BEYOND THE GAME

BEYOND THE GAME

2021 NFL Social Responsibility Report



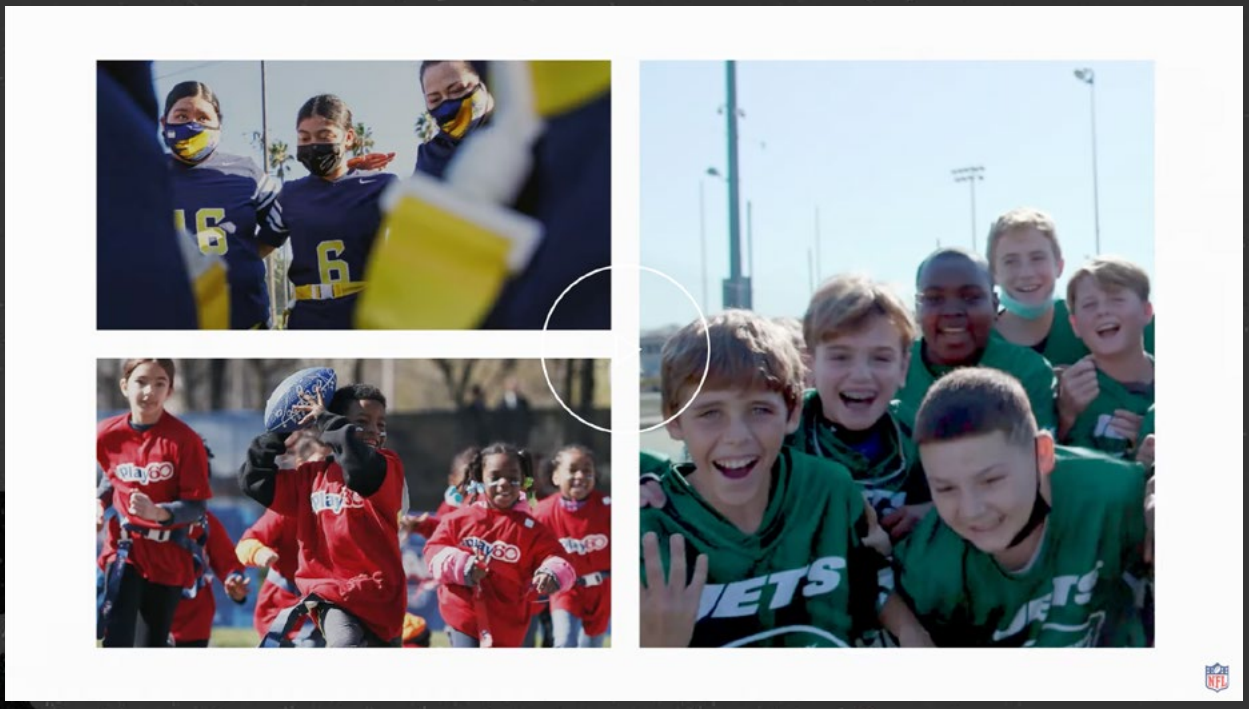
OUR MISSION

Inspire and unify players, fans and communities to leave a positive, meaningful impact.

OUR VISION

The NFL embraces its role in unifying our communities, addressing key social issues and serving as a force for positive change.

WATCH VIDEO: WE BELIEVE | IT TAKES ALL OF US



LETTER FROM THE COMMISSIONER



THE 2021 NFL SEASON MADE HISTORY IN MANY WAYS. THE SUPER BOWL RETURNED TO LOS ANGELES FOR THE FIRST TIME IN 29 YEARS. IN TWO FIRSTS, THE NFL DRAFT DESCENDED ON CLEVELAND AND NORTHEAST OHIO AND THE PRO BOWL VISITED LAS VEGAS. THE GAME HAS NEVER BEEN STRONGER, WE EXPANDED TO A 17-GAME REGULAR SEASON AND MORE FANS THAN EVER WATCHING HISTORIC ACHIEVEMENTS, THRILLING ACTION ON THE FIELD AND A RECORD NUMBER OF GAMES DECIDED ON THE FINAL PLAY. WHILE MILLIONS OF FANS TUNED IN TO WATCH THEIR FAVORITE PLAYERS AND TEAMS, THE OPPORTUNITY FOR OUR COLLECTIVE NFL FAMILY TO CREATE A LASTING AND POSITIVE IMPACT IN THESE COMMUNITIES STANDS OUT.

Our game is at its best when we have full, vibrant and energetic stadiums, and as we welcomed fans back to full stadiums, we also recognize the responsibility to use our stadiums as civic centers and community pillars both on game day and beyond. We are taking steps to make sure our stadiums are more inclusive than ever before, from sensory inclusion rooms to private nursing areas and a host of other enhancements. And we are proud of the role our stadiums served during the past two seasons as voting sites, vaccination centers and beyond.

Our communities continue to experience challenges old and new, and so this year we also focused on critical topics like closing the digital divide through grant funding and programs aimed at reducing barriers to digital access, improving digital literacy, and creating more equitable education outcomes. And we worked to fight food insecurities, delivering and prepping meals to thousands of families. Virtual and in-person events enabled us to get back on the ground in communities to continue the push for positive change off the field.

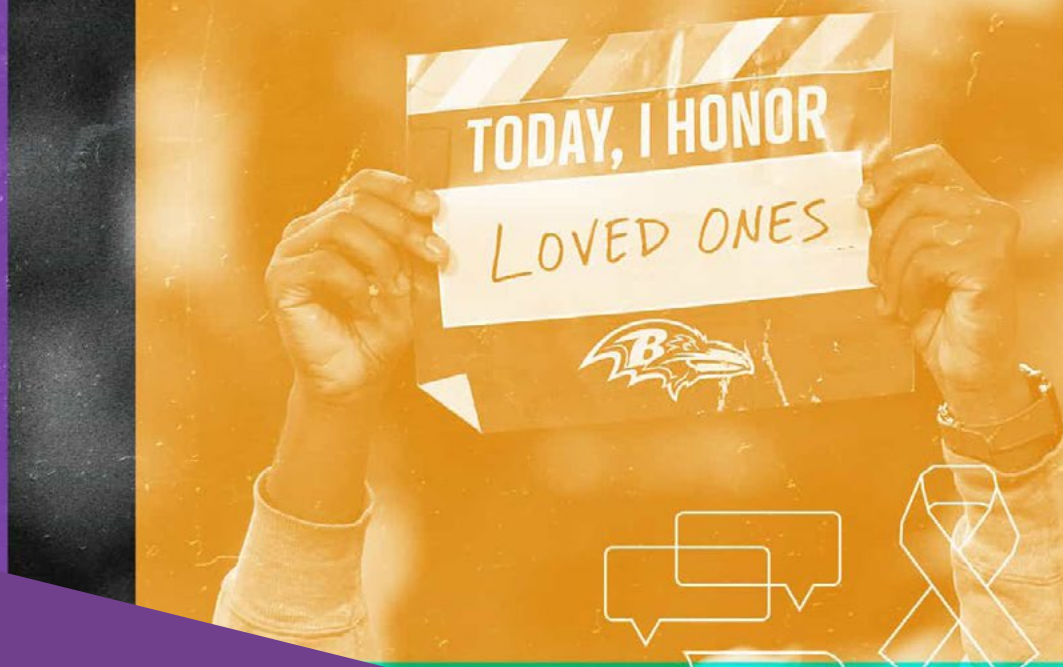
As we do every year, we used our major events to leave a community legacy. We restored green spaces and watched NFL Flag Champions take center stage at Pro Bowl. At Super Bowl LVI, the league celebrated the 15th anniversary of PLAY 60 with hundreds of local kids. We also partnered with LA-based organizations to use our platform to celebrate the LGBTQ+ community and recognize the importance of allyship.

As always, we honor, empower, and connect our military heroes here at home and around the world through Salute to Service, while our Inspire Change campaign has seen the collective NFL family, particularly our Clubs and players, utilizing resources and their platform to help create a more equitable society and end racism. This work has helped grant partners and community members launch innovative social justice programs, release insightful reports, host trainings and workshops, succeed in advancing legislative reforms, and expand their own reach.

We also continue to recognize the absolute best in our players, who exemplify the values and commitment that stands at the heart of our game, highlighted by the 32 Walter Payton NFL Man of the Year nominees and winner, Andrew Whitworth. Since the start of his career, Andrew has dedicated himself to making a lasting impact in his communities and his teams. During his five seasons in Los Angeles, he has dedicated his time and resources to social justice efforts that are working to tackle food insecurity, homelessness, and education inequities. These are just a few examples of an extensive philanthropic legacy that Andrew has created. He is incredibly deserving of this prestigious award and we are proud he is the 2021 Walter Payton NFL Man of the Year.

These examples are just the beginning. It is our responsibility to use the power of the NFL platform to continue to push for societal change. The work is never done, and we must always strive to be better. As we close the book on another great year, we recognize the opportunity ahead to continue inspiring our fans, players, clubs, partners, and communities to do more. Thank you.

ROGER GOODELL
NFL COMMISSIONER



CRUCIAL CATCH
INTERCEPT CANCER

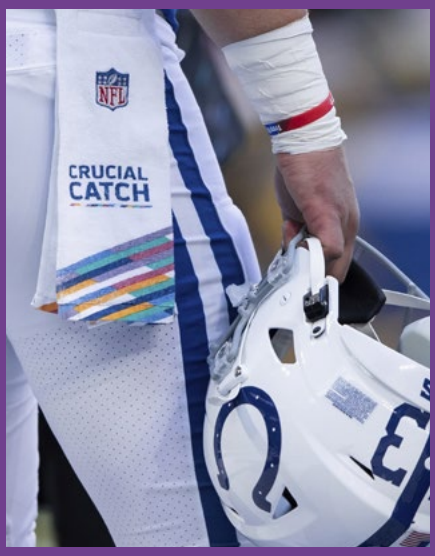
For the 13th consecutive year, the NFL and **American Cancer Society (ACS)** worked together to support the fight against cancer through Crucial Catch: Intercept Cancer.

THE NFL'S CRUCIAL CATCH MISSION IS TO FIGHT CANCER THROUGH EARLY DETECTION AND RISK REDUCTION.

The League, its clubs and players, the **NFL Player Association** and the American Cancer Society are committed to providing individuals with the tools they need to help them better understand early detection and ways to reduce their cancer risk. Each year, every NFL team raises awareness during their Crucial Catch game, which features on-field and in-stadium Crucial Catch elements. Crucial Catch games also present a special opportunity to honor cancer survivors and those currently battling cancer.







The COVID-19 pandemic has had a devastating impact on screening. At the height of it, some cancer screenings declined by 90%. Through Crucial Catch, the NFL and ACS have allocated resources dedicated to safely restarting cancer screenings in communities with the most need. For many forms of cancer (breast, cervical, colorectal and prostate), the five-year survival rate is above 90% when detected early before it has a chance to spread.







NFL-ISSUED CRUCIAL CATCH GAMEDAY APPAREL FEATURED A MULTI-COLORED LOGO REPRESENTING ALL CANCERS.

This year, New Era and Nike designed Crucial Catch gear that highlighted the NFL's commitment to drawing awareness to and supporting multiple cancer prevention efforts. Fans could purchase NFL-licensed Crucial Catch apparel on **NFLShop.com** and game-worn merchandise was auctioned on **nfl.com/auction**.

Additional partners in this year's Crucial Catch initiative included mobile games platform **Skillz**, **Fan Creations** and **Fathead**.

CHANGE GRANTS

Since 2012, the NFL has funded ACS' **Community Health Advocates Implementation Nationwide Grants for Empowerment and Equity (CHANGE)** grants, which have contributed to over 600,000 screenings in underserved communities and reached more than 1,100,000 individuals with education, screening reminders and patient navigation, bringing these life-saving messages and screening services to those who need them most.

MORE THAN
600,000 CANCER SCREENINGS
SINCE 2012

MORE THAN
1.1 MILLION INDIVIDUALS REACHED
SINCE 2009

$24 MILLION
RAISED SINCE 2009

IT TAKES ALL OF US TO FIGHT CANCER

This year's Crucial Catch TV spot included cancer survivors and advocates with NFL ties, including: **COACH BRUCE ARIANS**, **COACH RON RIVERA**, **CALVIN JOHNSON** and **LAURENT DUVERNAY-TARDIF**. Social and digital specific vignettes featured NFL ACS ambassadors **JAMES ROBINSON**, **QUINCY** and **QUINNEN WILLIAMS**, and **NAJEE HARRIS**.

▶ **WATCH VIDEO**

YOUTH CRUCIAL CATCH

Each season, youth football teams from across the country participate in **Youth Crucial Catch** to host their own Crucial Catch football games to raise both awareness for multiple cancers and money for ACS. At the end of the season, the youth team with the most funds raised is named the youth team champion. This season, several NFL players—including Pittsburgh Steelers rookie running back **NAJEE HARRIS**—conducted local and national meet and greets with the youth team winners. During Pro Bowl week in Las Vegas, American Youth Football's top 8th grade football players competed in an All-Star game at **Bishop Gorman High School** to support the initiative. Arizona Cardinals running back **JONATHAN WARD** and Detroit Lions offensive tackle **TYRELL CROSBY** served as honorary assistant coaches, and the players showcased their skills on the field to raise awareness for the fight against cancer.



MY CAUSE MY CLEATS

NFL players reveal their passions beyond the game and wear their hearts on their feet through **My Cause My Cleats**. Players have the opportunity to pick a cause that is important to them and represent their chosen organization on custom designed cleats to wear during Week 13.





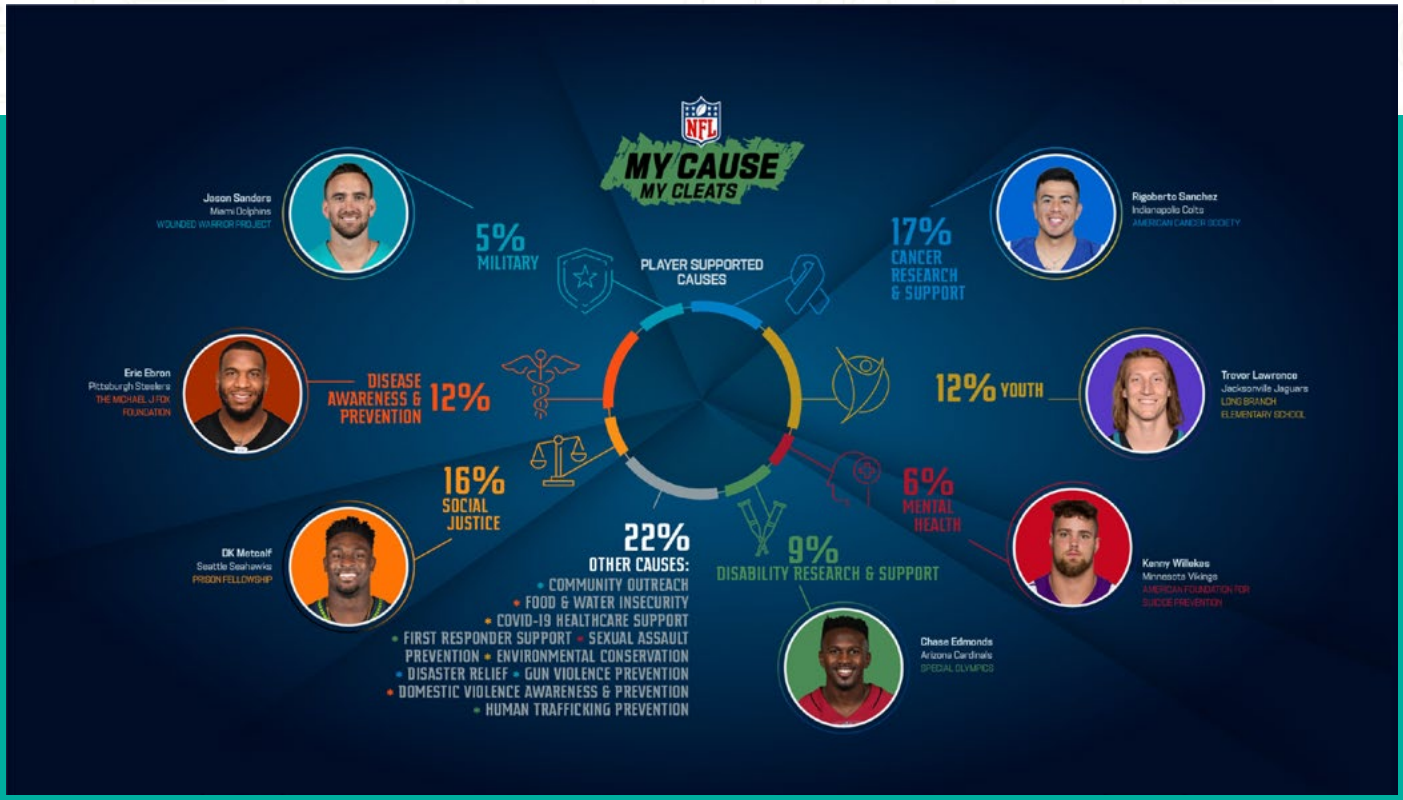


THE CAMPAIGN BEGAN IN 2016 AND HAS SINCE PROVIDED PLAYERS A PLATFORM TO BRING CAUSES THEY ARE MOST PASSIONATE ABOUT TO THE FOREFRONT ON GAMEDAY.

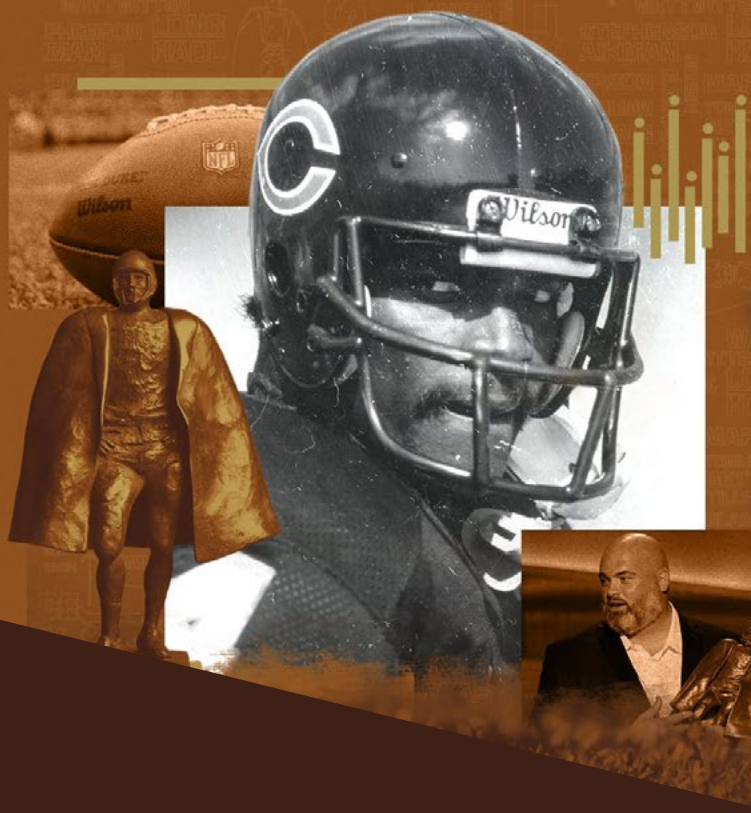
This year's causes included topics such as tackling social injustice, supporting youth education, addressing mental health, raising awareness for disability research, and empowering veterans. NFL Network also aired features that highlighted the charitable efforts of players and their chosen initiatives.

Following Week 13 games, hundreds of players donated their cleats through **NFL Auction**, where 100% of funds raised are donated to the charities they select. Since its inception, My Cause My Cleats has raised more than $1 million through NFL Auction to support player causes.

TO LEARN MORE ABOUT EACH PLAYER'S CAUSE, VISIT NFL.COM/MYCAUSEMYCLEATS



WATCH VIDEO



WALTER PAYTON
MAN OF THE YEAR

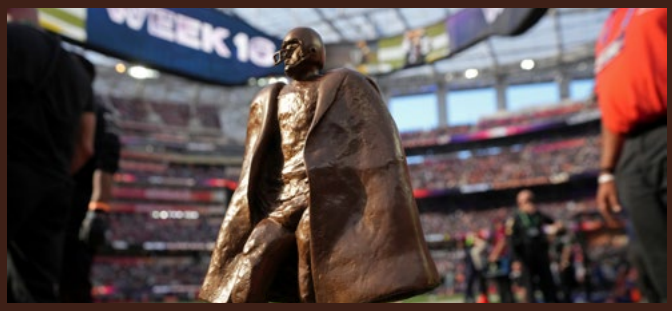
Considered the League's most prestigious honor, the **Walter Payton NFL Man of the Year Award Presented by Nationwide** recognizes an NFL player for outstanding community service activities off the field, as well as excellence on the field. First established in 1970, the national award was renamed in 1999 after the late Hall of Fame Chicago Bears running back **WALTER PAYTON**.

Representing the best of the NFL's commitment to philanthropy and community impact, each team selects their own Man of the Year who is then eligible to win the national award. For the fourth year in a row, all team winners were highlighted as nominees and recognized for their important work during the week leading up to **Super Bowl LVI**.

Each of the 31 runner-up nominees received up to a $40,000 donation in their name to their charity of choice, with the winner of the 2021 Walter Payton NFL Man of the Year Award receiving a $250,000 donation to the charity of their choice. All donations were courtesy of the NFL Foundation and Nationwide.

The nominees support many different causes, including social justice work, supporting veterans, fighting homelessness and more.

TO LEARN MORE ABOUT THE AWARD AND ALL 32 TEAM NOMINEES, VISIT NFL.COM/HONORS/MAN-OF-THE-YEAR



31 RUNNER-UP NOMINEES =
UP TO $40,000/EACH

WINNER = $250,000

TOTAL: UP TO
$1.49 MILLION



BEGINNING IN 2017, THE WALTER PAYTON NFL MAN OF THE YEAR TROPHY SILHOUETTE CAME TO LIFE IN UNIFORM ELEMENTS TO FURTHER RECOGNIZE PAST AWARD WINNERS AND CURRENT NOMINEES.

All nominees wear a Man of the Year helmet decal beginning in Week 14 through the end of the season in recognition of their accomplishments both on and off the field.

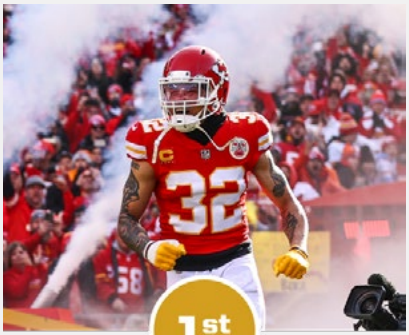


MAN OF THE YEAR CHARITY CHALLENGE

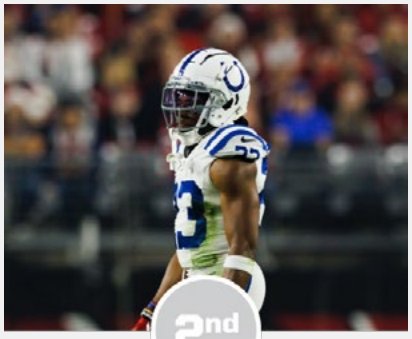
The League encouraged fans to participate in Nationwide's seventh annual **Charity Challenge**, a social media campaign designed to support and promote team nominees. Fans voted on Twitter by using #WPMOYChallenge followed by their favorite nominee's last name, and the player whose unique hashtag was used the most between December 7th and January 17th received an additional $25,000 contribution to their charity of choice.

TYRANN MATHIEU, who received the most votes in Nationwide's 7th annual Charity Challenge, was announced as the winner and a $25,000 contribution was made to the Tyrann Mathieu Foundation courtesy of Nationwide.

An additional congratulations to **KENNY MOORE II** and **HARRISON PHILLIPS**, the second and third place finishers, who received $10,000 and $5,000 donations, respectively. All donations are courtesy of Nationwide.



TYRANN MATHIEU
($25,000)



KENNY MOORE II
($10,000)



HARRISON PHILLIPS
($5,000)

2021 NOMINEES

2021 NOMINEE







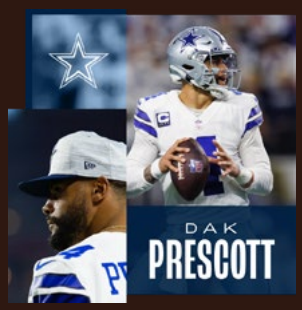


































2021 NOMINEES







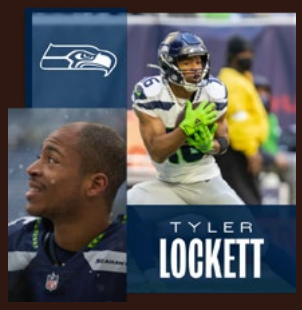


















2021

NOMINEES



2021

2021 WALTER PAYTON NFL MAN OF THE YEAR

Los Angeles Rams tackle **ANDREW WHITWORTH** was named the **2021 Walter Payton NFL Man of the Year Presented by Nationwide** for his commitment to making a lasting impact in his communities and for his teams, dedicating his time and resources to social justice efforts that work to tackle food insecurity, homelessness and education inequities.

This marked the fourth time Whitworth was nominated for the award over his 16-year NFL career. He remains a core pillar of a Rams offense, becoming the first 40-year-old offensive lineman to start an NFL game in nearly two decades. A four-time Pro-Bowler and two-time All-Pro, Whitworth has over 239 career games with 235 starts.

16 NFL SEASONS

4X PRO-BOWLER
(2X ALL-PRO)

239 CAREER GAMES
(235 STARTS)

SB LVI CHAMPION



Whitworth's work addresses the often-unseen issues that continue to plague underserved communities in Los Angeles and beyond. At the beginning of the 2021 season, Andrew launched his **Big Whit for LA Families** program, donating $20,000 after each home game to repair homes in his home state of Louisiana and move Angelenos facing housing insecurity into affordable homes. In Los Angeles, Andrew works with nonprofits to help individuals pay for rent and groceries, support down payments and furnish homes.

Every year, Andrew actively recruits teammates to join him and Make-A-Wish to help grant wishes for children battling life-threatening illnesses. Over the past three years, he has been a significant catalyst in raising more than $875,000 to grant wishes. For the holidays, Andrew and his family purchased wish list items for 53 families living in crisis motels and shelters, buying gifts for nearly 100 children and providing $500 local grocery store gift cards and packaged holiday meals for the families.

From 2017-2019, Whitworth purchased 50 tickets for each Rams home game and donated them to local charities and schools. During the 2021 season, he continued this tradition and purchased game tickets for community members who otherwise might not have had an opportunity to experience the thrill of an NFL game at **SoFi Stadium**.

DONATED

$160,000

THIS YEAR AS PART OF 'BIG WHIT FOR LA FAMILIES' PROGRAM

OVER THE PAST THREE YEARS, HAS HELPED RAISE MORE THAN

$875,000

FOR MAKE-A-WISH

FROM 2017-2019, PURCHASED 50 TICKETS PER HOME GAME FOR LOCAL CHARITIES AND SCHOOLS



In the wake of civil unrest that struck the nation following the death of **GEORGE FLOYD**, Whitworth agreed to match all proceeds raised through his team's **Social Justice Fund** throughout the 2020 season, resulting in a $215,000 personal donation.

$215,000
PERSONAL DONATION TO TEAM'S SOCIAL JUSTICE FUND



In March 2020, Whitworth made a $250,000 donation to the Los Angeles Regional Food Bank to kick off the team's virtual Te'LA'thon for Los Angeles and support COVID-19 response efforts. His contribution financed a total of one million meals that were distributed to Angelenos in need. He has also funded STEAM Labs at elementary and middle schools to help close the technology gap for low-income students and provide them opportunities to achieve upward mobility.

$250,000 DONATION TO THE LOS ANGELES REGIONAL FOOD BANK TO FINANCE 1,000,000 MEALS

FUNDED STEAM LABS AT ELEMENTARY & MIDDLE SCHOOLS TO HELP CLOSE TECHNOLOGY GAP FOR LOW-INCOME STUDENTS

Aside from his efforts in Los Angeles, Whitworth was also a community steward in Cincinnati during his time with the Bengals. Before joining the Rams, Andrew started The Big Whit 77 Foundation, which impacts the lives of youth and families in his home state of Louisiana. One of the foundation's programs, Whit's Warriors, offers financial assistance to high school seniors in Louisiana, having awarded $400,000 in scholarships and school supplies.

Whitworth received a donation of $250,000 to go to a charity of his choice, courtesy of the NFL Foundation and Nationwide.

WHIT'S WARRIORS HAS AWARDED

$400,000 IN SCHOLARSHIPS & SCHOOL SUPPLIES

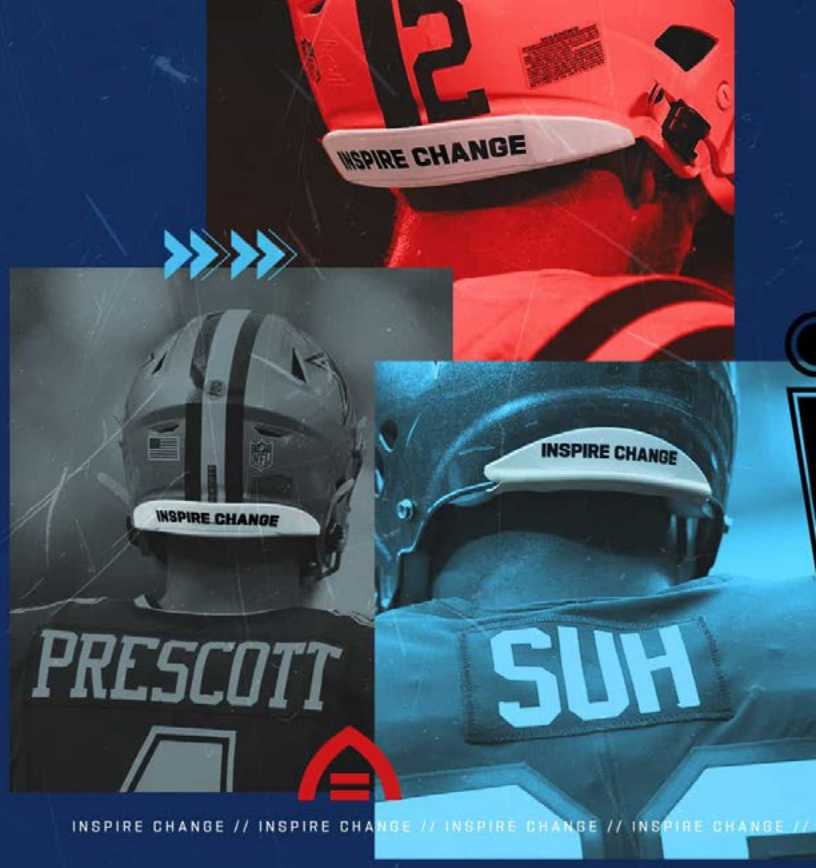
NFL & PANINI AMERICA LAUNCHED THE WALTER PAYTON NFL MAN OF THE YEAR TRADING CARD NFTS, BEGINNING WITH WALTER PAYTON

To complement the physical award, the NFL, in collaboration with Panini America, launched the Walter Payton NFL Man of the Year Trading Card NFTs, beginning with Walter Payton.

A 1-of-1 trading card was minted and gifted to the Walter and Connie Payton Family Foundation with a parallel base set (500 units) being made available for public auction. The public auction benefited the Walter and Connie Payton Family Foundation. Past and future Walter Payton NFL Man of the Year winners have the option to participate in this NFT program with all proceeds of each initial sale going to the player's selected foundation.



INSPIRE CHANGE



NFL Inspire Change is the League's social justice platform, open to all teams and players. It includes an acknowledgment of the ways that systemic racism contributes to barriers to opportunity. Inspire Change work encompasses programs and initiatives in four key areas: Education, Economic Advancement, Police-Community Relations and Criminal Justice Reform.

For the first time during the NFL regular season, all teams hosted Inspire Change games with in-stadium elements and video content during in-game broadcasts, amplifying ongoing social justice work by players, clubs, the League and nonprofit social justice grant partners.

CLUBS SHOWCASED IN-STADIUM ACTIVATIONS INCLUDING END ZONE STENCILS WITH THE SOCIAL JUSTICE MESSAGING "IT TAKES ALL OF US" AND "ADVANCE SOCIAL JUSTICE," GOALPOST WRAPS AND BANNERS, SIDELINE BRANDING, HELMET STICKERS AND INSPIRE CHANGE-BRANDED TOWELS FOR PLAYERS.

Fans were also able to watch video compilations—both in-stadium and during in-game broadcasts—of players taking part in social justice activities, as well as view Inspire Change grant partner features and public service announcements.





In addition, during Inspire Change games, the NFL worked with New Era and the Players Coalition to offer an Inspire Change knit hat that could be worn during Weeks 17 and 18 by players, coaches and team personnel. The hat featured the messaging "Justice, Opportunity, Equity, Freedom" and was also available for sale with 100% of the League's proceeds donated to Inspire Change grant recipients.

Since 2017, the NFL family has committed more than $237 million to national grant partners and hundreds of grassroots organizations across the country. This includes more than 1,800 grants provided by the **NFL Foundation** to current NFL players and Legends towards social justice nonprofits of their choice.

These donations are part of the NFL family's larger $250 million commitment to social justice efforts over 10 years.

SINCE 2017, THE NFL HAS PROVIDED MORE THAN

$237 MILLION

TO NATIONAL GRANT PARTNERS & HUNDREDS OF GRASSROOTS ORGANIZATIONS

For the first time ever, the NFL held a playoff game on **Dr. Martin Luther King Jr. Day** with a matchup between the **Los Angeles Rams** and the **Arizona Cardinals**. The NFL worked alongside Inspire Change social justice grant partner **The King Center** and its CEO, **DR. BERNICE KING**, to celebrate Dr. King's life and legacy on-field. Building upon the social justice in-stadium activations throughout the season, player helmets featured a circular "MLK" sticker. Helmet decals also featured the messages "BE LOVE" and "STOP HATE." The phrase "Be LOVE" is a nod to The King Center's **Be Love** movement, which was also incorporated into the end-zone stencils along with the phrase "End Racism."

During the 2021 season, the **Player-Owner Social Justice Working Group**, comprised of five team owners and five NFL players, approved renewals of nine national grant partners, as well as four new national grant partners: **Year Up**, **Wall Street Bound**, **Free Minds Book Club and Writing Workshop** and **Get Schooled**. Grants are awarded to nonprofit organizations that focus on the four Inspire Change pillars.

To help explain the Inspire Change initiative, the NFL launched a content series that highlighted the League's social justice efforts. The **Inspire Change Explainer Essay** examined how the NFL and its players, clubs and partners address social injustice across the country while the **Where the Money Goes** vignette broke down how the social justice funds are allocated.

WATCH VIDEO:
INSPIRE CHANGE | NATIONAL URBAN LEAGUE

WATCH VIDEO:
INSPIRE CHANGE PILLAR CRIMINAL JUSTICE REFORM

Also during the season, NFL Media aired a four-part docuseries that featured New Orleans Saints All-Pro and team captain CAM JORDAN and his community partnership with Crescent City Corps, a New Orleans-based nonprofit that equips police officers with leadership development, racial equity and community engagement training so they can work alongside citizens to build a more just, safe and inclusive city.

At the team level, Inspire Change comes to life through club and player community engagement throughout the season. NFL clubs and players support local social justice nonprofits and participate in events, including advocacy for criminal justice reform, financial commitments to assist in closing the digital divide for youth without access to technology, and joint work with local law enforcement to help build trust within the community.

In schools, the League expanded its partnership with digital learning curriculum leader EVERFI on 306, a high school focused African-American History education program. Schools nationwide received access to the 306 curriculum, where students took part in modules including Black Business Titans, the Civil Rights Movement, and Black Contributions to Medicine.

WATCH VIDEO:
INSPIRE CHANGE | HOW CAM JORDAN & CRESCENT CITY CORPS LED POLICE REFORM IN NEW ORLEANS

SINCE 2017, THE NFL HAS PROVIDED FUNDING TO THE FOLLOWING ORGANIZATIONS:

● = new partner * = past recipient

Alabama Appleseed Center for Law and Justice
Alliance for Safety and Justice*
Anti-Recidivism Coalition
Association for Enterprise Opportunity
Big Brothers Big Sisters of America
Boys & Girls Clubs of America
Breakthrough Miami
CBMA*
Center for Policing Equity
City Year
Civil Rights Corps*
Community Justice Exchange
Council on Legal Education Opportunity
Covenant House
Dream Corps*
Free Minds Book Club and Writing Workshop
Get Schooled
Gideon's Promise
Just City – Memphis
King Center
Ladies of Hope Ministries
MENTOR
Metro Family Services
NAF*
National Urban League
Operation HOPE
Oregon Justice Resource Center
Per Scholas
Success for All Foundation*
Texas Appleseed
United Negro College Fund
United Way Worldwide
US Dream Academy
Vera Institute of Justice
VOTE
Wall Street Bound
Year Up







SALUTE TO SERVICE

Salute to Service—the NFL's year-long initiative to honor, empower and connect our nation's service members, veterans and their families—has raised more than $57 million for military and veteran support organizations since 2011. The NFL is proud to support its core military nonprofit partners to fund programs and provide resources that improve the lives of service members, veterans and their families.



SINCE 2011, SALUTE TO SERVICE HAS RAISED MORE THAN

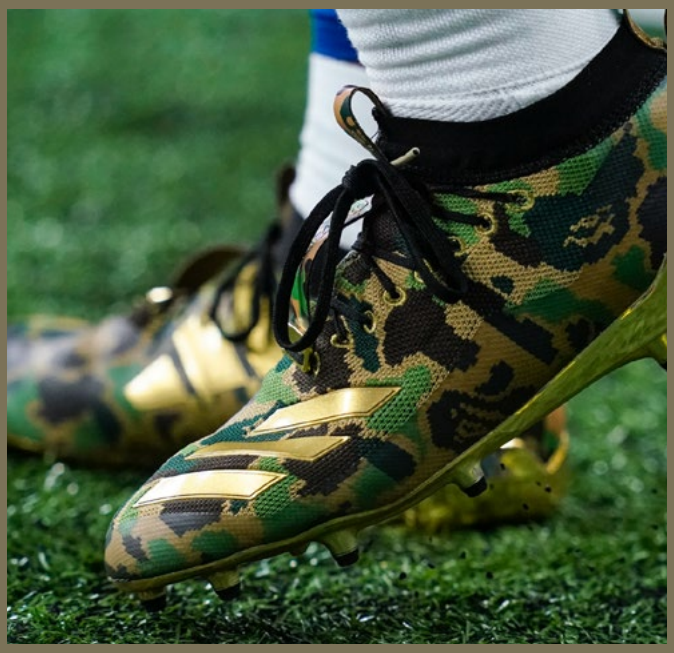
$57 MILLION

FOR ITS SALUTE TO SERVICE CHARITABLE PARTNERS.

THIS YEAR, SALUTE TO SERVICE CAME TO LIFE IN-STADIUM DURING GAMES IN WEEKS 9-11 AND IN OTHER SPECIAL EVENTS AROUND THE LEAGUE AS FANS AND THE NFL'S 32 CLUBS DEMONSTRATED THEIR GRATITUDE FOR THE SACRIFICES MADE BY OUR MILITARY COMMUNITY.

On-field, this included field stencils, banners, goal post wraps, game balls, helmet decals, and player gear. There was also Salute to Service apparel available for purchase with all league proceeds donated to initiative partners. In addition, fans were able to bid on game-worn jerseys and gear from Salute to Service games to raise money for the NFL's Salute to Service nonprofit partners.

The League also partners with **USAA**, an Official NFL Salute to Service Partner, to work together to honor and recognize service members and veterans with unique experiences around NFL calendar events.



NEW ACTIVATIONS

USO LAKENHEATH

In the United Kingdom, the NFL helped fund the November opening of **USO Lakenheath**, which supports more than 22,000 military personnel stationed in the area. USO Lakenheath provides a place for service members and military families to enjoy a variety of programs and services that help them relax, recharge and connect with family and friends around the world. The center also conducts outreach with the Royal Air Force Station Mildenhall in Suffolk, England, which is home to the U.S. Air Force's 100th Air Refueling Wing.

USA WHEELCHAIR FOOTBALL LEAGUE

In 2019, **Move United** launched the first ever **USA Wheelchair Football League** for wounded veterans and other adults with disabilities, with support from an NFL and Bob Woodruff Foundation Salute to Service grant. Move United worked with **USA Football** and experts in adaptive sports to create the rules and infrastructure for the new wheelchair football league. This season, Move United hosted the first two tournaments for the Wheelchair Football League, with teams competing from Birmingham, Buffalo, Chicago, Cleveland, Kansas City, Los Angeles, New Orleans, Phoenix and Tampa. Many teams also engaged with the local club in their market, wearing team colors and helmets with the club's logo on it.



PARTNER SUPPORT

ROCKET MORTGAGE

With its **Six for Service** program, **Rocket Mortgage** donated $1,000 toward the fight to end veteran homelessness for every touchdown scored during November's Salute to Service games. During the initiative, Rocket Mortgage donated a total of $210,000 for the cause.

CROWN ROYAL

Crown Royal partnered with the NFL and the USO around Salute to Service to donate care packages to service members around the world as part of its **Purple Bag Project**, which has packed and provided over one million bags.

ROCKET MORTGAGE

Throughout November, **NBC Sports Next** helped generate funds through its **GolfNow** round-up campaign. Anyone who booked tee times on GolfNow or its TeeOff brand during that month was offered the opportunity to round up the total cost of the reservation to an even-dollar figure, with all additional contributions going to Salute to Service. A total of $100,000 was raised for the NFL's Salute to Service partners through this initiative.

TRAGEDY ASSISTANCE PROGRAM FOR SURVIVORS

The NFL partners with **Tragedy Assistance Program For Survivors (TAPS)** to fund programs that support the families of fallen military service members. Many thousands of survivors are able to access youth and mentor programs and services to support all those grieving the loss of a military loved one. Through this partnership, more than 5,500 survivors who are part of TAPS have been able to participate in NFL events and honor their loved one.

MORE THAN
5,500 SURVIVORS
HAVE PARTICIPATED IN NFL EVENTS

PAT TILLMAN FOUNDATION

To help honor leaders who exemplify **PAT TILLMAN**'s enduring legacy of service, the NFL partners with the **Pat Tillman Foundation**, which has provided more than $22 million in academic scholarships and lifelong leadership development for nearly 750 Tillman Scholars.

MORE THAN $22 MILLION IN ACADEMIC SCHOLARSHIPS FOR NEARLY 750 TILLMAN SCHOLARS





WOUNDED WARRIOR PROJECT

The NFL partners with **Wounded Warrior Project**® to provide over 200,000 wounded veterans and family support members access to free programs and resources in mental health, career counseling and long-term rehabilitative care. Since 2011, the NFL has donated more than $9 million to help injured veterans and their families tackle their next mission in life.

SINCE 2011, NFL HAS DONATED MORE THAN $9 MILLION TO HELP OVER 200,000 INJURED VETERANS & THEIR FAMILIES

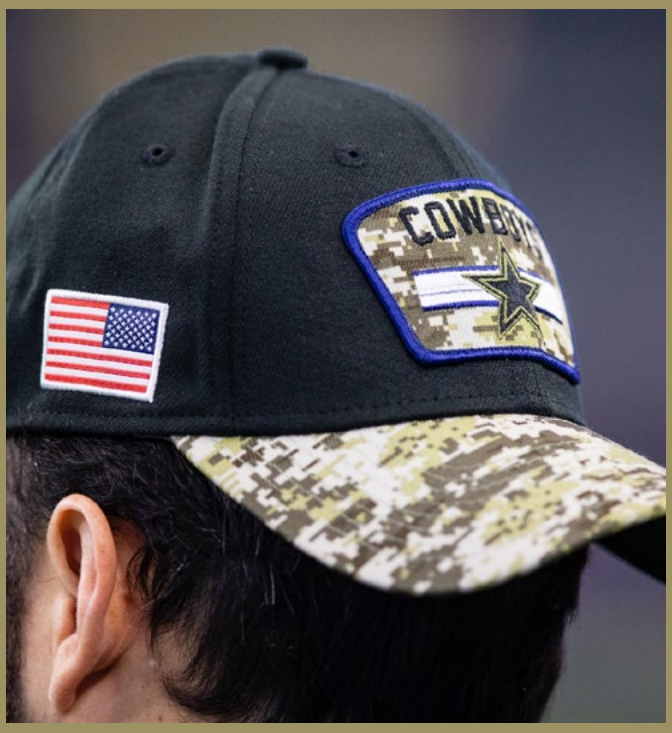
BOB WOODRUFF FOUNDATION

In 2019, the NFL and the **Bob Woodruff Foundation (BWF)** established an $8 million, three-year partnership designed to optimize the positive impact that the NFL and its 32 clubs have on the veteran community by leveraging BWF's national network. To date, BWF has invested nearly $7.8 million in 62 best-in-class organizations supporting veterans and their families through **NFL-BWF Healthy Lifestyles and Creating Communities** grants. Early in the COVID-19 pandemic, the NFL and BWF also invested $250,000 in four organizations tackling urgent service coordination and emergency financial assistance, and provided an additional $334,000 in stimulus funding to 101 local community organizations serving veterans.

NEARLY $7.8 MILLION TOWARD 62 ORGANIZATIONS SUPPORTING VETERANS & THEIR FAMILIES

$250,000 INVESTED IN FOUR ORGANIZATIONS FOR EARLY COVID-19 SERVICE COORDINATION AND

$334,000 INVESTED IN 101 LOCAL COMMUNITY ORGANIZATIONS SERVING VETERANS



USO

For more than half a century, the United Service Organizations (USO) and the NFL have partnered to express gratitude to the Armed Forces and to bring communities of fans and supporters together to give more than thanks to the military. Leveraging American football as the cornerstone of the partnership, the USO and NFL honor, empower and connect service members and military families. Through support of USO center expansions, holiday programming and a variety of other events and activations, the NFL helps to deliver sports, entertainment and gaming to troops being called to serve missions around the world. Since 2007, NFL players and coaches have traveled on USO Tours to 26 countries to meet and thank more than 97,000 service members.

55+ YEARS PARTNERSHIP

SINCE 2007, NFL PLAYERS & COACHES HAVE TRAVELED ON USO TOURS TO 28 COUNTRIES (INCLUDING THE U.S.) TO MEET WITH MORE THAN 107,000 SERVICE MEMBERS

2021
SALUTE TO SERVICE AWARD
PRESENTED BY USAA

For the 11th consecutive season, the NFL and **USAA**—an Official NFL Salute to Service Partner—recognized inspiring leaders within the NFL community who are committed to honoring and serving our military members, veterans and their families. The 2021 recipient of the **Salute to Service Award Presented by USAA** was Denver Broncos tight end **ANDREW BECK**.





PHOTO CREDIT: BEN SWANSON / DENVERBRONCOS.COM

SINCE JOINING THE NFL DURING THE 2019 SEASON, BECK'S DEDICATION TO SERVING THE MILITARY HAS BEEN EVIDENT. IN TOTAL, HE'S IMPACTED MORE THAN 425 MILITARY FAMILIES THROUGH HIS STRATEGIC OUTREACH DURING HIS TIME WITH THE BRONCOS.

Beck, who comes from a military family due to his father's current service in the U.S. Army as a Brigadier General, knows firsthand some of the sacrifices made by our military community. While volunteering at a Salute to Service PLAY 60 Clinic in 2019, Beck learned that kids drove from Fort Carson Army Base in Colorado Springs. Beck's face immediately lit up, as he had played high school football in the area while his dad was stationed at the same base.

MORE THAN 425 MILITARY FAMILIES IMPACTED THROUGH BECK'S STRATEGIC OUTREACH

Despite cancellations, protocols and restrictions, Beck refused to let the pandemic impact his commitment to support the military. In November of 2020, he assembled Salute to Service care packages for military bases across Colorado and helped host a virtual visit with Wounded Warrior Project veterans.

In the 2021 offseason, Beck participated in a virtual visit with Buckley Space Force Base and USO Colorado to celebrate WingMan Week, a program dedicated to strengthening connection, relaxation and the rejuvenation of the fighting spirit. He also partnered with Freedom Service Dogs of America on multiple initiatives, including highlighting the organization on his cleats for **My Cause My Cleats**.



PHOTO CREDIT: BEN SWANSON / DENVERBRONCOS.COM

OVER 3 NFL SEASONS, BECK HAS PARTNERED WITH:

- AMERICA'S GOLD STAR FAMILIES
- BUCKLEY SPACE FORCE BASE
- FORT CARSON ARMY BASE
- FREEDOM SERVICE DOGS
- TAPS
- USO COLORADO
- VA EASTERN COLORADO HEALTH CARE SYSTEM
- VOLUNTEERS OF AMERICA: COLORADO
- WOUNDED WARRIOR PROJECT

USAA CONTRIBUTED $25,000 IN BECK'S NAME TO THE OFFICIAL AID SOCIETIES REPRESENTING ALL 5 MILITARY BRANCHES

NFL MATCHED $25,000 TO BE DONATED TO THE BECK'S MILITARY CHARITY OF CHOICE





NFL FOUNDATION

The **National Football League Foundation** is a nonprofit organization dedicated to improving the lives of those touched by the game of football. The NFL Foundation—in conjunction with the 32 NFL clubs—supports the health, safety and wellness of athletes across all levels, including youth football and the communities that support the game.

NFL FOUNDATION GRANT HIGHLIGHTS

MORE THAN $100,000 TO SUPPORT YOUTH FOOTBALL COVID-19 RELIEF AND RETURN TO PLAY IN LOCAL NFL CLUB MARKETS

NEARLY $1 MILLION IN GRANTS TO CLUB MARKETS TO HELP CLOSE THE DIGITAL DIVIDE

MORE THAN $2.5 MILLION IN GRANTS TO CURRENT AND FORMER PLAYERS IN THEIR SUPPORT OF YOUTH AND HIGH SCHOOL FOOTBALL

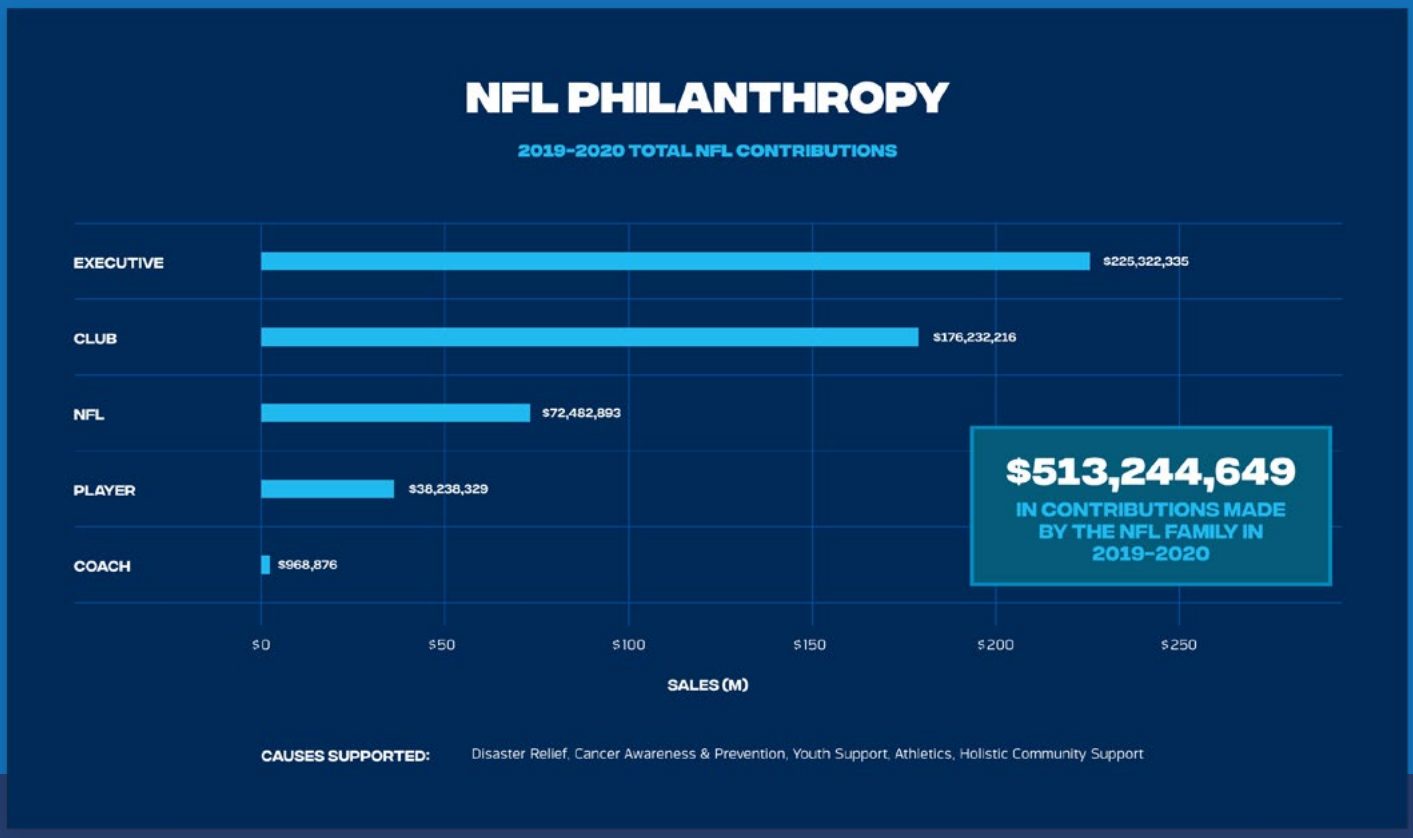
MORE THAN $7.5 MILLION PROVIDED TO CLUB MARKETS TO SUPPORT COMMUNITY PROGRAMMING, SOCIAL JUSTICE AND YOUTH FOOTBALL

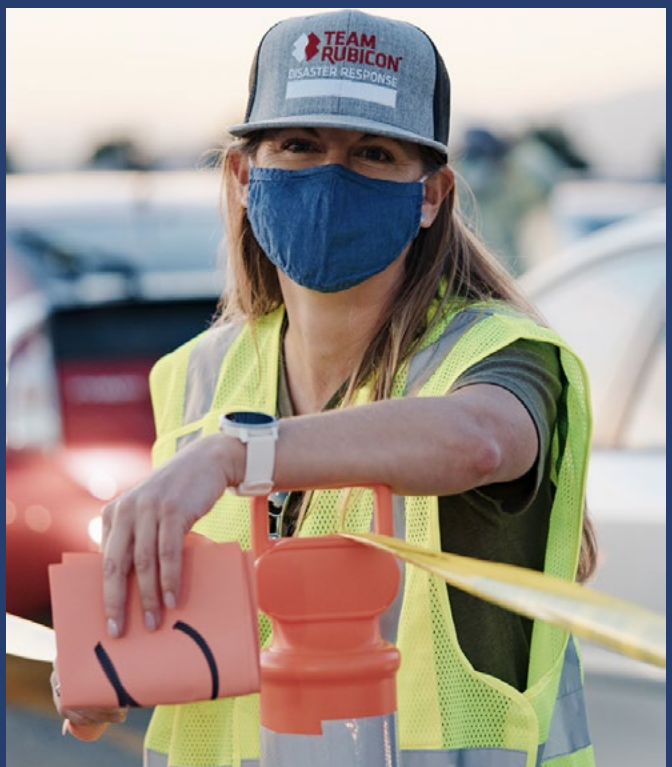


PLAYER MATCHING COMMUNITY GRANTS

In 2021, the NFL Foundation further expanded its grant programs, offering players matching funds to support a wide range of community projects. This year, the NFL Foundation granted $500,000 to more than 100 Legends and current players impacting their local communities.

** based on latest public data from 2019 and 2020*





PANDEMIC RECOVERY & SUPPORT

This season, the NFL Foundation announced a $500,000 donation to Team Rubicon and a $750,000 donation to the CDC Foundation to help continue the fight to eliminate health disparities and roll out COVID-19 vaccine services to vulnerable communities across the country. Additional pandemic recovery fundraising through Draft-a-Thon brought the total donation to nearly $2 million to help communities across the country.

The NFL also worked closely with the White House COVID Response Team to announce during Global Citizen's VAX Live: The Concert to Reunite the World show that 50 free tickets to Super Bowl LVI would be provided for fans who shared their story on why they got vaccinated or would soon get vaccinated.

TEAM RUBICON

Team Rubicon pairs the skills and experiences of military veterans with first responders, civilian volunteers and technology solutions, aiming to provide the greatest service and impact possible to those affected by disaster and humanitarian crises. As vaccines became available, the organization shifted its focus to prioritize the delivery of COVID-19 vaccinations to rural and underserved communities.

With its $500,000 donation from the NFL Foundation, Team Rubicon was able to deliver free, timely and equitable vaccine services through ten vaccination sites in rural, marginalized and vulnerable communities across the country.

CDC FOUNDATION

The **CDC Foundation** is an independent nonprofit created by Congress to mobilize philanthropic and private-sector resources to support health protection work. The COVID-19 pandemic exposed and intensified health inequities facing Black, Indigenous and People of Color (BIPOC) communities, older and rural Americans, and other marginalized and under-resourced communities.

With its $750,000 donation from the NFL Foundation, the CDC Foundation bolstered its support of COVID-19 vaccine rollout efforts in underserved areas across the country and in NFL markets. Local health departments and community-based organizations were also able to receive microgrants for under-resourced and at-risk communities.

NEARLY $2 MILLION TO HELP COMMUNITIES ACROSS THE COUNTRY
$500,000 DONATION TO TEAM RUBICON
$750,000 DONATION TO THE CDC FOUNDATION
50 FREE SUPER BOWL LVI TICKETS FOR VACCINATED FANS

DISASTER RELIEF

The NFL Foundation continues to play a key role in recovery and relief efforts following major disasters around the country.

DISASTER RELIEF 2021

TOTAL DONATION $1,847,868

DISASTER	ACTIVITY	FUNDING SOURCE
AFGHAN EVACUEES SUPPORT	Contributed to the **CDC Foundation**, **Catholic Charities Diocese of Trenton**, **Army Morale Welfare & Recreation Department**, and the **Marine Corps Community Service Office** to support urgent communication and public health needs of families evacuating from Afghanistan and coming to the United States.	NFL Foundation – COVID Fines & NFL Auction
HURRICANE IDA	Contributed to help support those impacted by Hurricane Ida through the **Gulf Coast Renewal Fund** and **American Red Cross**.	NFL Foundation & NFL Auction
MIDWEST & SOUTHERN TORNADOES	Contributed to the **American Red Cross** to help support relief efforts associated with the tornadoes that devastated the Midwest and South in December.	NFL Foundation & NFL Auction
WESTERN WILDFIRES	Contributed to the **American Red Cross** to help support relief efforts associated with the Western Wildfires.	NFL Foundation & NFL Auction
BRONX APARTMENT FIRE	Contributed to the **American Red Cross** to support relief efforts associated with the tragic fire that killed many in a Bronx, NY apartment building.	NFL Foundation & NFL Auction
UKRAINE HUMANITARIAN CRISIS	Contributed to help the **USO**, one of the NFL's **Salute to Service** nonprofit partners, and its work to support service members deployed in Eastern Europe.	NFL Foundation – Salute to Service Budget

CHARACTER PLAYBOOK

CHARACTER PLAYBOOK POWERED BY EVERFI

Character Playbook is a digital education resource that helps middle school students learn how to cultivate and maintain healthy relationships. Powered by learning innovator EVERFI, Inc. and presented by the NFL and **United Way Worldwide**, the program has reached over one million students since its launch in 2016.

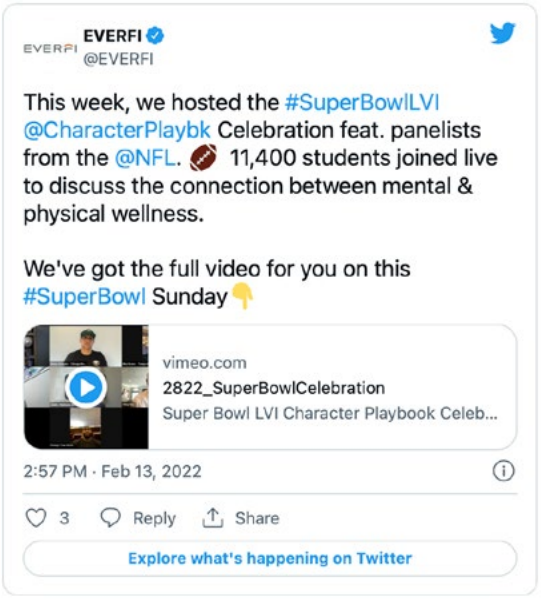
CHARACTER PLAYBOOK™ XX
POWERED BY EVERFI

SINCE 2016, CHARACTER PLAYBOOK HAS BEEN IMPLEMENTED IN OVER 12,000 SCHOOLS NATIONWIDE & REACHED OVER 1,000,000 STUDENTS

NEARLY 260,000 STUDENTS COMPLETED OVER 460,000 HOURS OF LEARNING DURING THE 2020-2021 ACADEMIC YEAR

Designed for grades six through 12, Character Playbook is composed of two module-based experiential learning courses: **Healthy Relationships** and **Mental Wellness Basics**. Together, these virtual learning experiences equip students with tools to help address their interpersonal relationships and mental well-being on a foundational level. The program is available to U.S. schools at no cost and has been implemented in over 12,000 schools nationwide.

The NFL and United Way have consistently risen to meet the increasing demand for character education, especially amid the COVID-19 pandemic. With widespread school closures that began in mid-March 2020, students and schools continued to access and benefit from Character Playbook's free educational resources. Nearly 260,000 students completed over 460,000 hours of learning during the 2020-2021 academic year, with almost 1,500 more schools leveraging the program.



Hosting virtual events was a central part of the Character Playbook program's success during the pandemic, allowing students to interact with NFL players, coaches and local United Way staff and executives to showcase their learnings. During the Super Bowl LVI Week in Los Angeles, the Los Angeles Chargers and Los Angeles Rams participated in a virtual panel for Character Playbook students across the country focusing on mental wellness.



WATCH VIDEO:
JOSHUA DOBBS & ISS ASTRONAUTS TALK CHARACTER AND STEM

SPEAKER SERIES

In the fall of 2020, EVERFI, along with the NFL and United Way, created the '**Character Playbook: Speaker Series**' to further enhance the Character Playbook program. The events series continued in the 2021 school year and was designed to align with history and heritage months throughout the year, highlight individuals and invite them to share their own personal stories.

LATINX HERITAGE MONTH
OCTOBER 12TH

NATIVE AMERICAN HERITAGE MONTH
NOVEMBER 9TH

BLACK HISTORY MONTH
FEBRUARY 22ND

WOMEN'S HISTORY MONTH
MARCH 16TH

JEWISH HISTORY MONTH
MAY 3RD

ASIAN AMERICAN AND PACIFIC ISLANDER MONTH
MAY 24TH

PRIDE MONTH
JUNE 5TH



Top Left – **RAYSHAWN JENKINS** – Safety, Jacksonville Jaguars, (host) **ETHEL BRANCH** – Former Attorney General, Navajo Nation Bottom Left – **DANIELLE LOTE** – Advancement, Smithsonian's National Museum of the American Indian, **LYLE THOMPSON** – Attack, Premier Lacrosse League



Top left – **LILIANA PEREZ** – Cultural Affairs Director, LA Chargers, (host) **FRANCISCO PINTO** – Spanish Radio Analyst, LA Chargers / Bottom Left – **WILL HERNANDEZ** – Guard, NY Giants **LUIS ZENDEJAS** – Former NFL Kicker

INSIDEOUT

The InSideOut Initiative is an evidence-based, systems-level approach that aligns school communities around the value of purpose-based sports, connecting student-athletes to transformational coaches and a culture of belonging for their social-emotional and character development.

Now in its 6th year, the InSideOut Initiative continues to develop and implement effective strategies and publish its evidenced-based findings as it helps reclaim the educational and social-emotional value of youth and high school sports.

As the pandemic continued through 2021, the InSideOut Initiative provided professional development to thousands of educational leaders, athletic administrators and coaches through multimedia outreach that included Zoom trainings, course development, website posts, email outreach and social media strategies.

FLAG-IN-SCHOOLS

With a renewed commitment of $1.5 million from the NFL Foundation, the NFL, **GENYOUth**, **Fuel Up to Play 60** and **Reigning Champs Experiences (RCX)** were able to extend GENYOUth's NFL FLAG-In-Schools (FIS) national program. Since 2014, NFL FIS has provided a total of 28,000 kits to U.S. schools, helping an estimated 15 million students become more active before, during and after school.

NFL FIS came at a critical time as COVID-related school disruptions left millions of kids at home and severely limited their access to sports, increasing the level of interest in turn-key solutions for student engagement in physical activity. Scalable and sustainable, NFL FLAG-In-Schools is a proven resource that inspires boys and girls to participate in school-based sports.

The program's positive impact on girls has been especially significant with schools reporting increased female students' participation in physical activity, and even a movement toward girls flag as a varsity sport due to NFL FIS.

NFL FOUNDATION COMMITTED $1.5 MILLION TO NFL FIS THIS YEAR

SINCE 2014, NFL FIS HAS PROVIDED 28,000 KITS TO HELP 15 MILLION STUDENTS BECOME MORE ACTIVE

3000 + PHYSICAL EDUCATORS TRAINED



NFL FIS BUILT ON THE SUCCESS OF PREVIOUS YEARS WITH NEW AND ENGAGING PROGRAM ELEMENTS, INCLUDING:

NERF BELTS AND FOOTBALLS

Global play and entertainment company Hasbro, Inc. supplied iconic NERF footballs and flag belts to the NFL FIS kits, infusing the equipment with a new level of flexibility, size and softness.

CURRICULUM ENHANCEMENTS

30 new online videos were made available to teach students the fundamentals of flag football and provide nutritional tips.

A dual English-Spanish language "Rules of the Game" resource was introduced in conjunction with the NFL's celebration of Spanish Heritage Month from September 15 to October 15, helping more parents familiarize themselves with the NFL FIS program.

EXPANDED PROGRAM REACH

NFL FIS continued to support the Boys and Girls Clubs of America (BGCA), providing kits to nearly 200 clubs selected by BGCA on Native Lands and introducing 90,000 Native youth in American Indian, Alaskan Native, American Samoan and Hawaiian tribal communities to flag football.

NFL FIS forged a three-year partnership with Special Olympics, which will provide kits to Special Olympics Unified Sports® coaches and Unified physical education teachers who offer flag football instruction within Special Olympics Unified Champion Schools®.



FIELD GRANTS

The **NFL Foundation/Local Initiatives Support Corporation (LISC) Grassroots Field Grant Program**—a partnership of the NFL Foundation and LISC, the nation's leading community development support organization—bestowed grants totaling $6 million to community organizations, schools and parks in 30 cities and towns across the country.

This marked the most awards given in a single year since the NFL Foundation/LISC Grassroots Field Grant Program began in 1998, bringing the program's total commitment to $58 million, resulting in the creation or refurbishment of 416 fields nationwide.

LISC identifies local, nonprofit and community-based agencies that have an interest in building or refurbishing football fields in schools and neighborhood parks. Through the program, the local agencies are provided with the necessary financing and technical assistance to improve the quality and safety of fields in their communities. The agencies oversee the construction, maintenance and programming of the fields.

The fields are newly built or significantly renovated, with improvements such as irrigation systems, lights, bleachers, scoreboards, goal posts and turf. Grassroots grants are issued once established funding thresholds are reached for each project.

$6 MILLION

TO COMMUNITY ORGANIZATIONS, SCHOOLS & PARKS

SINCE 1998, THE PROGRAM HAS COMMITTED $58 MILLION RESULTING IN THE CREATION OR REFURBISHMENT OF 416 FIELDS NATIONWIDE

NFL AUCTION

THERE'S ONLY ONE PLACE TO BID ON EXCLUSIVE SUPER BOWL PACKAGES, UNIQUE EXPERIENCES, AND AUTHENTIC SIGNED AND GAME-USED ITEMS FROM NFL TEAMS AND PLAYERS: NFLAUCTION.NFL.COM

Game-used and game-issued items are featured on the site so that money can be raised for charitable partners. NFL Auction plays a key role in the NFL's Crucial Catch cancer awareness, Salute to Service military appreciation and My Cause My Cleats player cause campaigns. In 2021, NFL Auction raised more than $1.5 million for these causes.

The NFL does not profit from the sale or auction of items, packages or experiences on the NFL Auction platform. Charitable contributions are awarded by the NFL Foundation to the NFL's nonprofit partners, including the American Cancer Society, USO, Wounded Warrior Project, St. Jude Children's Research Hospital, NFL Player Care Foundation, and many team and player charities. This has included more than $8.5 million in charitable contributions made over the past seven years.

NFL Auction also provides a fundraising platform when disasters strike. After the devastation in New Orleans from Hurricane Ida, the Green Bay Packers and New Orleans Saints teamed up to fundraise. Select game-worn jerseys from each team, along with a curation of signed memorabilia, were auctioned off following Week 1. The auction raised nearly $150,000 for local hurricane relief efforts in Louisiana.

MORE THAN $8.5 MILLION IN CHARITABLE CONTRIBUTIONS OVER THE PAST 7 YEARS



MORE THAN $250,000 RAISED FROM SAINTS & PACKERS JERSEYS FOR HURRICANE IDA RELIEF EFFORTS

TOM BRADY JERSEY RAISED $320,500 TO SUPPORT THE TB12 FOUNDATION

JOE BURROW CLEATS RAISED $35,150 TO SUPPORT JOE BURROW HUNGER RELIEF & THE ATHENS COUNTY FOOD PANTRY

JOE BURROW JERSEY RAISED $81,600 TO SUPPORT CRUCIAL CATCH & AMERICAN CANCER SOCIETY

USA FOOTBALL

The NFL Foundation has been a strong supporter of USA Football since its formation as the sport's national governing body. USA Football helps make the game smarter, safer and more fun for the kids who play it. Through training, education and events, USA Football gets everyone on the same page—from parents and players to coaches and commissioners. The organization was endowed in 2002 by the NFL and the NFL Players' Association.

VISIT USAFOOTBALL.COM TO LEARN MORE.



YOUTH FOOTBALL EQUIPMENT PACKAGES

USA Football partnered with **Good Sports**, a nationally recognized youth sports nonprofit that drives equitable access in youth sports and physical activity, to deliver more than $450,000 in youth football equipment packages for children nationwide. Thousands of children across 57 youth football organizations in high-need communities spanning 30 states now have the opportunity to enjoy the fun and fitness of football through this partnership and its awarded equipment packages.

USA Football and Good Sports' partnership represents an expansion of USA Football's annual grant program, which awarded more than $2 million in equipment and other resources to youth football programs in 2021.

FOOTBALL DEVELOPMENT MODEL

FOOTBALL FOR ALL™

USA Football's Football Development Model is a new approach to youth football. It's designed to help coaches teach athletes based on their age, the skill they are learning and game type. This approach assists with the development of young athletes and allows them to learn the game and related skills in a progression that best suits them, as well as offers young athletes more opportunities to play the game and choose the type of football they want to play. Like many sports, football has changed and evolved over time. Regardless of challenges it has faced, the sport remains "America's game," with millions of young athletes participating nationwide.

Learn more at **FDM.USAFOOTBALL.COM**

FIRST DOWN

FOOTBALL FOR ALL™

First Down is a fun and free introduction to football for kids and their parents. Young athletes get active and learn the basics like running, jumping, passing and catching. Through hundreds of events, tens of thousands of kids experience football for the first time. All skills and drills selected are based on the Football Development Model.

Learn more at **USAFOOTBALL.COM/FIRSTDOWN**

COACH CERTIFICATION

BECOME A BETTER COACH

The **USA Football Coach Certification** program is a way for coaches to "step up to the standard" and be the best leaders for their athletes. Through certification, coaches pledge to make athletes their top priority and are given access to new and useful videos, resources and tools to enhance the game.

IN THE PROGRAM, COACHES LEARN ABOUT:

- **Football Development Model**: How to develop and teach athletes.
- **Health & Safety:** Head, heart and heat, plus so much more.
- **Anti-Abuse & Coach 101**: Protecting the well-being of athletes.



DON SHULA NFL HIGH SCHOOL COACH OF THE YEAR

The **Don Shula NFL High School Coach of the Year Award** honors high school football coaches who demonstrate the integrity, achievement and leadership exemplified by the winningest coach in NFL history, **DON SHULA**.

Each year, the 32 NFL clubs nominate a deserving high school football coach from their market as their Coach of the Year.

All Don Shula Award nominees were again invited to attend the **2022 Pro Bowl** in Las Vegas and were recognized in special ways during the NFL's week-long celebration of football.

This year's winner, **COACH BOB PALKO** from Mt. Lebanon High School in Pittsburgh, Pennsylvania, was announced during the 2022 Pro Bowl. Coach Palko not only led his team to a 15-0 record and a State Championship, but his program also has a 100% graduation rate among players and the team gives back to their school and community through volunteerism and support of charitable causes.

"OUR PROGRAM IS MORE THAN JUST THE GAME OF FOOTBALL. WE BELIEVE IN DEVELOPING THE WHOLE PERSON WITHIN OUR STUDENT ATHLETES. WE TAKE A BIG PICTURE PERSPECTIVE AND USE FOOTBALL AS A VEHICLE TO ENHANCE FUTURE SUCCESS."

COACH BOB PALKO

NFL PLAY:60 15 YEARS AND STILL MOVING

NFL PLAY 60

FOR 15 YEARS (SINCE 2007), THE NFL PLAY 60 INITIATIVE has served as the League's national youth health and wellness initiative to encourage millions of kids across the country to get physically active for at least 60 minutes a day and fuel the body with nutritious foods.



With more than $360 million to youth health and fitness through PLAY 60 programming, grants and awareness campaigns, the NFL, its 32 clubs and its PLAY 60 partners have provided more than 38 million children the resources they need to boost their activity levels by supporting programs in over 73,000 schools and constructing more than 280 youth fitness zones nationwide.



With the continued impact of COVID-19, the NFL and its PLAY 60 partners—including Fuel Up to Play 60, the American Heart Association (AHA), GoNoodle and Special Olympics—have teamed up to provide parents, teachers and students with free digital resources to stay physically active and healthy. These online resources are specifically designed to help students lead healthy lifestyles no matter where they are learning.

Visit **NFL.COM/PLAY60** to learn more.

NFL HAS COMMITTED MORE THAN $360 MILLION TO YOUTH HEALTH AND FITNESS

AMERICAN HEART ASSOCIATION

The **American Heart Association** and the NFL have provided free digital programming that delivers physical, activity-themed content to students in the classroom and at home. The American Heart Association and the NFL, in collaboration with **Go Noodle**, have provided PLAY 60-themed video content, classroom curriculum, family challenges and an interactive **NFL PLAY 60 app**. The PLAY 60 app has new features that allow for parents to track their child's fitness and for teachers to set up and save a group for each of their classes. Rooted in science, PLAY 60 digital content prioritizes physical activity and healthy nutrition to empower children to create healthy routines and habits that are fun for the whole family.



VISIT HEART.ORG/NFLPLAY60 FOR MORE INFORMATION.

FUEL UP TO PLAY 60

Fuel Up to Play 60, the leading in-school health and wellness program launched by the NFL and the **National Dairy Council** (which was founded by dairy farmers, in collaboration with the **USDA**), has empowered students and educators to work together to build healthier schools and students for more than 10 years.

With school looking different the past two years, the program introduced new digital resources, including the **Fuel Up to Play 60 Homeroom**, with an assortment of fun videos featuring NFL players and learning activities on health, wellness and building strong communities.

LEARN MORE AT FUELUPTOPLAY60.COM





PLAY WITH PURPOSE

GoNoodle and the NFL teamed for **Play With Purpose**, a program that includes custom video content and a playbook to encourage kids to be a team player, practice inclusivity, stay positive and be active. The partnership helps improve physical activity, confidence and social skills while developing lifelong values, morals and mental agility.

TO LEARN MORE, VISIT GONOODLE.COM/NFLPLAY60



SPECIAL OLYMPICS

The NFL and Special Olympics are committed to building inclusive communities, providing opportunities to PLAY 60 for athletes of all abilities and allowing them to participate in sports through the expansion of Special Olympics Unified Flag Football, where individuals with and without intellectual disabilities play on the same team.

Despite delays of reopening in-person sports events across the country due to the pandemic, the NFL, Special Olympics and NFL clubs found innovative ways to provide resources to Special Olympics athletes across the country. This season, the NFL Foundation increased its financial support of Unified Flag Football, which added crucial funding to local Special Olympics Programs that had been hit hard financially due to COVID-19.



NFL PLAY 60 SUPER KID

Indio, California native **AUBREY ANAYA**, 11, was this year's **NFL PLAY 60 Super Kid**. She was the official NFL PLAY 60 Ambassador during **Super Bowl Week** in Los Angeles and was recognized at the second half of **Super Bowl LVI** at SoFi Stadium. Aubrey is also a student ambassador for the Fuel Up to Play 60 program.

FITNESSGRAM THE COOPER INSTITUTE

Research conducted by **The Cooper Institute** through its **NFL PLAY 60 FitnessGram® Project** revealed annual improvements in aerobic capacity and body mass index for students participating in NFL PLAY 60 programming when compared to schools not utilizing NFL PLAY 60 programs.



HEALTHY LIVING GRANTS

The **NFL Foundation** encourages active and healthy living by providing grants to the **American Heart Association** and **The Cooper Institute**. These grants power the NFL PLAY 60 initiative. NFL clubs also receive grants from the NFL Foundation to fund NFL PLAY 60 programs in their areas.

ST. JUDE CHILDREN'S RESEARCH HOSPITAL®

NFL PLAY 60 is the "Official Champion of Play" at **St. Jude Children's Research Hospital**®, which is leading the way the world understands, treats, and defeats childhood cancer and other life-threatening diseases.

Since 2015, **NFL Network** personality **RICH EISEN** has capped off the **NFL Scouting Combine Presented by Verizon** with his signature 40-yard dash in a suit for the **"Run Rich Run"** charitable campaign in support of St. Jude Research Hospital. Eisen completed his first ever dash at the **2021 NFL Draft** and this year he will compete in Run Rich Run leading up to the **2022 NFL Draft**.

FOR MORE DETAILS, VISIT NFLNETWORK.COM/RUNRICHRUN

'RUN RICH RUN' HAS RAISED APPROXIMATELY $4.2 MILLION TO BENEFIT ST. JUDE



THE NFL AND ITS PARTNERS ARE COMMITTED TO CONTINUING THE PLAY 60 MOVEMENT FOR AN ACTIVE AND HEALTHIER GENERATION FOR YEARS TO COME.

TO LEARN MORE, VISIT NFL.COM/PLAY60

NFL EVENTS



2021 NFL DRAFT WEEK

From local efforts to fight hunger, to youth football events and character-building initiatives, to community greening projects, the NFL left a lasting, positive legacy in Cleveland and throughout Ohio during **2021 NFL Draft Week**.

DRAFT-A-THON

The 2021 Draft-a-Thon drove awareness and action, working to close critical gaps at the intersection of pandemic recovery and social wellbeing in the hardest hit communities. Draft-a-Thon raised funds on behalf of four national nonprofit organizations that support underserved communities in these areas: the digital divide in education, health disparities, food insecurity and mental health. The CDC Foundation, The Education Trust, Feeding America and Mental Health America were all beneficiaries of this year's Draft-a-Thon, which raised nearly $700,000.



INSPIRE CHANGE HUDDLE LEGACY PROGRAM

The **Cleveland Public Library** hosted the kickoff of the **Inspire Change Huddle Legacy Program**, a season-long commitment to help close the digital divide. As part of the program, the **NFL Foundation** and **Cisco** each donated $75,000 to **The Legal Aid Society of Cleveland** and the **Cleveland Public Library Foundation**. The donations allowed for upgraded technology for children's programming at the Cleveland Public Library and created new technology justice hubs for families with children to access Legal Aid's services while at library branches.

GREATER CLEVELAND FOOD BANK

To kick off the week, the NFL partnered with the **Greater Cleveland Food Bank** to fight food insecurity by making a $35,000 donation and handing out NFL-themed items to those who came to receive fresh produce and shelf-stable food.

$35,000 DONATED TO FOOD BANK

NFL-DRAFT YWCA RACIAL EQUITY AND SOCIAL JUSTICE CHALLENGE

In advance of the Draft, the NFL worked with the YWCA of Greater Cleveland to curate a 21-day challenge. Members of the NFL family participated in the challenge by listening to podcasts, reading articles and watching videos to deepen their understanding of topics such as racism and identity, systemic racism and intersectionality.

To learn more visit **YWCAOFCLEVELAND.ORG/ELIMINATE-RACISM/NFLDRAFTCHALLENGE**

ADDITIONAL 2021 DRAFT WEEK EVENTS:

- Greater Cleveland Food Bank Distribution
- Play Football Town Hall
- Field Refurbishment Groundbreaking Ceremony at Shaw High School Stadium
- NFL FLAG Regional Tournament
- NFL Foundation Draft Prospect Grants
- Character Playbook Panel Discussion on Mental Health (virtual)
- NFL Green Projects



2021 NFL KICKOFF WEEK

In the lead up to the Dallas–Tampa Bay Kickoff Game in Tampa, the NFL hosted a series of community and service events to celebrate the start of the season. With events including local efforts to fight hunger, honoring military members and community greening projects, the NFL united and strengthened the community, leaving a lasting, positive impact on Tampa and its surrounding areas.

SEPTEMBER 11TH

As the League kicked off its 102nd season, the NFL family joined together to recognize the 20th anniversary of the tragic events of September 11, 2001, and honor those who have lost and sacrificed their lives over the last two decades. The NFL pledged its continued commitment to **Tuesday's Children**, which works to ensure that families who have suffered losses due to the events of 9/11, post-9/11 military service, or other acts of mass violence and terrorism always have a comforting place to turn to for support and community. Tuesday's Children helped the NFL identify families to honor in-stadium during the game.

INSPIRE CHANGE HUDDLE LEGACY PROGRAM

The **Inspire Change Huddle Legacy Program** honored the League's commitment to helping close the digital divide. As part of the program, the **NFL Foundation** and **Cisco** each donated $75,000 to **Safe & Sound Hillsborough**. The donation helped to fund technology infrastructure at the reporting center and support online STEM curriculum for the youth.

SCHOOL SUPPLIES DROP-OFF

The NFL worked with **The Crisis Center of Tampa Bay** and **The Spring of Tampa Bay** to drop off backpacks full of school supplies, allowing both organizations to directly support families in the Tampa Bay community.

SALUTE TO SERVICE

To honor military members and their families, the NFL, **Tampa Bay Sports Commission** and **FORCE BLUE** hosted a **Salute to Service** event to share the documentary, **100 Yards of Hope**, with hundreds of Tampa Bay service members. The film focuses on the collective partnership between the NFL, special operations military divers, scientists and natural resource managers who came together to restore a football field-sized coral reef for Super Bowl LVI and LV.

The NFL and United Service Organizations (USO) also hosted an event inside of the NFL Kickoff Experience that invited fans to prepare care packages for service members.

HUDDLES TO TACKLE HUNGER

Ahead of Kickoff, the NFL worked with **Feeding Tampa Bay (FTB)** to host two **Huddle to Tackle Hunger** events. These built upon the initial program that was launched at **Super Bowl LV**, where the **NFL Foundation** made a $250,000 donation to FTB to combat food insecurity in the region—an issue that has been exacerbated by the pandemic. The events were hosted at FTB's **Trinity Café** locations as a part of its daily commitment to serve food to those in need. NFL Legends were on site to help hand out healthy meals and NFL-branded merchandise.

ADDITIONAL 2021 KICKOFF WEEK EVENTS:

- Huddle for Change: Racial Equity & Mental Health
- Character Playbook 2021 Kickoff Event (virtual)
- NFL Green Projects

2022 NFL PRO BOWL WEEK

The impact of the **2022 Pro Bowl Presented By Verizon** extended far beyond Allegiant Stadium, coming to life through the NFL's many community and youth football events that took place during **Pro Bowl Week** in Las Vegas. From a park refurbishment project to flag football games and greening projects, thousands of local children and their families were able to experience the positive impact and community spirit of the NFL.

PRO BOWL COMMUNITY DAY

NFL Legends participated in hands-on volunteering activities alongside local youth for Pro Bowl Community Day. Activities included refurbishing Wells Park by painting graffitied picnic tables, planting trees and contributing to a community mural. Other activities included packing care bags for community members impacted by domestic violence and sexual assault, as well as writing positive messages as part of an allyship wall that promotes acceptance and inclusion for the LGBTQ+ community.



INSPIRE CHANGE HUDDLE LEGACY PROGRAM

To help close the digital divide through the continuation of the NFL Foundation's Inspire Change Huddle Legacy Program, the NFL partnered with Comp-U-Dopt—with support of the Latin Chamber of Commerce Nevada Inc.—to provide laptops, technical support and digital literacy curriculum to more than 200 Latinx families in need. The event aimed to break down barriers to education, particularly for individuals who speak English as a second language.

PROVIDED LAPTOPS, TECH SUPPORT & DIGITAL LITERACY CURRICULUM TO MORE THAN 200 LATINX FAMILIES IN NEED

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ADDITIONAL 2022 NFL PRO BOWL WEEK EVENTS:

- NFL FLAG Championship
- NFL Green Projects

SUPER BOWL LVI WEEK

Super Bowl LVI left a positive impact on Los Angeles with more than 30 charitable activities and community outreach events to enrich the community and provide lasting legacies long after the game was over.

Super Bowl Week activities included community projects made possible by NFL Foundation Super Bowl Legacy Grants and the Super Bowl LVI Host Committee, community greening projects, Salute to Service events to honor our military and veterans, and NFL PLAY 60 Kids Day.

SUPER BOWL LEGACY GRANT

Each year the NFL, via the **NFL Foundation**, seeks to leave a lasting legacy in the Super Bowl host community through its **Super Bowl Legacy Grant** initiative. A $1 million grant is matched by the **Super Bowl Host Committee** and allocated to nonprofit organizations in the surrounding community. This year, the **Super Bowl LVI Legacy Grant Program—Champions Live Here**—recognized 56 "unsung hero" grassroots organizations through grant assistance and other support for making a transformative impact in their communities. Each organization received a $10,000 grant, professionally produced marketing videos and public recognition of their work. Six of these organizations received a total grant award of $50,000 to make an even bigger impact in their community.

SALUTE TO SERVICE

With support from an **NFL** and **Bob Woodruff Foundation Salute to Service Grant**, Move United launched the first ever **USA Wheelchair Football League** for athletes with disabilities, including veterans. The NFL was proud to host a tournament and Championship Game during Super Bowl Week.

With a visit to **Joint Forces Training Base Los Alamitos**, NFL representatives and players were able to personally interact with the pilots and service members who performed the Super Bowl flyover and thank them for their service to our country.





INSPIRE CHANGE

As part of the ongoing social justice work through its **Inspire Change** initiative, the **NFL Foundation** joined **Cisco** to address the digital divide for the children of incarcerated parents, as part of the season-long **NFL Foundation's Inspire Change Huddle Legacy Program**.

Working with nonprofits the **Anti Recidivism Coalition** and **The Place 4 Grace**, the NFL and Cisco provided funding to outfit 30 children with much-needed technology at home, including computers, WiFi hotspots, tablets and more. The contribution, which was part of the NFL Foundation and Cisco's $150,000 donation to address the digital divide in Los Angeles, not only improved the kids' learning at home, but also provided them with the tools they need to virtually connect with their incarcerated parents on an on-going basis.

As part of the initiative, these children took part in a special event at the **NFL Network** studios, where they recorded messages on-set with the help of NFL Network talent, and were surprised with a video compilation from their parents.

PLAY 60 KIDS DAY

In celebration of the 15th anniversary of the **NFL PLAY 60** initiative, the NFL hosted **NFL PLAY 60 Kids Day: Huddle Up to Make A Difference** at **Edward Vincent Park**. Nearly 600 local **Inglewood Unified School District** students had the opportunity to participate in this festival-style event centered around youth health and wellness and community impact. The event included fun-filled activities for kids to get active as well as opportunities for them to give back to their local community on key causes important to the NFL and the City of Los Angeles. Students participated in packing 1,000 care bags in support of a local nonprofit **Peace Over Violence**, a garden restoration and tree planting project hosted by the **American Heart Association** and the NFL, a PLAY 60 fitness zone area, and painting a mural alongside a local Inglewood artist.

MAKE-A-WISH®

As one of the longest-standing partners of **Make-A-Wish**, the NFL helped celebrate 40 years of partnership together by working to grant the wishes of 15 children with critical illnesses to attend Super Bowl LVI in Los Angeles.

CELEBRATION OF PRIDE & ALLYSHIP

The NFL celebrated the LGBTQ+ community and recognized the importance of allyship together with **Covenant House of California** and the **LGBT Center**. NFL players joined the celebration and delivered notes of allyship and support for the LGBTQ+ community that were completed by players throughout the League.



BUSINESS CONNECT CELEBRATION

For 18 months, the **NFL Business Connect** program worked with 225 local diverse business owners in Los Angeles to prepare them to compete for and win contracts related to Super Bowl LVI. The program hosted professional development workshops and networking events designed to grow the business acumen of women, minority, veteran and LGBTQ+-owned businesses.

COVID-19 VACCINATION CLINIC

The NFL partnered with the **Los Angeles County Department of Public Health** to host a COVID-19 vaccination clinic at **Super Bowl Experience Presented by Lowe's**, the NFL's interactive football theme park.

ADDITIONAL SUPER BOWL WEEK EVENTS:

- Hispanic Heritage Foundation Youth Awards Ceremony
- Salute to Service 100 Yards of Hope Screening
- Vincent Country Safe Zone Activity Day
- Gold House Salon: Off the Sidelines
- Local Artist Collaboration & Auction
- Forward Progress: Diversity, Equity & Inclusion Breakfast
- 'A Night of Pride' with GLAAD
- NFL Player Care Foundation Super Bowl Career Fair
- Walter Payton NFL Man of the Year Event
- Play Football High School Day
- Girls FLAG Football Exhibition
- Players Coalition & Cafe Momentum Dinner to Create Change
- Taste of the NFL
- RISE Champions of Change Fan Experience
- RISE Seventh Annual Super Bowl Critical Conversation (virtual)
- Character Playbook Panel (virtual)
- NFL PLAY 60 Super Bowl LVI Brain Break (virtual)
- NFL Green Projects

SOCIAL RESPONSIBILITY





DUI PREVENTION

The NFL is proud to team up with Mothers Against Drunk Driving® (MADD) for the 12th season. Together, the organizations are working to educate players and fans that the most valuable position is the designated driver.

Drunk driving is the biggest killer on America's roads, causing more than 11,000 deaths and 300,000 injuries every year. Countless more lives are changed forever. All these tragedies are 100% preventable. MADD is zeroing in on a day when there are No More Victims® of impaired driving. Through education and awareness campaigns and new advancements in auto technology, the end of drunk and drugged driving is closer than ever.

Since 2015, MADD and the NFL have engaged more than one million NFL fans to take the Most Valuable Position (MVP) pledge to be a non-drinking designated driver. Together, the organizations have also been able to inspire players and team staff through meaningful discussions, training and impact stories to make safe choices that protect themselves and others from the consequences of driving impaired. In addition, MADD has been there to support players, staff and their communities when lives have been changed because of an impaired driving crash.

This partnership focuses on MADD's lifesaving message, "If you drink, don't drive." MADD remains focused on one number: ZERO. Together with the NFL and the fans, MADD is creating a nation of zero deaths, zero injuries, zero families impacted by impaired driving.

DRUNK DRIVING DEATHS CUT BY 50%

400,000+ LIVES SAVED, AND COUNTING

900,000+ VICTIMS SERVED

FOR MORE INFORMATION OR TO GET INVOLVED, VISIT MADD.ORG

DOMESTIC VIOLENCE / SEXUAL ASSAULT

The NFL is committed to addressing and preventing domestic violence and sexual assault. Through national and local partnerships, the NFL works year-round to provide resources to educate communities and support survivors. During Super Bowl Week, the NFL also works annually to recognize and assist local domestic violence and sexual assault resources through its **Unsung Heroes Gathering**. At the 2022 gathering, attendees enjoyed brunch and took part in painting activities to benefit a local domestic violence shelter, while hearing words of support from **COMMISSIONER GOODELL**, NFL players and inspirational speakers.

NFL clubs continue to work in their communities on efforts including abuse intervention programs, crisis center fundraisers, high school healthy relationship assemblies and local public service campaigns.

ADDRESSING & PREVENTING RELATIONSHIP VIOLENCE

Since 2014, the NFL has provided financial support to the **National Domestic Violence Hotline (The Hotline)** in its mission to shift power back to people affected by relationship abuse. The Hotline remains the only national, 24-hour, year-round resource for survivors offering services via call, chat and text.

In addition to intervention services, the organization is leading the way on preventing relationship abuse with **love is respect**, an initiative that engages, educates and empowers young people to prevent and end abusive relationships. It is the first 24-hour national resource for teens and is a safe, inclusive space where young people can access information and get help in an envi- ronment designed specifically for them.

Support from the NFL continued to make a positive impact at The Hotline. The Hotline answered 408,370 calls, online chats and text messages from people across the country. The Hotline also advocates for strong survivor-centered policies and legislation, including the passage of the reauthorized **Violence Against Women Act (VAWA)** and the **Family Violence Prevention Services Act**. Financial support provided by the NFL helped The Hotline further its policy work in Washington, D.C., helping to shape the way government, communities and providers approach this issue and best serve survivors.

Finally, support from the NFL helped advocates offer 208,765 referrals to shelter and domestic violence service providers and 192,898 referrals to additional resources across the nation.

TO LEARN MORE ABOUT THE HOTLINE, PLEASE VISIT THEHOTLINE.ORG

NATIONAL DOMESTIC VIOLENCE HOTLINE

2021 BY THE NUMBERS

408,370 CALLS, ONLINE CHATS AND TEXT MESSAGES ANSWERED

208,765 REFERRALS TO SHELTERS AND DOMESTIC VIOLENCE SERVICE PROVIDERS

192,898 REFERRALS TO ADDITIONAL RESOURCES ACROSS THE NATION

RALIANCE

The NFL continues to support **RALIANCE**, a trusted adviser for organizations committed to building cultures that are equitable, respectful and safe. RALIANCE offers unparalleled expertise in serving survivors of sexual harassment, misconduct and abuse, which drives its mission to help organizations across sectors create inclusive environments for all.

Every day, RALIANCE helps organizations establish safer workplaces and communities by supporting innovative prevention programs and providing expert consulting services such as organizational assessment, policy review, customized trainings, internal auditing and crisis communications guidance. RALIANCE helped expand resources for businesses and organizations, including co-publishing ***The New World of Work***, a report on how employers have adapted due to COVID-19 with insights on how to address and prevent workplace harassment.

RALIANCE continued to engage the sport community as a partner in ending sexual violence, including highlighting best practices in preventing sexual violence in sport at the **National Conference on Health and Domestic Violence** and the **American Public Health Association Conference**. In addition, RALIANCE supported the passage of the **Ending Forced Arbitration of Sexual Assault and Sexual Harassment Act**. This included organizing a sign-on letter with seven other national groups, securing 64 signers and briefing Senate Judiciary staff.

With the NFL's support since 2016, RALIANCE has awarded nearly $3 million in one-year grants to prevention programs and projects that advance policy and practices in support of survivors and make communities safer. RALIANCE uses an intersectional approach to prevention, therefore the majority of the 68 projects funded to date have been awarded to programs serving people of color, LGBTQ+ communities, people with disabilities, religious minorities, immigrants, young people and others who often are heavily impacted by sexual violence and yet historically overlooked by funders.

FOR MORE INFORMATION, VISIT RALIANCE.ORG

WITH THE SUPPORT OF NFL FUNDING, RALIANCE HAS INVESTED NEARLY $3 MILLION IN ONE-YEAR GRANTS SINCE 2016

TRAFFICKING PREVENTION

Human and sex trafficking are issues that the NFL works to address, particularly as it relates to Super Bowl host cities. Each year, the Super Bowl Host Committee selects a local organization to head up trafficking awareness and prevention work in advance of Super Bowl. The NFL provides financial support to the selected organization, which then coordinates all ongoing efforts between nonprofits, law enforcement, and the hospitality and transportation industries, among others.

The **Los Angeles Super Bowl LVI Host Committee** selected the **U.S. Institute Against Human Trafficking (USIAHT)** to head up trafficking prevention and awareness work in the region ahead of Super Bowl. USIAHT assembled the **Alliance Against Human Trafficking & Exploitation** to raise awareness, offer community trainings, provide victim services and coordinate with local law enforcement agencies in Los Angeles. The Alliance is made up of the following organizations: **It's A Penalty**, **A21**, **Inner City Visions** and **kNot Today**. The Alliance worked jointly with the **South Los Angeles Anti-Trafficking Committee (SLAATC)**, comprised of many local Los Angeles nonprofits, to educate the public on the warning signs of human trafficking, empowering them to report suspicious activity and provide resources to victims and those most vulnerable to exploitation.

EMPLOYEE RESOURCE GROUPS & EMPLOYEE INTEREST GROUPS



APEX

Asian Professional Exchange (APEX) is an NFL Employee Affinity Group open to all NFL employees. APEX aims to serve as a bridge between the AAPI community, AAPI employees and allies, adjacent NFL affinity groups, and the NFL's corporate culture and brand.

PIN

The Parents Initiative Network (PIN) is a parenthood community dedicated to fostering unbiased inclusion, transparency and support for working parents within the NFL.

PRIDE

NFL Pride is an employee resource group that aims to heighten the visibility of the LGBTQ+ community in the NFL offices so that employees of all sexual orientations feel comfortable being themselves in the workplace. Through networking events, guest speakers, community outreach and employee education, NFL Pride serves LGBTQ+ employees and their "allies" who support a culture of inclusion.



WIN

NFL Women's Interactive Network (WIN) aims to empower and inspire those within the NFL dedicated to the professional development and advancement of women, while deepening the engagement of all employees at the League.

BEN

Black Engagement Network (BEN) is an employee affinity group established to develop, acquire and retain Black talent at the NFL while also serving as an employee resource group for League leadership. BEN's mission is to create a diverse and inclusive culture within the NFL for employees at every level and strengthen the NFL's commitment to Black employees through professional development, career management, mentoring, networking and community outreach.

LIGA

LIGA is a coalition of employees focused on supporting the engagement and professional development of Latinx employees at the NFL while bringing a greater understanding and appreciation of the Latinx community to NFL employees of all walks of life. By facilitating discussions around cultural inclusivity and important diversity issues, LIGA hopes to identify opportunities that expand on the NFL's positive work environment while celebrating the richness of Latinx cultural diversity and driving cultural engagement.



COMMUNITY TEAMMATES

Community Teammates is a cross-departmental affinity group of employees dedicated to volunteering together in their communities. Its mission is to build a culture of community service and volunteerism at the NFL in order to enhance meaningful team building, company morale and impact.

GREEN TEAM

The Green Team helps to lead the charge in environmental stewardship at the NFL, creating a strong culture of sustainability and awareness of environmental impact.

WOMEN'S FORUM

The NFL virtually hosted its sixth annual **Women's Forum** as part of its ongoing, League-wide commitment to diversity, equity and inclusion. The Forum connected 45 women, 64% of whom are women of color, with leaders in the professional football space to provide insight and opportunities into open positions, as well as coaching, scouting and football operations.

The Women's Forum aims to connect female participants with leaders in professional football. There have been 23 NFL clubs that have hired past Forum participants and over 200 opportunities have emerged for women in all levels of football since its inception in 2017.

For the second consecutive year, participants took part in the two-day virtual event. This included panel discussions, breakout sessions and networking activities with owners, executives, coaches, industry experts and hiring managers representing organizations including the NFL and **Women Leaders in College Sports**. Most participants who attended the forum work in entry-level college football roles and learned what could be next for them in a career in professional football.





Featured speakers included NFL Commissioner ROGER GOODELL and JANE SKINNER GOODELL, as well as three club owners, eight head coaches and seven general managers (listed below).

NFL CLUB OWNERS

DEE HASLAM, Cleveland Browns Managing and Principal Partner
DARCIE GLAZER KASSEWITZ, Tampa Bay Buccaneers Co-Owner; President of Tampa Bay Buccaneers Foundation and the Glazer Vision Foundation
KIM PEGULA, President and CEO of Pegula Sports and Entertainment; President of the Buffalo Bills

NFL HEAD COACHES

BRUCE ARIANS, Tampa Bay Buccaneers
SEAN McDERMOTT, Buffalo Bills
SEAN McVAY, Los Angeles Rams
RON RIVERA, Washington Football Team
ARTHUR SMITH, Atlanta Falcons
BRANDON STALEY, Los Angeles Chargers
KEVIN STEFANSKI, Cleveland Browns
MIKE VRABEL, Tennessee Titans

NFL GENERAL MANAGERS

BRANDON BEANE, Buffalo Bills
NICK CASERIO, Houston Texans
TERRY FONTENOT, Atlanta Falcons
CHRIS GRIER, Miami Dolphins
HOWIE ROSEMAN, Philadelphia Eagles
JOE SCHOEN, New York Giants
LES SNEAD, Los Angeles Rams

SUPPORTING THE LGBTQ+ COMMUNITY

The NFL supports **The Trevor Project**, a nonprofit organization whose mission is to end suicide among lesbian, gay, bisexual, transgender, queer and questioning (LGBTQ) young people. NFL funding has supported The Trevor Project in the scaling and growth of its crisis intervention services and suicide prevention programming, enabling the organization to provide more LGBTQ youth with life-affirming support.

Another partner the NFL works with to enhance its efforts in the LGBTQ+ space is **GLAAD**, an American non-governmental media monitoring organization that was founded as a protest against defamatory coverage of LGBT people. This year, during **Super Bowl Week**, the NFL and GLAAD teamed up for '**A Night of Pride with GLAAD**,' which provided an evening of music, cocktails and conversations to spotlight advances in—and the future of—LGBTQ+ inclusion in professional sports, as well as the NFL's commitment to LGBTQ+ former and current players.

At NFL tentpole events throughout the season, the League consults and works with a variety of organizations—both local and national—that are focused on providing an inclusive, positive environment for the LGBTQ+ community.

RESPONSIBLE GAMBLING

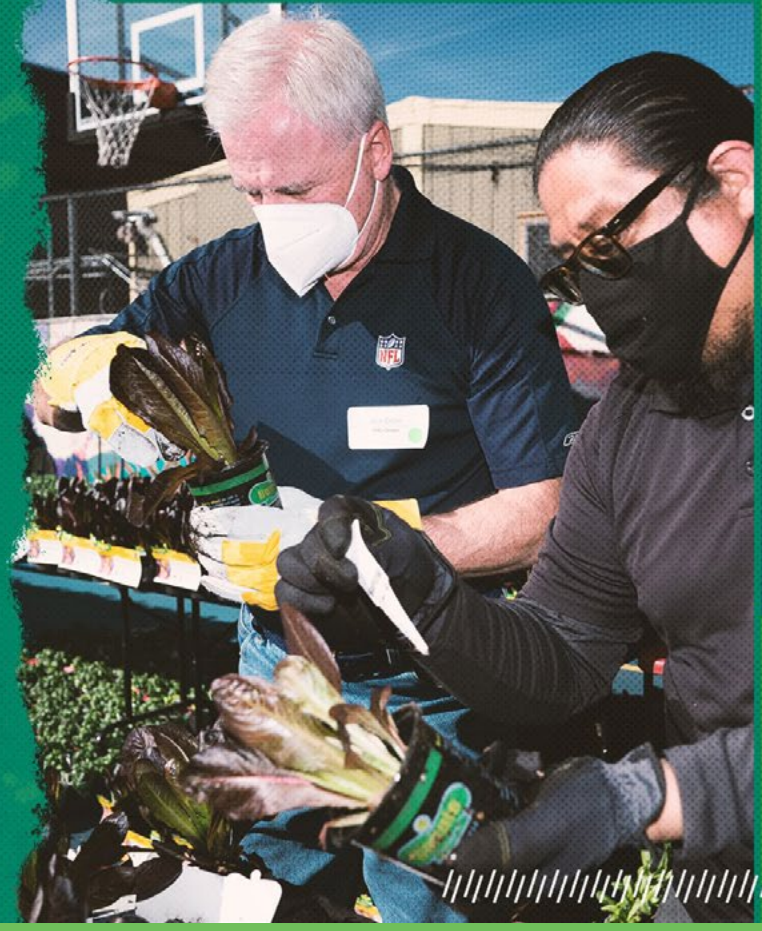
During the 2021 season, the NFL launched an extensive, integrated League-wide responsible betting public awareness program designed to educate fans who choose to engage in sports betting to do so responsibly. The key message encourages people to play responsibly by sticking to a game plan, including setting a budget to know their limits, using licensed, regulated operators, and asking for help if they need it.

As part of the initiative, the NFL made a multimillion-dollar, multi-year commitment to significantly expand its long-standing partnership with the **National Council on Problem Gambling (NCPG)**, the leading advocacy group committed to addressing problem gambling through public education programs and help services. The NFL's funding enabled the NCPG to launch a national grant program to fund enhanced services offered by local and statewide providers, as well as innovative prevention programs, including expansion of youth-facing curricula.

The League's support also helped transform the national problem gambling **Helpline** system and allowed for the development of improved communications tools, including a new website, **www.responsibleplay.org**, which provides the public with quick tips about betting safely and support resources for those in need.

NFL GREEN

NFL Green is the League's environmental program and works to mitigate the environmental impact of the NFL's major events and create a "green" legacy in each community that hosts the NFL's biggest events.





2021 NFL DRAFT WEEK

NFL Green, in partnership with the Greater Cleveland Sports Commission, planted trees, built community gardens, donated unserved food, repurposed event materials and supported a harbor cleanup during 2021 NFL Draft Week. NFL Green also premiered the 100 Yards of Hope Coral Reef Restoration documentary virtually with the Greater Cleveland Aquarium.

NFL GREEN EVENTS INCLUDED:

- Tree Restoration at Big Creek Reservation
- Community Garden Build
- North Harbor Waterfront Cleanup

2021 KICKOFF WEEK

As a follow-up event to Super Bowl LV, the NFL began **2021 Kickoff Week** by celebrating the **Passing of the Golden Shovel** from Tampa to Los Angeles, which further progressed its dedication to sustainability across the country. NFL Green worked alongside **Verizon**, **Keep Tampa Bay Beautiful**, **The Tampa Bay Estuary Program** and the T**ampa Bay Sports Commission** to restore and plant sand dunes on Picnic Island.

Together, the partners also built and installed a hydroponic garden and pollinator gardens at the Forest **Hills Park Community Center**. In addition, NFL Green teamed up with **FORCE BLUE**, **Pepsi Stronger Together**, **Florida Fish and Wildlife Commission**, **NAUI**, **Keep Florida Beautiful** and **The Florida Aquarium** for a marine debris and ghost fishing gear removal operation, as well as a pier cleanup at Anna Maria Island.



2022 PRO BOWL WEEK

The NFL kicked off Pro Bowl Week with the NFL Green Wetlands Restoration Project. Together with Clark County, the NFL worked to revitalize portions of the Clark County Wetlands Park by planting 1,200 trees and native plants with students and community volunteers.

NFL GREEN EVENTS INCLUDED:

- **Swag for Seedlings:** NFL Green and **Verizon** partnered with the **White Mountain Apache Forestry Teams** to plant 5,000 trees to reforest areas damaged by wildfire. Fans at **Allegiant Stadium** and the **Las Vegas Ballpark** who showed their team spirit and wore team swag had the opportunity to have trees planted in their honor.
- **Food Recovery**: The NFL teamed with **Three Square** to recover unserved, prepared food and beverages from Pro Bowl events to minimize food waste.
- **Material Recovery**: An intensive drive was held to collect and donate all items left over from Pro Bowl events. In partnership with the **Salvation Army, Habitat for Humanity** and other local organizations, the NFL donated decorative materials, office supplies and other items that could be reused or repurposed.
- **Renewable Energy Project**: Emissions from energy use at **Allegiant Stadium** were offset using renewable energy certificates (RECs).



SUPER BOWL LVI WEEK

The NFL, the Los Angeles Super Bowl LVI Host Committee and Verizon teamed up to develop a series of initiatives to reduce the environmental impact of Super Bowl LVI and create a "green" legacy in the greater Los Angeles area. The focus was on increasing tree canopy to provide shade, beauty and improve air quality, building community gardens to increase food security, and restoring a kelp forest off California's coast.

COMMUNITY GREENING EVENTS

- **NFL Green Huddle** consisted of building and planting vegetable garden beds and installing garden walls. Garden wall kits, soil and vegetable plants were also given to families enrolled in **A Place Called Home**'s urban agriculture program.
- 56 trees were planted and beautification projects were completed at **Edward Vincent Junior Park** in partnership with the **City of Inglewood Parks, Recreation and Community Services Department**.
- In partnership with Los Angeles County Supervisor **HILDA L. SOLIS**, dozens of trees and a large vertical wall garden were planted at **CultivaLA's Westlake Community Garden** to provide fruit, vegetables and herbs to a neighborhood that had been highly impacted by Covid-19.
- The **Mott Street Community Garden** in the **Boyle Heights** neighborhood was refurbished and expanded in partnership with the **LA Conservation Corps**.
- In partnership with **California Greenworks**, 25 Brisbane Box trees and Australian Willows were planted along the north side of **Jefferson Boulevard** to increase tree canopy, provide shade and improve air quality in the neighborhood.
- 30 evergreen trees were planted along **Huntington Street** in the **City of San Fernando** to provide critical public health and environmental benefits, in partnership with **TreePeople**.
- Dozens of street trees were planted in the **Watts** neighborhood to add shade, beauty and additional tree canopy, in partnership with **TreePeople**.
- A large California Oak "Wishing Tree" was planted at **Wishing Tree Park** in **West Carson** as part of an initiative to create much needed greenspace in the neighborhood in partnership with the **Los Angeles Neighborhood Land Trust**.
- A garden revitalization project took place in partnership with the **City of Inglewood Parks**, **Recreation and Community Services Department** to replace soil and plant garden beds, plant trees, paint, clean and beautify **Queen Park Community Garden**.

REFORESTATION

NFL sustainability partner **Verizon** planted 5,600 trees (100 trees for each Super Bowl) in the **Angeles** and **Los Padres National Forests**. The project was focused on reestablishing native ecosystems, and the recovery of lands and watersheds damaged by wildfire.

FORCE BLUE CHAMPIONSHIP DIVE

NFL Green and the **Los Angeles Super Bowl Host Committee** teamed up with **Pepsi Stronger Together**, **PepsiCo VALOR**, special operations veterans from **FORCE BLUE**, scientists and researchers from the **Bay Foundation** and the **Cabrillo Marine Aquarium**—as well as commercial urchin harvesters, local volunteers and **Environmental Charter Middle School** students—for a kelp restoration project and beach cleanup at **Cabrillo Beach**.



SUPER KIDS-SUPER SHARING

NFL Green, the **YMCA of Metropolitan Los Angeles**, the **Los Angeles Super Bowl Host Committee**, Verizon, the **Los Angeles Rams** and the Los Angeles Chargers teamed up with local schools and YMCA-LA branches for **Super Kids-Super Sharing**, where 22,000 books, pieces of sports equipment, school supplies and games were donated to local children.

ADDITIONAL NFL GREEN PROJECTS INCLUDED:

- **Green and Win:** Fans caught in the act of recycling were able to win a unique Super Bowl hat and have their photos posted on NFL social media.
- **Food Recovery and Donation:** Prepared, unserved food from Super Bowl events was recovered and distributed to shelters and feeding programs in partnership with the **Los Angeles Food Bank and Los Angeles Mission**
- **Material Recovery:** An intensive drive was held to collect and donate items from the Super Bowl, including building materials, décor fabric, carpeting and sign materials. In partnership with the **Salvation Army**, these items were donated to local organizations to reuse, repurpose or remanufacture the material.
- **Green Energy:** "Green" energy was used to power major Super Bowl event venues, including **SoFi Stadium**, the AFC and NFC team hotels, and the NFL headquarters hotel. Renewable energy certificates (RECs) equivalent to the electricity usage at these facilities helped to mitigate the climate impact of energy emissions.

BEYOND THE GAME

FOR MORE INFORMATION VISIT **NFL.COM/COMMUNITY**
OR EMAIL **SOCIALRESPONSIBILITY@NFL.COM**