

HEISMAN COMMUNITY

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HEISMAN
TROPHY®

BACKGROUND/HISTORY

- THE HEISMAN TROPHY IS ANNUALLY AWARDED TO THE MOST OUTSTANDING COLLEGE FOOTBALL PLAYER WHOSE PERFORMANCE BEST EXHIBITS THE PURSUIT OF EXCELLENCE WITH INTEGRITY.
- THE WINNERS OF THE TROPHY EPITOMIZE GREAT ABILITY COMBINED WITH DILIGENCE, PERSEVERANCE, AND HARD WORK.
- THE FIRST AWARD WAS GIVEN IN 1935 TO JAY BERWANGER FROM THE UNIVERSITY OF CHICAGO. THE AWARD WAS ORIGINALLY NAMED THE DAC TROPHY NAMED AFTER THE DOWNTOWN ATHLETIC CLUB. HOWEVER IN 1936, FOLLOWING THE DEATH OF LEGENDARY PLAYER AND COACH JOHN W. HEISMAN, THE TROPHY WAS RENAMED IN HONOR OF HIS INNOVATION AND CONTRIBUTION TO FOOTBALL STRATEGY. IN THE DECADES SINCE IT WAS CREATED, THE HEISMAN MEMORIAL TROPHY HAS BECOME MORE THAN AN AWARD.
- ITS BESTOWAL IS A DEFINING MOMENT IN THE CAREER OF A COLLEGE FOOTBALL PLAYER, WHEN HE IS INVITED TO JOIN THE RANKS OF THE ELITE FRATERNITY OF HEISMAN TROPHY WINNERS.
- TO THIS DAY, THE TROPHY REMAINS A NATIONAL SYMBOL OF COLLEGIATE FOOTBALL EXPERIENCE, PROWESS, AND COMPETITIVENESS, AWARDED ANNUALLY TO AN ATHLETE DESIGNATED AS THE OUTSTANDING COLLEGE FOOTBALL PLAYER IN THE UNITED STATES.



COMMUNITY

- THERE ARE MULTIPLE LAYERS TO THE OVERALL HEISMAN COMMUNITY.
- YOU HAVE THE PLAYERS WHO HAVE WON THE TROPHY BEFORE, WITH THEIR ROLE BEING TO CONTINUE TO BE AMBASSADORS FOR THE SPORT, MANY OF WHICH DO SO BY STARTING THEIR OWN FOUNDATIONS TO HELP CERTAIN CHARITIES AND ISSUES THEY SEE IN THEIR COMMUNITIES.
- YOU HAVE THE HEISMAN TRUST WHO CONSISTS OF TEN TRUSTEES WHO ALL SERVE FOR FREE. THEIR MISSION IS TO ENSURE THE CONTINUATION AND INTEGRITY OF THE AWARD. THE TRUST ALSO HAS A CHARITABLE MISSION AS WELL.



GROUP IMPACT

- THE BIGGEST IMPACT THE HEISMAN COMMUNITY MAKES IS THROUGH THE HEISMAN TRUST'S CHARITY MISSION.
- THAT MISSION IS TO SUPPORT AMATEUR ATHLETICS AND TO PROVIDE GREATER OPPORTUNITIES TO THE YOUTH OF THE COUNTRY. THROUGH THESE CHARITABLE ENDEAVORS THEY WANT THE HEISMAN TROPHY TO SYMBOLIZE THE FOSTERING OF A SENSE OF COMMUNITY RESPONSIBILITY AND SERVICE TO OUR YOUTH, ESPECIALLY THOSE WITH SPECIAL NEEDS.
- THE PEOPLE THAT THEY IMPACT ARE EXTREMELY GRATEFUL AS THIS PROVIDES A HUGE HELP TO ANYONE THEY ARE ABLE TO ASSIST. THEY DONATE MONEY TOWARDS THEIR CHARITIES AND THE CHARITIES CAN USE IT HOWEVER THEY DEEM NECESSARY.
- OCCASIONALLY THEY WILL HELP HOLD AN EVENT FOR A CHARITY.
- THE HEISMAN TRUST HAS COME TO DONATE MORE THAN \$10 MILLION TO WORTHWHILE CHARITIES THAT PROVIDE GREATER OPPORTUNITIES FOR DISADVANTAGED AND SPECIAL NEEDS YOUTH.



HEISMAN TRUST CHARITIES

- THE TRUST WORKS WITH A NUMBER OF DIFFERENT CHARITIES
- THEY WORK WITH WELL KNOWN CHARITIES AND ORGANIZATIONS SUCH AS AMERICAN RED CROSS, BOYS AND GIRLS CLUB, SPECIAL OLYMPICS, AND MORE
- THEY HAVE AN IMPACT IN THE GREATER BIRMINGHAM AREA AS THEY WORK WITH UAB COMPREHENSIVE CANCER CENTER
- AS WELL AS SUPPORTING SEVERAL FORMER HEISMAN WINNERS CHARITY ORGANIZATIONS LIKE THE TIM TEBOW FOUNDATION, MARK INGRAM FOUNDATION, TIM BROWN FOUNDATION, AMONG OTHERS.



TIM TEBOW
FOUNDATION™



TO WHAT EXTENT DOES THIS GROUP ENABLE A LIFE OF SIGNIFICANCE

- THE FUND SEEKS TO MAKE SPORTS PROGRAMS THAT OFFER EDUCATIONAL SERVICES WIDELY AVAILABLE TO DISADVANTAGED AND SPECIAL NEEDS YOUTH, REGARDLESS OF THEIR ATHLETIC ABILITY. THESE PROGRAMS ALSO HELP YOUNG PEOPLE LEARN RESPECT, COMPROMISE, PERSISTENCE, TEAMWORK, GOOD SPORTSMANSHIP, AND THE PURSUIT OF EXCELLENCE WITH INTEGRITY.
- THESE ARE KEY CHARACTERISTICS TO LIVING A LIFE OF SIGNIFICANCE
- I HAVE FOUND THAT THE GROUP DOES A GREAT JOB IN EXECUTING THEIR MISSION STATEMENT
- THEY SUPPORT AMATEUR ATHLETICS GREATLY AND PROVIDE GREATER OPPORTUNITIES TO THE YOUTH OF THE COUNTRY. THROUGH THESE CHARITABLE ENDEAVORS THEY ENSURE THE HEISMAN TROPHY SYMBOLIZES THE FOSTERING OF A SENSE OF COMMUNITY RESPONSIBILITY AND SERVICE TO OUR YOUTH.
- IN ADDITION TO WHAT THE TRUST DOES, A LOT OF WINNERS GO ON TO CREATE THEIR OWN CHARITIES AND CONTINUE TO GIVE BACK TO THEIR OWN COMMUNITIES YEARS AFTER THEY'VE WON THE AWARD.



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REFLECTION

I SELECTED THIS COMMUNITY BECAUSE I WAS TALKING TO MY DAD ABOUT DIFFERENT COMMUNITIES TO PICK FROM AND HE MENTIONED THE HEISMAN COMMUNITY. HE KNEW I WANTED A SPORTS FOCUSED TOPIC AND HE THOUGHT IT WOULD BE A SUITABLE COMMUNITY. RESEARCHING MY TOPIC WAS FAIRLY EASY AS I GOT MOST OF IF NOT ALL INFORMATION NECESSARY STRAIGHT FROM THE HEISMAN WEBSITE. I HAVE ALWAYS BEEN FAMILIAR WITH THE HEISMAN WINNER AND THE PROCESS THAT SELECTS THE WINNER. AS WELL AS THE IMPACT THE WINNER HAS ON THE COLLEGE SPORTS COMMUNITY. BUT WHAT I LEARNED WAS THAT THERE IS A WHOLE TRUST DEDICATED TO HELPING OTHER PEOPLE, SPECIFICALLY YOUTH SPORTS ACADEMIES FOR DISADVANTAGED AND SPECIAL NEEDS YOUTH. IT HAS NOT CHANGED MY THOUGHTS ON LIVES OF SIGNIFICANCE AT ALL IF ANYTHING IT HAS STRENGTHENED MY BELIEFS AND HAS GIVEN ME MORE MOTIVATION TO HELP IN THIS AREA. IT HAS INSPIRED ME TO NOT ONLY PURSUE EXCELLENCE WITHIN MY OWN LIFE AND PASSIONS BUT TO EMPOWER OTHERS TO DO THE SAME. GOD GIVES US GIFTS TO LIVE A FULL LIFE, BUT THOSE GIFTS ARE ALSO MEANT TO BE SHARED WITH OTHERS AND WE CAN EXEMPLIFY CHRIST THROUGH THOSE GIFTS.

