SOCIAL JUSTICE
INSPIRING CHANGE IN COMMUNITIES NATIONWIDE

NFL SOCIAL JUSTICE INITIATIVE
Open to all owners, clubs, and players, our social justice work encompasses programs and initiatives that reduce barriers to opportunity, with a priority on supporting improvements in three areas:

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
Community Legal Services of South Carolina
Dream Corps
Goals101
Gordon’s Phoenix
Helmets to Hardhats
K Street
Metropolitan Family Services
NAF
New Start
Open Society Foundations
Seligman Center for Transportation Policy and Economics
Success for All
Success for All Foundation
United Negro College Fund
Vera Institute of Justice
Voter Action Project
Washington Justice Project

NFL FOUNDATION SOCIAL JUSTICE GRANTS

53%
Current NFL Players

47%
Legends

TEAM PROGRAM SOCIAL JUSTICE GRANTS

FOURTH-QUARTER FUNDING

30%
player matching

20%
team matching

10%
 nfl foundation

DIRECT SOCIAL ENGAGEMENTS

42

88

9

112

EVENTS & MEETINGS HELD

PLAYERS COALITION IMPACTS: 2018-2019

Players and teams

$70 MILLION+
CONTRIBUTED SINCE 2017
FROM SOURCES INCLUDING:

NFL Foundation
Social justice matching grants
Club and player contributions
Contributions from the NFL Foundation
Social justice matching grants

SOCIAL JUSTICE GRANTS
CENTER / GREEN BAY PACKERS

47%
Legends

500+
SOCIAL JUSTICE EVENTS
NFL TEAMS PARTICIPATED IN OR HOSTED DURING THE 2019 SEASON

CURRENT NFL PLAYERS

Delanie Walker - Tight End / Tennessee Titans

"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 resonates with me.

Sammy Watkins - Wide Receiver / Kansas City Chiefs

"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.

Corey Linsley - Center / Green Bay Packers

"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 state.

Mark Wilf - Owner/President of the Minnesota Vikings

"I think it’s great not only for athletes, but for non-athletes, too, to start speaking about things that they either don’t like or that aren’t going right in this world. For us athletes, this is a platform that we need to use to show the kids and the next generation that it’s about love, joy, peace and harmony. If we all can change ourselves mentally, love one another and work everyone to have success, this will be a better world."