



UFC

COMMUNITY REPORT

2018 & 2019





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UFC, the world's premier mixed martial arts organization, is proud to call Nevada home. As the first professional sports brand to be headquartered in Nevada, UFC has been active in the local community for more than two decades.

UFC is committed to partnering with Nevada-based non-profits that advocate for youth education, military veterans and active service men and women; first responders; gender equality; those who fight to overcome critical illnesses; and those who have the will to excel despite physical and mental challenges.

UFC's goal is to continue to make a positive impact on the community through the efforts of its social responsibility program.

UFC

WORLD WISH DAY

UFC

Make-A-Wish

UFC



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MAKE-A-WISH OF SOUTHERN NEVADA

UFC continues its partnership with the Make-A-Wish Foundation of Southern Nevada to grant wishes to children with critical illnesses. In 2019, UFC hosted World Wish Day at its global headquarters, helping Make-A-Wish set a new chapter record by granting more than 15 wishes.

UFC also granted wishes for children and their families to attend events in Las Vegas, where they were able to meet their favorite UFC athletes, such as UFC middleweight Uriah Hall. Hall also serves as a Wish Hero and brand ambassador for the organization.



2018:

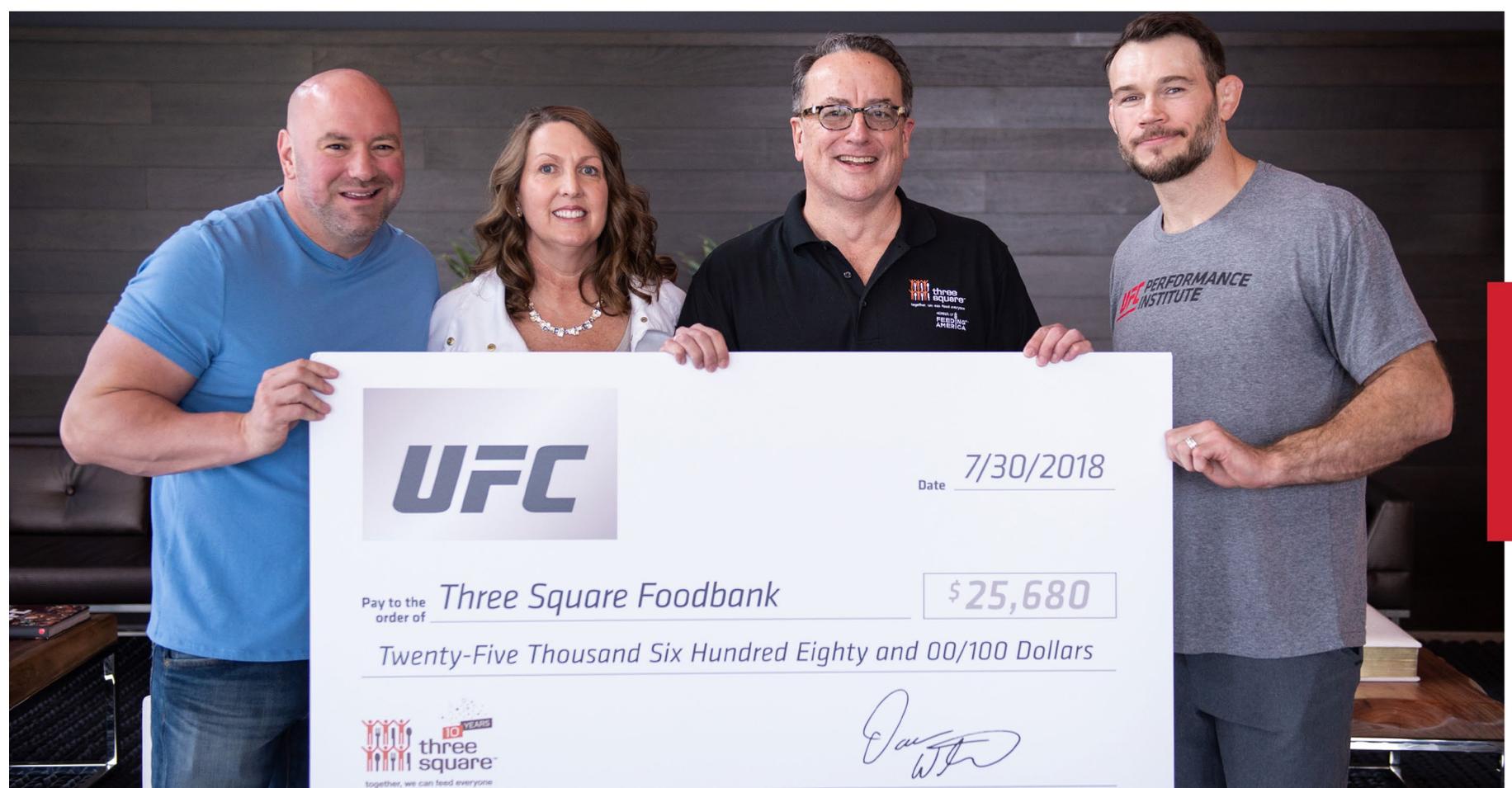
UFC raised more than **\$250,000** to help Make-A-Wish grant wishes by partnering on an Omaze campaign and producing a UFC 50/50 raffle during UFC 229.

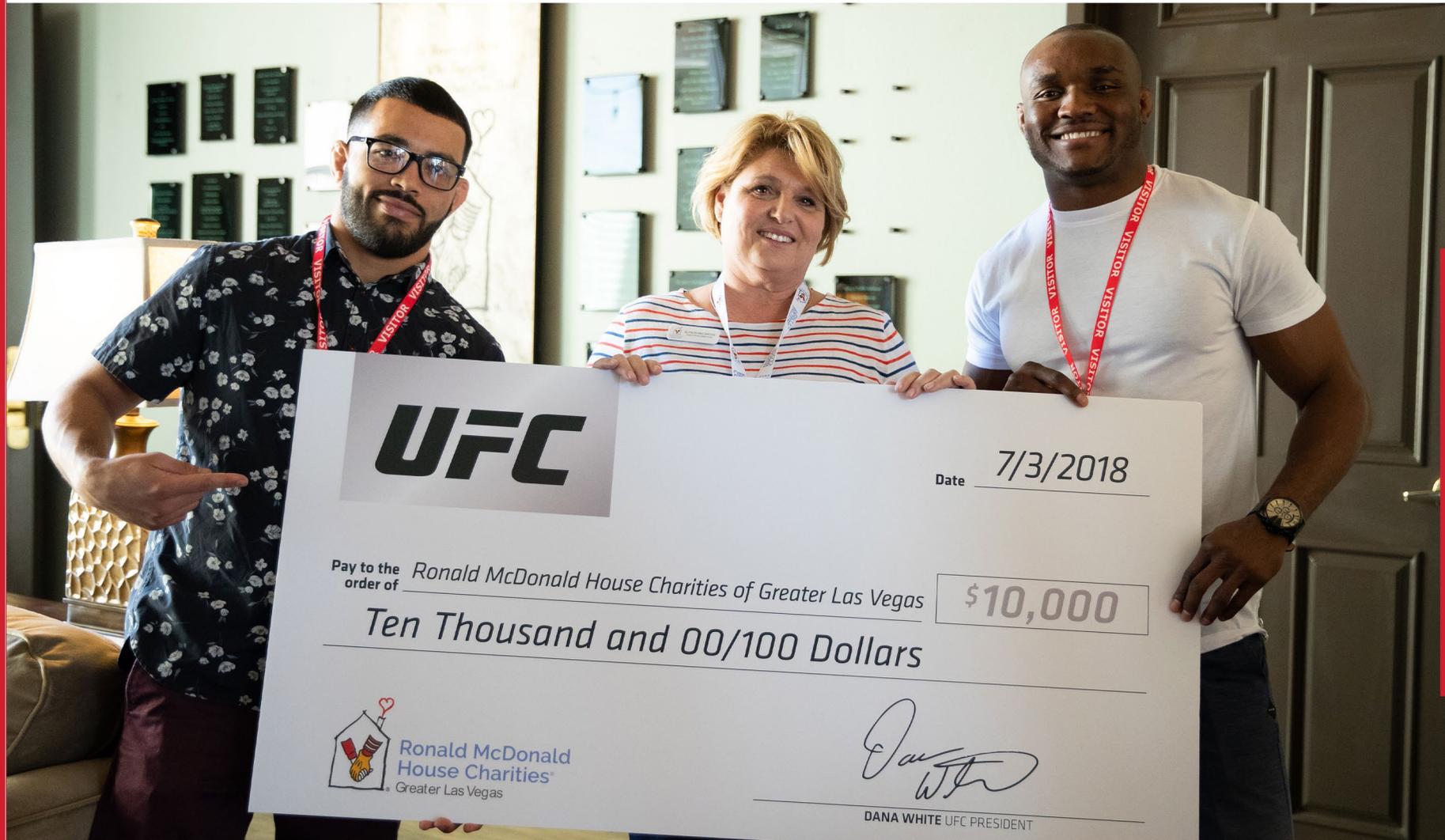
THREE SQUARE FOOD BANK

UFC employees volunteer annually at Three Square Food Bank, Southern Nevada's only hunger relief organization. The food bank provides food assistance to the residents of Lincoln, Nye, Esmeralda and Clark counties.

Three Square's mission is to provide wholesome food to hungry people, while passionately pursuing a hunger-free community.

2018: Three Square Food Bank served as the charitable beneficiary of the UFC Hall of Fame Induction Ceremony. All proceeds from ticket sales during the event were donated directly to organization, raising more than **\$25,000** during UFC 229.





2018/2019:

UFC also hosted RMHC's "Annual Red Shoe Society" gala at UFC's headquarters. Red Shoe Society is a young professionals' organization dedicated to supporting the ever-increasing fundraising and volunteer needs of RMHC.

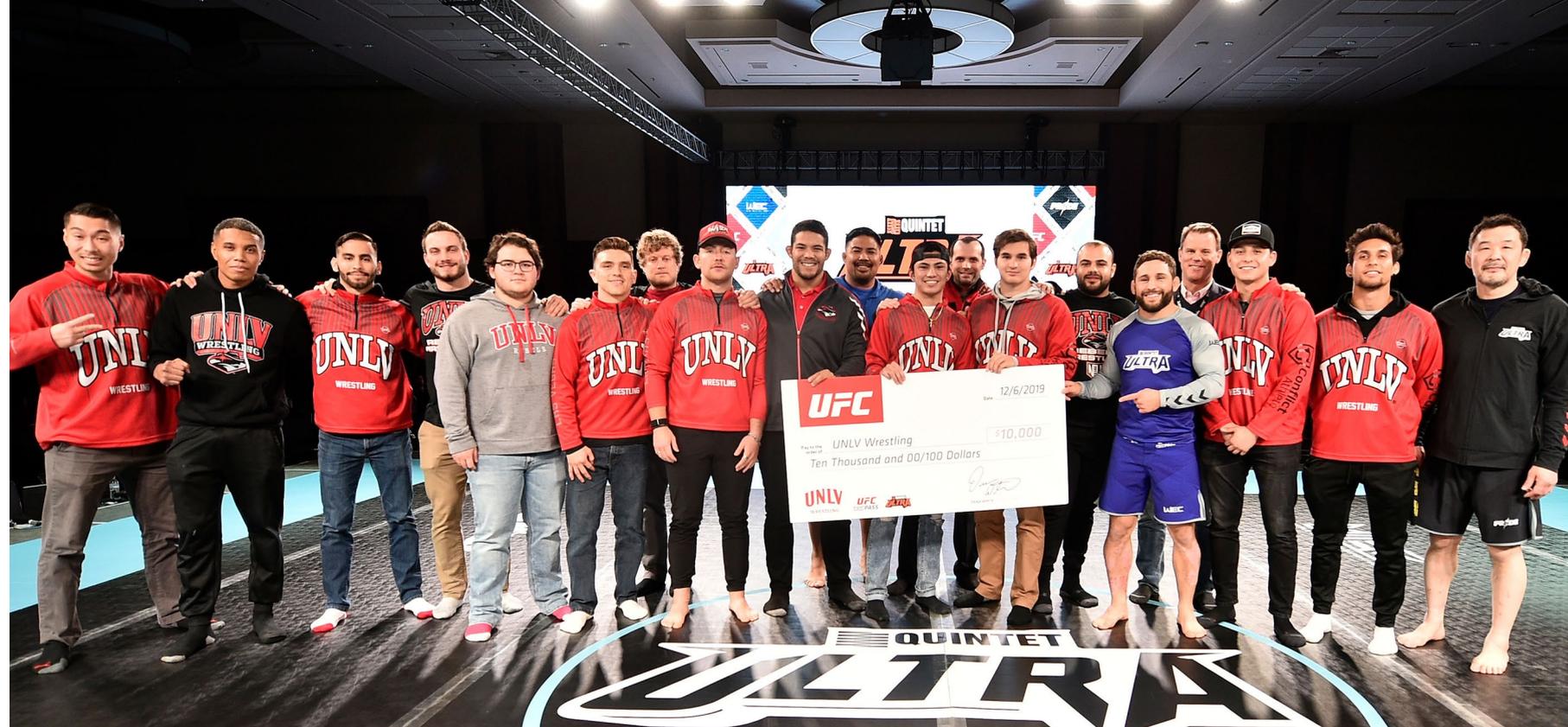


RONALD MCDONALD HOUSE CHARITIES OF GREATER LAS VEGAS

UFC commemorated Ronald McDonald House's 15th Annual Runnin' for the House 5K and Fun Run by serving as Gold Medal Sponsor. UFC staff participated in the 5K and Fun Run, along with volunteering to administer refreshments inside the Kid Zone.

The mission of RMHC is to provide a supportive "home-away-from-home" for families and children who are receiving inpatient or outpatient medical treatment at local hospitals.





UNLV WRESTLING

In December 2019, UFC hosted the UNLV Men's Wrestling team as the charitable guest of its Quintet Grappling Event. UFC also donated \$10,000 to the UNLV Wrestling program to help support the team's efforts to travel and compete in regional tournaments throughout the United States.

The Runnin' Rebels capitalized on the opportunity provided by this donation by capturing the Southwest Regional Tournament championship in January, posting a perfect 6-0 record.

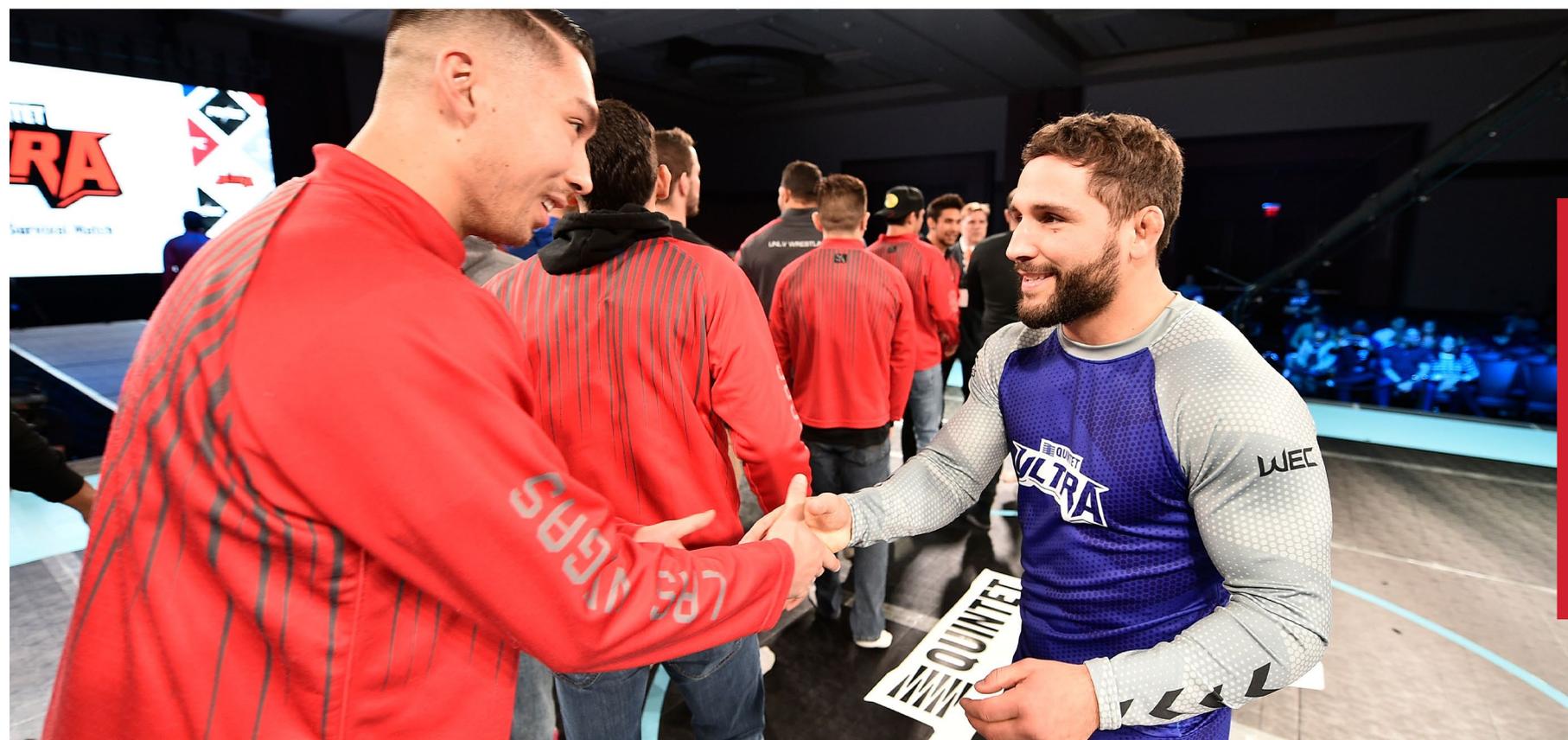
2018:

UFC also donated **\$2,000** to the team to help cover traveling costs to NAIA National Championships, where the team placed third.



\$ **12,000**
DONATED

UNLV
WRESTLING





AMERICAN RED CROSS OF SOUTHERN NEVADA

In 2018 and 2019, UFC partnered with the American Red Cross of Southern Nevada to sponsor and host three blood drive throughout the Las Vegas community. Hosted at the Orleans Hotel, Andre Agassi Boys & Girls Club and UFC Headquarters, these drives secured hundreds of donations that will save lives.

UFC also hosted its first-ever Blood Drive in recognition of the October 1, 2017 tragedy on its anniversary in 2018. During this event, 58 donors registered to save more than 175 lives.

UFC also presented the American Red Cross with a \$10,000 donation to help produce more blood drives.



American Red Cross

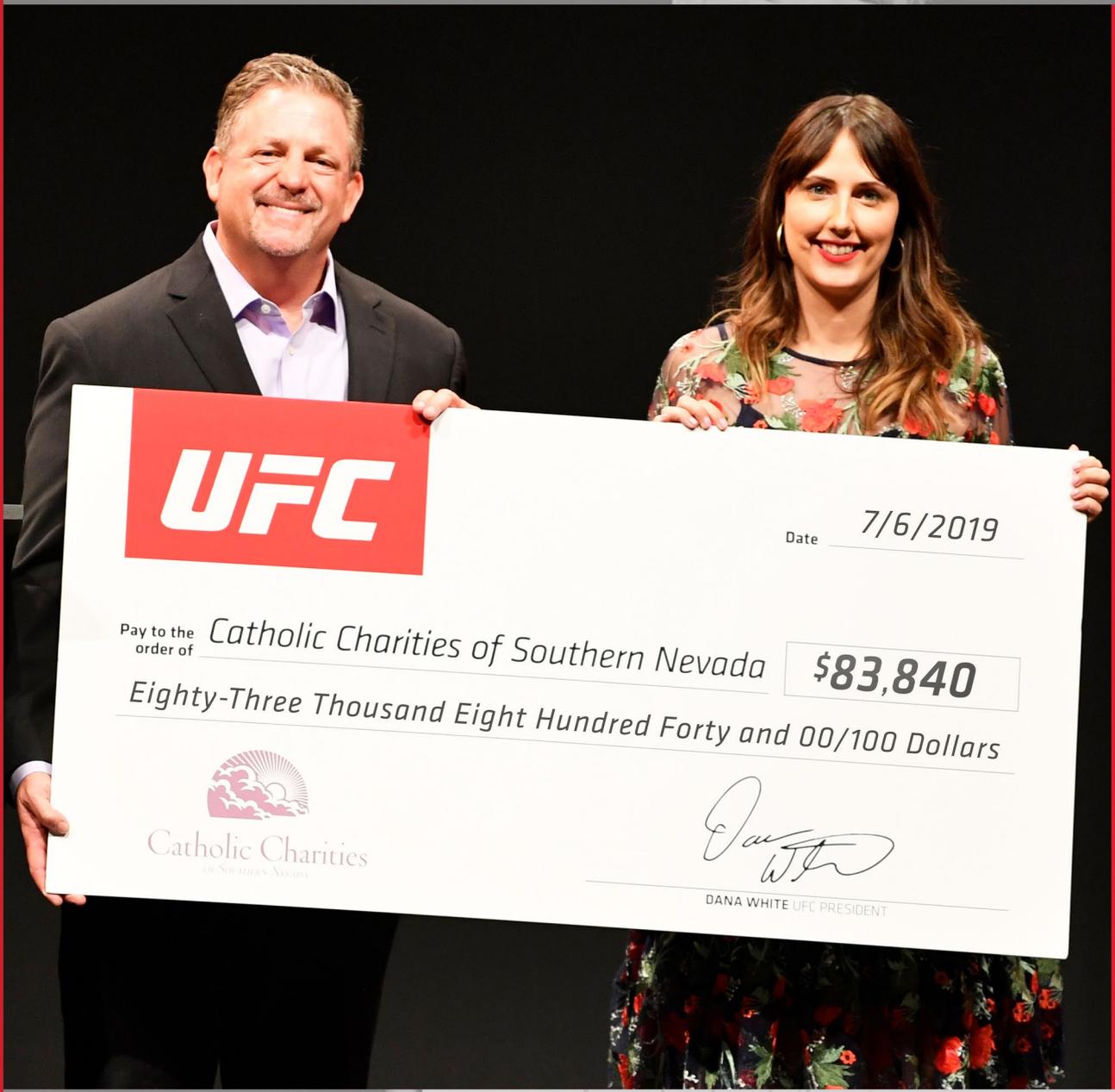


OPPORTUNITY VILLAGE

UFC partners with Opportunity Village two times each year during the organization's Walk the Walk – Day of Volunteering. During this time, UFC employees operate the non-profits thrift shop.

UFC also serves as a primary sponsor of Opportunity Village's annual Santa Run each December.





CATHOLIC CHARITIES OF SOUTHERN NEVADA

In 2019, UFC partnered with Catholic Charities of Southern Nevada to help raise funds and awareness during the UFC Hall of Fame Induction Ceremony and UFC 239 as part of International Fight Week. During this two-day fundraising campaign, UFC raised more than \$80,000 for the organization.

UFC staff also volunteered to serve community meals to homeless and vulnerable men, women and children, as part of the organization's Walk the Walk – Day of Volunteering in November.

\$ 80,000 DONATED
TO CATHOLIC CHARITIES IN TWO DAYS



Catholic Charities
of Southern Nevada



MIRACLE FLIGHTS

To help bring awareness to the global day of #GivingTuesday, UFC partnered with Miracle Flights, the nation's leading non-profit health and welfare flight organization, to help raise awareness and funds to provide free commercial air transportation to critically ill children in need of medical care far from home. UFC made donations of \$20,000 as part of #GivingTuesday in 2017 and 2018, respectively.



2019:

UFC collaborated with Miracle Flights to raise more than **\$53,000** as charitable beneficiary of its UFC 245 50/50 raffle at T-Mobile Arena. The total will help pay for more than 100 round-trip cross country flights for sick children to receive much-needed medical care.



FISHER HOUSE OF LAS VEGAS

UFC light heavyweight Khalil Rountree visited families residing at Fisher House of Greater Las Vegas during the organization's annual Las Vegas Fun Day. Rountree signed autographs, took photos and posed with UNLV's mascot, Hey Reb!

Fisher House Las Vegas is committed to improving the quality of life for members of the military, military retirees, veterans and their families in the state of Nevada.

The Fisher House Foundation serves an average of **25,000** families annually, with an average of **848** per day across the United States.





SALVATION ARMY OF SOUTHERN NEVADA

In 2018-19, UFC employees volunteered with Salvation Army of Southern Nevada to serve food to the homeless as part of the organization's Walk the Walk – Day of Volunteering.

2019:

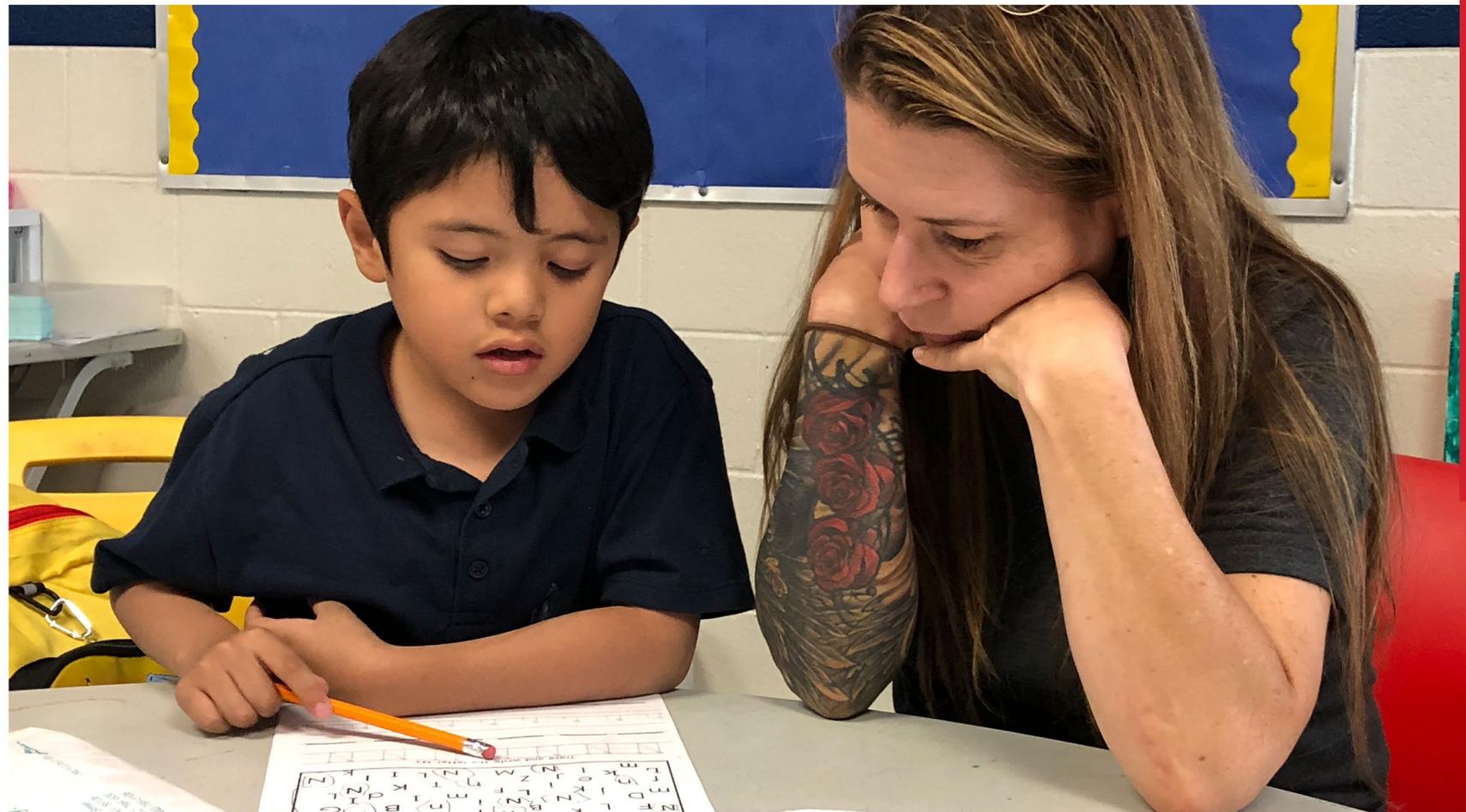
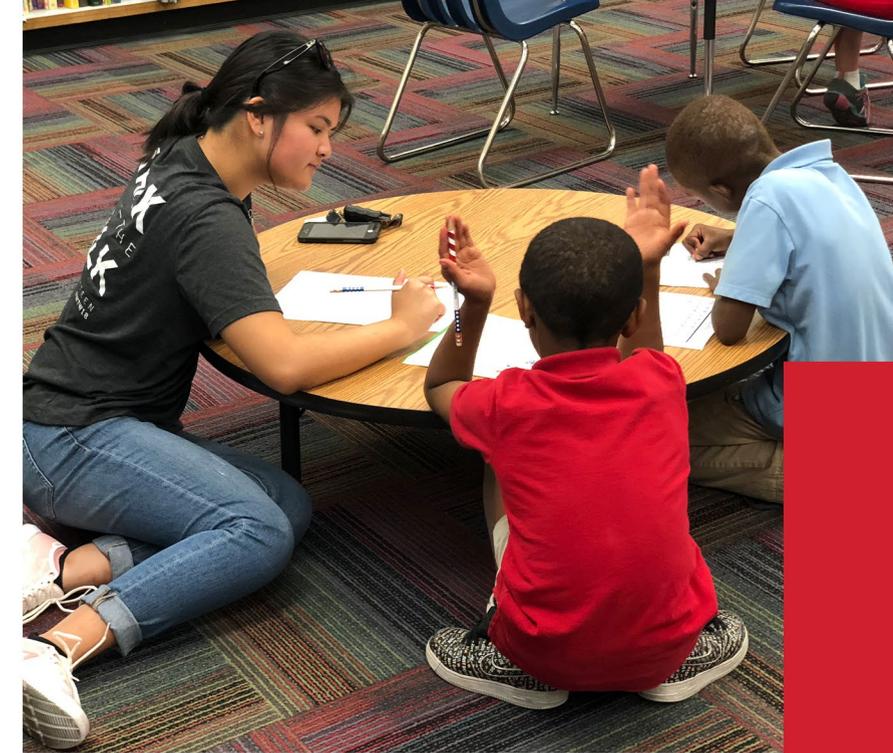
The Salvation Army assists more than **23 million** patrons each year across the United States. More than **3.4 million** individuals of all ages volunteered their time, talents and resources to assist The Salvation Army's mission.



BOYS & GIRLS CLUBS OF SOUTHERN NEVADA

UFC partners annually with the Boys & Girls Clubs of Southern Nevada as part of the organization's Walk the Walk - Day of Volunteering. During this time, staff assist members in the learning zone with homework assignments and joining ongoing games in the gym.

UFC also provides mentors during the non-profits annual Girls Day and Boys Nite Out Extravaganza. This event, which serves as the local chapter's primary fundraising night, is also a unique mentoring opportunity for caring adults who are paired up with awesome kids for the night.





AFTER-SCHOOL ALL-STARS OF GREATER LAS VEGAS

UFC bantamweight champion Henry Cejudo, UFC welterweight Jorge Masvidal and UFC strawweight Maycee Barber made several visits to local middle schools as part of UFC's continued partnership with After-School All-Stars.

The program offers two hours of homework assistance and fun-filled enrichment classes such as dance, music and sports, along with a free healthy meal provided by Three Square Food Bank.



2019: UFC participated in its first-ever Corporate Challenge Dodgeball tournament during the 5th Annual After-School All-Stars Dodgeball Tournament.





THE ANIMAL FOUNDATION

As part of UFC's Walk the Walk – Day of Volunteering, employees volunteer annually at The Animal Foundation to walk and exercise animals, and clean and install equipment.



Did you know?
The Animal Foundation of Las Vegas is one of the largest life-saving animal shelters in the country.





BOYS TOWN NEVADA

As part of an ongoing commitment to the community, UFC has teamed up with Boys Town Nevada to provide food, water, clothing and school supplies to children and families suffering from abuse, addiction, abandonment or violence.

UFC also partners with Boys Town to serve as a sponsor for several annual events to help raise much needed funds and awareness for the non-profit's needs.





GRANT-A-GIFT AUTISM FOUNDATION

UFC partnered with Grant-A-Gift Autism Foundation during its 10th Annual Race for Hope 5K in 2018 as part of Autism Awareness Month. Staff members participated in the 5K and UFC made a \$10,000 donation to help further the organization's efforts.

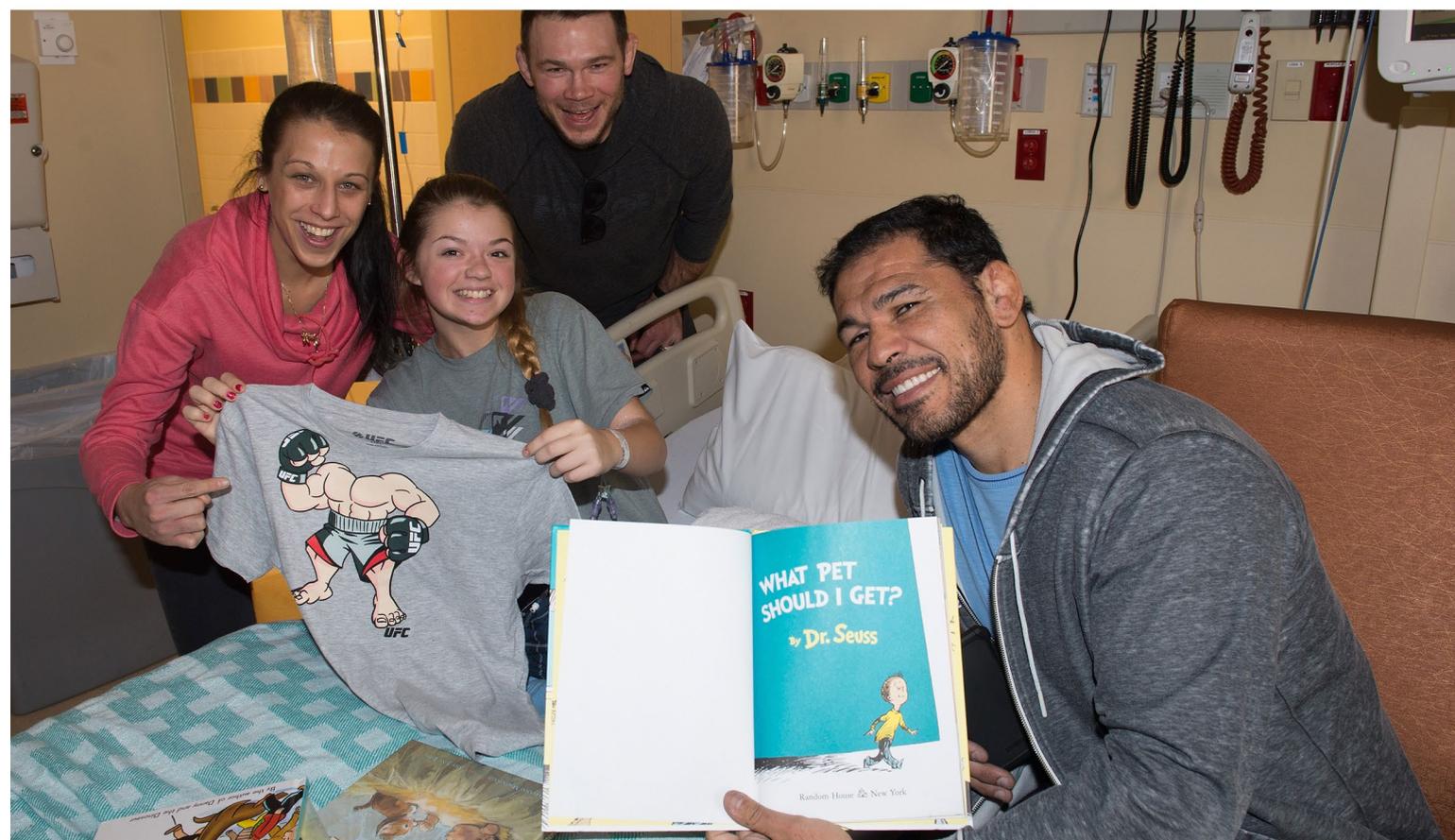




SUNRISE CHILDREN'S HOSPITAL

UFC visits Sunrise Children's Hospital annually during the holidays to meet young patients and their families at their bed sides and in the playroom.

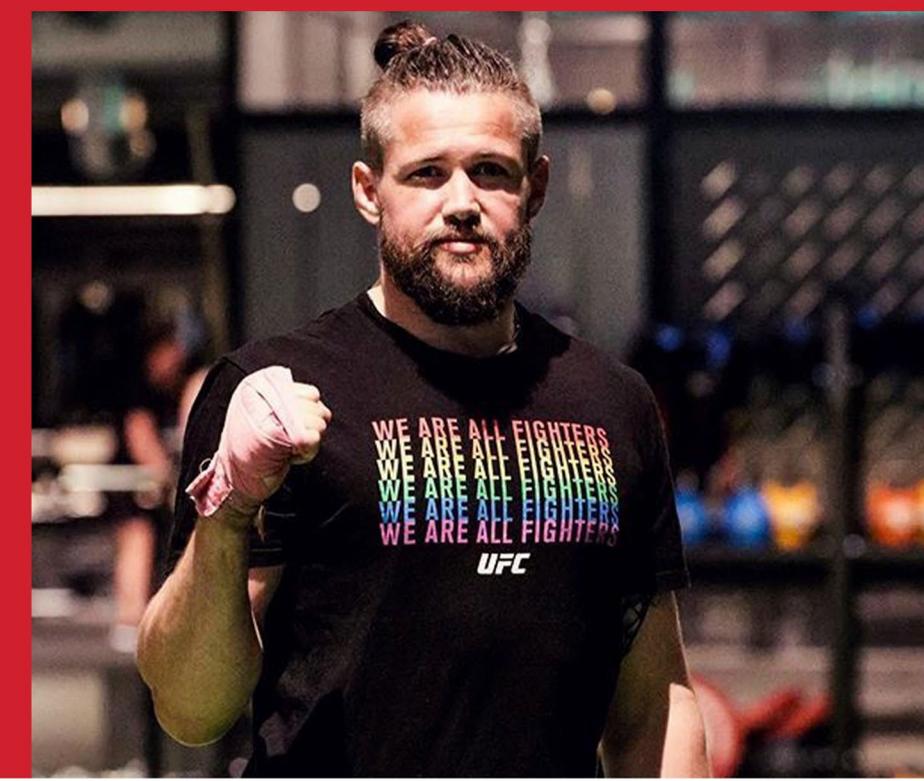
In addition, UFC Hall of Famers Forrest Griffin, Urijah Faber and Antonio Rodrigo Nogueira, former UFC welterweight champion Tyron Woodley, former UFC strawweight champion Joanna Jedrzejczyk and UFC middleweight Uriah Hall presented UFC bleacher creatures and signed UFC gloves.



THE GAY & LESBIAN CENTER OF SOUTHERN NEVADA

UFC has partnered with The Gay & Lesbian Center of Southern Nevada annually since 2012, donating more than \$180,000 to help the organization build its newest location and further educational efforts to the community.

To recognize PRIDE month in June 2019, UFC launched a month-long campaign to offer its LGBTQ-themed “We Are All Fighters” t-shirts globally on UFCStore.com, with 100% of the profits from sales donated to GLAAD. During this campaign, UFC sold more than 1,100 t-shirts and donated more than \$15,000 to the organization.



2019: UFC also partnered with The Gay & Lesbian Center of Southern Nevada. A longstanding partner of The Center, UFC donated **\$10,000** to further its educational efforts. In October UFC also partnered with The Silver State Equality Group, to serve as a Bronze-level sponsor during their inaugural Nevada Equality Awards.

NEVADA P.E.P.

UFC sponsored students from Robert Lunt Elementary School, a local public school in East Las Vegas, as part of the Nevada P.E.P. program's 9th Annual Run Walk Roll Against Bullying.

UFC served as a Trail Blazer Sponsor for the event, which was held in October in recognition of National Bullying Prevention Month.

As a sponsor, UFC provided students and their families with the opportunity to participate in the event and experience a fun day of games and activities.



WRESTLE LIKE A GIRL

UFC and Wrestle Like A Girl hosted a Nevada Commuter Wrestling Clinic at the UFC Performance Institute. More than 100 young aspiring female amateur wrestlers ages 5-18 participated in drills and were coached by UFC athletes and the UNLV Men's Wrestling team.

At the conclusion of the camp, UFC donated \$10,000 to the organization's continued efforts to empower young girls while growing the sport of amateur women's wrestling.



\$10,000 DONATED





UFC ATHLETES JOIN USO TOUR

UFC Hall of Famer B.J. Penn, former UFC featherweight champion Max Holloway, former UFC middleweight champion Chris Weidman, UFC flyweight Paige VanZant and UFC strawweight Felice Herrig joined Monster Energy on its annual USO tour.

Monster's brand ambassador team also included celebrity chef Robert Irvine, former MLB star Shane Victorino, pro surfer Makua Rothman and country music artist Craig Morgan.



Monster Energy is one of the longest-tenured global sponsors of UFC.



“UFC IS BIGGER THAN THE OCTAGON”

- In 2018-19, UFC hosted four 50/50 raffles at T-Mobile Arena that totaled more than \$225,000 and benefited local non-profits Make-A-Wish Southern Nevada, Nevada Childhood Cancer Foundation, Catholic Charities of Southern Nevada and Miracle Flights
- UFC partnered with the Crohn’s and Colitis Foundation of Southern Nevada on two charitable campaigns in 2019, raising \$44,000 for the organization
- UFC donated more than \$245,000 to 40 additional non-profits throughout the state of Nevada
- UFC produced its first-ever employee blood drive with the American Red Cross. During the blood drive, 31 units of blood were collected, which can save up to 93 lives. 37 first-time blood donors also registered during the event
- UFC employees volunteered at 10 local non-profit organizations, including Make-A-Wish, Shade Tree, Opportunity Village, Salvation Army, Boys and Girls Club, Spread the Word, Ronald McDonald House, Three Square Food Bank, Catholic Charities and American Red Cross during two employee volunteering days





YOUR

WISH

IS

COMING

TRUE!

Disney World

HAVE FUN AT THE DUDE RANCH!

I wish you were here!

Where I wish to go

World a Wish 2019

Make-A-Wish WALK FOR WISHES

UFC