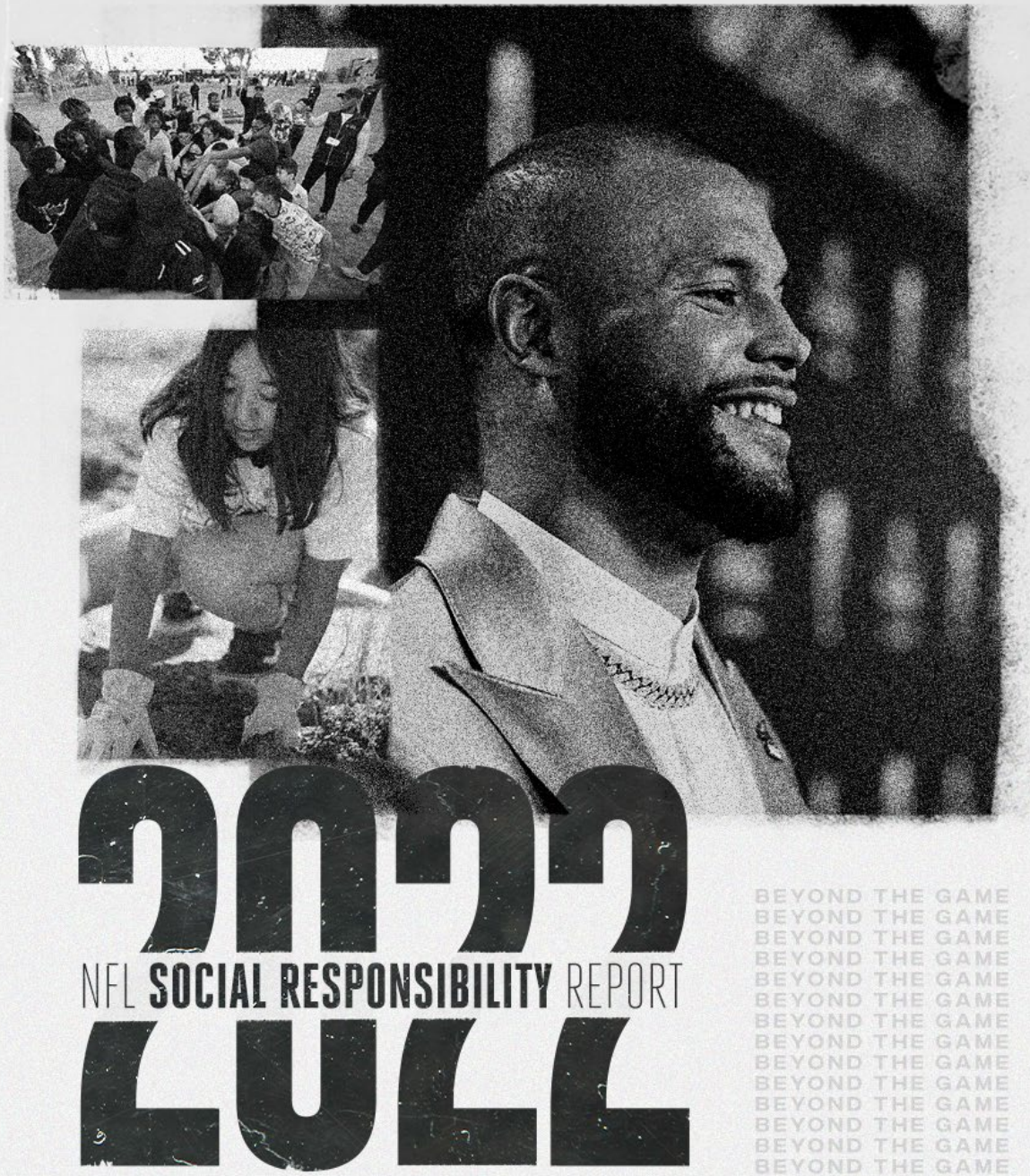
BEYOND THE GAME

2022 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.

LETTER FROM THE COMMISSIONER

THE NFL'S 103RD SEASON WAS ANOTHER INCREDIBLY EXCITING AND IMPACTFUL YEAR, BOTH ON AND OFF THE FIELD. FROM THE DRAFT IN LAS VEGAS TO A THRILLING SUPER BOWL WIN FOR THE CHIEFS IN ARIZONA, WE WERE ABLE TO USE OUR PLATFORM TO TOUCH MILLIONS OF FANS AROUND THE WORLD.



This year, we engaged with fans on new platforms and in exciting and unique ways, both digitally and in person. From our NFL PLAY 60 Fitness Break broadcast for school children across the country during Super Bowl week, to NFL Votes and its non-partisan voter registration and information activities in our stadiums across the country.

We helped build and refurbish 23 turf fields around the country, including in Arizona, the host of Super Bowl LVII. We supported the expansion of Girls Flag Football, which is now a sanctioned high school varsity sport in seven states, and launched the NFL Foundation UK, the League's first international nonprofit. Through Inspire Change, we expanded our police-community relations pillar and funded new methods to bring law enforcement and communities together. Through these and many other initiatives, we endeavored to unify and strengthen our communities wherever there are football fans.

The NFL Family supported unprecedented work in the community this year with a keen focus on inclusive programming. Through this lens, we continued our legacy of impact on a broad range of critical topics such as mental health within the military community and among our youth, community gun violence, access to cancer screenings for the underserved, and support for the Ukrainian people.

Each year we are reminded of the best of NFL players through the Walter Payton NFL Man of the Year Award. Collectively, the 32 nominees represent Walter's humanitarian spirit of giving back in ways that make us all incredibly proud. This year's recipient, **DAK PRESCOTT**, is a great example of an outstanding leader on the field who has used his platform and personal experiences to improve the lives of others. Since entering the NFL, he has inspired so many others to push through adversity and to help those in need when they need it the most.

As always, we will never rest on our past accomplishments and will constantly strive to set the bar higher. Whether it's the first-ever all-female Super Bowl flyover by the Navy, an expansion of access to digital tools and technology to help students thrive, or increasing training and education on the importance of CPR, the NFL is committed stepping up when we can lend a hand.

We have the best fans in the world and it is part of our DNA to respond in positive ways that leave lasting legacies for all in our communities. Thank you.



ROGER GOODELL
NFL COMMISSIONER



CRUCIAL CATCH INTERCEPT CANCER | American Cancer Society

For the 14th 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 multiple types of cancer through early detection and risk reduction efforts. The League, its clubs, players, the NFL Player Association and the American Cancer Society are all committed to providing individuals with the tools they need to help them better understand early detection and ways to reduce their cancer risk.

New this year, through funding provided by the NFL as part of the Crucial Catch initiative, fans and members of the NFL Family were able to easily find their nearest cancer screening center and additional screening resources at **NFL.com/CrucialCatch** or by texting "CATCH" to 635635. The site also provides resources for fans to determine the type of cancer screening they need, a cancer hotline and a 24-hour chat for anyone who needs their screening questions answered.



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. Game-worn Crucial Catch merchandise was auctioned on **NFL Auction**, with all proceeds donated to the American Cancer Society to support its **CHANGE** grant program.

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CHANGE GRANTS

Since 2012, the NFL has funded ACS' **Community Health Advocates implementing Nationwide Grants for Empowerment and Equity (CHANGE)** grants, which have contributed to over 600,000 screenings in under-resourced communities and reached more than 1.3 million individuals through education, screening reminders and patient navigation, bringing these life-saving messages and screening services to those who need them most. Some of the services provided this season included providing funding for mobile mammograms, expanding screening services to the uninsured and operations outside of normal business hours, plus rides to those experiencing transportation barriers.



MORE THAN
650,000 CANCER SCREENINGS
SINCE 2012

MORE THAN
1.3 MILLION INDIVIDUALS REACHED
SINCE 2009

$27 MILLION
RAISED SINCE 2009

WATCH VIDEO: NFL CRUCIAL CATCH CAMPAIGN – "WE SEE YOU"

WE SEE YOU

This year's Crucial Catch spot was part of the League's new **"We See You"** cause advertising campaign. Houston Texans wide receiver **JOHN METCHIE III**, who was diagnosed with a form of Leukemia, was featured in this public service announcement (PSA). The PSA spoke to the struggles that many face when it comes to taking the next step in getting screened—whether it be lack of transportation or health insurance, etc.—and the solutions that the NFL and ACS are working to provide through resources funded by Crucial Catch grants.



FACEBOOK CHALLENGE

For the second year in a row, ACS and the NFL teamed up for a Crucial Catch Facebook fundraising challenge. A series of Facebook ads promoted the **"October 25 Push-Ups A Day"** challenge presented by NFL's Crucial Catch. Facebook users could opt in to the challenge via a Facebook group where they were connected with other Facebook users around the country. In addition to logging 25 push-ups a day, users were encouraged to start a Facebook fundraiser to raise money for Crucial Catch.

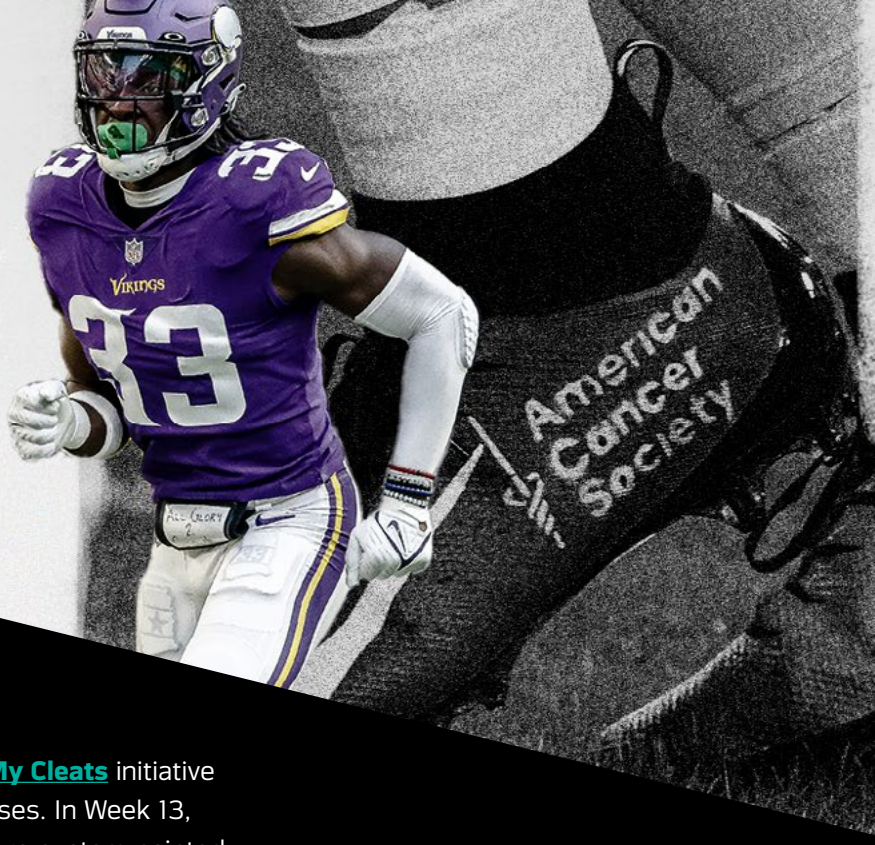
$115,000
RAISED

YOUTH CRITICAL CATCH

Each year, college, high school and youth football teams from across the country do their part to raise funds and awareness in support of the NFL's efforts in the fight against cancer. Schools, leagues, intramural clubs and community athletic organizations are invited to unite with the NFL and join Youth Crucial Catch to raise funds to beat cancer.

SUN SAFETY

Crucial Catch kicked off the NFL season during training camp with an initiative to raise awareness and reduce the risk of skin cancer. Several NFL club training camps offered sunscreen samples at their training camps as well as sun safety tips.



MY CAUSE MY CLEATS

For the seventh consecutive season, the **My Cause My Cleats** initiative brought awareness to important, player-selected causes. In Week 13, NFL players, coaches and staff across the League wore custom-painted cleats highlighting the different nonprofit organizations and causes that mean the most to them.



THE PLAYER-LED CAMPAIGN BEGAN IN 2016, FUELING CRUCIAL CONVERSATIONS AND PUTTING IMPORTANT CAUSES AT THE FOREFRONT.

The causes players chose to support this year included topics such as preventing gun violence, tackling social justice, prioritizing mental health, raising awareness for individuals with disabilities and disability research, youth & education, military support, cancer & other diseases, animal welfare and more. This year, more than 30% of players chose to support various forms of cancer and other health-related causes, while nearly 20% selected topics related to youth and education.



NEW THIS SEASON, FANS WERE ENCOURAGED TO BUILD AND SHARE THEIR OWN CUSTOMIZED DIGITAL CLEAT SHOWCASING THEIR FAVORITE TEAM AND CHARITY OF CHOICE. FOUR FANS WERE SELECTED TO WIN A REAL VERSION OF THE CLEATS THEY CREATED.

Following Week 13 games, hundreds of players donated their cleats through **NFL Auction**, where 100% of funds raised were donated to the charities they selected. Fans were also able to donate directly to select players' causes.

MORE THAN $1 MILLION RAISED TO SUPPORT PLAYER CAUSES





THE SHOE SURGEON

Also new this season, the NFL partnered with pioneering shoe customizer **DOMINIC CIAMBRONE**, aka **The Shoe Surgeon**. The collaboration, consisting of two key initiatives, empowered the local community and youth through fashion, football and philanthropy.

The first initiative was a monthly series of **SRGN Academy** clinics in partnership with **Big Brother Big Sisters of America**. Each workshop taught fifteen Littles and their Bigs from local agencies about creativity and customization as they transformed a blank cleat canvas into works of art with NFL clubs and players. These workshops took place in Las Vegas, Miami, Los Angeles and New York.

For the second initiative, Ciambrone led a special My Cause My Cleats activation where he hand-picked eight local sneaker customizers and paired them with NFL players in their market. Designers created one-of-a-kind cleats for each player, creatively displaying the nonprofit organization of their choosing. The custom cleats were then auctioned off with 100% of proceeds going to the players' designated charities via NFL Foundation.

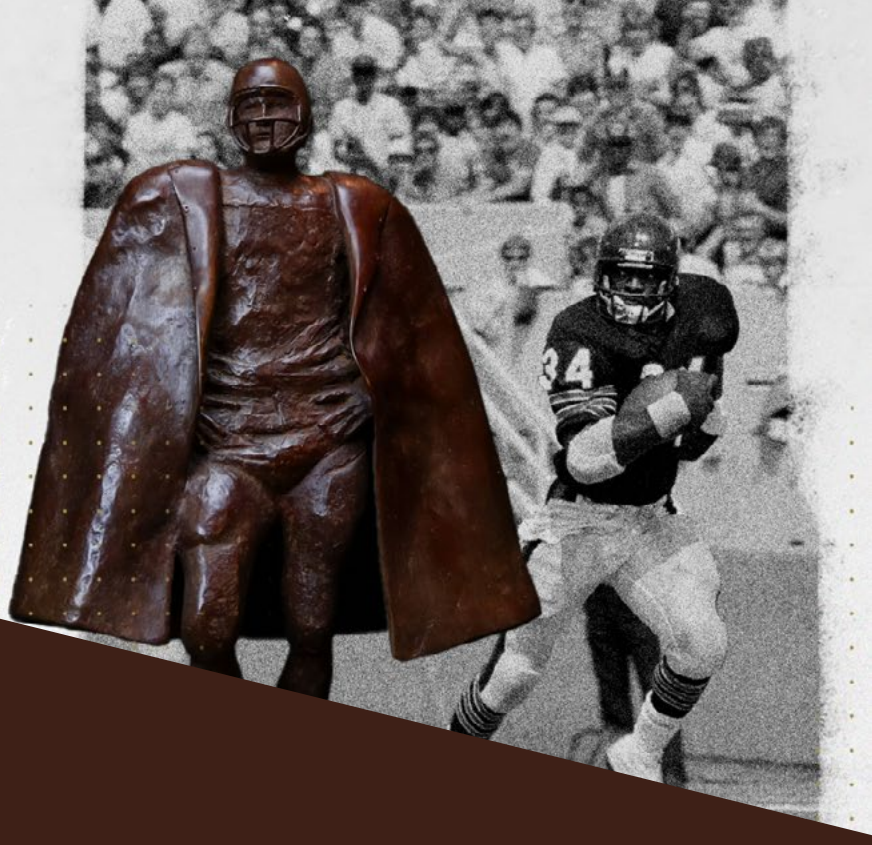


NFL FOUNDATION UK

For this year's My Cause My Cleats campaign, **IDRIS ELBA**, Coach **ADEN DURDE** of the Dallas Cowboys, **Don't Stab Your Future** and **NFL Foundation UK** community partner **BIGKID Foundation** came together as part of a joint mission to raise awareness for knife crime and end social exclusion and youth violence.

ELBA, DURDE and the Don't Stab Your Future team collaborated on a special pair of **Air Force Ones**, which were auctioned off to raise money for the BIGKID Foundation, a fantastic organization using flag football to tackle youth violence in London.





WALTER PAYTON
MAN OF THE YEAR
PRESENTED BY Nationwide®

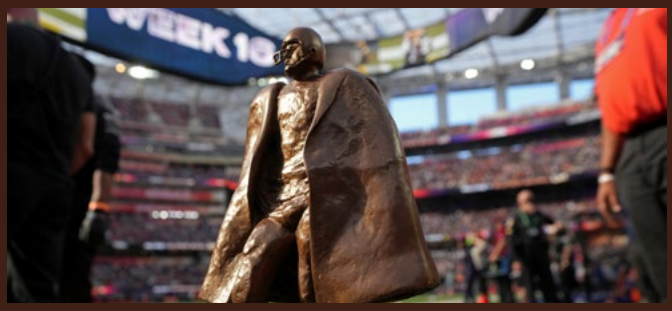
Considered the League's most prestigious honor, the **Walter Payton NFL Man of the Year Award Presented by Nationwide** recognizes an NFL player for outstanding community service activities off the field, as well as excellence on the field. First established in 1970, the national award was renamed in 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. All team winners are highlighted as nominees and recognized for their important work, beginning in Week 14 of the regular season with additional recognition during the week leading up to **Super Bowl LVII**.

Each of the 31 runner-up nominees receives up to a $55,000 donation in their name to the charity of their choice, with the winner of the 2022 Walter Payton NFL Man of the Year Award receiving up to a $255,000 donation to the charity of their choice. All donations are courtesy of the NFL Foundation and Nationwide.

The nominees supported many different causes, including social justice work, 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 $55,000/EACH

WINNER = $255,000

TOTAL: UP TO NEARLY
$2 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 wore 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. All active past winners are eligible to wear a patch on their jersey throughout their career. JJ Watt, Russell Wilson and Calais Campbell wore the patch on their jersey last year.



MAN OF THE YEAR
CHARITY CHALLENGE

The League encouraged fans to participate in Nationwide's eighth 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/or his Twitter handle, and the player whose unique mention was used the most between December 6th and January 11th received an additional $25,000 contribution to their charity of choice.

PATRICK MAHOMES, who received the most fan hashtag mentions, was announced as the winner and a $25,000 contribution was made to his **15 and the Mahomies Foundation** courtesy of Nationwide.

In addition, **CHARLES LENO JR.** and **DION DAWKINS** were the second and third place finishers, receiving a $10,000 and $5,000 donation from Nationwide.



PATRICK MAHOMES
($25,000)



CHARLES LENO JR.
($10,000)



DION DAWKINS
($5,000)

2022 NOMINEES

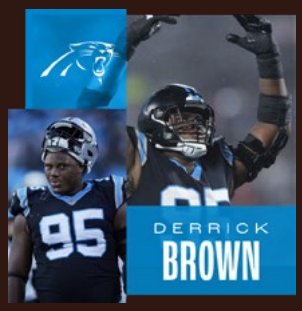
NOMINEES





































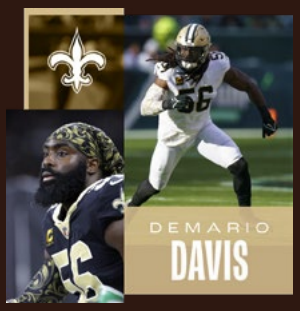




2022 NOMINEES























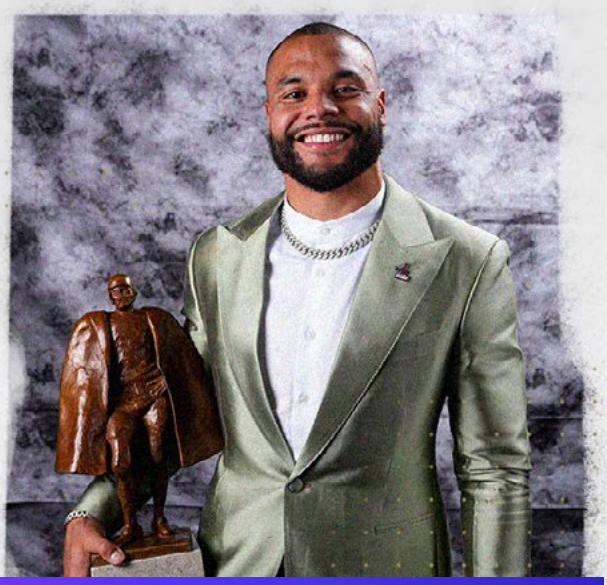


NOMINEES
NOMINEES
NOMINEES

2022 WALTER PAYTON NFL

MAN OF THE YEAR

Dallas Cowboys quarterback **DAK PRESCOTT** was named the **2022 Walter Payton NFL Man of the Year Presented by Nationwide** for his commitment to inspiring others around him to push through adversity and help those in need. He is a leader in both the mental health space and raising awareness for the fight against cancer.





Through his **Faith, Fight, Finish (FFF) Foundation**, Prescott has been able to impact many lives in the state of Texas, as well as in his home state of Louisiana. In the past few years, he has broadened the mission of the community work done through FFF by focusing on four main initiatives: colon cancer research, mental health and suicide prevention, bridging the gap between law enforcement and the communities they serve, and offering assistance to those facing life-challenging hardships.

PRESCOTT'S FAITH, FIGHT, FINISH FOUNDATION FOCUSES ON 4 INITIATIVES:

- **Colon cancer research**
- **Mental health & suicide prevention**
- **Police community relations**
- **Assisting those facing life-challenging hardships**

PRESCOTT FEELS STRONGLY ABOUT GETTING POLICE TO INTERACT WITH THEIR COMMUNITIES SO YOUTH FEEL SAFE IN THEIR PRESENCE.

In May 2022, FFF hosted **The North Texas Town Hall** where over 250 youth participated in a meaningful dialogue with law enforcement officers. FFF sponsors police-led youth workshops at local schools and recently hosted a **Community & Cops Movie Night**, in partnership with **Crowley ISD** and the **Fort Worth Police Department**. Prescott's **Law Enforcement Steering Committee** is working to bring the **CYCLE (Connecting Youth & Communities with Law Enforcement)** training program to communities across the country, free of charge.



HOSTED THE NORTH TEXAS TOWN HALL WHERE OVER 250 YOUTH PARTICIPATED IN A MEANINGFUL DIALOGUE WITH LAW ENFORCEMENT OFFICERS

PARTNERED WITH THE DEFENSIVE LINE ON PROGRAMS THAT PROVIDE SUICIDE PREVENTION TRAININGS FOR TEACHERS

SPREAD AWARENESS THAT THE NATIONAL SUICIDE PREVENTION HOTLINE CHANGED TO A 3-DIGIT NUMBER (988)

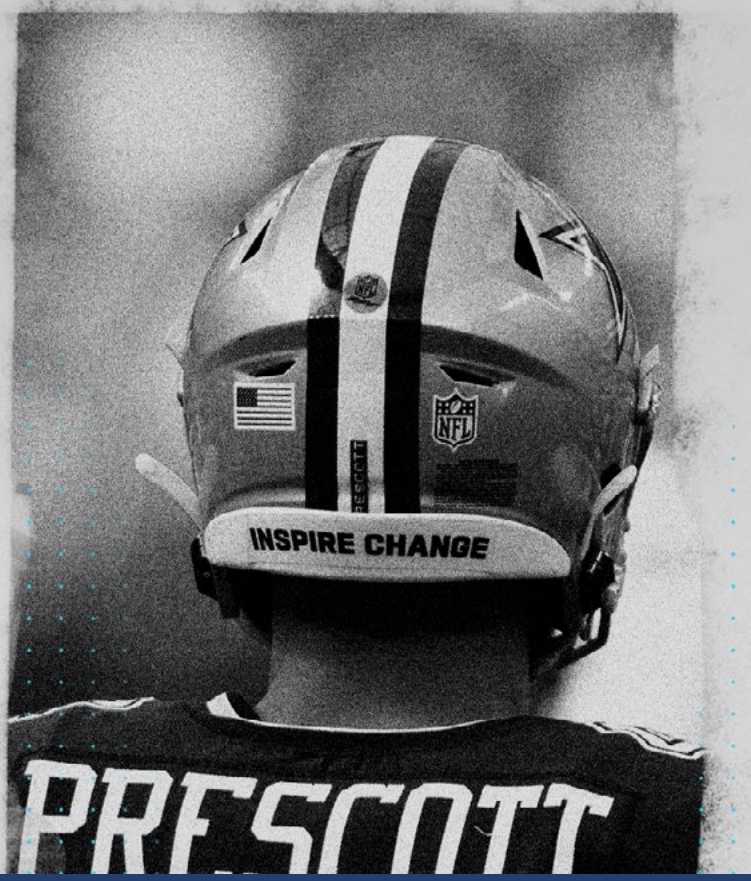
Since losing his brother to suicide, Prescott has championed those who battle mental illness by helping them to know that their lives matter. He made a promise that his brother Jace's life would be "a life taken to save millions." FFF has partnered with **SOLOMON THOMAS**'s **The Defensive Line** on programs that provide suicide prevention trainings for teachers that help connect students in crisis with the resources they need. FFF also collaborated with the **American Foundation for Suicide Prevention** to spread awareness that the **National Suicide Prevention Hotline** changed to a 3-digit number (988) in July 2022, making it more accessible for those in need.

He also continues the fight against cancer in honor of his mother. In April 2022, he succeeded **ROGER STAUBACH** as co-chair of the **Children's Cancer Fund Gala**, joining **TROY AIKMAN** to continue the fight against childhood cancer that Staubach led for more than 30 years. In addition to donating his time, Prescott has contributed more than $40,000 to childhood cancer research.

Prescott understands the struggle so many families face, which is why the individual giving pillar of his foundation means so much to him. FFF frequently champions individuals and families facing medical adversity, from cancer diagnoses to mental health crises, by subsidizing costs not covered by insurance—including travel, housing, groceries and other basic living expenses.

NFL INSPIRE CHANGE

NFL Inspire Change is the League's social justice platform, which 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.**



THIS YEAR, THE LEAGUE ANNOUNCED THE EXPANSION OF ITS PARTNERSHIP WITH THE PLAYERS COALITION FOR AN ADDITIONAL FIVE YEARS AND A NEW $15 MILLION GRANT.

This contribution will help further extend the reach and impact of Players Coalition work in building awareness and influencing legislation and policy around racial and social justice issues to drive systemic change.

The League's continued support of the Players Coalition comes as the NFL and its teams have surpassed their $250 million commitment to combat systemic racism—four years ahead of schedule. The expanded partnership builds on the NFL's social justice grants, which have to date supported more than 650 local non-profits, 1,950 player and Legend matching grants, and more than 40 national grant partners.

Players Coalition, an independent nonprofit organization, actively makes an impact on social justice and racial equity at the federal, state and local levels, working with more than 1,400 professional athletes, coaches and owners across sports leagues to educate and advocate for reform across the country.

ADDITIONAL 5-YEAR & $15 MILLION COMMITMENT TO THE PLAYERS COALITION

NFL & ITS CLUBS HAVE SURPASSED THEIR $250 MILLION COMMITMENT 4 YEARS AHEAD OF SCHEDULE

SINCE 2017:

650 LOCAL NONPROFITS SUPPORTED

1,950 PLAYER & NFL LEGEND GRANTS MATCHED

MORE THAN 40 NATIONAL PARTNERS



Based on learnings from partners and with the guidance of players, the League will focus its future biannual national social justice grants in the following areas:

- **Education:** Fostering mentorship for better outcomes in education and beyond.
- **Economic Advancement:** Advancing access to financial literacy and career pipelines.
- **Police and Community Relations:** Creating changes in policing through law enforcement-community collaboration and alternative crisis responders.
- **Criminal Justice Reform:** Providing transition support for the formerly incarcerated and advocating for key reforms to the criminal legal system.

IN ADDITION TO ITS COMMITMENT TO PLAYERS COALITION, THE NFL NARROWED AND DEEPENED THE FOCUS OF ITS NATIONAL SOCIAL JUSTICE GRANTS TO A MORE DEFINED SET OF ISSUES WITHIN THE FOUR PILLARS OF INSPIRE CHANGE—AN EFFORT DESIGNED TO PUSH DEEPER IN AREAS THAT ARE MOST PRESSING AND HELP MAKE A LASTING IMPACT.

FOR THE SECOND CONSECUTIVE YEAR, THE NFL AND ITS 32 CLUBS HIGHLIGHTED THEIR COMMITMENT TO SOCIAL JUSTICE DURING THE REGULAR SEASON THROUGH GAME-DAY STADIUM ACTIVATIONS AND AWARENESS.

Inspire Change came to life on field by integrating in-stadium elements as well as video content during game broadcasts that highlighted the impactful social justice work done by NFL players, clubs, the League office and social justice grant partners to break down barriers to opportunity and end systemic racism. New elements to Inspire Change this year included the addition of five Inspire Change grant partners and the NFL's inaugural **Inspire Change Changemaker Award**.



THE NFL AGAIN WORKED WITH NEW ERA TO PROVIDE INSPIRE CHANGE-BRANDED HEADWEAR FOR COACHES, PLAYERS AND ALL SIDELINE PERSONNEL.

The collection featured seven silhouettes with all 32 clubs represented with designs featuring the words 'opportunity, equity, freedom and justice' and were available for purchase at NewEraCap.com, NFLShop.com and Fanatics. All of the League's proceeds were donated to Inspire Change grant recipients.





Separately, **NFL Media** debuted a three-part docuseries featuring New Orleans Saints All-Pro linebacker **DEMARIO DAVIS** and his **Devoted Dreamers Academy**, an after-school program that launched January 2023 designed to serve New Orleans youth through sports, academics and mentorship.

INSPIRE CHANGE NATIONAL GRANT PARTNERS

As part of Inspire Change, the League awarded funding to five new national grant partners: **Atlanta Policing Alternatives & Diversion Initiative (PAD), Chicago's Crisis Assistance Response and Engagement (CARE), CHOOSE 180, Gulf Coast JFCS Community Assistance and Life Liaison Program (CALL)** and **Peace for DC**.

These national grant partners were approved by the Social Justice Working Group and represent the expansion of Inspire Change's police-community relations pillar to include organizations that use key methods to bring law enforcement and communities together to create meaningful change in policing, policies and engagement. The methods, which have the support of both community advocates and law enforcement, include:

- **Co-Responder Models:** Providing alternative responses for 9-1-1 or 3-1-1 calls that pertain to mental health crises.
- **Intervention Models:** Selecting organizations that address community violence and youth impacted by the court system.

The League also announced the renewals of 21 national grant partners, totaling $6.5 million in donations. Partners who received renewed funding:

Alabama Appleseed
Anti-Recidivism Coalition (ARC)
Association for Enterprise Opportunity (AEO)
Big Brothers Big Sisters of America (BBBSA)
Boys & Girls Clubs of America (BGCA)
Breakthrough Miami
Center for Policing Equity (CPE)
City Year
Community Justice Exchange
Covenant House
Just City
Ladies of Hope Ministries (LOHM)
MENTOR
Metropolitan Family Services
National Urban League
Oregon Justice Resource Center (OJRC)
Operation HOPE
Per Scholas
Texas Appleseed
US Dream Academy
Vera Institute of Justice (Vera)

2022 INSPIRE CHANGE CHANGEMAKER AWARD

The NFL launched the **2022 Inspire Change Changemaker Award** to recognize individuals who are making a difference in their communities through social justice work—either individually or as part of a nonprofit organization—across each of the NFL's 32 club markets. Inspire Change Changemaker Award recipients were selected by each club based on their outstanding work in the community, supporting one or more of the four key pillars encompassed in the Inspire Change initiative.

All 32 recipients received a $10,000 donation, courtesy of the **NFL Foundation**, to the social justice 501(c)(3) nonprofit organization of their choice. Each Changemaker was announced or recognized during Weeks 15 and 16 by their respective club.

2022 CHANGEMAKERS
2022 CHANGEMAKERS
2022 CHANGEMAKERS

Arizona Cardinals
GRACE BISHARA

Atlanta Falcons
DAVID LEE WINDECHER

Baltimore Ravens
VAN BROOKS

Buffalo Bills
Pastor JAMES GILES

Carolina Panthers
Dr. MICHAEL MARSCIANO

Chicago Bears
ADAM ALONSO

Cincinnati Bengals
CANDICE MATTHEWS BRACKEEN

Cleveland Browns
KAHARI HICKS, MAC STEPHENS & DAMION CREEL

Dallas Cowboys
DOMINIQUE COLLINS

Denver Broncos
NASHARA ELLERBEE & NAJA'RAY WEST

Detroit Lions
SHERELLE HOGAN

Green Bay Packers
RHONDA CHANDLER

Houston Texans
CAMERON CAMPBELL

Indianapolis Colts
DENNIS BLAND

Jacksonville Jaguars
SUZANNE PICKETT

Kansas City Chiefs
Dr. CASEY VOLKOLEK

Las Vegas Raiders
Coach ARPEDGE ROLLE

Los Angeles Chargers
GEORGE WEAVER & CHARISSE BREMOND WEAVER

Los Angeles Rams
BRANDON SALAAM-BAILEY

Miami Dolphins
DESMOND MEADE

Minnesota Vikings
EMILY HUNT TURNER

New England Patriots
YI-CHIN CHEN

New Orleans Saints
LEONA TATE

New York Giants
Lt. LENORA MOODY

New York Jets
BENJIE E. WIMBERLY

Philadelphia Eagles
Dr. RUTH ABAYA

Pittsburgh Steelers
ANNA HOLLIS

San Francisco 49ers
Dr. JOSEPH MARSHALL

Seattle Seahawks
T'WINA NOBLES

Tampa Bay Buccaneers
SHERISHA HILLS

Tennessee Titans
JOYCE WATKINS

Washington Commanders
LEGREG HARRISON

306 / EVERFI CHARACTER PLAYBOOK SPEAKER SERIES

In schools, the League expanded its partnership with digital learning curriculum leader **EVERFI** on 306, a high school focused African-American History education program. During EVERFI's **2023 Black History Month** celebration, the Los Angeles Rams hosted a **Character Playbook Speaker Series** event featuring a panel discussion about the legacy of **KENNY WASHINGTON**, the first African American to sign an NFL contract. The event included a screening of the documentary "**Kingfish: The Story of Kenny Washington**" and a student Q&A session. Inspire Change partnered with the event to help increase awareness and registration on social media.

MORE THAN 260 SCHOOLS REGISTERED

MORE THAN 3,000 STUDENTS ATTENDED LIVE

TOTAL REACH OF MORE THAN 9,000 STUDENTS

SALUTE TO SERVICE

Salute to Service—the NFL's year-long initiative to honor, empower and connect with our nation's service members, veterans and their families—has raised more than $58 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.



SINCE 2011, SALUTE TO SERVICE HAS RAISED MORE THAN

$58 MILLION

FOR ITS SALUTE TO SERVICE 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 **New Era** and **Nike** 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.



Through its five core Salute to Service partners—including the **Pat Tillman Foundation (PTF), Tragedy Assistance Program for Survivors (TAPS), United Service Organizations (USO), Bob Woodruff Foundation (BWF)**, and **Wounded Warrior Project (WWP)**—the NFL looks to make positive impacts on the lives of many in the military community.

THE NFL HAS INCREASED CONNECTEDNESS BETWEEN THE NFL FAMILY AND MILITARY COMMUNITY, CREATED GREATER INDEPENDENCE FOR WOUNDED WARRIORS, AND BUILT STRONGER CONNECTIONS THROUGH A SHARED LOVE OF FOOTBALL.



HONOR, EMPOWER AND CONNECT

HONOR IN ACTION

The NFL and its Salute to Service partner, **Tragedy Assistance Program for Survivors (TAPS)**, hosted an exclusive experience for military families in London, where six TAPS families alongside military surviving families from the **British Armed Forces Charity SSAFA**, as well as **The Families' Activity Breaks (FAB)**, had the opportunity to attend a family welcome reception at **Winfield House**, the residence of the United States Ambassador to the United Kingdom, as well as viewing a private team practice hosted by the Jacksonville Jaguars. The exclusive experience culminated with tickets to the Broncos-Jaguars game at Wembley Stadium. During this time, families from the United States and the United Kingdom came together to connect, bond and share.

EMPOWER IN ACTION

In October, wheelchair football athletes from across the nation competed in the third **USA Wheelchair Football League (USAWFL)** tournament of the 2022 season, with the Los Angeles Rams Wheelchair Football Team taking home the tournament title. The USAWFL is a program of **Bob Woodruff Foundation** grant recipient **Move United** and is made possible through contributions by the NFL. Through the USAWFL, adults with disabilities, including wounded veterans, can take part in fast-paced and competitive football games. Since 2020, more than 700 athletes and coaches have taken part in the league.

CONNECT IN ACTION

In October, the **United Service Organizations (USO)** opened its northernmost center at the **Thule Air Base** in Greenland as part of the NFL's ongoing efforts to increase social connections within the military community and the local communities in which they occupy. The center was built partially through funding from the NFL's Salute to Service grant program and connects a military population of around 600 men and women from numerous military branches. Its amenities include comfortable furniture for resting, computers and Wi-Fi access, complimentary snacks and beverages, as well as a lounge area with TVs, gaming entertainment, movies and more.

PARTNER SUPPORT

USAA

USAA, an Official NFL Salute to Service Partner, recognized the contributions of the military community throughout the entire 2022 season. In the preseason, NFL Combine-style boot camps for military service members were hosted around the country at multiple teams' training camps. During the season, overseas service members participated in a similar event at a US military base in Germany just days before the NFL game in Munich. During the post-season, USAA partnered with eight NFL players and veteran service organizations to award trips to the Super Bowl to eight deserving military members and veterans.

CROWN ROYAL

Crown Royal has a deep tradition of generosity, and as a long-standing supporter of the military community, is proud to give back to the most generous ones who selflessly serve. Programs like **Packages From Home** have supported over one million servicemen and women with the **Purple Bag Project**. This season, Crown took the bag-packing program that provides food, hygiene and entertainment items to veterans worldwide.

SUPPORTED OVER 1 MILLION SERVICEMEN & SERVICEWOMEN

NBC SPORTS NEXT

NBC Sports Next, a division of the NFL's broadcast partner NBC, helped generate funds for Salute to Service partners for a second year through its **Round-Up** campaign. Anyone who booked tee times in November on NBC Sports Next's **GolfNow** or **TeeOff** websites were provided the opportunity to round up the total cost of the reservation to an even-dollar figure, with the additional contribution going to our Salute to Service partners.



IT TAKES ALL OF US

Players **GEORGE KITTLE, DAMIEN HARRIS, ELIJAH MOORE, CAM JORDAN** and **TARRON JACKSON**, along with **COACH RON RIVERA**, were featured in TV spots to honor veterans, service members and their families who have benefitted from the NFL's Salute to Service funding of partners. Additionally, features on **NFL Network** and short-form video vignettes across the NFL's social channels also aired.

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 6,000 survivors who are part of TAPS have been able to participate in NFL events and honor their loved ones. The NFL is also working to fund the TAPS Young Adult Program and the TAPS Military Mentor Program. These programs, along with events like the TAPS NFL UK Experience and the TAPS NFL Nevada Experience, engage survivors from across America to bring hope, healing and connection

MORE THAN 6,000 SURVIVORS HAVE PARTICIPATED IN NFL EVENTS

PAT TILLMAN FOUNDATION | NFL

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 provides more than $24 million in academic scholarships and lifelong leadership development for more than 800 Tillman Scholars.

MORE THAN $24 MILLION IN ACADEMIC SCHOLARSHIPS FOR MORE THAN 800 TILLMAN SCHOLARS





WOUNDED WARRIOR PROJECT | NFL

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, financial and career counseling, and long-term rehabilitative care. Since 2011, the NFL has donated more than $10 million to help injured veterans and their families tackle their next mission in life.

SINCE 2011, NFL HAS DONATED MORE THAN $10 MILLION TO HELP OVER 200,000 INJURED VETERANS & THEIR FAMILIES

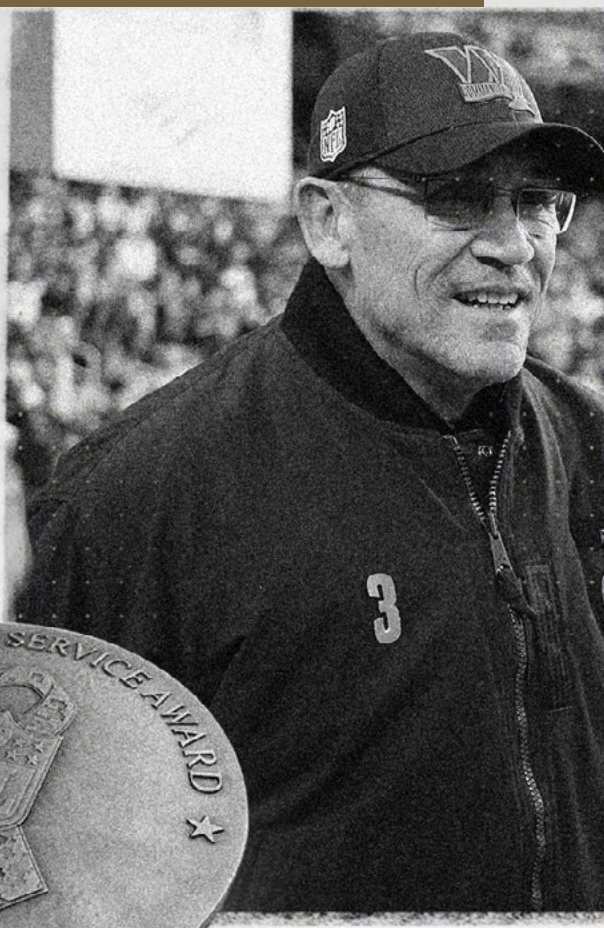
BOB WOODRUFF FOUNDATION

Since 2018, the NFL and the **Bob Woodruff Foundation** have made a measurable impact on the lives of more than 575,000 service members, veterans, their families and caregivers. The NFL and Bob Woodruff Foundation partnership is 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 over $9.5 million in 76 grants to best-in-class organizations supporting veterans and their families through **NFL-BWF Healthy Lifestyles and Creating Communities** and NFL-BWF pipeline grants. The NFL and BWF also invested over $330,000 in 46 states to ensure communities across the country were equipped to support the service members, veterans, families and caregivers in their area during the COVID-19 pandemic.

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 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, more than 250 NFL players, coaches and executives have traveled on USO Tours to 28 countries to meet and thank more than 107,000 service members.

SALUTE TO SERVICE AWARD
PRESENTED BY USAA





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2022
SALUTE TO SERVICE AWARD
PRESENTED BY USAA

For the 12th 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 2022 recipient of the **Salute to Service Award Presented by USAA** was Washington Commanders head coach **RON RIVERA**.



THROUGHOUT HIS 12-YEAR CAREER AS A HEAD COACH, RIVERA HAS BEEN COMMITTED TO GIVING BACK TO THE MILITARY AND VETERAN COMMUNITIES. HE CONSISTENTLY CONNECTS HIS TEAMS WITH SERVICE MEMBERS AND MILITARY FAMILIES TO RECOGNIZE THEIR SERVICE AND SACRIFICE.

In May, Rivera—along with Commanders players **JONATHAN ALLEN** and **JAMIN DAVIS**, and co-owner and co-CEO **TANYA SNYDER**—surprised departing troops with a visit at BWI Airport where the team passed out care packages to troops as they waited to board their planes. Rivera also took time in training camp to visit with over 250 service members and veterans at the club's **Salute to Service Day**. Additionally, he brought the entire team to **Joint Base Andrews** for a practice in front of the troops before the first preseason game and hosted nine wounded/paralyzed veterans at **Operation Warrior Wishes** in training camp.

Rivera hosted **Tragedy Assistance Program for Survivors (TAPS)** families at the **OrthoVirginia Training Center at Commanders Park** for the second year in a row, creating a special event to honor surviving families. He is donating all the proceeds from his appearances on the League-wide SiriusXM NFL Radio channel to the **United Service Organizations (USO)**. Through Rivera's persistent work alongside multiple military-related nonprofits over the years, he has used the NFL's platform to provide service members, veterans and military families with first class recognition, experiences and support.

Rivera attributes his success in the face of adversity to his military upbringing and values instilled in him growing up the son of a career U.S. Army Warrant Officer. Having grown up on military installations around the United States and across the world, Rivera fully understands the demands of military life and the sacrifices made by service members and their families.



Rivera was recognized at **NFL Honors**, a primetime awards special that aired nationally. **USAA**, a leading provider of insurance, banking and other financial services to U.S. military members, veterans and their families, contributed $25,000 in Rivera's honor to the official aid societies representing each of the military branches. The NFL Foundation matched USAA's donation of $25,000 to be donated to Rivera's military charity of choice.

12-YEAR CAREER AS NFL HEAD COACH

VISITED 150 SERVICE MEMBERS & VETERANS DURING TRAINING CAMP

2ND YEAR HOSTING SPECIAL EVENT FOR TAPS FAMILIES

HOSTED 9 WOUNDED/ PARALYZED VETERANS AT OPERATION WARRIOR WISHES

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



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

NFL FOUNDATION

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



NFL FOUNDATION FOUNDATION

The NFL Foundation manages nearly 50 grant and recognition programs in support of its mission. In 2022, the Foundation continued its ongoing support across a broad spectrum of impact, including youth and high school football support grants, youth health and wellness, social justice grants, national partnership support focused on player health and safety, and efforts to support players' philanthropic causes and charities. The NFL Foundation is central to the League's ongoing efforts to make a positive impact in communities across the country.

The NFL Foundation also funds and supports evidence-based youth character, mental wellness, social and emotional learning (SEL) initiatives, social justice programming at the grassroots and national level, and year-round support of the League's on-field cause campaigns: **Crucial Catch, Salute to Service** and **Inspire Change**. The Foundation also continues to play a key role in recovery and relief efforts following major disasters around the country, providing financial resources and in-kind media to support fundraising for national nonprofits, including the **CDC Foundation, United Way** and **American Red Cross**. The NFL Foundation also provided more than $150,000, raised through the League's charitable NFL Auction platform, to support Red Cross relief efforts following Hurricane Ian.

The ability to access computers and the internet has become increasingly important. Unfortunately, there is a growing gap between the underprivileged members of society, especially the poor, rural, elderly and persons with disabilities who do not have access to computers or the internet. The NFL Foundation, in partnership with all 32 clubs, provides financial support, education, equipment and infrastructure through a new grant program aimed at reducing the digital divide in clubs' local communities.



$480,000 TO HELP BRIDGE THE DIGITAL DIVIDE

NFL FOUNDATION | CHARACTER EDUCATION

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.

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 21,000 schools nationwide.

SINCE 2016, CHARACTER PLAYBOOK HAS BEEN IMPLEMENTED IN MORE THAN 21,000 SCHOOLS NATIONWIDE & REACHED OVER 1.5 MILLION STUDENTS





DISASTER RELIEF

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

DISASTER RELIEF 2022

TOTAL CONTRIBUTION $2,204,405

DISASTER	ACTIVITY	CONTRIBUTION
BUFFALO MASS SHOOTING	Contributed to the **Buffalo Bills Foundation** to specifically support the **Buffalo Together Community Response Fund** and help address immediate relief needs in the Buffalo community, long-term community rebuilding, and systemic issues that have marginalized communities of color.	$200,000
BUFFALO NOVEMBER WINTER STORM	Contributed to the Buffalo chapter of the **American Red Cross** in response to the massive snowstorm which occurred in November 2022 via NFL Auction funds.	$15,000
BUFFALO DECEMBER BLIZZARD	Contributed to relief efforts following the deadly blizzard which struck Buffalo in December 2022. The **Buffalo Bills Foundation** worked to identify a number of local nonprofits to help support those impacted by the storm.	$100,000
CHICAGO MASS SHOOTING *(HIGHLAND PARK)*	Contributed to the **Highland Park Community Foundation's July 4 Highland Park Shooting Response Fund** to help support victims' families and survivors of the Highland Park mass shooting.	$80,000
COLORADO MASS SHOOTING	Contributed to the **Colorado Healing Fund** as well as programmatic support for the LGBTQ community in Colorado Springs via Inside Out Youth Services to support the needs of victims and their families.	$25,000
HURRICANE IAN RELIEF	Contributed to the **American Red Cross**, **Florida Disaster Fund**, **Convoy of Hope**, **Heart to Heart International**, **Save the Children**, **World Central Kitchen**, **AmeriCares**, **Project Hope** and support for youth and high school football programs impacted by Ian. Contributions from NFL Auction also were made to the American Red Cross to assist with relief efforts.	$1,076,805
HURRICANE FIONA RELIEF	Contributed to the **American Red Cross** to help support Hurricane Fiona relief efforts in Puerto Rico and the Dominican Republic following its landfall in September 2022.	$57,600
TENNESSEE SCHOOL SHOOTING	Contributed to the **Community Foundation of Middle Tennessee** to help support victims and their families in response to the Nashville school shooting that occurred in March 2023.	$50,000
UKRAINE RELIEF EFFORTS	Contributed to the **American Red Cross** and **UNICEF** to help those impacted by the war in Ukraine.	$300,000
UVALDE, TX SCHOOL SHOOTING	Contributed to the **Robb School Memorial Fund** and **Uvalde Strong Fund** to support the victims' families, survivors and the Uvalde community following the mass shooting at the Robb Elementary School in May 2022.	$200,000
UNIVERSITY OF VIRGINIA MASS SHOOTING	Contributed to the **UVA Strong Fund** to help support victims' families, survivors and teammates following the tragic shooting at the University of Virginia in November 2022.	$100,000

DISASTER RELIEF DISASTER RELIEF DISASTER RELIEF DISASTER RELIEF DISASTER RELIEF DISASTER RELIEF



FIELD GRANTS

This year, 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 $3 million to community organizations, schools and parks in 16 cities and towns across the country.

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.

$3 MILLION IN GRANTS TO COMMUNITY ORGS, SCHOOLS & PARKS IN 16 AREAS THIS YEAR

SINCE 1998, NEARLY $83.6 MILLION IN GRANTS TO SUPPORT THE CREATION OR REFURBISHMENT OF 643 FIELDS NATIONWIDE

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**. Below is some of the programming USA Football supports.



FIRST DOWN

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. Clinics are hosted by NFL players and USA Football provides the programming that is based on the Football Development Model. Over 90 **First Down Clinics** were hosted in 2022.

MORE THAN 90 CLINICS HOSTED BY NFL PLAYERS

MORE THAN 10,000 ATHLETES ATTENDED FIRST DOWN CLINICS

FOOTBALL DEVELOPMENT MODEL

USA Football's Football Development Model is an advanced approach to youth football. It's designed to help coaches teach athletes based on their age, the skill they are learning and the 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.

COACH CERTIFICATION

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 July of 2022, USA Football hit 1,000,000 coach certifications. USA Football celebrated all the coaches who made this milestone possible.

IN 2022:

100,000 COACH CERTIFICATIONS

47 OF THE 50 STATES SAW AN INCREASE IN COACH CERTIFICATIONS

30,590 FIRST-YEAR COACHES

88% OF CERTIFIED COACHES REPORTED THAT THEY FEEL MORE PREPARED FOR THE FIELD AFTER COMPLETING USA FOOTBALL'S COACH CERTIFICATION

(Source: 2022 USA Football Coach Certification Feedback Survey)

GIRLS FLAG

In 2022, the NFL put significant resources toward growing girls participation in flag football. Seven states now have girls flag sanctioned as a high school varsity sport. Additionally, 31 NFL clubs hosted a girls flag jamboree event and/or piloted a girls flag league in their markets.

YOUTH FLAG FOOTBALL BY THE NUMBERS:

1.5 MILLION PARTICIPANTS AGED 6–12 IN THE U.S.

MORE THAN **38% INCREASE** IN TOTAL YOUTH PLAYING SINCE 2015

20 STATES IN PILOT PROGRAMS

MORE THAN 40% INCREASE IN GIRLS HS PARTICIPATION *(2018–2022 SEASONS)*

SEVEN STATES HAVE GIRLS FLAG AS A HS SPORT

ALASKA
FLORIDA
GEORGIA
ALABAMA
NEVADA
CALIFORNIA *(FALL 2023)*
ARIZONA *(FALL 2023)*





NFL WAY TO PLAY AWARD

For the fifth year, the NFL Way to Play Award recognized the excellence demonstrated by NFL players who exemplify the proper technique to make impactful plays. Each recipient of the Way to Play Award received a $5,000 equipment grant through USA Football to be awarded to the local youth or high school football program of their choosing.

In partnership with Hudl and in its fourth year, the **NFL Way to Play High School Award** honored one high school football player weekly for demonstrating exceptional in-game playing technique. The high school award recipients were announced on **NFL Network** each Thursday morning, and the school of each honoree received either a $3,000 equipment grant through **USA Football** or an **MVP Robotics'** Mobile Virtual Player.

The NFL Way to Play educational curriculum, which focuses on teaching coaches and players proper techniques, drill selection and tips to excel at each position, was developed by a select group of NFL Legends who coach across all levels of the game.



NFL AUCTION

The NFL is the only major sports league with an entirely charitable auction platform—**NFL Auction**. Game-used and game-issued items are featured on the NFL Auction site so that money can be raised for various charitable partners. NFL Auction plays a key fundraising role in the NFL's Crucial Catch cancer awareness, Salute to Service military appreciation and My Cause My Cleats player cause campaigns.

NFL Auction also provides a fundraising platform when disasters strike. After the devastation caused by Hurricanes Ian and Fiona, the League stepped up to fundraise along with the **American Red Cross**. Select game-worn jerseys from the Tampa Bay Buccaneers, along with a curation of signed memorabilia, were auctioned off throughout September and October. The auction raised nearly $150,000 for local hurricane relief efforts in Louisiana.

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 $7 million dollars in the last six years.

MORE THAN $150,00 RAISED FOR LOCAL HURRICANE RELIEF EFFORTS IN LOUISIANA

MORE THAN $7 MILLION RAISED FOR NONPROFIT PARTNERS IN THE PAST 6 YEARS



CLUB FOUNDATION EXCELLENCE PROGRAM

The **Club Foundation Excellence Program (CFEP)** works to improve the capacity, capability and compliance of Club Foundations across the NFL. Key areas of focus include Club Foundation programs and impact, external best practices and self-improvement/wellness. One highlight of 2022 was hosting a discussion with **ANNE ROOSEVELT** on "How to Engage Boards Effectively." Ms. Roosevelt spoke about her extensive board experience, as well as her best advice for engaging individuals in nonprofit work.



SUPER BOWL LEGACY GRANT

Each year, the NFL, via the NFL Foundation, seeks to improve the Super Bowl host community through its **Super Bowl Legacy Grant** initiative by awarding a $1 million grant matched by the Super Bowl Host Committee and allocated to local nonprofit organizations.

This year, the NFL Foundation partnered with the **Arizona Community Foundation** and the **Arizona Super Bowl Host Committee** to help support and promote the Super Bowl Legacy Grant program and the everlasting impression **Super Bowl LVII** had in Arizona.

The Super Bowl LVII Legacy Grant Program, funded by the NFL Foundation and the Arizona Super Bowl Host Committee's partners, provided more than $2 million in grants to local nonprofits with proven track records of benefiting underserved Arizonans. Selected nonprofits focus their work within the following pillars:

- **Education:** improving access to quality education for youth.
- **Health & Wellness:** improving the overall well-being of residents, primarily focusing on youth.
- **Diversity, Equity, Inclusion & Social Justice:** driving positive action for equality and accessibility.
- **Environment & Sustainability:** implementing food recovery and recycling initiatives.

NFL FOUNDATION UK

The NFL Foundation UK launched in 2021 with the aim of tackling inequality and lack of opportunities in society by supporting young people aged 12-20 to realize their potential, access positive pathways and take ownership of their futures.

Through a partnership with the Greater London Authority, the duo committed a combined $1 million to deliver NFL Foundation UK's work in the capital. Using the power of sport to reach communities, NFL Flag has been proven to be a strong engagement tool with diverse and underserved groups, in particular young people.

NFL Foundation UK will work with eight community groups across 13 boroughs for the next two years. The Foundation will provide NFL Flag Football programs, training and equipment to help youth access positive pathways and develop the skills, confidence and self-belief to create their own future, impact society and reach their potential.

£1 MILLION TO NFL FOUNDATION UK'S WORK IN LONDON

100% OF FUNDING IS DIRECTED TO COMMUNITY CHARITIES THAT WORK WITH LOCAL, UNDERSERVED YOUNG PEOPLE

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 $361 MILLION COMMITTED 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 282 YOUTH FITNESS ZONES NATIONWIDE.

The NFL and its PLAY 60 partners—which include the **American Heart Association, Cooper Institute, GENYOUth, Special Olympics** and **America's Dairy Farmers** through the **Fuel Up to Play 60** program—have teamed up through the years to provide parents, teachers, and students with free digital and physical resources to stay active and healthy.



NFL HAS COMMITTED MORE THAN

$361 MILLION

TO YOUTH HEALTH AND FITNESS

NFL AND ITS CLUBS HAVE:

SUPPORTED PROGRAMS IN MORE THAN 73,000 SCHOOLS

CONSTRUCTED MORE THAN 282 YOUTH FITNESS ZONES

GIVEN MORE THAN 38 MILLION CHILDREN AN OPPORTUNITY TO BOOST PHYSICAL ACTIVITY



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. The program has digital resources which include the **Fuel Up to Play 60 Homeroom**, with an assortment of fun videos featuring NFL players and learning activities on health and wellness and building strong communities.

LEARN MORE AT FUELUPTOPLAY60.COM



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 have provided PLAY 60-inspired video content, classroom curriculum, family challenges and an interactive PLAY 60 app that encourages kids to stay active for 60 minutes a day. Rooted in American Heart Association science, PLAY 60 digital content prioritizes physical and mental wellness to help children create healthy routines and habits for the whole family.

American Heart Association.

To access the digital materials, visit Heart.org/NFLPLAY60



SPECIAL OLYMPICS

Special Olympics and the NFL continue to team up to provide athletes with intellectual disabilities opportunities to PLAY 60, with a focus on Unified Flag Football. **Special Olympics Unified Flag Football** creates opportunities for individuals with and without intellectual disabilities to play on the same team.



NFL PLAY 60 SUPER KID

Gilbert, Arizona native **JULIA CROSSLEY** was this year's **NFL PLAY 60 Super Kid**. She was the official NFL PLAY 60 Ambassador during **Super Bowl Week** in Phoenix and was recognized at the start of the second half of **Super Bowl LVII**. Through Fuel Up to Play 60, Julia volunteers and helps others learn strategies to stay healthy and be physically active for at least 60 minutes a day.

FITNESSGRAM® The Cooper Institute®

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.

This year marked the 18th annual **'Run Rich Run'** campaign. Highlighting 'Run Rich Run' each year is **NFL Network**'s Emmy-nominated host **RICH EISEN** donning his trademark suit and tie to run a 40-yard dash during the **NFL Draft**, and this year Eisen conducted his run at the iconic **Rose Bowl Stadium** in Pasadena. Eisen was joined by St. Jude patient **ALEXANDER**, 11, who served as the official timer and motivator for the participating runners.

SINCE 2015 'RUN RICH RUN' HAS RAISED APPROXIMATELY

$4.2 MILLION

TO BENEFIT ST. JUDE



NFL 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. With over 25,000 school communities reaching over 15 million students, NFL FLAG-In-Schools continues to innovate in providing schools with tools and resources that engage, excite and connect kids to 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.

The **Nevada Department of Education (NDE)**, NFL Foundation, GENYOUth, Fuel Up to Play 60, and RCX Sports announced an investment to bring NFL FLAG-In-Schools flag football kits to all K-12 public schools in Nevada over the next three years. This program will establish Nevada as the first state in the nation to bring NFL FLAG-In-Schools flag football kits to all K-12 public schools.

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

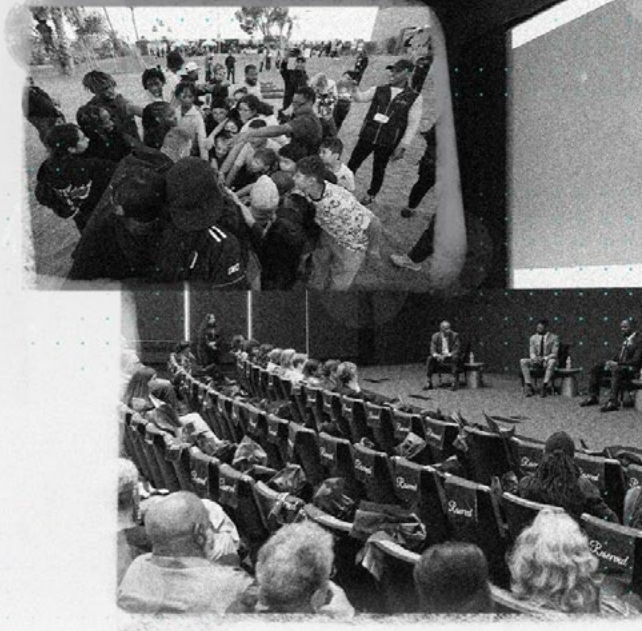
A dual English-Spanish language "Rules of the Game" resource was introduced in conjunction with the NFL's celebration of Spanish Heritage Month from September 15 to October 15, helping more parents familiarize themselves with the NFL FIS program.

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.

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



NFL EVENTS

SUPER BOWL LVII WEEK

Super Bowl LVII positively impacted the Arizona community with more than 30 charitable activities and outreach events that enriched the community and provided lasting legacies long after the game was played.

CPR EDUCATION

The NFL and its long-time partners, the **American Heart Association (AHA)** and the **American Red Cross**, announced a commitment to promote cardiopulmonary resuscitation (CPR) education and work with coaches and others involved in youth sports to ensure they have the proper training and equipment to respond to medical emergencies. Amid the current national dialogue on emergency preparedness in sports, the NFL supported these efforts through activations during the week, amplifying CPR educational materials, and enhancing long-term partnerships on the national and local levels.

At the **Super Bowl Experience presented by Lowe's**, the AHA gave those in attendance a chance to learn CPR as part of the **"Be the Beat" Hands-Only CPR** campaign. During this engaging and interactive instruction, attendees learned the two simple steps to help save a life and tried out their skills in a fun CPR race. In addition, the NFL promoted the **Red Cross Hands Only Expertise** resource.



The AHA complemented and amplified its efforts to extend awareness through its simultaneous collaboration with Buffalo Bills player **DAMAR HAMLIN** and his **#3forHeart**™ CPR Challenge, a viral social media initiative intended to drive even greater awareness of CPR by encouraging people to take three simple steps: 1) Learn CPR 2) Give to support CPR research, education and training 3) Share the word with others.

During Super Bowl Week and throughout February, American Heart Month, fundraising activities delivered financial support to further CPR education and youth sports safety efforts across the country. These included a Super Bowl 50/50 raffle open to Arizona residents and fans attending the game. The winner of the 50/50 raffle received half of the jackpot total from the raffle ticket sales; the other half benefited the **NFL Foundation** to support this work, including through the AHA, the Red Cross and their local affiliates.

Additionally, the NFL hosted a special fundraiser via **NFL Auction** that included unique items signed by NFL players, Legends and celebrities from the NFL Honors awards show, as well as Super Bowl items including a game ball signed by Super Bowl MVP **PATRICK MAHOMES** and the coin from the coin toss. With all proceeds going to nonprofit partners to help support these safety efforts, the NFL targeted a total goal of raising more than $1 million across these activities.

NFL TARGETING MORE THAN $1 MILLION TOWARD SAFETY EFFORTS

SALUTE TO SERVICE

Throughout the week the NFL honored, empowered and connected with the military community through a number of Salute to Service-centered events. The week kicked off with Military Appreciation Day at Super Bowl Experience presented by Lowe's, followed by the USA Wheelchair Football League Championships. With support from an NFL and Bob Woodruff Foundation Salute to Service grant, Move United started a USA Wheelchair Football League for athletes with disabilities, including veterans. During the week, a championship game showcased the sport and invited NFL Legends to serve as honorary captains. NFL representatives also visited Luke Air Force Base as part of its Community Day to meet and interact with service members from the U.S. Navy and U.S. Air Force, including the pilots conducting the Super Bowl LVII flyover.

Four Pat Tillman Foundation (PTF) Tillman Scholars served as the honorary coin toss captains at Super Bowl LVII. The four honorary captains—military spouse and Ed.D. candidate FABERSHA FLYNT, U.S. Army veteran and filmmaker ROBERT HAM, U.S. Army reservist and developmental psychologist HYEJUNG PARK, Ph.D., and U.S. Air Force veteran and physician technologist DAVE PRAKASH—were selected for their dedication and vision to creating a better tomorrow, as well as the sacrifices they made for our nation.



MAKE-A-WISH®

The NFL celebrated 41 years of partnership with **Make-A-Wish** by helping to grant the wishes of 17 children with critical illnesses to attend Super Bowl LVII. Wish children and their families enjoyed several days of activities related to the Super Bowl and attended the big game through the support of the NFL and other organizations. The history of Make-A-Wish kids at the Super Bowl dates back to the ninth wish in Make-A-Wish history in 1982.

17 MAKE-A-WISH CHILDREN ATTENDED WITH THEIR FAMILIES

SUPER BOWL LVII BUSINESS CONNECT CELEBRATION

The **Super Bowl LVII** Business Connect program brought together 200+ companies that participated in the year-long program designed to bring Super Bowl-related contract opportunities, professional development and networking opportunities to local, diverse businesses in the Phoenix area. In partnership with the Business Connect team and the **Arizona Super Bowl Host Committee**, the woman, minority, LGBTQ+ and veteran-owned companies in the program worked to participate in both virtual and in-person business development workshops to prepare their businesses to compete for Super Bowl LVII contracts and jobs the game brought to Arizona.

200+ COMPANIES PARTICIPATED



INSPIRE CHANGE SUPER BOWL CELEBRATION

As part of the **Inspire Change** social justice campaign, the NFL joined three local community organizations to address the digital divide and the way it impacts youth. Working with **Chicanos Por La Causa**, the **Greater Phoenix Urban League**, **Native American Connections** and nonprofit **Compudopt**, the NFL provided laptops to hundreds of children impacted by unequal access to technology via a grant from the **NFL Foundation**. Youth receiving laptops and their families joined NFL Legends for a celebratory Super Bowl gathering at **Kiwanis Park** where they took part in football drills, experimented with STEM activities and explored their new technology.

NFL FOUNDATION GRANT HELPED PROVIDE LAPTOPS TO HUNDREDS OF CHILDREN

FIRST FEMALE FLYOVER

History was made right before kickoff on **Super Bowl Sunday**. To commemorate 50 years of women flying in the **U.S. Navy**, the service conducted a flyover of **State Farm Stadium** during the national anthem with women aviators as part of the formation, lead by Lt. **PEGGY DENTE**. The formation was composed of an F-35C Lightning II from the "Argonauts" of Strike Fighter Squadron (VFA) 147, two F/A-18F Super Hornets from the "Flying Eagles" of VFA-122, and an EA-18G Growler from the "Vikings" of Electronic Attack Squadron (VAQ) 129.

VINCENT COUNTRY SAFE ZONE ACTIVITY DAY

The **Safe Zone Activity Day** was held at the Bernard Black **Entrepreneurial Academy** to provide 500 K-5 school children with a day of fun, food, empowerment and sports activities led by the Vincent family, NFL Legends and special guests. **Vincent Country**, founded by **TROY** and **TOMMI VINCENT**, is a faith-driven family lifestyle brand committed to positive social impact. **CIGNA**, in its fifth year sponsoring the Safe Zone Activity Day, provided free on-site health screenings with the **CIGNA Health Improvement Tour (HIT)** bus.

WALTER PAYTON NFL MAN OF THE YEAR COMMUNITY EVENT

During the week of Super Bowl, the **NFL family and Walter Payton NFL Man of the Year** nominees participated in an event centered around giving back. This year, the NFL partnered with the **Boys & Girls Clubs of the Valley** to host its annual **Walter Payton NFL Man of the Year Community Event** at the **Bob & Renee Parsons Boys & Girls Club**. The NFL family and the MOY nominees worked alongside local youth from the Boys & Girls Club to partake in several volunteer activities, fun games and more.



NFL PLAYER CARE FOUNDATION SUPER BOWL CAREER FAIR

The **NFL Player Care Foundation (PCF)** hosted its fifth annual **Super Bowl Career Fair**, allowing NFL Legends the opportunity to network with 50+ employers including **Cigna, Cisco, FedEx, Lowe's, Microsoft, NBC Sports, Nike**, the NFL, **PepsiCo** and **Visa**. The Career Fair functioned in a hybrid capacity, featuring a physical component in Phoenix and a virtual component on the **NFL PCF Career Portal**. The PCF is an independent foundation created in 2007 by a partnership between NFL owners, the **NFL Players Association**, Pro Football Hall of Fame and the **NFL Alumni Association**. Since its inception, the organization has provided over $21.5 million in financial assistance to NFL Legends in need. Additionally, PCF has screened more than 6,400 retired NFL players through its **Healthy Body & Mind Screening Program**. The PCF Career Program is an initiative that has provided more than 1,500 retired NFL players with the opportunity to connect with 95+ employers.

SINCE 2007, PCF HAS PROVIDED:

MORE THAN $21.5 MILLION IN FINANCIAL ASSISTANCE TO NFL LEGENDS IN NEED

MORE THAN 6,400 HEALTHY BODY & MIND SCREENINGS TO NFL LEGENDS

MORE THAN 1,500 NFL LEGENDS WITH THE OPPORTUNITY TO CONNECT WITH 95+ EMPLOYERS

SUPER BOWL TICKET GIVEAWAY PROGRAM

In its sixth year, the **Super Bowl Ticket Giveaway Program** once again surprised 500 fans across the world with tickets to Super Bowl LVII in Arizona. All 32 NFL clubs, **Commissioner GOODELL**, NFL Legends and celebrity influencers gave away tickets throughout the season up until the day before the game.

Since its inception, the program has provided thousands of fans with the opportunity to attend the League's biggest game of the season, while also highlighting their dedication to their local communities and clubs. In addition to recognizing some of the League's most passionate fans, the Super Bowl Ticket Giveaway Program continues to highlight youth football coaches, those who have served our country in our Armed Forces, cancer survivors and dedicated community members from some of the League's partner organizations. Thanks to a strong partnership with the **Arizona Host Committee**, local community members were also surprised with tickets leading up to and throughout Super Bowl Week.

While the program certainly commits to honoring local fans, the program's reach expanded across the globe, with fans traveling from as far away as Australia and New Zealand to experience Super Bowl LVII.





ADDITIONAL SUPER BOWL LVII WEEK EVENTS:

- Special Olympics Unified Flag Football Game
- NFL Character Playbook Speaker Series Event
- NFL Alumni Pro-Am
- NFL and American Cancer Society Crucial Catch Health Center Tour
- HACE United: 2023 Executive Tour Launch
- NFL and Little Caesars Salute to Veterans Night
- Salute to Service Screening of 100 Yards of Hope
- NFL PLAY 60 Kids Day
- A Night of Pride with GLAAD
- 24th Annual Super Bowl Soulful Celebration
- NFL Unsung Heroes Celebration
- Fritz Pollard Alliance Foundation 18th Annual Johnnie L. Cochran, Jr. Salute to Excellence Awards
- Players Coalition and Café Momentum Fan Food Activation
- one-n-ten and PGFFL Community Event
- Play Football High School Day at Super Bowl Experience Presented by Lowe's
- Walter Payton NFL Man of the Year Event
- Leveling the Playing Field: Supplier Diversity Mixer
- Super Bowl Breakfast
- 3rd Annual Madden NFL x HBCU Tournament
- Taste of the NFL
- NFL PLAY 60 Super Bowl LVII Fitness Break (virtual)
- NFL Green Projects

THE 2023 PRO BOWL GAMES

The **2023 Pro Bowl Games** presented by **Verizon** took place in Las Vegas and brought together the League's best talent not only to showcase their skills on the field, but also to highlight their philanthropic efforts by giving players the opportunity to give back and engage with youth throughout the week.



Multiple events took place across Southern Nevada and in the city of Henderson, with a focus on giving back to local **Boys & Girls Clubs of Southern Nevada** while engaging their members and various youth football initiatives in fun, football-themed activities.

New this year, The Pro Bowl Games consisted of a week-long celebration of player skills featuring an exciting new format that spotlighted Flag football. The multi-day AFC vs NFC competition culminated in an action-packed Flag game featuring Pro Bowl players at Allegiant Stadium. Throughout the week, The Pro Bowl Games also integrated new challenges where players showcased their football and non-football skills in unique competitions. The revamped programming allowed the top stars to show off their skills and celebrate their accomplishments in a fun, memorable way, surrounded by their families and fans.

At the end of The Pro Bowl Games, the conference with the most points was crowned the winner, and each player on the winning team secured a donation to a local Boys & Girls Club in their hometown or NFL team market. All donations were made by the NFL Foundation on behalf of the players of the winning team. As a result of the NFL's support of B**oys & Girls Clubs of America** during The Pro Bowl Games, the NFL Foundation donated more than $300,000 to Boys & Girls Clubs across the country.

NFL FOUNDATION DONATED **MORE THAN $300,000** TO BOYS & GIRLS CLUBS ACROSS THE COUNTRY



PLAY FOOTBALL OPENING NIGHT

Play Football Opening Night was a youth- and high school-focused media event for all **NFL Flag Championship** teams at Allegiant Stadium. Over 2,100 players had the opportunity to mix and mingle before the competition kicked off and interact with both current NFL players and NFL Legends.

OVER 2,100 NFL FLAG PLAYERS

PRO BOWL LEGACY EVENT

In partnership with **Boys & Girls Clubs of Southern Nevada**, the NFL hosted a community event to refurbish various elements of the **Donald W. Reynolds Boys & Girls Club**. Local youth were invited to attend and participate in activities alongside Pro Bowl players and NFL Legends. Specifically, the NFL provided a grant to fund the refurbishment of the club's gym, the revitalization of an outdoor garden, a full art room upgrade and an outdoor mural. Members in attendance also had the opportunity to participate in an **NFL PLAY 60** clinic led by **USA Football** coaches.

As an extension of these activities, NFL partner **Little Caesars** provided the Donald W. Reynolds Boys & Girls Club with additional funding to support the above projects. **Little Caesars Love Kitchen** was also on-site at the event to serve pizza to the kids, volunteers and other event guests.



MORE THAN 400 MEMBERS OF BOYS & GIRLS CLUBS OF SOUTHERN NEVADA WERE INVITED TO ATTEND GAME DAY



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, the late **DON SHULA**. This year, for the first time, the NFL recognized two winners. A winner from each conference, **AFC** and **NFC**, was chosen and announced prior to The 2023 Pro Bowl Games in Las Vegas.

Head coach **MATT GALLAGHER**, of **Maine-Endwell High School** in Endwell, NY, was nominated by the New York Giants in the NFC. Gallagher led his team to a second consecutive state championship after a 13-0 season, compiling a 140-24 record in 15 seasons, winning six state championships.

Head coach **CLIVE HARDING**, of Boys and Girls High School in Brooklyn, NY, was selected to represent the AFC and nominated by the New York Jets. A retired New York City police officer and first responder who has always put others before himself, Harding has coached at Boy's and Girl's High School in Brooklyn since 2009 and this year led his team to an undefeated 10-0 season.

Nike, a presenting partner, and the NFL Foundation awarded $10,000 to the two Don Shula Award winners, while their associated high school football programs received $15,000. The other 30 finalists each received a $1,000 personal award.

The two winners traveled to both the Pro Bowl Games in Las Vegas and **Super Bowl LVII** in Arizona, and were recognized at NFL Honors in the week leading up to Super Bowl LVII.

$10,000 EACH TO BOTH WINNERS
$15,000 EACH TO BOTH WINNERS' HIGH SCHOOL FOOTBALL PROGRAMS
$1,000 EACH TO THE OTHER 30 FINALISTS

ADDITIONAL BOYS & GIRLS CLUBS EVENTS:

Boys & Girls Clubs Skills Toolkit
The Pro Bowl Games Skills Competitions Viewings
The Pro Bowl Games Viewing

ADDITIONAL 2023 PRO BOWL GAMES EVENTS:

AYF Middle School All-Star Game
NFL FLAG Championships Tournament
Don Shula High School Coach of the Year Award
NFL Green Projects

2022 NFL KICKOFF WEEK

In the lead-up to the **Los Angeles Rams–Buffalo Bills Kickoff** game in Los Angeles, the NFL hosted a series of community and service events to celebrate the start of the League's long-awaited 2022 season and give back to the region that is home to the Super Bowl LVI Champions and the NFL's West Coast Headquarters.



In addition to events throughout the community, the NFL Foundation provided support to **Rainbow Labs**, an LA-based LGBTQ youth-serving organization, and **Jenesse Center**, a domestic violence intervention/prevention program. In celebration of Kickoff week, both organizations received grants in the amount of $10,000 to aid in the work to help survivors and their families.

$10,000 GRANT TO RAINBOW LABS

$10,000 GRANT TO JENESSE CENTER

"LOVE" SCULPTURES

In partnership with Colombian-American artist **RUBEN ROJAS**, the NFL aimed to spread a clear message of love throughout the football season. In honor of the 2022 Kickoff game, Rojas created two signature "Love" sculptures that were placed in both team's cities, unifying the two coasts for the season. Fans were able to give back by purchasing from the "Ruben Rojas x NFL Choose Love" T-shirt collection, with all proceeds going to the League's social justice grant partners.

With an uptick in hate crimes and gun violence around the country, the League and Rojas' message of love and unity to kick off the start of the season was intentional. After a targeted attack against the Black community in Buffalo earlier in the year, the **NFL Foundation** and the **Buffalo Bills Foundation** donated a combined $400,000 to charities benefiting the city's East Side community. During the Kickoff game, players from both the Buffalo Bills and the Los Angeles Rams wore helmets featuring "Choose Love" as part of the League's social justice helmet decal messaging this season, which also included other phrases such as "End Racism," "Stop Hate" and "Inspire Change."

$400,000 TO CHARITIES BENEFITTING BUFFALO'S EAST SIDE COMMUNITY



SPECIAL OLYMPICS NFL PLAY 60 UNIFIED FLAG FOOTBALL

The NFL, in partnership with **Special Olympics** and the Los Angeles Rams, hosted a **Unified Flag Football Tournament & Championship Game** with Special Olympics athletes. Additionally, the NFL surprised participating Special Olympics athletes with 100 **NFL PLAY 60 Commit to be Fit Kits**. Each kit included equipment and resources that encourage a healthy lifestyle of fitness and nutrition.

100 NFL PLAY 60 COMMIT TO BE FIT KITS

COMMUNITY KICKOFF CELEBRATION

The NFL and the Los Angeles Rams worked with local Rams **Inspire Change** nonprofit partner, the **Thinkwatts Foundation**, to host an event for community members in Watts, CA, creating a celebratory and engaging experience for attendees through visits from special guests, **PLAY 60** activities, and more. NFL partner, **Little Caesars**, distributed food to attendees with **The Little Caesars Love Kitchen**, a restaurant on wheels that travels across the US to help feed those in need. As a part of the evening, the NFL and Little Caesars honored and recognized the great work being done by local community leaders by providing the Thinkwatts Foundation with a $125,000 grant to support a number of the programs and initiatives led by the community leaders in Watts and surrounding areas.

USO-NFL CARE PACKAGES

At the **NFL Kickoff Experience**, fans had the opportunity to join the NFL and the **USO** in assembling 10,000 care packages that were delivered to service members around the world—including those troops deployed in Eastern Europe—during the holiday season. These care packages helped express America's gratitude to our **Armed Forces** while strengthening their connections to family, home and country during the upcoming holiday season.

10,000 CARE PACKAGES ASSEMBLED

ADDITIONAL 2022 KICKOFF WEEK EVENTS:

Flag Football Ambassadors Unboxing
Character Playbook 2.0 Kickoff Launch
NFL Salute to Service Event
NFL Green Projects

NFL VOTES

The NFL family continued its third season of **NFL Votes**, a League-wide, non-partisan initiative that supports and encourages civic engagement among NFL players and Legends, club and League personnel, and fans. The joint effort between the NFL and the **NFL Players Association** was founded in August 2020 and focuses on three key components of the electoral process: voter education, voter registration and voter activation.

All 32 NFL clubs and players throughout the League supported this initiative and engaged in various efforts to highlight the importance of voting and encourage fans to become informed and effective voters. With midterm elections, NFL Votes emphasized that our democracy is not a spectator sport and that everyone who is eligible should make their voice heard in the elections taking place in all 50 states.

All 30 NFL stadiums were available for election-related activities if needed by local election officials. Such activities included early voting, drop-off or Election Day polling sites.

NFL VOTES HAS MADE THE BELOW PROGRESS SINCE ITS INCEPTION IN 2020:

- Every NFL player, Legend, and club and League employee has received comprehensive voter education and access to voter information and support.
- Approximately 90% of active players are registered to vote. In 2020, several clubs reported that 100% of their players were registered.
- Half of the clubs used stadiums or facilities as early voting, ballot drop-off or Election Day polling sites. More than 66,000 voters cast ballots at NFL sites.
- All 32 clubs united to promote the initiative, which reached more than 160 million people.

ALL 30 NFL STADIUMS WERE AVAILABLE FOR ELECTION-RELATED ACTIVITIES IF NEEDED BY LOCAL ELECTION OFFICIALS. SUCH ACTIVITIES INCLUDED EARLY VOTING, DROP-OFF OR ELECTION DAY POLLING SITES.

Starting Week 2 of the 2022 season, during the run up to **National Voter Registration Day** on September 20, NFL Votes launched a campaign to drive awareness and promote registration across the NFL and beyond.

This season, the NFL announced the addition of **Vet the Vote** as a new, non-partisan partner. Vet the Vote is a coalition of nearly 30 veteran and military service organizations and civic groups, which aims to address a national shortage of poll workers by recruiting and training military veterans and their families to help our elections run effectively. Vet the Vote joined **I am a voter., Rock the Vote**, and **RISE**, who have been partners of the League and clubs since 2020 in helping with education, registration and activation phases of NFL Votes across the country.

During the **Hall of Fame Game** in Canton and **Kickoff** in Los Angeles, fans were able to register to vote at an NFL Votes booth inside **Tom Benson Hall of Fame Stadium** in Canton, OH and **SoFI Stadium** in Los Angeles.





I am a voter. is a non-partisan movement that aims to create a cultural shift around voting and civic engagement by unifying around a central truth: our democracy works best when we all participate.

RISE is a national nonprofit that uses sport as a vehicle for social justice. Through its **RISE to Vote** program, the NFL has engaged athletes, coaches and staff at all levels, educating them on how to vote and why it matters. This equips them with the tools and knowledge to get involved, make a difference and inspire their fans to be civically active.

Rock the Vote is a non-partisan nonprofit dedicated to building the political power of young people. For 30 years, Rock the Vote has revolutionized the way we use pop culture, music, art and technology to engage young people in politics and build our collective power.

Vet the Vote is a pro-democracy, nonprofit and non-partisan national campaign to recruit 100,000 veterans and military family members to become the next generation of poll workers. As many as 130,000 poll workers have left their positions over the last five years, and poll worker shortage has led to longer wait times for voters, and even some polling sites shutting down.

2022 NFL DRAFT WEEK

Leading up to the **2022 NFL DRAFT** in Las Vegas, the NFL hosted a series of community events. With character-building initiatives, youth football events, mentorship opportunities and community greening projects, the NFL aimed to leave a lasting, positive legacy in Las Vegas and throughout the state of Nevada.

YOUTH CLINIC & SAFENEST EVENT

Onsite NFL Draft prospects participated in a youth football clinic, engaging with local athletes. Following the clinic, the prospects packed care kits for **SafeNest**, Nevada's largest, most comprehensive nonprofit dedicated to ending domestic and sexual violence. This represented the first time that Draft prospects engaged in this type of project as their entry point to community engagement before joining the NFL.

INSPIRE CHANGE HUDDLE LEGACY PROGRAM

For its second consecutive year at the Draft, the NFL continued its **Inspire Change Huddle Legacy Program**, which aims to help close the digital divide. NFL players, along with NFL representatives, joined youth from local Boys & Girls Clubs for a table talk discussion on the topics of racial justice, mental health, gender equality and the education gap. As part of this, the **NFL Foundation** donated $75,000 to **Boys & Girls Clubs of Southern Nevada**. This donation provided upgraded tools and technology to enable opportunities for virtual tutoring meetings, increasing digital literacy and expanding youth technology use in the region.



MARTIN LUTHER KING FAMILY HEALTH CENTER TOUR

In recognition of **National Minority Health Month**, the NFL and **American Cancer Society (ACS)** welcomed current and former NFL players and the **Professional Football Players Mothers Association (PFPMA)** to tour the **Martin Luther King Family Health Center**, a **Nevada Health Centers** medical clinic. MLK Family Health Center is a provider of primary care for the uninsured, underinsured and geographically isolated people in Nevada. In January 2022, MLK Family Health Center was selected to receive an **ACS CHANGE** grant to address disparities in access to cancer screening by providing breast cancer screenings and prevention resources to rural and frontier communities through mobile health programs. CHANGE grants are made possible through a partnership between **NFL Crucial Catch** and ACS, promoting health equity, risk reduction and early cancer detection to save lives.

SPECIAL OLYMPICS CLINIC

The NFL hosted a private football skills and drills clinic followed by a **Special Olympics Unified Flag Football** game featuring **Special Olympics Nevada** athletes as part of the joint partnership through the League's **NFL PLAY 60** initiative to get physically active for 60 minutes a day. The NFL and Special Olympics have teamed up through the years by providing grants through the **NFL Foundation** and event programming to support **Unified Flag Football** teams that pair athletes with intellectual disabilities with athletes without intellectual disabilities to play on the same team.





2022 NFL DRAFT FUEL UP TO PLAY 60 STUDENT REPORTER

Fuel Up to Play 60 student, **SAVANNA SCOTT**, a Las Vegas native, served as the **Fuel Up to Play 60 Student Reporter**. She had the opportunity to cover the red carpet and press conferences with prospects after they had been drafted. Fuel Up to Play 60 is an in-school nutrition and physical activity program launched by **America's Dairy Farmers** and the NFL to help encourage kids to lead healthier lives.

DRAFT DAY 3 MILITARY APPRECIATION

The NFL partnered with **Nellis Air Force Base** to invite 150 service members and their families to enjoy Day 3 of the NFL Draft with **USAA** providing a keepsake to each of these guests.

150 SERVICE MEMBERS & THEIR FAMILIES ENJOYED DAY 3 OF THE DRAFT

ADDITIONAL 2022 DRAFT WEEK EVENTS:

Fuel Up to Play 60 Clinic

NFL Draft Character Playbook Event (virtual)

NFL Green Projects

SOCIAL RESPONSIBILITY



DUI PREVENTION

The NFL is proud to team up with **Mothers Against Drunk Driving® (MADD)** for the 13th season. Together, the organizations are working to educate players and fans that the most valuable position is the designated driver.

Still the leading killer on U.S. roads each year, more than 10,000 people die and 300,000 are injured due to drunk driving. Did you know that two out of three people will be impacted by drunk driving in their lifetime? With the continued support of the NFL, MADD is zeroing in on a day when there are no more victims of impaired driving. Through education, awareness campaigns and new advancements in auto technology, the end of impaired driving is closer than ever.

Since 2015, the partnership between MADD and the NFL has engaged more than one million NFL fans to take the **Most Valuable Position (MVP)** pledge to be a non-drinking designated driver and inspired countless players and team staff through meaningful discussions, training and impactful stories to encourage making safe choices that protect themselves and others from the consequences of driving impaired. MADD has been there to support players, staff and their communities when their lives have been forever changed because of an impaired driving crash.

Together with the NFL and the fans, MADD is creating a nation of zero deaths, zero injuries, zero families impacted by impaired driving. For more information follow **@MADDNational** or join the conversation on social media using **#GetMADD**.

IMPACT SINCE MADD'S FOUNDING IN 1980:

DRUNK DRIVING DEATHS CUT BY MORE THAN HALF

(52%)

400,000+

LIVES SAVED, AND COUNTING

NEARLY

1,000,000

VICTIMS SERVED

DOMESTIC VIOLENCE / SEXUAL ASSAULT

The NFL demonstrates its ongoing commitment to addressing and preventing domestic violence and sexual assault through year-round national and local partnerships that provide resources to educate communities and support survivors. A highlight of **Super Bowl Week** activities includes the **Unsung Heroes Gathering**, an annual event that recognizes and assists local domestic violence and sexual assault resources in that year's host city. At the 2023 gathering in Phoenix, AZ, attendees enjoyed breakfast, tapped into their creativity for an activity that benefited a local domestic violence shelter, and heard words of support from **COMMISSIONER GOODELL** as well as NFL players and inspirational speakers. For the last several years, the event has honored a local advocate whose dedication has earned them the respect and admiration of their peers.

Starting internally, the NFL has educated every person in the League on domestic violence, sexual assault and related social issues annually since late 2014. These sessions evolve in focus each year, and use first-person testimonial and facilitated discussion to provide a thorough exploration of the issues.

On a local level, 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.

NFL HAS DONATED MORE THAN $50 MILLION SINCE 2014

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 in the United States. The Hotline remains the only national 24/7/365 resource for survivors and their families offering free and confidential services via phone, online chat and text.

In addition to intervention services, **love is respect**, a program of The Hotline, is leading the way on preventing relationship abuse by engaging, educating and empowering young people to prevent and end abusive relationships. It is the first 24/7 national resource for teens and is a safe, inclusive space where young people can access information and get help in an environment designed specifically for them.

Support from the NFL continued to empower the vital services at The Hotline and made expanding capacity possible in response to the highest demand for services in the organization's 26-year history. In 2022, The Hotline answered 446,320 calls, online chats and texts—more than any year before. The Hotline also advocates for strong survivor-centered policies and legislation, including the recent 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 to shape the way government, communities and providers approach this issue and best serve survivors.

Finally, support from the NFL helped advocates offer 299,017 referrals to shelter and domestic violence service providers and 209,512 referrals to additional resources across the nation.

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

NATIONAL DOMESTIC VIOLENCE HOTLINE

2022 BY THE NUMBERS

446,320 CALLS, ONLINE CHATS AND TEXT MESSAGES ANSWERED

299,017 REFERRALS TO SHELTERS AND DOMESTIC VIOLENCE SERVICE PROVIDERS

209,512 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.

SINCE 2016, NFL HAS HELPED FUND OVER $3.2 MILLION IN ONE-YEAR GRANTS TO PREVENTION PROGRAMS

Every day, RALIANCE helps organizations establish safer workplaces and communities by supporting innovative prevention programs and providing expert consulting services including: 1. Discovery and Analysis (Needs Assessment); 2. Advice and Support (Leadership, Communication and Corporate Social Responsibility Advising); and 3. Actions and Resource (Best Practice Trauma-Informed Training, Taxonomy, eLearning) support. RALIANCE is expanding its reach to support companies working in Restaurant & Hospitality, Tech, Transportation and Travel to implement strategies to prevent sexual harm in professional environments, including models to address those who have caused harm.

With the NFL's support since 2016, RALIANCE has awarded over $3.2 million in one-year grants to prevention programs and projects that advance policy and practices in support of survivors and make communities safer. The six 2023 grantees will implement organizational, systemic or community-level prevention strategies and/or strategies that reduce the likelihood of people to sexually offend. RALIANCE uses an intersectional approach to prevention, therefore the majority of the 75 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.

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 **Arizona Super Bowl Host Committee** selected the **McCain Institute** to head up trafficking prevention and awareness work in the region ahead of Super Bowl. The Institute worked hand in hand with local, state and national organizations on public awareness and education campaigns, increased outreach to potential victims, and trauma-informed training of law enforcement, hotel and restaurant employees, and transportation outlets. They also coordinated support for local service providers in order to immediately serve identified victims with wrap around, trauma-informed services.

SUPPORTING THE LGBTQ+ COMMUNITY

The NFL supports **The Trevor Project**, the leading suicide prevention organization for lesbian, gay, bisexual, transgender, queer and questioning (LGBTQ) young people. NFL funding has supported The Trevor Project's life-saving crisis intervention services and suicide prevention programming, enabling the organization to continue to provide LGBTQ youth with support and affirming resources.

Another partner the NFL works with to enhance its efforts in the LGBTQ+ space is **GLAAD**. GLAAD—the world's largest Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ) media advocacy organization—increases media accountability and community engagement that ensures authentic LGBTQ stories are seen, heard and actualized. This year, during **Super Bowl Week**, the NFL and GLAAD teamed up for **A Night of Pride with GLAAD**, which provided an evening of 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.



STONEWALL NATIONAL MONUMENT VISITOR

The NFL is also a proud supporter of the **Stonewall National Monument Visitor Center**. Set to be the first LGBTQ+ visitor center within the **National Park Service**, the Stonewall National Monument Visitor Center is scheduled to open in the summer of 2024 with financial support from the **NFL Foundation**.

At NFL tentpole events throughout the season, the League consulted and worked with a variety of organizations—both local and national—that are focused on providing an inclusive, positive environment for the LGBTQ+ community. For example, the League worked with the **National Gay Flag Football League** to have representatives from that organization make a nationally televised pick during the 2022 NFL Draft. During Super Bowl week, the NFL hosted a first-of-its-kind Pride Flag Football Clinic for Phoenix-area LGBTQ youth and their families at Super Bowl Experience, in partnership with the National Gay Flag Football League and local nonprofit one n ten.

EMPLOYEE RESOURCE GROUPS & EMPLOYEE INTEREST GROUPS

APEX

Asian Professional Exchange (APEX) is an employee resource group open to the NFL's total workforce. APEX aims to serve as a bridge between the AAPI community, AAPI staff and allies, adjacent NFL affinity groups, and the NFL's corporate culture and brand.

BEN

Black Engagement Network (BEN) is an employee resource 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.

COMMUNITY TEAMMATES

Community Teammates is a cross-departmental employee interest group of colleagues 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** is open to all within the NFL's workforce who wish to work together towards an environmentally conscious workplace. This group helps to lead the charge in environmental stewardship at the NFL, creating a strong culture of sustainability and awareness of environmental impact.

LIGA

LIGA is a coalition of staff focused on supporting the engagement and professional development of Latinx staff at the NFL while bringing a greater understanding and appreciation of the Latinx community to NFL staff 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.

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+ staff and their "allies" who support a culture of inclusion.

WIN

NFL **Women's Interactive Network (WIN)** fosters opportunities for professional and career development through education, mentoring, and skills-building activities and events. WIN brings staff of the NFL together to educate each other on the gender and diversity issues in the workplace and helps to enhance the culture of the NFL. WIN serves as a soundboard to recognize and foster the retention of our female talent, voice the tough questions, ensure a safe workplace and position our female members as leaders.



WOMEN'S FORUM

The 7th annual NFL Women's Forum, held at this year's Combine in Indianapolis, educated and connected female candidates currently working in college football roles. Participants interacted with owners, general managers, head coaches and club executives in the NFL and in college football programs. To help attendees grow their network and learn industry insights, the Forum included two days of panel discussions, presentations and breakout sessions. Participants gained an exclusive look into coaching, strength and conditioning, player personnel, team operations, football administration, research and strategy, video and equipment. For the first time in NFL Women's Forum history, all 32 NFL clubs participated in the program.

There have been 26 NFL clubs that have hired past Forum participants and over 225 opportunities have emerged for women in all levels of football since its inception in 2017.

For the first time since February 2020, the program returned to an in-person format during the NFL Combine. The NFL partners with Women Leaders in College Sports to assist with the program and create a development curriculum for the participants.

CONNECTED 41 WOMEN, 60% OF WHOM ARE WOMEN OF COLOR, WITH LEADERS IN PROFESSIONAL FOOTBALL

32 CLUBS PARTICIPATED IN THE PROGRAM THIS YEAR

SINCE 2017:

26 NFL CLUBS HAVE HIRED FORUM PARTICIPANTS

225 OPPORTUNITIES HAVE EMERGED FOR WOMEN IN ALL LEVELS OF FOOTBALL





NFL HBCU CAREERS IN FOOTBALL FORUM

More than 50 students from Historically Black Colleges and Universities (HBCUs) were invited to attend the seventh annual **NFL HBCU Careers in Football Forum** held in Atlanta.

Since 2016, the HBCU Forum has introduced over 300 students and entry-level athletic department administrators to career opportunities in professional football. Each year, the Forum invites participants to hear from sports industry professionals and creates networking opportunities for students to learn more about their desired career path. This year, attendees represented 46 institutions.

Since the program's inception, 14 students from the Forum have gone on to secure internships or full-time opportunities with the NFL, NFL clubs, colleges and universities, and other sports entities.

During the 2020 season, the League established an online talent community to serve as a source of diverse talent for current and future career opportunities accessible by the League office and NFL clubs. Through the platform, HBCU students can submit an expression of interest that outlines their professional experience, career goals and specific interest in working in professional football. Individuals can also interact with an NFL talent specialist to learn about League news, careers, networking opportunities and recruitment events after the Forum.

MORE THAN 50 STUDENTS FROM 46 HBCUS ATTENDED

SINCE 2016, OVER 300 STUDENTS & ENTRY-LEVEL ATHLETIC DEPARTMENT ADMINISTRATORS HAVE BEEN INTRODUCED TO CAREER OPPORTUNITIES IN PROFESSIONAL FOOTBALL

14 STUDENTS HAVE GONE ON TO SECURE INTERNSHIPS OR FULL-TIME OPPORTUNITIES

RESPONSIBLE GAMBLING

The NFL continued its work on responsible gambling with an extensive and 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, only betting what they can afford to lose, using licensed, regulated operators, and asking for help if they need it. This message was delivered by the League, local teams and across a variety of media channels including digital and TV.

As part of the initiative, the NFL continued its ongoing partnership with the **National Council on Problem Gambling (NCPG)**, part of a multimillion-dollar, multi-year commitment. NCPG is the leading advocacy group committed to addressing problem gambling through public education programs and links to help services. The NFL's funding enabled NCPG to continue its national **Agility Grants** program, which supports innovative gambling addiction prevention programs, including expansion of youth-facing curricula offered by local and statewide providers, as well as organizations working in diverse communities.

The League's support is also helping to modernize the **National Problem Gambling Helpline** system by enabling the national use of **1-800-GAMBLER** and supporting infrastructure and critical training for the call centers that are the backbone of the National Problem Gambling Helpline Network. It also allowed for the development of innovative communications tools, including a **new website** that provides the public with quick tips about betting safely and accessing support resources for those in need of information or services.



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.





2022 NFL DRAFT WEEK

NFL Green, in partnership with the City of North Las Vegas, Verizon, Springs Preserve Foundation and the Las Vegas Raiders, hosted community greening projects, charity drives, waste diversion programs and energy offsets at the 2022 NFL Draft Experience.

NFL GREEN EVENTS INCLUDED:

- Tree Planting at Craig Ranch
- Springs Preserve Planting
- Student Career Seminar at Nevada State Museum
- Swag for Seedlings Fan Engagement Campaign
- Post-event Material Recovery
- Prepared & Non-perishable Food Recovery
- Waste Recovery Stations
- Solid Waste Diversion
- Renewable Energy

2022 KICKOFF WEEK

Leading up to the 2022 Kickoff game and as a follow-up to Super Bowl LVI, NFL Green celebrated the Passing of the Golden Shovel from Los Angeles to Arizona, marking the culmination of numerous community greening projects in the Los Angeles region. The annual ceremony was followed by a project to beautify Darby Park by planting trees, removing trash and painting park furniture. Later that day, in collaboration with Little Caesars, the NFL hosted community members and local Rams Inspire Change nonprofit partners in Ted Watkins Park to celebrate the start of the season and the continued work being done in the Los Angeles community.

ADDITIONAL NFL GREEN EVENTS INCLUDED:

- Salute to Service Community Garden Revitalization
- Stadium Waste Diversion
- Post-event Material Recovery
- Renewable Energy



2023 PRO BOWL WEEK

The NFL kicked off Pro Bowl Week with the Green City of Henderson Greening Project. The NFL, together with the City of Henderson, the Las Vegas Raiders and Boys & Girls Clubs of Southern Nevada, planted trees, removed turf and spread deconstructed granite for a xeriscape/low water use project. Volunteers and Clark County Parks also took part in a ceremony and tree planting project at The Nature Play Corner.

ADDITIONAL NFL GREEN PROJECTS INCLUDED:

- Urban Forestry Planting
- Swag for Seedlings Fan Engagement
- Campaign Food Recovery
- Material Recovery
- Renewable Energy



SUPER BOWL LVII WEEK

The NFL, the **Arizona Super Bowl Host Committee, Verizon, APS** and the Arizona Cardinals teamed up to develop a series of initiatives to reduce the environmental impact of **Super Bowl LVII** and create a "green" legacy in Arizona. The focus was on increasing tree canopy to provide shade and cooling, creating community gardens and pollinator habitats, and restoring the **Lower Salt River** in the **Tonto National Forest**.

COMMUNITY GREENING EVENTS INCLUDED:

- Planting 57 trees to provide shade and cooling at **Sunridge Park** in Phoenix in partnership with **Keep Phoenix Beautiful** and **Phoenix Parks and Recreation**.
- Tree planting at Tempe's **Corona del Sol High School** to provide shade, beauty, cooling and increase the tree canopy in partnership with **Keep Tempe Beautiful** and the **City of Tempe**.
- Replacement of 65 storm-damaged Cypress trees at the historic **Mesa Cemetery** in partnership with **City of Mesa Parks, Recreation and Community Facilities Department**.
- The planting of trees and pollinator-attracting plants to increase habitat for Monarch butterflies at **Rio Salado Habitat Restoration Area** in West Phoenix in partnership with **Keep Phoenix Beautiful** and the **City of Phoenix Parks and Recreation Department**.
- The planting of 100 desert shade trees in Tucson's **El Rio Acres** neighborhood to increase shade canopy coverage and help cool the area in partnership with **Tucson Clean and Beautiful** and the **City of Tucson**.
- Installation of new garden beds and expansion of Flagstaff's **Historic Southside Community Garden** in partnership with **TerraBIRDS** and the **City of Flagstaff Sustainability Office**.
- Planting of native trees, bushes and pollinator-attracting plants along the **Phoenix Zoo's Africa Trail** to support pollinators, reduce erosion and increase shade and cooling in partnership with the Phoenix Zoo.
- Beautification project to enhance the gardens at the entrance to **Native Health** in Mesa, a facility that provides health and wellness services and food distribution to the urban indigenous community and other underserved communities in Phoenix metro areas, in partnership with Native Health.
- Creation of an intergenerational learning garden and planting of trees, vegetables, pollinator-attracting plants and a sensory herb garden at Fountain Hill's EcoSchool Garden in partnership with **4-H Empowered to Make a Difference**.
- Addition of native pollinator-attracting plants to expand pollinator habitat at the **Salt River Pima Maricopa Indian Community (SRPMIC)** demonstration treatment wetlands in partnership with **Butterfly Wonderland Foundation**. Project included the installation of two bee boxes and the release of 90 Painted Lady butterflies, which are native to the area.
- Beautification project to plant low water use trees and shrubs and replace turf with decomposed granite to reduce water consumption at Goodyear's **Historic Loma Linda Park** in partnership with the **City of Goodyear** and **Goodyear Parks and Recreation**.
- As part of a special Veterans Day initiative, the NFL teamed up with **FORCE BLUE Special Operations** military veterans to educate and inspire the next generation of conservation leaders. In partnership with **OdySea Aquarium**, **NAUI Worldwide**, **PepsiCo**, and the **NFL Players Association**, select children from Gold Star families attended an **Ocean Conservation School (OCS)** and received SCUBA training with veterans from FORCE BLUE. The goal is to create a cadre of future conservation leaders, instilled with a profound sense of duty and service, and to give children who have lost a parent in military service a tangible way to honor their legacy.
- A final "passing of the golden shovel" community greening event took place to mark the passing of Super Bowl community greening projects from Arizona to Las Vegas, site of **Super Bowl LVIII**.

HABITAT RESTORATION

Conservation experts teamed up to make a positive impact on the **Lower Salt River** in the **Tonto National Forest**. For the largest community volunteer clean up event ever implemented by NFL Green, hundreds of community volunteers removed debris from the banks of the Lower Salt River, while special ops retired military veterans from **FORCE BLUE** removed invasive apple snails from the riverbed, and kayakers assisted in the water by removing apple snail egg clusters and debris from the waterway.

REFORESTATION

NFL sustainability partner **Verizon** planted 5,700 trees (100 trees for each Super Bowl) in the **Apache-Sitgreaves National Forests** to restore areas heavily impacted by wildfire.



SUPER KIDS-SUPER SHARING

NFL Green, the **Arizona Super Bowl Host Committee**, the Arizona Cardinals, The Salvation Army and Verizon teamed up with more than 75 local schools and **Valley of the Sun YMCA's** for a Super Bowl project that put tens of thousands of books, pieces of sports equipment and school supplies in the hands of local children. As part of Super Kids, Verizon presented a $25,000 grant to **Chicanos Por La Causa** to help support families that have experienced trauma. The Arizona Super Bowl Host Committee presented a Super Bowl Legacy grant to **Elevate Phoenix**.

ADDITIONAL NFL GREEN PROJECTS INCLUDED:

- **Green and Win:** Fans sharing tips on helping the environment had the opportunity to win a unique Super Bowl hat and have their photos posted on NFL social media. Trees were planted in their honor to help reforest an area that was damaged by wildfire in the **Apache-Sitgreaves National Forests**.
- **Food Recovery and Donation:** Prepared unserved food from Super Bowl events was collected and distributed to shelters and feeding programs in partnership with **Waste Not, United Food Bank** and **St. Mary's Food Bank**.
- **Waste Reduction:** Comprehensive effort to increase recycling and waste diversion at Super Bowl in partnership with **State Farm Stadium**.
- **Material Recovery:** Recovery of event materials began immediately after most Super Bowl events. During the week following the game, there was an intensive drive to collect and donate items, 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 **State Farm Stadium**, the AFC and NFC team hotels, and the NFL headquarters hotel. Renewable energy certificates (RECs) equivalent to the electricity usage at these facilities help to mitigate the climate impact of energy emissions.



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