

# SOCIAL JUSTICE

INSPIRING CHANGE IN COMMUNITIES NATIONWIDE

## NFL SOCIAL JUSTICE INITIATIVE

Open to all teams and players, our social justice work encompasses programs and initiatives that reduce barriers to opportunity, with a priority on supporting improvements in three areas:



EDUCATION  
AND ECONOMIC  
ADVANCEMENT



COMMUNITY-  
POLICE  
RELATIONS



CRIMINAL  
JUSTICE  
REFORM

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### THIS COMMITMENT INCLUDES



Dedicated financial resources from the league, clubs, and players to nonprofit organizations.



League-wide amplification of inspiring stories of players making differences in their communities and society.



Deployment of public policy and government affairs resources at the local, state, and national levels.



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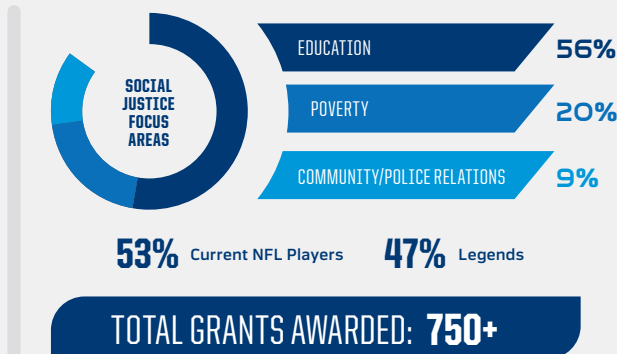
## NATIONAL INSPIRE CHANGE GRANT RECIPIENTS

Alabama Appleseed  
Alliance for Safety and Justice  
Anti-Recidivism Coalition  
Big Brothers Big Sisters of America  
Campaign for Black Male Achievement  
City Year  
Civil Rights Corps  
Community Justice Exchange  
Council on Legal Education Opportunity, Inc.  
Dream Corps

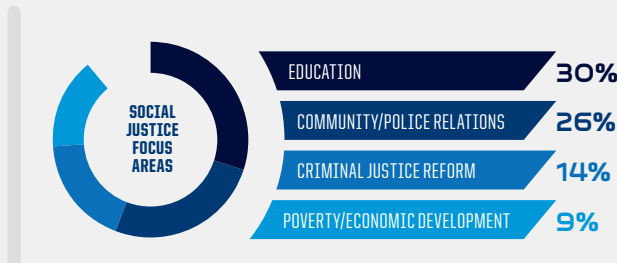
Gideon's Promise  
King Center  
Metropolitan Family Services  
NAF  
National Urban League  
Operation HOPE  
Success for All Foundation  
United Negro College Fund  
Vera Institute of Justice  
VOTE

## NFL FOUNDATION SOCIAL JUSTICE GRANTS

### PLAYER/LEGEND MATCHING SOCIAL JUSTICE GRANTS



### TEAM PROGRAM SOCIAL JUSTICE GRANTS



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"That's the thing. When I'm talking to kids, kids like me and my friends, I let them know. I let them know that they can be whoever they want to be. I always use that box statement because that's it. Area codes are your box. An area code can define your outcome if you let it. Be different."

DELANIE WALKER

TIGHT END / TENNESSEE TITANS



LEARN MORE AT: [NFL.COM/INSPIRECHANGE](https://www.nfl.com/inspirechange)



# 500+ SOCIAL JUSTICE EVENTS

NFL TEAMS PARTICIPATED IN OR HOSTED DURING THE 2019 SEASON



# \$70 MILLION+ CONTRIBUTED SINCE 2017

FROM SOURCES INCLUDING:

Social justice grants approved by the NFL owners-players working group

Club and player contributions, as part of 32 team social justice matching funds

NFL Foundation social justice matching grants

An ongoing financial commitment to the Players Coalition



## CLUB INVOLVEMENT

NFL clubs and players have been supporting social justice efforts in many ways. Hundreds of social justice events and initiatives have been organized and implemented by each of the 32 NFL clubs in the last year.

### THESE EVENTS INCLUDE:

- ✓ Training sessions, community gatherings, and idealgens with players and local police departments, as well as team-facilitated volunteer programs that involve police officers and underserved youth.
- ✓ Events with local job-placement programs for the formerly incarcerated, as well as inmates nearing release from prison.
- ✓ Involvement with local police explorers programs.
- ✓ Financial commitments to underserved schools, ranging from support for busing to assistance in purchasing uniforms for students in need.
- ✓ Facilitation of mentorships or daylong learning sessions for at-risk youth and players and team staff and executives.



"I think social justice means something different to everybody. The way I've thought about it, making a difference with our underprivileged or unfortunate youth in our area spoke to me."

COREY LINSLEY

CENTER / GREEN BAY PACKERS



PLAYERS COALITION

### PLAYERS COALITION IMPACT: 2018-2019

42 DIRECT SOCIAL ENGAGEMENTS  
88 OP-EDS AND LETTERS TO ELECTED OFFICIALS  
9 BILLS PASSED  
112 EVENTS & MEETINGS HELD

"In a way, this whole initiative has allowed us to get to know our players a little better — not just in the building or on the field, but things that matter to them, or what they're hearing about."

MARK WILF

OWNER/PRESIDENT OF THE MINNESOTA VIKINGS



AS OF JUNE 2020