation can better ensure that funding goes directly to the teachers who need it and for what they need the most to support their students.



The CFP Foundation maintains a close partnership with the US Department of Education to ensure our work is continuously aligned with the current needs of educators. At the 2023 Extra Yard for Teachers Summit, U.S. Secretary of Education Dr. Miguel Cardona, the U.S. National Teacher of the Year and select state Teachers of the Year were on hand to recognize the dedication and hard work of teachers. Cardona, who began his career as a fourth-grade teacher, quickly connected with the crowd of educators.



Music Will

Other partners include:



FUND FOR TEACHERS



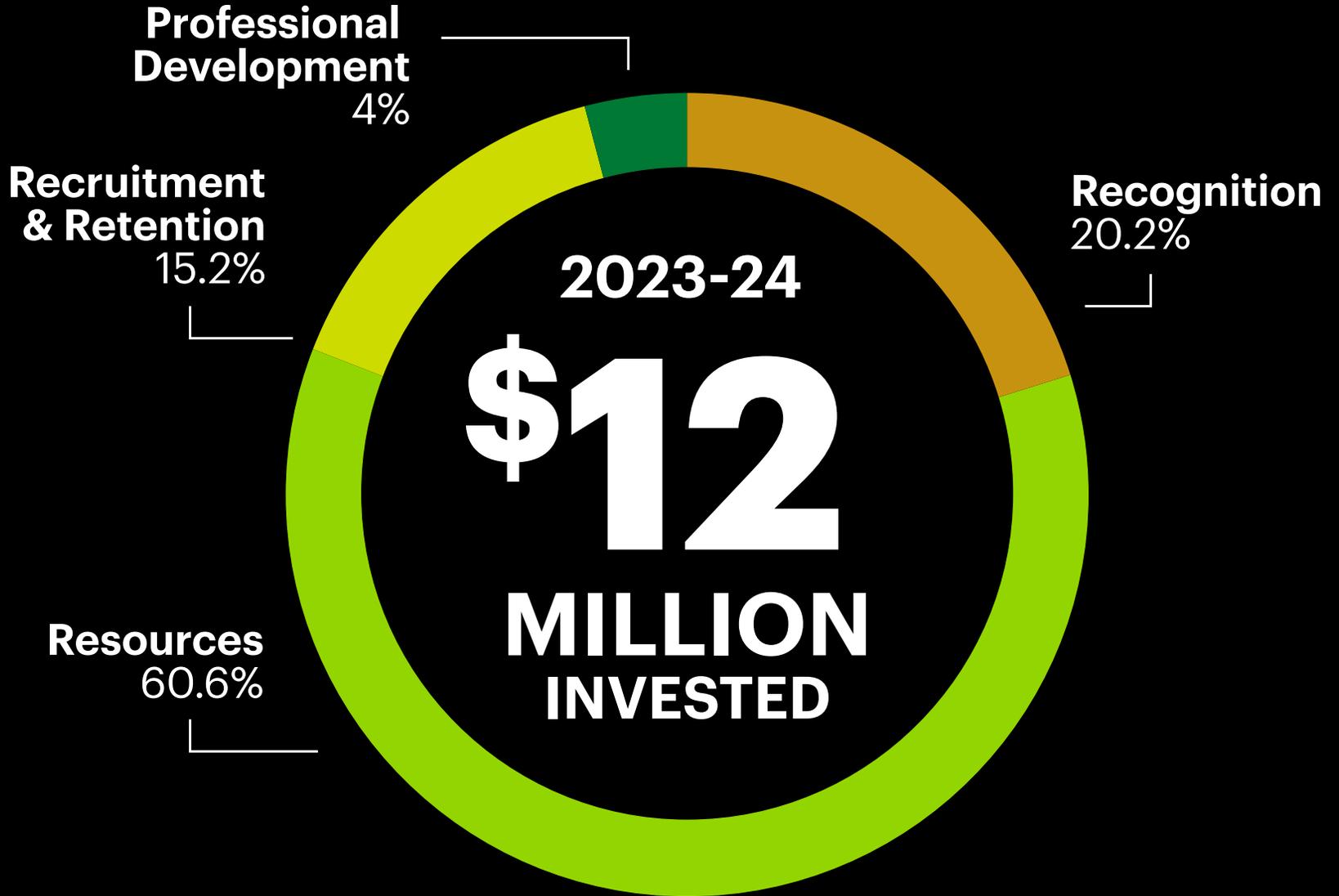
HONORED



With unique partners such as Music Will, the CFP Foundation is able to co-host events and enhance existing programs for specialty educators. In January 2024, music educators in Houston were treated to a free master class at the House of Blues on the day prior to the Extra Yard for Teachers Summit leading up to the national championship game.



Current Year Collective Impact



47% year-over-year increase in direct traffic to website in 2023-24

Collective impact includes CFP Foundation and partner investments projected by June 30, 2024



Overall Collective Impact



550k teachers supported



80M

invested in education



12M

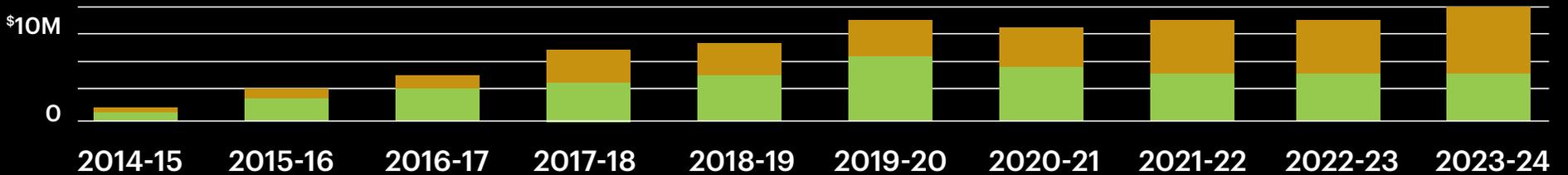
students supported



60k

schools benefitted

MATCHING INVESTMENTS **CFPF INVESTMENTS**





Board of Directors

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 the College Football Playoff also serve as officers.

BOARD OF DIRECTORS

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Commissioner, American

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Commissioner, C-USA*

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Commissioner, SEC

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Athletics Director, Notre Dame*

Gloria Nevarez

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Commissioner, Sun Belt

Tony Petitti

Commissioner, Big Ten*

Brett Yormark

Commissioner, Big 12

Teresa Gould

Commissioner, Pac-12*

Jim Phillips

Commissioner, ACC

*CFP Foundation Committee Member

“It is wonderful how the college football community has embraced the work of the College Football Playoff Foundation over the past 10 years. From campuses to conferences to bowl games and beyond folks have participated in ways we never imagined. Through our combined initiatives, the Foundation and our associates have created an environment that empowers teachers to excel in the classroom, feel valued in their roles and positively affect the lives of their students.”

Bill Hancock
Executive Director
College Football Playoff



Key Dates

- Teacher Appreciation Week May 6-10, 2024
- Extra Yard for Teachers Week..... September 14 - 21, 2024
- Big Day for Teachers September 17, 2024
- Touchdown for Teachers Bowl SeasonDecember 2024-January 2025
- Teacher of the Year Presented By Eckrich January 18-20, 2025
- Extra Yard for Teachers Summit January 18, 2025

FOLLOW US @CFPEXtraYard

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



On behalf of the CFP Foundation leadership team, thank you for your continued interest in our work. This has been an amazing decade of growth which we cannot sustain without the support we receive from so many wonderful partners.

