

BEYOND THE GAME

2024 NFL SOCIAL RESPONSIBILITY REPORT

BEYOND THE GAME

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 105th season was truly an incredible year both on and off the field. From the first-ever Draft in Detroit, to our debut in Sao Paulo, Brazil, to the Philadelphia Eagles winning their second Lombardi Trophy at Super Bowl LIX in New Orleans, the NFL's impact over the past year went well beyond the field, making lasting change in communities across the country and around the world.

This past year, the NFL Foundation celebrated 50 years of service, surpassing $1 billion dollars in philanthropic contributions since its inception.

As always, the NFL was unwavering in our commitment to America's service members and veterans this year, providing grants through the league's **Salute to Service** partners to improve overall quality of life, academic advancement, and mental health programming.

The NFL's swift disaster response was a big part of our efforts this season, as communities across the country endured devastating tragedies. The league provided critical resources to assist those impacted by hurricanes, fires, and a terrorist attack in the Super Bowl city. NFL fans made history when they came together to raise more than $7 million to support victims of the Los Angeles wildfires, in addition to more than $5 million donated directly from the NFL Foundation and several clubs. Through partnerships with organizations like the **American Red Cross** and other local disaster relief agencies, the NFL has ensured that donations reach affected communities, helping families rebuild and recover.





The NFL's commitment to creating opportunity remains at the forefront of our community work. As part of the Inspire Change initiative, the NFL and our 32 teams contributed more than $85 million this year alone and national Inspire Change grants have now supported more than **50 national partners** to drive broad and meaningful change. Through this work, the NFL is able to break down barriers to opportunity, particularly in communities of color and under-served communities, and showcase how the NFL family is working together to improve lives.

Our work continues to be strengthened by the leadership of NFL players. Every year, each team nominates one player who has had a significant impact in their community for the **Walter Payton NFL Man of the Year Award**. Collectively, these 32 nominees represent Walter's humanitarian spirit of giving back in ways that make us all incredibly proud. This year's winner, **Arik Armstead**, embodies the character and commitment that defines the NFL family. As a five-time Man of the Year nominee, he has made a lasting impact on the Jacksonville, Sacramento and San Francisco Bay Area communities through his dedication to ensuring youth have the resources and support needed to achieve their full potential. His initiative, the **Armstead Academic Project**, is helping the students who need it most.

Football is so much more than a game. The people who make up the NFL—owners, coaches, players, fans—understand that having a massive platform comes with great responsibility. As the following report demonstrates, the NFL takes pride in our role as a unifying force, tackling important social issues and driving continuous positive change.



ROGER GOODELL
NFL Commissioner

NFL FOUNDATION

The **National Football League Foundation (NFL Foundation)** is a nonprofit organization dedicated to improving the lives of those touched by the game of football—from players at all levels to communities across the country. The NFL Foundation and its members, the 32 NFL clubs, support the health, safety and wellness of athletes, youth football and the communities that support the game.

CELEBRATING MORE THAN 50 YEARS, THE NFL FOUNDATION HAS BECOME ONE OF THE LEADING PHILANTHROPIC ENTITIES IN AMERICA, HAVING CONTRIBUTED

MORE THAN $1 BILLION SINCE ITS INCEPTION



The NFL Foundation delivers more than 50 formal grant and recognition programs in support of its mission. It has supported thousands of organizations across the country, ranging from youth and high school football programs in and outside of NFL club markets to national organizations such as the **American Heart Association, USA Football, Big Brothers Big Sisters of America** and so many more.

The NFL Foundation also provides funding and educational guidance to NFL club foundations and player-related nonprofits to ensure they have the resources and information to bring impact to life in the communities they live and work in while strategically aligning with efforts at the League level. That includes year-round support of on-field cause initiatives such as **Crucial Catch, Salute to Service** and **Inspire Change**; societal issues; evidence-based youth character, mental wellness, social and emotional learning initiatives; **NFL PLAY 60** health and wellness programs; youth and high school football—and the list goes on. It also serves to support charitable fundraising initiatives, including **NFL Auction**, which allows the NFL Foundation to provide additional financial support to worthy nonprofit organizations and causes throughout the year. And it's because of this enduring and stand-alone 501(c)(3) nonprofit structure that the NFL Foundation has the ability to make such a significant impact and be there for communities, especially in times of need. That includes playing a key role in recovery and relief efforts following major disasters nationwide.

THE NFL FOUNDATION IS CENTRAL TO THE NFL'S ONGOING EFFORTS TO MAKE A POSITIVE IMPACT IN COMMUNITIES ACROSS THE COUNTRY.

NFL FOUNDATION

SMART HEART SPORTS COALITION



Founded in March 2023 in response to the life-saving emergency response provided to Buffalo Bills safety **DAMAR HAMLIN,** the **Smart Heart Sports Coalition** seeks to drive adoption in all 50 states of three evidence-based policies proven to prevent fatalities from sudden cardiac arrest (SCA) among high school students. These are:

1. Clearly-marked AEDs at or within minutes of each high school athletic venue where games, practices or other events are held.
2. An athletic Emergency Action Plan (EAP) that is specific to each athletic venue, and posted, widely distributed, regularly rehearsed and updated annually, if needed.
3. Education in CPR, including AED use, for coaches and other key personnel.

THE COALITION COMPRISES NEARLY 40 ORGANIZATIONS, INCLUDING MAJOR SPORTS LEAGUES AND ORGANIZATIONS, AS WELL AS LEADING PATIENT AND HEALTH ADVOCACY GROUPS ACROSS THE COUNTRY.



This year, the Smart Heart Sports Coalition announced the launch of the **AEDs for Youth** program, offering automated external defibrillators (AEDs) to schools and youth sports organizations at substantial discounts. In collaboration with leading AED companies **Coro Medical and Avive Solutions,** the program makes AEDs more accessible to K-12 schools as well as youth sports organizations across the country at substantial discounts.

Studies show that access to an AED within minutes of sudden cardiac arrest (SCA) can triple survival chances. Both companies are offering AED bundles that include essential accessories such as rescue kits, signage, wall cabinets and device management support, tailored for different settings: 'AED school bundles' for indoor settings, such as classrooms and cafeterias, and 'AED athletic bundles' for outdoor settings, such as outdoor tracks and athletic fields.

Additionally, as part of the bundles, schools and youth sports organizations can access discounts on AED and CPR training from third-party expert instructors from the **American Heart Association** and **American Red Cross**. This training is vital for school administrators, teachers and coaches to effectively respond to cardiac emergencies.

The NFL Foundation also provides NFL club foundations with the opportunity to apply for grant funding for CPR education/training and to purchase or fund the purchase of AEDs for high school sports programs. This grant represents a commitment to promote CPR education and work with coaches, those involved in youth and high school sports, and the overall public to ensure that proper training and equipment exist to respond to medical emergencies.

NFL FOUNDATION

GIRLS' FLAG



The NFL and its 32 clubs have been continuing to work with schools nationwide to integrate flag football into the physical education curriculum, and they have collaborated with the **National Federation of State High School Associations (NFHS)** and individual state associations to launch girls' flag football as a sanctioned varsity high school sport.

Currently, more than 30 states have officially sanctioned or are piloting high school varsity girls' flag programs. Mississippi became the 14th state to sanction flag football in January, and Louisiana conditionally approved girls' flag as an official high school sport in February, with a formal vote scheduled in April. Participation in girls' high school flag grew by over 100% last school year, according to the NFHS, and flag football is one of the fastest growing sports in the country.

The League also spotlighted the evolution of girls' high school sports and the momentum girls' flag football is gaining as an official high school varsity sport across the country through a fun, inspiring tribute during **Super Bowl LIX**. The two-minute brand campaign immediately followed the **Apple Music Halftime Show** and celebrated the universal power of flag and how the NFL is helping to create an accessible participation pathway for girls in football.



The NFL Foundation works with multiple partners to provide flag football opportunities at the youth and grassroots levels.

USA Football supports NFL club foundations by offering grants to start girls' flag programs and providing coach training, rules, education resources and field kits. Nike offers grants to states that are launching pilots for high school girls' flag programs and collaborates with NFL clubs to donate equipment, such as flag belts and uniforms, and assist with operating clinics. Additionally, Nike partners with the NFL Foundation to provide grants to NFL club foundations to support girls' flag programming and resources in their markets. Additionally, the NFL Foundation also funds the NFL FLAG-in-School program, which is led by GENYOUth, and has donated more than 37,000 flag kits, including equipment and curriculum, to more than 17 million students across the country.

From a global standpoint, the International Federation of American Football (IFAF), supported by the NFL, led efforts for flag football's successful inclusion in the Los Angeles 2028 Olympics. Seeing explosive growth around the world at the grassroots and elite levels, with women and girls driving some of the fastest growth, IFAF and the NFL share a long-term commitment to strengthen and sustain flag football's place in the Olympic program.

This past year, the NFL Foundation provided more than $9 million in grants to help support flag football programming and resources for girls and boys across the country and the United Kingdom.

GIRLS' HIGH SCHOOL FLAG FOOTBALL GREW BY 100% LAST SCHOOL YEAR

NFL FOUNDATION

CHARACTER EDUCATION

Character Playbook is a free digital education resource that helps middle school students learn how to cultivate and maintain healthy relationships with their student peers, teammates and family. The NFL Foundation and **EVERFI,** the leader in powering social impact through education, created this scalable and evidence-based program that has rolled out across the United States with NFL clubs and players, and has reached more than three million students since its launch in 2016.



SINCE 2016, CHARACTER PLAYBOOK HAS:

BEEN IMPLEMENTED IN MORE THAN

28,000

SCHOOLS NATIONWIDE

ENABLED MORE THAN

3.2 MILLION

HOURS OF LEARNING

REACHED MORE THAN

3 MILLION

STUDENTS

HOSTED MORE THAN

300

STUDENT EVENTS



Designed for grades six through 12, the Character Playbook program consists of two module-based experiential learning courses: **Character Playbook Healthy Relationships** and **Understanding Mental Wellness.** Together, these virtual learning experiences equip students with tools to help address their interpersonal relationships and mental well-being on a foundational level. A third digital curriculum is focused on Black history through the NFL's **Inspire Change** initiative. All of the programs are available to U.S. schools at no cost due to the NFL sponsorship and have been implemented in over 28,000 schools nationwide.

The Character Playbook digital curriculum continues to expand to more schools along with the **NFL Character Playbook Speaker Series** as part of a League-wide initiative to engage more students in the important conversation of why character matters. This event experience, hosted by the NFL Foundation and NFL clubs, allows NFL alumni and current players to provide their perspectives on themes found in the digital course and teaches middle school students about cultivating and maintaining healthy relationships in the game, in the classroom and in everyday lives. These events are streamed virtually to multiple schools and classrooms nationwide. Each year, thousands of students are introduced to the topics and themes of Character Playbook because of this virtual component.

In 2023, the National Medal of Honor Museum Foundation partnered with EVERFI and the NFL Foundation to enhance the Character Playbook with new lessons that demonstrate how students can apply the values of courage, commitment, and integrity to their lives. The NFL Foundation initiated the partnership with a $1 million donation.



DISASTER RELIEF

The NFL and its member clubs have a venerable history of providing relief efforts to communities that have sustained disasters, both natural and man-made. This past year, we have collectively provided more than $18 million and counting to help communities recover from Hurricanes Helene and Milton, the California wildfires, mass school shootings in Georgia and Tennessee, and the New Year's Day terrorist attack in New Orleans. NFL fans also contributed an additional $7.8 million to help support the hurricane and wildfire relief efforts through the American Red Cross and NFL Auction.

MORE THAN

$18 MILLION

TO DISASTER RELIEF THIS PAST YEAR

ADDITIONAL

$7.8 MILLION

FROM NFL FANS THROUGH AMERICAN RED CROSS & NFL AUCTIONS

NFL FOUNDATION

GENYOUTH



The NFL is a founding partner of **GENYOUth**, a national youth health and wellness nonprofit organization dedicated to helping school children thrive by living well-nourished, physically active lives.

FLAG-IN-SCHOOL

Through its partnership with the NFL and with support from the NFL Foundation and other partners, GENYOUth has expanded access to flag football in tens of thousands of schools and community-based organizations nationwide over the past decade. The program's two primary goals are to make flag football accessible to all youth across the U.S. and help students meet the recommended 60 minutes of daily physical activity.

In 2024, the NFL Foundation provided funding to distribute 4,200 **NFL FLAG-In-School** kits nationwide, expanding access to flag football for more than 2.3 million youth.

In addition, the NFL FLAG-In-School curriculum was updated to:

- Align with new national P.E. standards, ensuring students receive high-quality, developmentally appropriate instruction.
- Integrate nutrition education, emphasizing the role of essential nutrients in fueling young minds and bodies.
- Expand accessibility, with Spanish/dual-language translation, making the program more inclusive for diverse school communities.



To date, 40,000 flag football kits have been distributed to school communities across the country, providing students with increased opportunities for physical activity in P.E. classes, recess, and before and after school, reaching 17 million students from kindergarten through 12th grade. Today, NFL FLAG-In-School is played in 25% of all U.S. schools, demonstrating its widespread adoption and growing popularity.

As momentum was building ahead of **Super Bowl LIX** in Las Vegas, Nevada, a historic milestone had been achieved: Every single school in the state had an NFL FLAG-In-School kit, ensuring that all students have access to the game. Additionally, in collaboration with the **Nevada Department of Education**, the NFL FLAG-In-School curriculum was officially adopted as the statewide football curriculum, reinforcing flag football's role as a foundational part of P.E. programs across Nevada. This unprecedented achievement set a new standard for how flag football can be integrated into school sports and physical education.

40,000 KITS DISTRIBUTED

SINCE THE PROGRAM'S INCEPTION

17 MILLION K–12 STUDENTS ENGAGED

IN INCREASED PHYSICAL ACTIVITY

EVERY SCHOOL IN NEVADA NOW HAS AN NFL FLAG–IN–SCHOOL KIT



& NFL FLAG-IN-SCHOOL CURRICULUM IS NOW THE OFFICIAL FOOTBALL CURRICULUM ACROSS NEVADA

FLAG FOOTBALL IS NOW

PLAYED IN 25% OF ALL U.S. SCHOOLS

MAKING IT ONE OF THE FASTEST-GROWING SCHOOL-BASED SPORTS

CONTINUED EXPANSION WITH A COMMITMENT TO

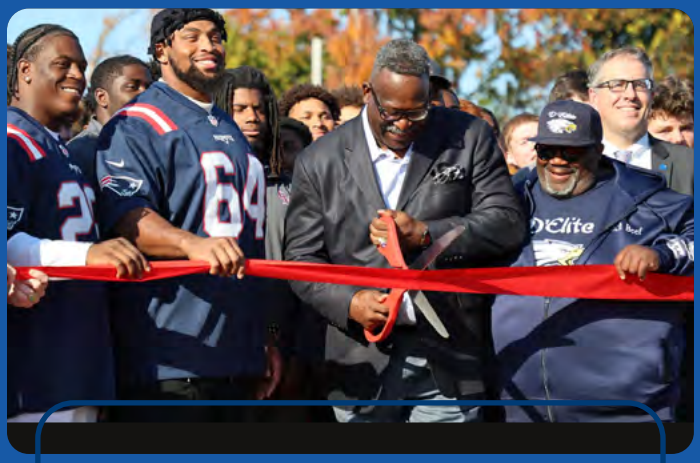
ACCESSIBILITY, INCLUSIVITY & STUDENT WELL–BEING

NFL FOUNDATION

FIELD GRANTS

This year, the NFL Foundation and **Local Initiatives Support Corporation (LISC),** the nation's leading community development support organization, donated $3.15 million in grants to fund the development or refurbishment of neighborhood football fields in 15 cities and towns across the country. The fields in these communities will be newly built or significantly renovated, including improvements such as new irrigation systems, lights, bleachers, scoreboards, goalposts and turf.

These grants are supported by the **NFL Foundation – LISC Grassroots Field Grant Program**. For 25 years, the NFL and LISC have partnered to help youth stay active and healthy by creating safe places to play through the development of community football fields. Since the program's inception, nearly $65 million has been distributed to community organizations and schools across the country, resulting in the creation or refurbishment of 437 football fields nationwide.

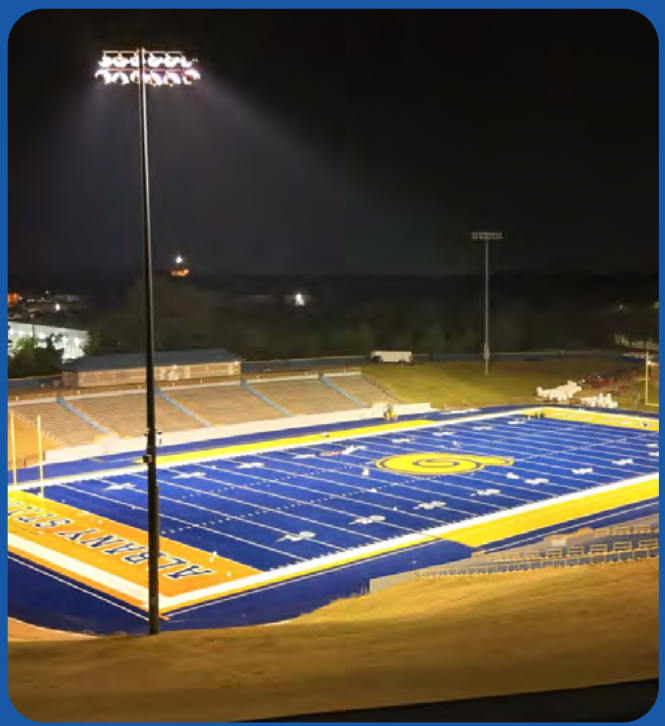


SINCE 1998:

NEARLY $65 MILLION HAS BEEN DONATED

TO CREATE OR REFURBISH

437 FOOTBALL FIELDS



AMBFF

In addition, four historically black colleges and universities (HBCUs) debuted refurbished football fields this fall through grants totaling more than $6.5 million from the Arthur M. Blank Family Foundation (AMBFF).

The HBCU Invitational Field Refurbishment Program was an invitational grant program designed to improve field quality, safety and accessibility for students and local community groups serving youth through football. The program, funded by the AMBFF, supported by the NFL Foundation and managed by LISC, was open to select HBCUs in Georgia and Alabama. Funding was provided among the following schools:

- **Albany State University** in Albany, Georgia, to convert the natural grass football and soccer field at **Albany State University Coliseum** to turf.
- **Clark Atlanta University** in Atlanta, Georgia, to replace the turf at **Panther Stadium**.
- **Miles College** in Fairfield, Alabama, to convert the natural grass at its practice facility to turf.
- **Savannah State University** in Savannah, Georgia, to replace the turf at the football and soccer field at **Ted Wright Stadium.**

NFL FOUNDATION

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 to raise money 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. During the 2025 postseason and throughout **Super Bowl Week**, NFL Auction focused its fundraising efforts on the California wildfire relief efforts. Players from multiple playoff teams, including **Super Bowl** champion **SAQUON BARKLEY** from the Philadelphia Eagles, donated their game-worn jerseys to be auctioned off directly following their playoff games to support the **Red Cross** and its relief efforts.



MORE THAN $400,000 RAISED

FOR RELIEF EFFORTS FROM THE CALIFORNIA WILDFIRES

OVER THE PAST 10 YEARS,

MORE THAN $18 MILLION RAISED

FOR NFL TEAM FOUNDATIONS, PLAYER CHARITIES & NONPROFIT ORGANIZATIONS

NFL FOUNDATION

TEAM UP FOR SPORTS SAFETY (TUFSS)

Managed through the **Korey Stringer Institute** and funded by the NFL Foundation, **Team Up For Sports Safety (TUFSS)** aims to propel the adoption of policies proven to reduce catastrophic injuries.

Of the 300-plus sport-related high school catastrophic injuries in the last five years, most were preventable. The majority of these were caused by cardiac arrest, exertional heat stroke, head injury or exertional sickling. Currently, states only mandate an average of 53% of policies proven to reduce these deaths. TUFSS works to prove that by mandating best medical practices, sport-related deaths can be reduced. By the end of 2024, TUFSS had visited 46 of 50 states (including Washington, D.C.)—10 states alone in 2024—and completed more than 60 meetings.

Examples of policies advanced by TUFSS include:

- Having athletics Emergency Action Plans (EAP)
- Heat acclimatization
- AEDs within 1-3 minutes of athletic venues
- Cold water immersion tubs to treat exertional heat stroke victims
- Pre-participation exams for athletes
- Extreme weather practice modification policy

Since the inception of TUFSS in 2018, there have been over 300 new state-level policies adopted related to reducing catastrophic sports injuries in high school athletes.

The NFL Foundation has been a strong supporter of USA Football since its formation as the sport's governing body. As a Recognized Sports Organization of the U.S. Olympic and Paralympic Committee and the sole U.S. member of the International Federation of American Football, USA Football selects, trains and leads the U.S. National Teams in tackle and flag football disciplines, while delivering world-class football development resources, sport standards and competitive opportunities to empower athletes at every level. USA Football is committed to ensuring every athlete has access to develop and compete in the game through safer, inclusive and innovative pathways. The organization was endowed in 2002 by the NFL and the NFL Players Association.



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 programming based on the **Football Development Model.**

IN 2024- 2025:

- → MORE THAN 300 CLINICS HOSTED BY NFL PLAYERS
- → MORE THAN 60,000 PARTICIPANTS
- → MORE THAN 10 CLINICS HOSTED AT KEY NFL EVENTS

FOOTBALL DEVELOPMENT MODEL

USA Football's **Football Development Model (FDM)** is an advanced approach to youth football. Its progressive skill instruction focuses on developing the whole athlete, on and off the field, while meeting them at their current stage of development. This approach reduces contact early in an athlete's progression while helping coaches to teach age-appropriate skills. This approach also allows young athletes to learn the game and related skills in a progression that best suits them and offers athletes more opportunities to play the game and type of football they want.

The FDM was developed in partnership with the **Football Development Model Council**, which consisted of medical, child development, long-term athlete development and football subject matter experts, including NFL Chief Medical Officer **Dr. ALLEN SILLS** and retired NCAA Chief Medical Officer **Dr. BRIAN HAINLINE.**







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.

From head, heart and heat lessons to Emergency Action Planning (EAP) and athlete communication strategies, coaches can gain insights to prepare them to deliver a best-in-class athlete experience. Certified coaches also get access to Football Development Model age-based videos, resource guides and more.

SINCE 2012:

→ MORE THAN 1.2 MILLION COACH CERTIFICATIONS COMPLETED

IN 2024:

→ MORE THAN 104,000 COACH CERTIFICATIONS

→ MORE THAN 94,000 TACKLE CERTIFICATIONS

→ MORE THAN 7,400 FLAG CERTIFICATIONS

NFL FOUNDATION
INSIDEOUT

The InSideOut Initiative, which is funded by a grant from the NFL Foundation, is transforming the current 'win-at-all-costs' sports culture into one that values the purpose of sports, which is to connect student-athletes to transformational coaches, in a culture of belonging, for the student's human growth and character development.

Through training, Athletic Directors are empowered to LEAD FROM THE MIDDLE—building their capacity to develop, influence and align school community stakeholders around a clear purpose vision and definition of success.



HIGH SCHOOL IMPACT

Since its inception in 2015, InSideOut has positively impacted over 6,581 high school communities nationwide, including over 5,721 athletic administrators, 197,430 high school coaches of male and female sports, and more than 7,897,200 high school student-athletes.

During the 2024-25 school year, InSideOut onboarded 379 new school communities and continued to provide professional learning for leaders, coaches and student-athletes in 658 school communities across 14 NFL markets, including Chicago Bears, Buffalo Bills, Denver Broncos, Arizonia Cardinals, San Diego Chargers, Kansas City Chiefs, Washington Commanders, San Francisco 49ers, New York Giants, Green Bay Packers, LA Rams, Seattle Seahawks, Tennessee Titans and Minnesota Vikings.

POSITIVELY IMPACTED MORE THAN 6,581 HIGH SCHOOL COMMUNITIES, INCLUDING:

5,721
ATHLETIC ADMINISTRATORS

197,430
COACHES

MORE THAN 7.8 MILLION
HS STUDENTS-ATHLETES

InSideOut has continued its commitment to understanding, documenting and reporting its impact on participants. Our partnership with **Prevention Strategies** and the **Center for Athlete Well-being** at **UNC Greensboro** continues to help us illustrate why InSideOut belongs in every school across the country.

TAKEAWAYS FROM THIS YEAR'S RESEARCH INCLUDE:

ADs are changing their perception of athletics. After training, ADs were more likely to view athletics as a curricular activity instead of an extra-curricular activity and 96% of ADs reported being likely or very likely to view sports as part of the teaching and learning experience, just like English or Math.

ADs are developing a common language. ADs were more likely to report they could "very accurately" describe purpose-based sports, secure relationships, the distinction between goals and purpose, the difference between transactional and transformational coaching, and the difference between moral and performance character after the training.

ADs are intending to implement what they learn. Around two-thirds of ADs reported they intend "to a great extent" to put themselves in their coaches' shoes, to foster an environment where coaches and student-athletes feel supported, positively connect with their coaches, and intentionally develop relationships with coaches and student-athletes. When asked about the likelihood they would make an impact through teachable moments, even at the cost of winning, 95% of ADs reported they were likely or very likely to do this after the training.

RESEARCH & EVALUATION

In 2024, InSideOut worked collaboratively with the UNC Greensboro's Center for Athlete Well-being to prepare three manuscripts that will be submitted for peer-review in 2025.

One of those papers, Promoting Adolescent Well-Being: The Role of Secure Relationships and Coaching Priorities in School Sports, highlights how personal perceptions of sports as part of the teaching and learning experience in schools may differ from perceptions of how school leadership views sports. These findings support the necessity of systems-level interventions, like InSideOut, to support adopting new perceptions and priorities of athletics in schools.

Another paper planned for submission, The InSideOut Initiative (ISOI) Impacts on Intentionality of Developing Secure Relationships with Student-Athletes, describes the shifts in priorities for athletic directors who attended Part 1 of the InSideOut Initiative in addition to positive intentions to develop secure relationships with coaches and student-athletes following the training.

As a result of the work detailed in a recently published manuscript, National initiative pivots amidst a global pandemic: Lessons learned from the InSideOut Initiative, which describes program adaptations made during and after COVID-19, InSideOut worked with UNC Greensboro's Center for Athlete Well-being to revise their conceptual model. This process and the new model are being documented to submit for peer-review as a way to provide guidance for others who had to make adaptations to programs during the pandemic.

INSIDEOUT IMPACT - USA FOOTBALL

In 2024, InSideOut delivered two online learning experiences to over 100,000 youth football coaches as a part of **USA Football's** certification program. Youth football coaches completed surveys before and after the learning experience, illustrating the positive impact this training is having on their coaching:

- 84% of coaches felt that modeling empathy for their student-athletes was "very important," this is 15% higher than before the training.
- The top priority reported among coaches after the training was "Teaching my players how to be good teammates," reported by 41% of coaches. The second most reported top priority after the training was "making sure my players have fun."
- After the training, 84% of coaches said coaching with empathy and integrity to develop secure relationships is "very important" and another 14% felt this was "important."
- 99% of coaches said they are "likely" or "very likely" to incorporate InSideOut's **Four-at-the-Field** to engage with every youth football athlete.



SINCE IT'S ROLLOUT IN 2021,

MORE THAN 360,000 YOUTH FOOTBALL COACHES HAVE COMPLETED INSIDEOUT COACHING

PART ONE:
CONNECTING STUDENTS TO TRANSFORMATIONAL COACHES

PART TWO:
CREATING A CULTURE OF BELONGING

NFL FOUNDATION

NFL WAY TO PLAY AWARD

For the seventh year, the **NFL Way to Play Award** recognized the excellence demonstrated by NFL players each week who exemplified the proper technique to make impactful plays. Recipients of the Way to Play Award were awarded a $5,000 equipment grant through the NFL Foundation and **USA Football** for the local youth or high school football program of their choosing.

In partnership with **Hudl** and in its sixth 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 a $3,000 equipment grant through USA Football.

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 FOUNDATION

CLUB FOUNDATION EXCELLENCE PROGRAM

Over the past four years, the NFL Foundation has partnered with **Boost Social Sector Consulting** to host impact-strengthening programs. One is the **Club Foundation Excellence Program (CFEP)**, which improves the capacity, capability and compliance of club foundations across the NFL.

In 2024, CFEP convened leaders and staff of club foundations across the NFL for monthly web meetings to discuss an array of topics to enhance their impact and giving. Of note, CFEP hosted multiple sessions on impactful grantmaking, including around measuring the durability of program outcomes and supporting grantees to scale programs. CFEP sessions also highlighted the unique work of various club foundations, with a particularly successful session highlighting innovative 50/50 Raffle practices. Additionally, by convening various clubs, members have been able to share ideas and tactics, which clubs can implement in their own work to continue advancing the goals of the club foundation. CFEP also hosts a highly anticipated in-person workshop-style session at the annual CR meetings to create more space for learning best practices.

PROFESSIONAL LEARNING COMMUNITY

The NFL Foundation also focuses on the **Professional Learning Community (PLC),** which is made up of youth health and wellness funding partners. The goal of the PLC is to leverage the NFL Foundation's assets and funding partners' innovation and energy to bring about a healthier youth population that allows for thriving adultts. In practice, this group has become a space for organizations with similar missions to convene and share knowledge and best practices in order to push the needle on youth health and wellness. In 2024, PLC sessions highlighted the innovative work of various funding partners, specifically around impact measurement.

NFL FOUNDATION UK

This season, the **NFL Foundation U.K.** celebrated its three-year anniversary as the first NFL charitable arm outside of the U.S. The program delivers **NFL FLAG** football in partnership with local community organizations to engage and inspire young people in areas of high deprivation and low levels of physical activity. It currently engages 23 community organizations across London, Birmingham, Greater Manchester and Leeds, reaching more than 6,000 young people.

In October, the **Prince of Wales** visited an NFL Foundation U.K. event, meeting with 50 young people from communities from across the U.K. that the program supports. During the visit, **His Royal Highness** met with representatives from **NFL U.K.** and NFL Foundation U.K. to learn how they are supporting young people, speaking with program participants from community organizations.



CURRENTLY ENGAGES

23 COMMUNITY ORGANIZATIONS, REACHING MORE THAN 6,000 YOUTH

His Royal Highness took part in NFL FLAG activities with young people from the program alongside **LOUIS REES-ZAMMIT,** Jacksonville Jaguars player and **NFL International Player Pathway (IPP)** program alumni from Wales, **PHOEBE SCHECTER**, **GB Women's Flag Football** team captain, NFL Legend **JASON BELL** and British-born two-time **Super Bowl** champion **OSI UMENYIORA**. The event followed two successful 2024 NFL **London Games.**

The NFL Foundation U.K. launched in 2021 in partnership with the **Mayor of London's Sport Unites** fund that saw the duo commit a combined £1 million to deliver the Foundation's work in the capital. The program has since received funding from **Sport England** to expand beyond London to Greater Manchester and Birmingham, and to Leeds through a partnership with the San Francisco 49ers. Working in partnership with local community organizations, the Foundation delivers NFL FLAG football training and equipment to help young people aged 12-20 achieve positive outcomes focused on education, employment, building inclusive communities and improving physical and mental well-being.

NFL FLAG, the NFL's official flag football program, is currently played in over 650 schools across the U.K. by more than 60,000 participants, including both boys and girls.

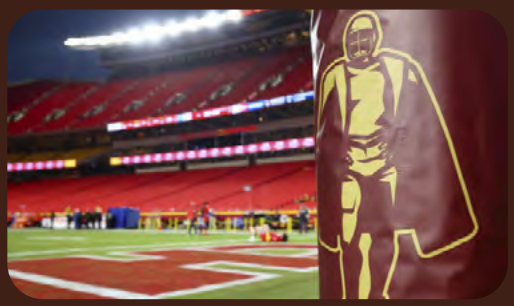
WALTER PAYTON NFL

MAN OF THE YEAR AWARD

PRESENTED BY NATIONWIDE

Considered the League's most prestigious honor, the **Walter Payton NFL Man of the Year Award Presented by Nationwide** acknowledges NFL players who excel on the field and demonstrate a passion for creating a lasting positive impact beyond the game. 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 were highlighted as nominees and recognized for their achievements during the week leading up to **Super Bowl LIX** in New Orleans—along with the national winner, **ARIK ARMSTEAD,** announced during the **NFL Honors** broadcast.

WALTER PAYTON MAN OF THE YEAR
PRESENTED BY Nationwide

Each of the 31 runner-ups received up to $55,000 to donate to a charity of their choice, with the winner of the 2024 Walter Payton NFL Man of the Year Award receiving a donation of up to $265,000 to the charity of their choice. All donations are made possible by the NFL Foundation and Nationwide.

This year's nominees support many different causes and initiatives off the field that are important to them and their communities, including empowering youth to lead healthy lifestyles, uplifting underserved communities and many other notable efforts.

31 RUNNER-UP NOMINEES RECEIVE UP TO **$55,000 EACH**

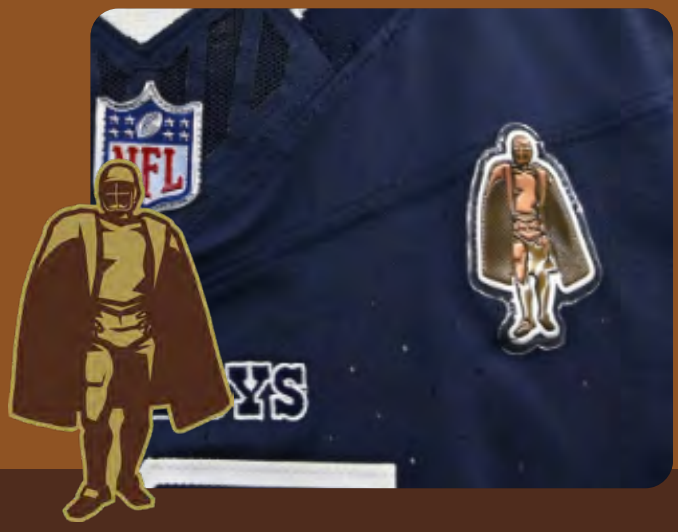
+

WINNERS RECEIVE UP TO **$265,000**

=

UP TO **1.97 MILLION TOTAL**

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, and select stadiums also displayed goal post wraps adorned with the silhouette. All active past winners are eligible to wear a Man of the Year patch on their jersey throughout their career.



New this year, the NFL, Nationwide and Omaha Productions teamed up to air a one-hour special on ESPN highlighting the off-field efforts of—and featuring interviews with—several Walter Payton NFL Man of the Year nominees.

MAN OF THE YEAR CHARITY CHALLENGE

The League once again encouraged fans to participate in Nationwide's ninth annual **Charity Challenge,** a social media campaign designed to support and promote team nominees. Fans voted on X by using #WPMOYChallenge followed by the last name and/or X handle of their favorite nominee, or by voting directly on NFL.com/ManOfTheYear. The player who got the most votes between December 5th and January 6th received an additional $35,000 contribution to the charity of their choice.

TRAVIS KELCE of the Kansas City Chiefs received the most fan hashtag mentions and online votes. As the winner, a $35,000 contribution was made to **Operation Breakthrough** courtesy of Nationwide.

In addition, **DION DAWKINS** and **MIKE EVANS** were the second and third place finishers, receiving a $10,000 and $5,000 donation, respectively, from Nationwide.

1st **TRAVIS KELCE** $35,000

2nd **DION DAWKINS** $10,000

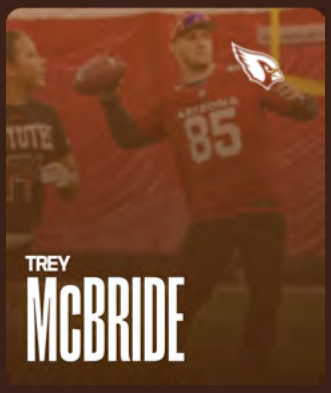
3rd **MIKE EVANS** $5,000

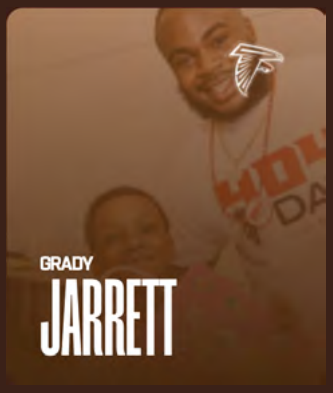


2024 WALTER PAYTON NL MAN OF THE YEAR

NOMINEES

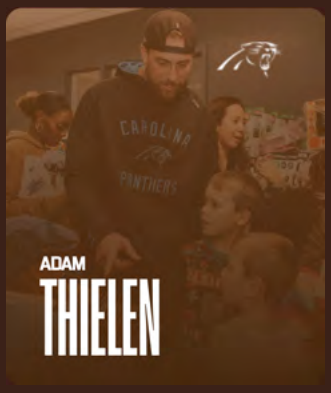
NOMINEES NOMINEES







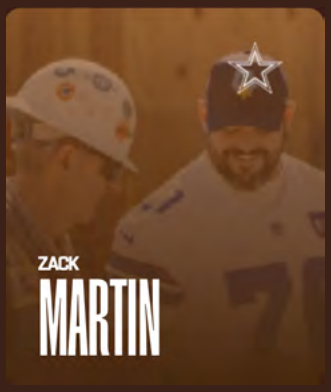










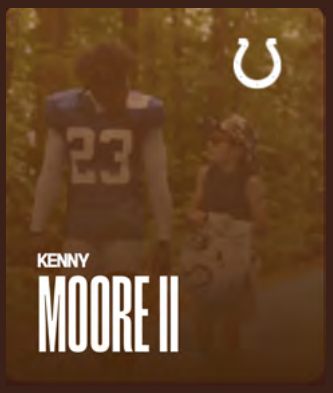






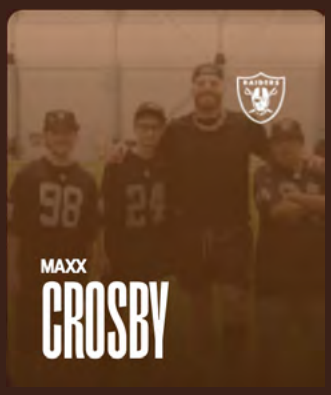








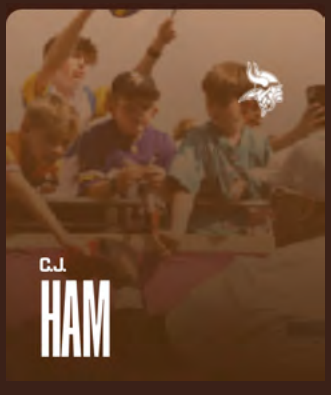


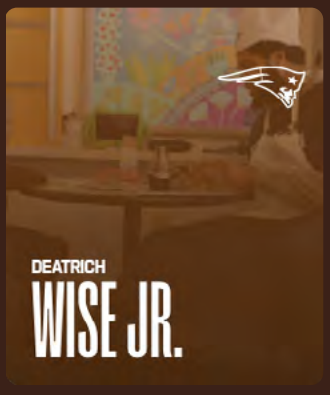








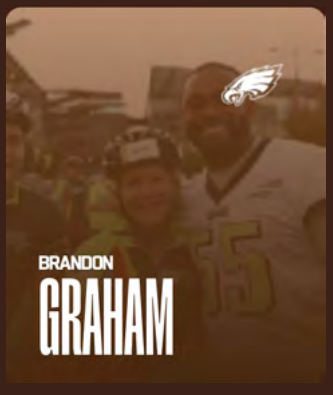








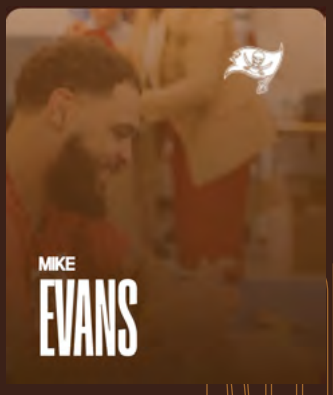
















NOMINEES NOMINEES
NOMINEES NOMINEES

2024 WALTER PAYTON NFL MAN OF THE YEAR

ARIK ARMSTEAD

ARIK ARMSTEAD



Jacksonville Jaguars defensive end **ARIK ARMSTEAD** was named the **2024 Walter Payton NFL Man of the Year Presented by Nationwide** for his impressive positive impact on the Jacksonville, Sacramento (where he is originally from) and Bay Area communities.

As a five-time Man of the Year nominee, Armstead has also been recognized by his peers and the media through several other off-field accolades throughout his 10-year NFL career, including the **Perry/Yonamine Unity Award, CBS Bay Area Jefferson Award,** the **Yours Humanly 2023 Leading with Heart Award** and the **Boost Collaborative Conference's Excellence in Leadership Award.**

Through his initiative the **Armstead Academic Project (AAP),** Armstead directly engages with youth to ensure they have the resources and support needed to achieve their full potential. Since the inception of AAP in 2019, he has helped raise and personally donated more than $2 million to Jacksonville, Sacramento and Bay Area youth. He was also a vocal advocate of the **Literacy Bill**, helping to pass statewide legislation in California mandating additional educational support for students who under-perform on statewide tests. These considerable philanthropic efforts led to the **City of Sacramento** awarding him with a key to the city in 2023.





Arriving in Jacksonville for the 2024 season, Armstead was determined to expand his impact to the Northeast Florida community. Last fall, he and his wife, **MINDY ARMSTEAD**, donated $50,000 to the **Department of Sound** to create the first "Sound Mind" production workshop series, providing more than 60 local youth with opportunities to explore STEM education paths. The Armsteads also donated $100,000 to Teach for America and **Square Root Academy** to help local youth meet literacy standards and explore educational opportunities in AI technology.

$100,000 DONATION

TO TEACH FOR AMERICA AND SQUARE ROOT ACADEMY

Armstead has also continued to expand his reach in the Jacksonville community through his participation in the **EverBank Touchdowns for Tomorrow** program, which highlights the importance of financial literacy through on-field football drills. Earlier this season, Armstead joined **EverBank** staff and hundreds of kids from **Duval County Public Schools** to emphasize the importance of financial education at a young age and ensure they are setting themselves up for future success. He also works with **Blessing in a Backpack**, a local nonprofit that provides food on weekends and holidays for school-aged children experiencing food insecurity.

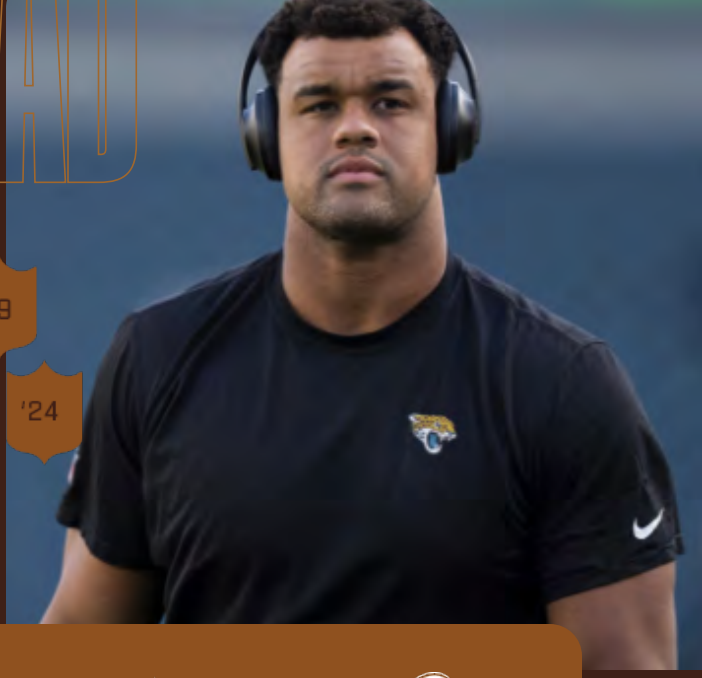


During his decade-long career, Armstead has established himself as a leader on and off the field. In 2024, he joined the Jacksonville Jaguars as an unrestricted free agent and immediately became an integral piece of the team's defensive line in the locker room, on the field and in the community. Since joining the League as a first-round pick by the San Francisco 49ers, he has appeared in over 130 games—including playing in both Super Bowl LVIII and Super Bowl LIV with the 49ers—recording 35.5 sacks and more than 300 tackles.

AS THIS YEAR'S HONOREE,

ARMSTEAD RECEIVED A DONATION OF $265,000 TO THE CHARITY OF HIS CHOICE.

ARIK ARMSTEAD



10 NFL SEASONS

'15 '16 '17 '18 '19 '20 '21 '22 '23 '24

FIRST-ROUND DRAFT PICK
(SAN FRANCISCO 49ERS)

35.5 SACKS
AND MORE THAN
300 TACKLES

PLAYED IN LIV SUPER BOWL · LVIII SUPER BOWL

ALSO HAS BEEN THE WINNER OF:

- PERRY / YONAMINE UNITY AWARD
- CBS BAY AREA JEFFERSON AWARD
- YOURS HUMANLY 2023 LEADING WITH HEART AWARD
- BOOST COLLABORATIVE CONFERENCE'S EXCELLENCE IN LEADERSHIP AWARD



5X MAN OF THE YEAR NOMINEE

AWARDED
KEY TO THE CITY OF SACRAMENTO
IN 2023

IN 2019, FOUNDED
ARMSTEAD ACADEMIC PROJECT

DEDICATED TO SUPPORTING YOUTH IN JACKSONVILLE, SACRAMENTO & BAY AREA

RAISED MORE THAN **$2 MILLION**

DONATED
$50,000
TO DEPARTMENT OF SOUND TO PROVIDE **MORE THAN 60 NORTHEAST FL YOUTH** WITH OPPORTUNITIES TO EXPLORE STEM EDUCATION PATHS

INSPIRE CHANGE

Inspire Change is a year-round initiative that highlights the social justice work taking place throughout the NFL family and via its grant partners. The goal of the initiative is to break down barriers to opportunity, particularly in communities of color and/or underserved communities, and showcase how the NFL family is working together to create positive change.



The NFL's commitment to creating opportunity remains at the forefront of our community work. As part of the Inspire Change initiative, the NFL Family contributed more than $85 million this year alone, and national Inspire Change grants have now supported more than 50 national partners to drive broad and meaningful change. Through this work, the NFL is able to break down barriers to opportunity, particularly in communities of color and underserved communities, and showcase how the NFL family is working together to improve lives.

SUPPORTS SOCIAL JUSTICE CAUSES IN:

EDUCATION
ECONOMIC ADVANCEMENT
POLICE-COMMUNITY RELATIONS
CRIMINAL JUSTICE REFORM

THIS YEAR ALONE MORE THAN

$85 MILLION CONTRIBUTED

FROM THE NFL FAMILY TO NON-PROFITS WORKING TO BREAK DOWN BARRIERS TO OPPORTUNITY

SINCE 2017

MORE THAN

650 LOCAL NONPROFITS

MORE THAN

2,100

PLAYER & LEGEND

MORE THAN

50

GRANT PARTNERS

For the fourth consecutive year, the NFL and its clubs highlighted their commitment to social justice through game-day stadium activations and awareness during their Inspire Change weeks. Inspire Change came to life on the field through Weeks 15 and 16, with in-stadium elements and video content during game broadcasts, all of which highlighted the NFL family's social justice work.



Endzone stencils displaying "It Takes All of Us," "End Racism," "Choose Love," or "Stop Hate" underscored the NFL's commitment, accompanied by goalpost wraps, banners, sideline graphics and helmet decals.

The NFL also amplified social justice efforts by sharing compelling stories and videos across its social media platforms and the **NFL Network**. Featured players included **MINKAH FITZPATRICK, PATRICK SURTAIN II** and **RODNEY McLEOD.**



MINKAH FITZPATRICK



PATRICK SURTAIN II



RODNEY McLEOD

This year's Inspire Change PSAs highlighted the impactful work of two Inspire Change grant recipients to build stronger communities through enhanced police-community relations. The PSAs, collectively titled **"Huddle Up,"** used the concept of a "huddle" to demonstrate the power of coming together as a team to drive change.

In the first PSA, **GRADY JARRETT,** defensive end for the Atlanta Falcons, huddled up with members of the **Atlanta Policing Alternatives & Diversion (PAD) Initiative** and officers from the **Atlanta Police Department** to build stronger communities. In the second PSA, **ROME ODUNZE**, wide receiver for the Chicago Bears, huddled up with members of **Chicago's Metropolitan Peace Initiatives** (a division of **Metropolitan Family Services)**, and officers from the **Chicago Police Department** to empower local communities.



GRADY JARRET



ROME ODUNZE



New this year, the NFL sold Inspire Change t-shirts in partnership with **Homage**. There were 33 versions available, one for each club and the League as a whole. Additionally, the NFL continued working with **Nike** and **New Era** to provide Inspire Change-branded sweatshirts and headwear for coaches, players and all sideline personnel.

The Homage tees and New Era headwear were available for sale at NFLShop.com/InspireChange. The NFL, New Era and Homage do not retain any profits from the sale of the Inspire Change t-shirts and headwear. Charitable contributions are awarded by the ***NFL Foundation*** to nonprofits in under-resourced communities.

INSPIRE CHANGE NATIONAL GRANT PARTNERS

During Inspire Change weeks, the League awarded funding to four new national grant partners:

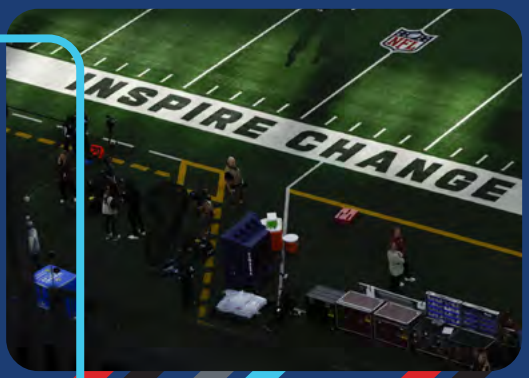
Center for Employment Opportunities (CEO), Harlem Children's Zone (HCZ), Law Enforcement Action Project (LEAP) and **SMASH.**

These national grant partners were approved by the Player-**Owner Social Justice Working Group**, which is a 12-member panel of current players, Legends and team owners. Every year, the Social Justice Working Group votes on and approves nonprofit organizations that work within the four Inspire Change areas of focus. Since 2017, the Working Group has approved more than 50 national social justice organizations for funding.

MORE THAN

50

NATIONAL SOCIAL JUSTICE ORGANIZATIONS FOR FUNDING





THE PLAYER-OWNER SOCIAL JUSTICE WORKING GROUP APPROVED MORE THAN

$7 MILLION

IN FUNDING TO INSPIRE CHANGE PARTNERS IN THE LAST YEAR

In the spring, the League also announced the renewals of 10 national grant partners:

Alabama Appleseed
Anti-Recidivism Coalition (ARC)
Atlanta PAD
CHOOSE 180
City Year
Gulf Coast Jewish Family & Community Services
Metropolitan Family Services
Peace for DC
Per Scholas
The National Urban League (NUL)

For a list of all NFL Inspire Change partners, please visit **https://www.nfl.com/causes/inspire-change/resources/grant-partners/**

2024 INSPIRE CHANGE CHANGEMAKER AWARD

For the third consecutive year, the NFL and its clubs announced the Inspire Change Changemakers, 32 individuals who go above and beyond in their pursuit of social justice by helping to transform their local communities. The Changemakers were nominated by clubs for having a meaningful impact across Inspire Change's four focus areas.

This year's Changemakers list included entrepreneurs, community leaders, activists and advocates who have made an immeasurable difference on the lives of those around them.

All 32 recipients received a $10,000 donation from the NFL Foundation to the social justice nonprofit of their choice. The Changemakers were recognized during Inspire Change weeks by their respective clubs and also during the NFL Honors broadcast during Super Bowl week.



2024 INSPIRE CHANGE CHANGEMAKERS:

ROBERTO DEL REAL	AMY ARD	BRITTANY YOUNG	DAVE RUST
ERICIA TURNER	JANICE JACKSON	CHRISTIE KUHNS	SHEILA MASON
CHRISTINA MELTON CRAIN	DR. DEDRICK SIMS	ALYCIA MERIWEATHER	MAI J. LO LEE
ANDRE WALKER	TIFFANY HAMILTON	MIA L. JONES	KISA CARUTHERS
JOHNNY DOMINGUEZ	NYKAUNI TADEMY	SHERRI FRANCOIS	JOWHARAH SANDERS
MYLASSIA SHANNON TENNER	MARY CHIN	CLAIRE JECKLIN	JENNY DEPAUL
SULTANA OCASIO	ANGELIQUE HINTON	CAROLINA FRANTZ	DR. HARRY EDWARDS
MICHELLE MERRIWEATHER	LAKENDRIA ROBINSON	ROKEISHA BRYANT	PAULA THOMPSON

306 / EVERFI

In schools, the League expanded its partnership with digital learning curriculum leader EVERFI on 306 and 306: Continuing the Story, high school programs focused on Black History education. The League supports access to this resource for more than 375 high schools across the country, with sponsorship from Inspire Change.

In 2024, EVERFI developed an additional lesson for the course 306: Black History – Continuing the Story through a collaboration with The Martin Luther King, Jr. Center for Nonviolent Social Change (The King Center) and with generous support from the NFL and its Inspire Change social justice campaign. The new fifth lesson, Nonviolence for Social Change, looks at the development of the philosophy of nonviolence and traces its use to influence social change through legislation. Rooted in the principles and steps of Dr. KING's philosophy of nonviolence, this interactive learning experience teaches the history and principles of nonviolence, real-world strategies for peaceful conflict resolution, and leadership and advocacy tools to create lasting social change.

Sharing often unknown stories of Black Americans' accomplishments in the arts, sciences, sports and academia, the 306 curriculum showcases real-life stories of those who created positive change in communities across the country. Eighty-three percent of students said the course told stories they had not previously heard. 306 serves as an important education tool that connects students to both contemporary and historical events, and how they are relevant to the country they live in today.

MORE THAN 375 SCHOOLS

83% **OF PROGRAM STUDENTS SAY THE COURSE TOLD STORIES OF BLACK AMERICANS THEY HAD NOT PREVIOUSLY HEARD**

INSPIRING CHANGE THROUGH THE YEAR

Inspire Change also shows up year-round in different ways at various events, many hosted by teams in their communities, and also at some of the NFL's key tentpole events. In the last year, Inspire Change events during Kickoff, Draft and Super Bowl weeks all focused on food insecurity in each host city in different ways–from a large-scale community food-serving event and donation in partnership with Little Caesars in Kansas City; to the creation of a special hydroponic garden that thrives in cold climates in Detroit; to the launch of a mobile market with Second Harvest in New Orleans, that will provide residents of the Lower Ninth Ward with the opportunity to purchase low-cost, healthy food on a regular basis going forward.



ADDRESSING PRESSING COMMUNITY NEEDS

The ability to access computers and the internet, as well as access to mental health support and resources, has become increasingly important. Access to computers or mental health support is historically lacking in underserved communities and communities of color. The Player-Owner Social Justice Working Group also approves an annual grant via the NFL Foundation, so that all 32 clubs receive an annual grant to address these issues via financial support, education, equipment and infrastructure through a grant program.

COLLABORATION WITH THE PLAYERS COALITION

Since the onset of Inspire Change, the NFL has collaborated closely with the **Players Coalition**, a non-profit and advocacy organization comprised of professional athletes across leagues to improve social justice and racial equality nationwide. Members of the Players Coalition sit on the Player-Owner Social Justice Working Group and help make grantmaking decisions, in addition to joining together with the NFL at Inspire Change events throughout the year as priorities align.

SALUTE TO SERVICE

Salute to Service is the NFL's year-long initiative to honor, empower and connect with our nation's service members, veterans and their families. Since 2011, this effort has raised more than $73 million for military and veteran support organizations such as the **Bob Woodruff Foundation (BWF),** the **Pat Tillman Foundation (PTF), Tragedy Assistance Program for Survivors (TAPS), USO** and **Wounded Warrior Project® (WWP).**



SALUTE TO SERVICE

SINCE 2011, MORE THAN

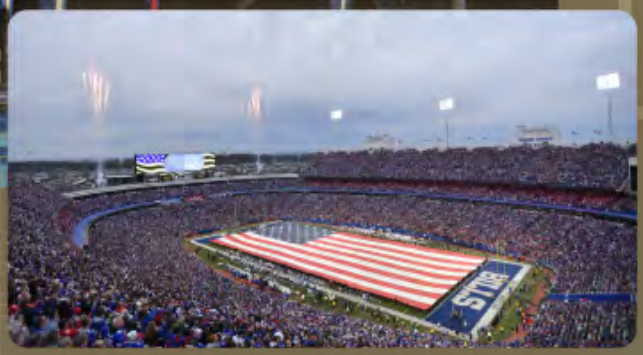
$73 MILLION RAISED

FOR SALUTE TO SERVICE PARTNERS

Throughout the month of November, the collective NFL family, including all 32 clubs and players, reinforced their support and gratitude to those who have and continue to serve. Salute to Service came to life on-field during Weeks 10-12, and was complemented by special events and activations in communities across the country.

USAA, an official NFL Salute to Service partner, has honored and appreciated active-duty military, veterans and their families alongside the NFL since Salute to Service was created in 2011. This partnership creates exclusive opportunities that bring the military community and the NFL closer together on a year-round basis through visits to military installations and by hosting thousands of military members and their families at events including the **NFL Draft,** training camps, Salute to Service games and the **Super Bowl.**





Every day, the brave men, women and families serving in our armed forces make countless sacrifices to uphold our great nation's freedom and security. Because of their sacrifice, the entire NFL family can participate in and enjoy the game of football. Salute to Service represents our year-round commitment to the military community, and we are proud to recognize and honor our country's service members, veterans and their families.

NFL COMMISSIONER

ROGER GOODELL

THE NFL'S

SALUTE TO SERVICE PARTNERS

TRAGEDY ASSISTANCE PROGRAM FOR SURVIVORS (TAPS)

The NFL partners with T**ragedy Assistance Program for Survivors** to directly fund core programming that supports all those grieving the loss of a military or veteran loved one, including by providing unique opportunities for surviving families to come together around the game of football. Recently, the NFL facilitated a trip for TAPS families to watch the New York Jets take on the Minnesota Vikings in the first international game in London during the 2024-2025 regular season. During the trip, these families were connected with families in the U.K. who are similarly mourning the loss of a service member to build bonds and connections with surviving families overseas.

THE PAT TILLMAN FOUNDATION (PTF)

The NFL collaborates with the **Pat Tillman** Foundation to fund and support remarkable active-duty service members, veterans and military spouses through scholarships that help them scale their impact as they develop into the next generation of leaders. The legacy of **PAT TILLMAN** continues to be carried forward by the nearly 1,000 **Tillman Scholars,** who are dedicated to service beyond self and embody the principles that Pat stood for: service, scholarship, humble leadership and impact. This year marks the 20th anniversary of the Foundation, which was recently celebrated at the annual **Tillman Honors Gala** where the NFL was recognized as a Champion Awardee for the League's continued dedication to the organization's mission.



WOUNDED WARRIOR PROJECT® (WWP)

Wounded Warrior Project® provides free, life-changing support to post-9/11 veterans, families and caregivers. Since 2011, the NFL has proudly partnered with WWP to invest in diverse, impactful programs like **Project Odyssey** that help warriors and their families heal, strengthen resilience, boost self-confidence and build lasting connections that sustain their mental wellness and overall well-being.

UNITED SERVICE ORGANIZATIONS (USO)

For nearly 60 years, the NFL has partnered with the **USO** to express gratitude and thanks to the people serving in our nation's military. This includes funding the development of USO centers at military bases across the globe. Central to this partnership is the annual **NFL-USO Tour,** which connects NFL players and Legends with U.S. service members and their families at military bases overseas.

BOB WOODRUFF FOUNDATION (BWF)

The NFL works with the **Bob Woodruff Foundation** to ensure that our nation's veterans, service members, their families and their caregivers have stable and successful futures. Through this partnership, the NFL and BWF provide vital grants and funds to veterans' support organizations across the country. The **NFL-BWF Salute to Service** grant pipeline has collectively served more than 611,000 veterans through 110 grants. As part of the NFL-BWF Salute to Service grant portfolio, the NFL teams up with the BWF and **Move United** to help fund the USA **Wheelchair Football League**, a first-of-its-kind football league for adults with disabilities, particularly veterans, to reach their highest potential through a competitive, fast-paced team sport. Throughout the year, the NFL and BWF team up to host marquee USA Wheelchair Football League events honoring veterans who participate in the league at NFL tentpole events, including the **2024 NFL Draft** and **Super Bowl LIX** in New Orleans.



GILLETTE

Gillette, the official grooming partner of the NFL, paid heartfelt homage to service members, veterans and their families with a new limited-edition **GilletteLabs** razor featuring the NFL Salute to Service Arctic Camo design, available now at **Walmart**. Through NFL Salute to Service, Gillette is proud to continue its support of TAPS with a donation of $250,000, directed to the **TAPS Military Mentor** program. Through the program, Military Mentors support the children left behind with many things—including teaching them to shave in the absence of a parent at home.

TCL

TCL teamed up with the NFL and Salute to Service charitable partner USO to donate TCL big screen TVs up to 98" to USO Centers across the globe. As the **Official TV of the NFL,** TCL also took part in this year's **Salute to Service Showdown**, gifting finalists of the video game tournament with its award-winning televisions that feature advanced gaming capabilities. TCL rounded out their contribution by donating $20,000 to the USO to support the organization's mission of strengthening the well-being of the people serving in our nation's military and their families.

BREAD FINANCIAL

Bread Financial, the service provider for the NFL **Extra Points Visa© Credit Card,** donated $100,000 to the BWF in support of the USA Wheelchair Football League. The donation, made on behalf of the **NFL Extra Points Reward Program** and driven by card member sales in early October, represents Bread Financial's fourth year supporting Salute to Service and our shared commitment to help veterans live more stable and successful lives.

CROWN ROYAL

Crown Royal launched its new Hall of Heroes program to recognize veterans in communities across the country. Through this program, fans can nominate a veteran in their hometown for the opportunity to be inducted into the first-ever Hall of Heroes at the 2025 NFL Draft in Green Bay, WI alongside NFL Legend DEMARCUS WARE.

NBC SPORTS NEXT

NBC Sports Next, the sports technology division of the NFL's broadcast partner NBC, celebrated its fourth year of supporting the NFL's Salute to Service partners through its **"Round-Up"** campaign. Users booking tee times on **GolfNow** or **TeeOff** throughout November were provided the opportunity to round up the total cost of the reservation to an even-dollar figure, with the additional contribution going to the NFL's Salute to Service partners.

SALUTE TO SERVICE CAREER SUMMIT

The NFL Player Care Foundation (PCF) hosted the inaugural Salute to Service Career Summit to educate NFL Legends about career opportunities in the military and government. In addition to the military, Department of Defense (DoD), and more, NFL Salute to Service charitable partners, including the Bob Woodruff Foundation, Pat Tillman Foundation, USO and Wounded Warrior Project, participated in the event to network with NFL Legends and discuss career pathways at their organizations.



SALUTE TO SERVICE AWARD

PRESENTED BY USAA

The NFL and USAA, an official **NFL Salute to Service Partner,** named **GEORGE KITTLE**, tight end for the San Francisco 49ers, as the recipient of the 2024 **Salute to Service Award** presented by USAA. The award recognizes the exceptional efforts by members of the NFL family to honor and support the military community.

Kittle was recognized at NFL Honors during **Super Bowl Week**. USAA, a leading provider of insurance, banking and other financial services to U.S. military members, veterans and their families, contributed $25,000 in Kittle's honor to the official aid societies representing each of the military branches. The **NFL Foundation** matched USAA's donation of $25,000, which will be donated to Kittle's military charity of choice.



I am incredibly thankful and honored to be this year's Salute to Service Award recipient. This is my fourth time being nominated by the 49ers, which is an absolute honor because it's important to me to show gratitude and support to the military," said GEORGE KITTLE.



"My appreciation for the military stems from watching my Uncle PAT serve multiple tours with the National Guard and seeing firsthand how much it impacted him and his family while he was overseas. Without my family and their unwavering support, I would not be able to create these genuine and authentic relationships with the real heroes and the ones who should be receiving this award, the active-duty members, veterans, TAPS and families that have lost loved ones in the line of fire. The support you see for the military around the League is so important and the fact that guys on every team do it, not just the nominees, is awesome. We are allowed to live the lives we live here because of the sacrifices they make, so we're just trying to honor them, show our support and share as much love as we can."

Fans were once again able to vote for their favorite nominees, and the finalists were ultimately decided based on a consensus fan vote, an NFL internal committee alongside USAA. Nominees were also evaluated on the positive impact of their efforts to support the military community, the type of service conducted, the thoroughness of their support and their level of commitment. This year's other finalists included Minnesota Vikings running back **AARON JONES** and Los Angeles Chargers defensive end **MORGAN FOX.**

The panel of judges—consisting of representatives from the U.S. military community, the NFL and USAA—who helped determine the Salute to Service Award recipient this year included **CHAD HENNINGS, Air Force Academy** graduate and three-time Super Bowl champion; **JIM MORA,** Sr., Marine Corps veteran and former NFL head coach; **LENNY BANDY**, U.S. Marine Corps veteran and NFL Vice President of Security; **Major General (Ret.) JOHN RICHARDSON,** USAA Senior Vice President and head of Military Affairs; and **JOE CARDONA,** New England Patriots long snapper, **U.S. Naval Reservist** and 2023 Salute to Service Award recipient.

$25,000 DONATION

TO OFFICIAL MILITARY RELIEF ORGANIZATIONS REPRESENTING EACH MILITARY BRANCH

$25,000 DONATION

TO GEORGE KITTLE'S MILITARY CHARITY OF CHOICE



Below is the list of previous Salute to Service Award recipients:

NFL SEASON	RECIPIENT	TEAM
2023	JOE CARDONA, Current Player	New England Patriots
2022	RON RIVERA, Former Head Coach	Washington Commanders
2021	ANDREW BECK, Current Player	Denver Broncos
2020	STEVE CANNON, Vice Chairman, AMB Sports + Entertainment	Atlanta Falcons
2019	DONNIE EDWARDS, Former Player	Los Angeles Chargers
2018	BEN GARLAND, Former Player	Atlanta Falcons
2017	ANDRE ROBERTS, Former Player	Atlanta Falcons
2016	DAN QUINN, Former Head Coach	Atlanta Falcons
2015	VINCENT JACKSON, Late Player	Tampa Bay Buccaneers
2014	JARED ALLEN, Former Player	Chicago Bears
2013	JOHN HARBAUGH, Head Coach	Baltimore Ravens
2012	CHARLES TILLMAN, Former Player	Chicago Bears
2011	K.S. "BUD" ADAMS Jr., Late Owner	Tennessee Titans

The Salute to Service Award is part of the NFL and USAA's year-round commitment to recognize and honor the military community.

FANS CAN JOIN THE NFL AND USAA IN HONORING THE MILITARY COMMUNITY BY VISITING NFL.COM/SALUTE

MY CAUSE MY CLEATS

For the ninth consecutive season, the **My Cause My Cleats** initiative brought awareness to important, player-selected causes. In Week 13 and 14, more than 1,400 NFL players, coaches, Legends 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. This season, youth initiatives—including wellness programs and access to football camps—were most represented by players. Participants also advocated for other important issues such as cancer awareness and prevention, social justice efforts and mental health.

MORE THAN

1,400

PLAYERS, COACHES, LEGENDS & STAFF PARTICIPATED

MORE THAN

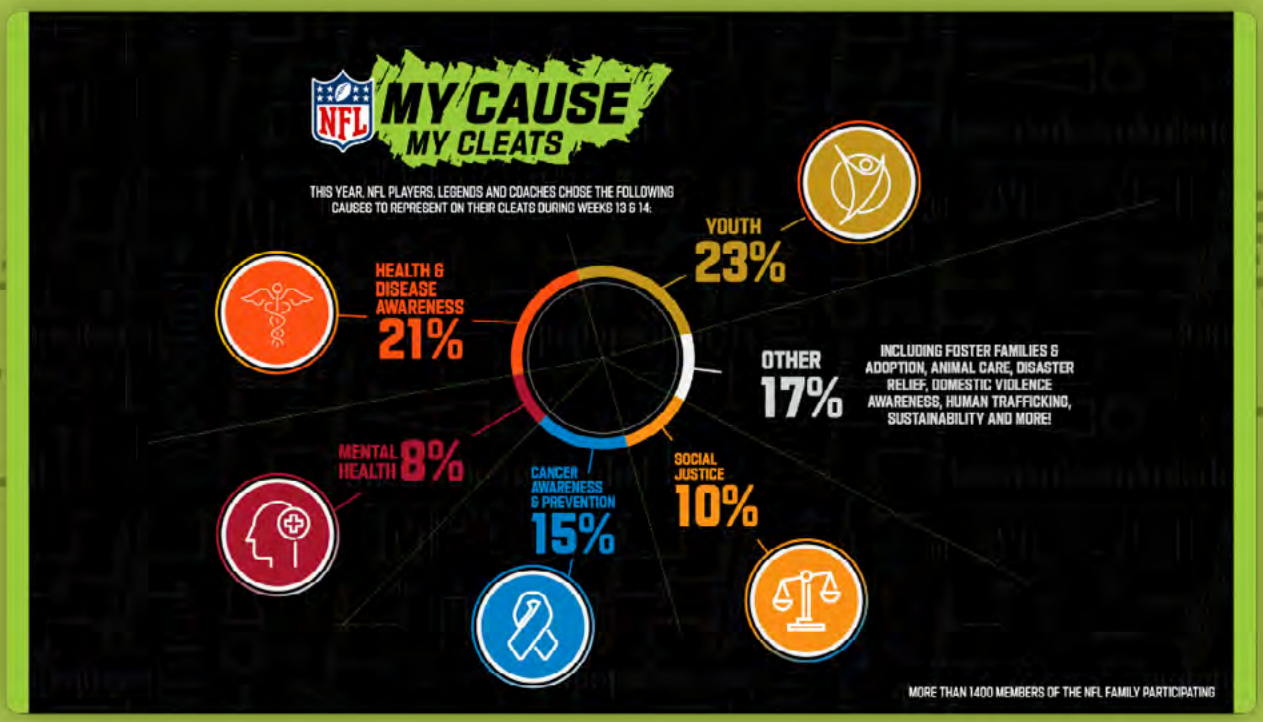
$2,000,000

RAISED OVER THE PAST 6 SEASONS TO SUPPORT PLAYER CAUSES VIA NFL AUCTION



Bringing an innovative new twist to My Cause My Cleats, **JOSH ALLEN** of the Buffalo Bills, **MAXX CROSBY** of the Las Vegas Raiders and **DK METCALF** of the Seattle Seahawks teamed up with **AWS** to leverage generative AI in their cleat design process. Using AWS tools, these players had hands-on control over style, color and textures, blending technology and purpose in a unique, interactive experience to personalize their cleats, which were then hand painted by artists. Fans were invited to join in the creative process, using AWS's generative AI app to craft their own digital version of cleats in support of the causes they love.

Following Week 13 and 14 games, select players donated their cleats through **NFL Auction**, where 100% of funds raised were donated to the charities they selected. This year, for the first time, the NFL also partnered with **Rayze**, a mobile-first platform founded by seven-year NFL Legend **CARL NASSIB**. Rayze, a platform to power nonprofit fundraising, corporate giving and individual activism, allowed participants to raise awareness and critical funds for the causes they support.



CRUCIAL CATCH

For the 16th 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 ACS 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.

MORE THAN $32 MILLION RAISED
SINCE 2009

During Weeks 4-6, every NFL team raised awareness during their Crucial Catch game, which featured 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, designed by **New Era** and **Nike,** was auctioned on **NFL Auction,** with all proceeds donated to ACS to support its **CHANGE** grant program.

Across the League, NFL players used their platforms to share their stories and promote causes important to them. Through the **American Cancer Society Player Ambassador** program, 17 NFL players who have a personal tie to cancer amplified the mission and vision of Crucial Catch through appearances, fundraising campaigns and raising awareness across social media.

Since 2009, the NFL has donated over $32 million to ACS through sales of Crucial Catch-branded merchandise, NFL Auction items and general fundraising.





CHANGE GRANTS SUMMIT

Since 2012, the NFL has funded ACS' C**ommunity Health Advocates implementing Nationwide Grants for Empowerment and Equity (CHANGE)** grants, which aim to increase access to screenings and preventative treatments at community health centers in all NFL team markets. Aligned with the NFL's social impact work rooted in equity, these grants have provided more than 762,000 cancer screenings in communities with the greatest need.

MORE THAN 762,000 SCREENINGS

MORE THAN 2 MILLION INDIVIDUALS REACHED

CRUCIAL CATCH LIVE

Through the NFL's Crucial Catch initiative, the NFL and American Cancer Society teamed up at **Super Bowl LIX** in New Orleans to host **Crucial Catch LIVE** presented by **Cigna**. This event was a panel discussion featuring players, Legends, influencers and cancer experts sharing their cancer journeys, raising awareness about cancer prevention and encouraging early detection to ultimately save lives.

LINKS TO CARE COMMUNITY GRANTS

For the second year, Crucial Catch also addressed issues pertaining to follow-up care for breast cancer patients through the **Links to Care Community Grants** in select NFL team markets. The grants aid community health centers and NFL team-affiliated hospitals to provide sufficient follow-up treatment to diagnosed breast cancer patients. Funds raised for Links to Care have improved appointment availability, scheduling practices, patient navigation services and tracking systems for screening completions.

IMPACT ECHO

New this season, the ACS **IMPACT ECHO** initiative began working to address health disparities by better equipping healthcare providers to share and use prostate cancer screening best practices. Currently, 12 F**ederally Qualified Health Centers (FQHCs)** and **Safety-Net** primary care facilities use Crucial Catch funding to increase awareness of prostate cancer risk and early detection in Black populations through real-time, case-based learning—collectively, these partners serve more than 40,000 eligible patients.

THE DEFENDER

sleep number



Sleep Number, an official Crucial Catch partner, once again presented **The Defende**r; an online tool for fans to access cancer resources—including finding their local screen center, scheduling screening reminders and having their cancer-related questions answered through a 24/7 chat and hotline. It also features a quiz that analyzes a user's health information to provide personalized recommendations on how they can reduce their cancer risk.

"WE SEE YOU"

For the third season in a row, the Crucial Catch PSA was part of the **"We See You"** campaign, focusing on the concept of **Everyday Strength** and featuring New Orleans Saints tight end **FOSTER MOREAU,** who is in remission from a Hodgkin Lymphoma diagnosis.

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 clubs offered sunscreen samples at their training camps, as well as sun safety tips.

Learn more at cancer.org/SunSafety

CRUCIAL CATCH CANADA

This year, all net proceeds from Crucial Catch merchandise sold on **NFLShop.ca** were donated back to the **Canadian Cancer Society**. These funds support a national compassionate support system that provides care, comfort and connection to people living with cancer and their caregivers when they need it most, such as reliable cancer information, rides to treatment or a place to stay for those who need to travel for treatment.

NFL PLAY 60

STAYING ACTIVE & HEALTHY

For more than 18 seasons, the **NFL PLAY 60** initiative has been the League's national youth health and wellness platform to empower youth to get physically active for at least 60 minutes a day and encourage a healthy lifestyle.

Our NFL PLAY 60 national partnerships include the **American Heart Association, Cooper Institute, GENYOUth** and **Special Olympics.** Over 16,500 athletes now participate in unified flag football because of NFL Foundation PLAY 60 grants supporting Special Olympics. During the 2024 season, over 200,000 students engaged with in-school digital fitness breaks during Kickoff and **Super Bowl** weeks. More than 2.6 million students were reached through 4,200 **NFL FLAG-In-School** kits distributed nationwide by GENYOUth. Since 2014, the program has reached 17 million youth, providing opportunities for them to be active and healthy.

SINCE 2007, THE NFL HAS COMMITED MORE THAN

$364 MILLION TO YOUTH HEALTH & WELLNESS

NFL PLAY 60 SUPER KIDS

SPECIAL OLYMPICS

TYLER BOYD and **HAYES AUDLER** were this year's **PLAY 60 Super Kids,** representing Special Olympics for the 2025 Pro Bowl and **Super Bowl LIX**. Through the PLAY 60 initiative, the NFL partners with Special Olympics to create **Unified Flag Football** leagues where athletes with and without intellectual disabilities play together on the same team. As NFL PLAY 60 Super Kids, both Tyler and Hayes embody the NFL's mission to encourage youth health and wellness by living an active life, including by playing Unified Flag Football.



THE AMERICAN HEART ASSOCIATION

For over 15 years, the **American Heart Association** and NFL have worked together to get youth physically active for 60 minutes a day, helping millions of kids and families engage in physical activity and improve their physical and mental wellness. The partners maximize reach and relevancy to ensure every child, everywhere is moving with flexible, turn-key resources including the **NFL PLAY 60** app and digital experiences.

NFL PLAY 60 resources include the **NFL PLAY 60 Exercise Library,** where students and teachers can access on-demand exercises digitally from the 32 NFL teams. Additionally, the free **NFL PLAY 60** app (available on **iOS** and **Android)** allows users to select their favorite team and control personalized avatars on screen with their own physical movement. Users can create custom workouts, earn special PLAY points and unlock exciting NFL gear for on-screen NFL PLAY 60 avatars.

KENNETH H. COOPER INSTITUTE

The NFL PLAY 60 **FitnessGram**® Project has provided more than 800 high-need schools with access to NFL PLAY 60 physical activity incentives and resources. These opportunities have led to a significant, year over year increase in youth physical fitness, specifically cardiorespiratory and musculoskeletal fitness. It is well established that increasing fitness improves academic performance and discipline as well as physical and mental health.

The scientific findings related to the NFL PLAY 60 FitnessGram Project have been dispersed through peer-reviewed publications and conference presentations, allowing the program to be shared with many others. The recent merger of the **Kenneth H. Cooper** Institute (formerly known as **The Cooper Institute)** with **Texas Tech University Health Sciences Center** will allow for a broader programmatic impact, especially with respect to future research opportunities and access to rural communities.

NFL PLAY 60 YOUTH & WELLNESS GRANTS

The **NFL Foundation** encourages active and healthy living by providing grants to the **American Heart Association** and **Kenneth H. 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.

RUN RICH RUN FOR ST. JUDE CHILDREN'S RESEARCH HOSPITAL®

The NFL's PLAY 60 initiative has supported St. Jude Children's Research Hospital® since 2012. St. Jude is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases. For over 20 years, the annual Run Rich Run Campaign has taken place where NFL Network host RICH EISEN runs a 40-yard dash to raise money for St. Jude. Visit NFL.com/network/run-rich-run for more information about the 2025 Run Rich Run campaign.

THE PLAY 60 MOVEMENT WILL CONTINUE TO SERVE AND MOTIVATE THE NEXT GENERATION OF YOUTH– ALONGSIDE THE 32 NFL CLUBS AND PLAY 60 PARTNERS–TO GET MOVING AND PLAY 60.

NFL EVENTS

SUPER BOWL LIX New Orleans

Super Bowl LIX positively impacted New Orleans with nearly 40 charitable activities and outreach events that enriched the community and provided lasting legacies long after the game was played.

Super Bowl Week community activities included numerous events to uplift underserved communities throughout the New Orleans region, **Salute to Service** events to honor our nation's military and veterans, activations to engage local youth, community greening initiatives and volunteer projects involving the **Walter Payton NFL Man of the Year Award presented by Nationwide** nominees.

The **United States Marine Corps** performed the flyover at Super Bowl LIX, with the NFL proud to showcase the USMC's elite pilots and air crew operating a formation of V-22 Osprey aircraft at the League's biggest event. The USMC demonstrated the Osprey's multi-functional capabilities, including flying vertically as a helicopter and horizontally as a plane. The NFL was also proud to host the **Military District of Washington**'s multi-service military honor guard to proudly showcase our nation's colors during the National Anthem.



SUPER BOWL LEGACY GRANT PROGRAM

Every year, the NFL seeks to leave a lasting legacy in the surrounding communities of the Super Bowl host city through the **Super Bowl Legacy Grant Program**. Through a joint $3.5 million contribution from the NFL Foundation and the **New Orleans Super Bowl Host Committee**, the Super Bowl Legacy Grant Program provided vital funds to local nonprofits with proven track records of benefiting underserved groups in New Orleans. This year's grants supported local nonprofits in areas including education, health and wellness, social justice, and youth and young adults.

SALUTE TO SERVICE WHEELCHAIR FOOTBALL GAME

Alongside NFL Salute to Service partner, the Bob Woodruff Foundation (BWF), and Move United, a BWF-NFL Salute to Service grantee, the NFL hosted a wheelchair football game composed of all veterans for the USA Wheelchair Football League Championship game. Since 2020, more than 1,000 veterans, athletes with disabilities, coaches and officials have participated in USA Wheelchair Football League programs with funding from the NFL and BWF, growing their skills and love for football.







INSPIRE CHANGE COMMUNITY CELEBRATION

To address food insecurity in the Lower Ninth Ward, the NFL collaborated with Second Harvest Food Bank and the New Orleans Recreation Department Commission to make a positive impact in the community, as part of the League's Inspire Change initiative. At the event, the NFL Foundation funded a new Second Harvest Makin' Groceries Mobile Market to travel throughout the Lower Ninth Ward on a regular basis.

The Makin' Groceries Mobile Market provides low-cost healthy food options to community members and will circulate through the Lower Ninth Ward and other communities that lack grocery options.

Commissioner GOODELL joined more than 20 NFL Legends and current players at the launch event, where the group joined local senior citizens, helping them shop the Mobile Market, engaging in activities like bingo, enjoying a meal together and planting a sustainable garden with local herbs and produce that will flourish year-round.

During the celebration, a group of NFL Legends also visited the Dr. Martin Luther King Charter School to surprise the school's 650 students with backpacks full of shelf stable food and NFL giveaways.

NFL PLAY 60 KIDS DAY

The NFL alongside **PLAY 60** partners **American Heart Association, GENYOUth** and **Special Olympics**, hosted over 1,000 students from local schools in New Orleans to participate in a day of play at **Pan American Stadium.** Students participated in PLAY 60-themed fitness zone stations along with NFL players, cheerleaders and team mascots meet and greets. Students took home a PLAY 60 kitted bag that included fitness resources to encourage them to live a healthy life.

MAKE-A-WISH®

As one of the longest-standing partners of **Make-A-Wish**, the NFL was proud to celebrate over 42 years of partnership by helping to grant the wishes of 19 children with critical illnesses to attend Super Bowl LIX in New Orleans. The tradition of Make-A-Wish kids attending the Super Bowl dates back to the ninth wish in Make-A-Wish history in 1982. This year, the children and their families enjoyed several days of Super Bowl-related activities, culminating in their attendance at the game at **Caesars Superdome**, made possible through the support of the NFL, **Fanatics**—the nonprofit's official sports partner—and various other organizations.

SALUTE TO SERVICE MILITARY APPRECIATION DAY / MOM BABY SHOWER

On the Wednesday of Super Bowl Week, the NFL hosted **Salute to Service Military Appreciation Day** for service members, veterans and their families. In partnership with the **Wounded Warrior Project,** the day provided free entry to the S**uper Bowl Experience** presented by **Panini**, with over 1,000 U.S. service members attending. In addition, the NFL and Salute to Service charitable partner **USO** invited 75 military families with a newborn or expecting a baby to attend a Salute to Service military mom baby shower during Military Appreciation Day. The NFL and USO provided care packages with baby blankets, diaper bags, baby socks and more.

UNSUNG HEROES CELEBRATION

To celebrate and thank employees and volunteers from local organizations that address domestic violence, sexual assault and trafficking in the New Orleans area, the NFL hosted its annual **Unsung Heroes Celebration.** The event—which has been taking place for more than a decade—featured an uplifting brunch and a Fireside Chat hosted by **TOMMI VINCENT,** which included insights from NFL Legends **STEVE SMITH SR., TERRY CREWS,** and **TROY VINCENT**. Together with **Commissioner GOODELL,** the Fireside Chat panelists thanked and honored attendees for their hard work and dedication in this space.

PRIDE FLAG FOOTBALL CLINIC

The NFL hosted its third annual **Pride Flag Football Clinic** at **Super Bowl Experience Presented by Panini** for youth, their families and allies from local organizations that serve LGBTQ+ youth. The event was organized together with the **New Orleans Pride Center**, an organization that brings together programs, resources and services to meet the needs of the LGBTQ+ community in the area. The event included lots of flag football fun, with coaching from **USA Football** coaches and members of the **National Gay Flag Football League and Crescent City Football League**. NFL players **KHALEN SAUNDERS** and **TREY McBRIDE** took part and shared messages of allyship alongside NFL LGBTQ+ brand ambassador **RYAN MITCHELL** and **CALLIE BROWNSON**, former NFL coach and current USA Football senior director of high performance and national team operations.



INTUIT FOR EDUCATION NFL INSPIRE CHANGE EVENT

To celebrate Super Bowl LIX in New Orleans, Intuit and the NFL partnered to educate local high school students on financial literacy through Intuit's Intuit for Education program. Aligned with the NFL's Inspire Change initiative, the NFL and Intuit invited approximately 400 local high school students and teachers from multiple schools in the New Orleans area who will be able to utilize and benefit from Intuit's free financial curriculum long-term. Attendees were invited to participate in interactive icebreakers, listen to an engaging panel with New Orleans Saints linebacker DEMARIO DAVIS and apply their learnings in real-world breakout sessions.





NFL PLAYER CARE FOUNDATION SUPER BOWL CAREER FAIR

The **NFL Player Care Foundation (PCF)** hosted its seventh annual **Super Bowl Career Fair**, allowing more than 70 NFL Legends and spouses the opportunity to network with 35+ employers that include NFL partners, clubs and broadcast partners. 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 $21.7 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 connects more than 2,100 retired NFL players with the opportunity to connect with 135+ employers.

SUPER BOWL TICKET GIVEAWAY PROGRAM

In its eighth year, the **Super Bowl Ticket Giveaway Program** surprised over 500 fans across the world with tickets to Super Bowl LIX in New Orleans. 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 players and coaches, those who have served our country in our **Armed Forces,** fans overcoming adversity and dedicated community leaders.



UNITY SUMMIT

At **Xavier University**, the **Robert K. Kraft Foundation to Combat Antisemitism (FCAS),** the **United Negro College Fund (UNCF)** and **Hillel International** held a Unity Summit to bring together Black and Jewish college-level student athletes for a powerful conversation about their roles as leaders in fighting hate on campuses. To inspire that conversation, student participants had an intimate experience hearing from a panel of athletes—including **LEONARD FOURNETTE, JAKE RETZLAFF, NANCY LIEBERMAN, DEARICA HAMBY** and **GREG JOSEPH.** The event ended with New England Patriots owner **ROBERT KRAFT** and rapper **MEEK MILL** speaking about the relationship they've built before screening FCAS's Super Bowl commercial.

GENYOUTH SUPER SCHOOL MEALS CELEBRATION

GENYOUth hosted a celebratory **Super School Meals** culmination event at **Benjamin Franklin High School.** GENYOUth's Super School Meals was a Super Bowl LIX community initiative that equipped schools in high-need Louisiana communities with school meal equipment packages to increase equitable access and participation in nutrient-rich school meals and tackle student hunger

SALUTE TO VETERANS

In celebration of Super Bowl Week, the NFL came together with its official pizza sponsor, **Little Caesars**, to host an event for veterans and military families in the greater New Orleans area. Partnering with Salute to Service partner, the **Bob Woodruff Foundation (BWF),** and NFL-BWF grantee, **Bastion,** the event provided over 250 local veterans with an afternoon of food, fun and football.

SUPER BOWL LIX SOURCE PROGRAM

The **Super Bowl LIX Source program** brought Super Bowl-related contracts, professional development and networking opportunities to more than 200 local, diverse businesses in the New Orleans area. In partnership with the New Orleans Super Bowl Host Committee, the local, minority, woman, person with disabilities, LGBTQ+ and veteran-owned businesses in the program participated in both virtual and in-person business development workshops to prepare their businesses to compete for Super Bowl LIX contracts and various jobs the game brought to New Orleans. NFL Source suppliers secured contracts to work a myriad of jobs over the days and months leading up to Super Bowl LIX, including catering, transportation, entertainment, décor, staging, construction, security and more.

ADDITIONAL SUPER BOWL LIX WEEK EVENTS:

- Super Bowl LIX Source Member Celebration
- Vincent Country Safe Zone Activity Day
- Players Coalition Coaches Training
- '100 Yards of Hope' Screening
- NFL Character Playbook Speaker Series Event
- Players Coalition & STEM NOLA Festival
- 'Shallow Water' Premiere
- Crucial Catch LIVE
- Oyster Night in New Orleans
- Super Bowl Soulful Celebration
- AHA CPR Instruction
- Champions of Change
- Super Bowl Legacy Grant Press Conference
- Players Coalition: Building Black Wealth
- NFL PLAY 60 Fitness Break
- Financial Football Event
- Johnnie L. Cochran, Jr. Salute to Excellence Awards
- HBCU Day at Super Bowl Experience
- Walter Payton Man of the Year Community Event
- Play Football Middle School Field Day
- 2025 Play Football Family Festival
- A Night of Pride with GLAAD
- Super Bowl Breakfast
- Taste of the NFL
- NFL Green Projects

THE 2025

PRO BOWL GAMES

The **2025 Pro Bowl Games presented by Verizon** brought together the League's best talent to showcase their skills on the field, while also highlighting the NFL family's commitment to giving back off the field. Throughout the week leading up to the 2025 Pro Bowl Games in Orlando, the NFL hosted events across the city to engage with youth through football and leave a positive philanthropic legacy in the community.

Throughout the week, the NFL invited numerous community organizations to watch and participate in the Pro Bowl Games festivities, including private access to the **AFC** and **NFC** team practices. Community groups that participated this year included **NFL Salute to Service** charitable partners **Tragedy Assistance Program for Survivors (TAPS) and the Wounded Warrior Project**, as well as the **Boys & Girls Clubs of America, Special Olympics, American Cancer Society,** organizations that work with LGBTQ individuals, and groups that assist survivors of domestic violence and sexual assault.



In addition to the community activities and engagement, the NFL also highlighted international youth flag athletes, youth and high school football participants, and coaches through a variety of activations throughout the week.

To celebrate the commencement of the 2025 Pro Bowl Games, the NFL invited four VT10s from the **United States Navy** to perform the flyover during the National Anthem, as well as **USSOCOM** members to proudly showcase our nation's colors.

PRO BOWL WELCOME PRESS CONFERENCE & LEGACY GREENING PROJECT

Celebrations for the 2025 Pro Bowl Games began with the **Pro Bowl Welcome Press Conference** and **Legacy Greening Project**. Prior to the press conference, with support from NFL partner **Verizon**, community volunteers joined **GreenUp Orlando** and members of the **Army Reserve 143rd Expeditionary Sustainment Command** to plant trees to provide shade and beauty along a pathway local students utilize daily to reach school.



BOYS & GIRLS CLUBS EVENT

Truist and the NFL visited the **Boys & Girls Clubs of Central Florida** to host an event for local youth centered around promoting healthy living through **NFL PLAY 60** football activities and Truist-led financial literacy programming. Participating youth had the opportunity to attend the **Pro Bowl Skills Showdown** later that evening.

MAKE-A-WISH

During **Pro Bowl Games Week,** the NFL helped grant wishes for three **Make-A-Wish** kids. As part of their experience, the kids and their families attended the **Pro Bowl Skills Show**, interacted with Pro Bowl players at both the NFC and AFC practices and attended the **2025 Pro Bowl Game.**

NFL PLAY 60
SUPER KID

New this season, the NFL expanded its **NFL PLAY 60** Super Kid initiative beyond the Super Bowl to include the Pro Bowl Games. **TYLER BOYD** from Florida was this year's **NFL PLAY 60 Super Kid** for the 2025 Pro Bowl Games, where he participated in a variety of community events and behind the scenes opportunities, culminating in on-field recognition during the Pro Bowl Game. Tyler is a member of **Special Olympics Florida's Unified Sports** flag football team, which provides opportunities for people with and without intellectual disabilities to play on the same team.



MADDEN NFL 25 X HBCU TOURNAMENT

The NFL hosted its fifth annual **EA SPORTS™ Madden NFL 25 x HBCU Tournament**, an event designed for students attending **Historically Black Colleges and Universities (HBCUs)** who have a passion for gaming and football. Every year, the tournament aims to maintain the tradition of providing students at HBCUs a chance to compete on a big stage in Madden NFL 25 while gaining hands-on professional experience with EA SPORTS. The six student finalists were invited to Orlando to compete for a chance to win cash and prizes throughout the tournament.



DON SHULA NFL HIGH SCHOOL

COACH OF THE YEAR AWARD

The **Don Shula NFL High School Coach of the Year Award** honors high school football coaches who demonstrate character, integrity, leadership, dedication to the community, commitment to player protection and on-field success in honor of the late **DON SHULA,** the winningest coach in NFL history. For the second year, a winner from each conference—**AFC** and **NFC**—was chosen and honored as a guest at the 2025 Pro Bowl Games in Orlando.

Nominated by the Indianapolis Colts, Brownsburg High School coach JOHN HART was named the AFC 2024 Don Shula High School Coach of the Year. Hart led Brownsburg to the state championship, their first since 1985, and became the first head coach in Indiana high school football history to win a state championship with three different schools. Hart has coached Brownsburg for nine seasons and has a record of 82-19 with the Bulldogs. In addition to the state championship in 2024, he also won sectional championships in 2021 and 2022.

Nominated by the Green Bay Packers, Slinger High School coach BILL JACKLIN was named the NFC 2024 Don Shula High School Coach of the Year. Jacklin, in his 14th season as head coach of Slinger High School, led the Owls to a perfect 14-0 season and a WIAA Division 2 state championship in 2024. He was also named the Wisconsin Football Coaches Association (WFCA)/Green Bay Packers High School Coach of the Year.

The NFL Foundation, in partnership with Nike, awarded $10,000 to the two Don Shula Award winners, while their associated high school football programs both received $15,000 grants. The other 30 finalists each received a $1,000 cash award.



$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 2025 PRO BOWL GAMES EVENTS:

- International NFL FLAG Championship Tournament
- NFL FLAG HBCU Tournament
- NFL Girls FLAG All-Star Game
- American Youth Football (AYF) Middle School All-Star Game
- Madden NFL Youth Championship Finals
- NFL/NFHS Officiating Crew of the Year Award
- NFL Green Projects



KICKOFF 2024

The **2024 NFL Kickoff presented by YouTube TV** was the biggest Kickoff weekend ever, with four days of games and global events designed to engage fans worldwide. The action began with the reigning Super Bowl champions, the Kansas City Chiefs, facing the Baltimore Ravens. The next night, the excitement continued when the Green Bay Packers took on the Philadelphia Eagles in the League's first-ever game in **South America**, held in São Paulo, Brazil.

Leading up to the 2024 NFL Kickoff presented by YouTube TV and throughout the weekend were local activations and community events in Kansas City, broadcast specials on **NBC** and **NFL Network,** immersive fanfests with **NFL Experience** in São Paulo and much more.

Throughout the week in Kansas City, the NFL, along with its partners and local nonprofit organizations, came together to make a positive social impact through a series of events that provided resources and support to underserved communities. In addition, the NFL also provided financial support to local Kansas City organizations that work with the LGBTQ community and survivors of domestic violence and sexual assault.

To excite fans for the start of the season, the NFL also unveiled its season-long brand campaign for 2024, titled "This Is Football Country." The star-studded campaign highlighted the passion and community spirit that football cultivates while celebrating the unifying power of the game around the world.

BOYSGROW KICKOFF EVEN

The NFL partnered with **BoysGrow**, a nonprofit organization that mentors Kansas City youth through agricultural entrepreneurship, to host a day of community greening activities through **NFL Green**—the League's environmental program. BoysGrow students, local volunteers, Kansas City Chiefs staff and former players planted trees, packed food for the community, built herb gardens, participated in mentoring sessions and more.

RED WEDNESDAY

Red Wednesday continued the tradition started by Chiefs Founder **LAMAR HUNT** and the **Chiefs Red Coaters** with limited-edition commemorative flags sold around the city and on **shop.chiefs.com** to support local youth charities. Over the past 10 years, this event has raised more than $5.5 million for charity, supporting families in need across the community.

NFL PLAY 60 & AMERICAN HEART ASSOCIATION KICKOFF EVENT

The NFL teamed up with the **American Heart Association (AHA)** to host a special **PLAY 60** event at a local elementary school, emphasizing the importance of physical activity to a child's overall well-being. The **NFL Foundation**, the Kansas City Chiefs and AHA also donated CPR kits to local schools as part of **AHA's Nation of Lifesavers** initiative, which seeks to increase access to CPR education.





NFL CHARACTER PLAYBOOK SPEAKER SERIES

The **NFL Character Playbook Speaker Series—Kickoff Event** brought together panelists from around the League, the Kansas City Chiefs, students local to Kansas City and students from across the country who have participated in Character Playbook to discuss themes found in the course, **Character Playbook – Building Healthy Relationships and Understanding Mental Wellness.** Local Kansas City students had the opportunity to gather for a live panel discussion and participate in activities around character education and mental wellness. The panel discussion was also hosted virtually for classrooms across the country. At the event, NFL partner **Microsoft** surprised five local teachers with tickets to the annual NFL Kickoff game.

LITTLE CAESARS LOVE KITCHEN®

The **NFL Inspire Change** initiative and **Little Caesars Love Kitchen®** teamed up for the second year in a row with **The Beehive Community Resource Collaborative,** which includes **NourishKC's Kansas City Community Kitche**n, to host a celebratory and impactful event serving hot meals to local community members. The community kitchen, located within The Beehive, serves restaurant-style lunch to approximately 600-900 community members who experience food insecurity per day. At this special event, members of the community enjoyed pizza from the Little Caesars Love Kitchen® and received to-go meals prepared by NourishKC. Inspire Change aims to break down barriers to opportunity, including addressing food insecurity and promoting economic advancement.



NFL VOTES

During the NFL's annual Kickoff game at **GEHA Field at Arrowhead Stadium,** the League and the Chiefs teamed up with nonpartisan, partner organizations to host a voter registration drive through **NFL Votes.** NFL Votes is a League-wide, nonpartisan initiative that supports and encourages civic engagement among NFL players, Legends, club and League personnel, and fans.

NFL KICKOFF CLASSIC

In partnership with **Nike**, the NFL held the third annual **Nike Football Kickoff Classic** to celebrate the start of the 2024 high school football season. Hosted at **Nike World Headquarters** in **Beaverton, OR**, the event featured two high school football games—one girls flag football game and one boys tackle football game.

ADDITIONAL 2024 KICKOFF WEEK EVENTS:

NFL GREEN PROJECTS

NFL DRAFT DETROIT '24



In the week leading up to the **2024 NFL Draft**, the NFL hosted a series of community events in Detroit. From events highlighting the unique role of football in bringing people together to projects centered around community greening and youth wellness, the 2024 NFL Draft community activations aimed to leave a positive legacy in Detroit and the surrounding region.

Each year, the NFL Draft provides an opportunity for millions of fans across the globe to come together and support the next generation of players as they begin their NFL careers. Inspirational fans, community leaders and special guests participated in the 2024 NFL Draft by announcing select picks live on stage and remotely. Fans and guests from organizations like **The Trevor Project, Special Olympics, American Heart Association** and the **USA Wheelchair Football League** announced selections live in front of thousands of fans. The NFL also helped grant a surprise wish for a **Make-A-Wish** child, having them announce the first-round pick of their favorite team, the Kansas City Chiefs, on **Day 1** of the Draft.

Throughout the Draft, the NFL also recognized our country's military community through the League's **Salute to Service** initiative. During the opening ceremony and national anthem, the **U.S. Military District of Washington's Joint Services Color Guard** presented the national colors. A military flyover was also conducted by the **107th Fighter Wing** of the **Michigan Air National Guard** based at **Selfridge Air National Guard Base** in Michigan. On Day 2 between Rounds 2 and 3, Commissioner **ROGER GOODELL** recognized six service members from each military service branch on stage. During Day 3, the NFL hosted a special **Joint Enlistment Ceremony** on stage featuring 35 military enlistees, celebrating their transition from civilian to military member.



LITTLE CAESARS LOVE KITCHEN® EVENT

In celebration of the Draft, the NFL came together with its official pizza sponsor, **Little Caesars,** to host an event for local families in Detroit and surrounding areas. Partnering with C**OTS Detroit,** which offers housing assistance and a comprehensive array of services to individuals and families facing or experiencing homelessness, this event provided over 300 residents with an afternoon of food, fun and football.

NFL INSPIRE CHANGE /S.H.I.E.L.D. 1 EVENT AT GREEN BOOTS URBAN FARM

As part of the NFL's **Inspire Change** initiative, the League collaborated with S.H.I.E.L.D. 1 and the Green Boots **Veteran Community Urban Farm** to increase access to healthy foods, green space and neighborhood employment opportunities in the local Detroit community. As part of the event, attended by Commissioner **ROGER GOODELL** and NFL players representing S.H.I.E.L.D. 1 and Sport for **Impact**, the **NFL Foundation** provided a grant, together with S.H.I.E.L.D. 1, to fund a **GroShed** at the urban farm, allowing local community members to grow fresh produce year round, even during cold weather.

LOWE'S COMMUNITY PROJECT

During Draft Week, the NFL came together with its official community improvement partner, **Lowe's**, to help renovate and refurbish a building to support local veterans in the metropolitan Detroit area. Partnering with Salute to Service partner, the **Bob Woodruff Foundation (BWF)**, and Detroit-based NFL-BWF grantee, **Michigan Volunteers of America (VOAMI)**, this event focused on multiple renovations to enhance the resources VOAMI uses to support its residents. VOAMI provides critical services, shelter and food for veterans, affordable housing for aging seniors and supportive services for families in need. The NFL and Lowe's also made an additional donation to the organization to further continue their work and support of our veterans.



CRUCIAL CATCH HOSPITAL VISIT

Kicking off the 2024 NFL Draft Week, the NFL partnered with the American Cancer Society to host a Crucial Catch hospital visit in honor of National Minority Health Month (NMHM), which seeks to raise awareness about the importance of improving the health of racial and ethnic minority communities and reducing health disparities.

CHARACTER PLAYBOOK SPEAKER SERIES

The NFL hosted a Character Playbook Speaker Series, bringing local students together for a live panel discussion and to participate in activities emphasizing the importance of mental wellness.

PLAY FOOTBALL PROSPECT CLINIC WITH SPECIAL OLYMPICS ATHLETES

The NFL hosted the **Play Football Prospect Clinic with Special Olympics Athletes** event. At the clinic, top NFL Draft prospects participated in flag football drills and played in a **Unified Flag Football** game with **Special Olympics Michigan** athletes and their local Detroit-area Unified teammates. This activation comes as the NFL and Special Olympics are expanding their existing partnership to pilot the integration of Unified Flag Football within the existing **NFL FLAG** league structure.





USA WHEELCHAIR FOOTBALL LEAGUE VETERANS ALL STAR GAME

The NFL teamed up with the **Bob Woodruff Foundation**—an NFL Salute to Service partner—and Move United to host the first **USA Wheelchair Football League Veterans All Star Game.** This event convened the U**SA Wheelchair Football League's** top players for a special contest between two teams composed of **U.S. Army** and **USMC/Navy** veterans.

ADDITIONAL 2024 KICKOFF WEEK EVENTS:

CRUCIAL CATCH HENRY FORD HEALTH PATIENT VISIT
NFL FLAG-IN-SCHOOL UNBOXING EVENT
USAA SALUTE TO SERVICE NFL DRAFT CHALK TALK
GENYOUTH & NFL FLAG-IN-SCHOOL FUNDRAISING
YOUTH FOOTBALL EVENTS
NFL/NCAA SPORTS ADMINISTRATION DEVELOPMENT ACADEMY WORKSHOP
DRAFT CULMINATION CELEBRATION
NFL GREEN PROJECTS

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 host community.



2024 NFL DRAFT WEEK

Throughout Draft Week, the NFL partnered with the City of Detroit and other local organizations on a series of community greening events through NFL Green. Together with Keep Growing Detroit Community Farm, the NFL performed extensive spring maintenance of its existing fruit tree orchard.

As part of its commitment to supporting sustainability efforts around the Draft, the NFL partnered with Verizon to coordinate a reforestation project in and around the Michigan State Forest, where 5,180 trees were planted on state and national forest land during Spring 2024 in partnership with the Michigan Department of Natural Resources. This equaled 20 trees for each player selected in the 2024 NFL Draft.

DETROIT PARTNERSHIP FOR FOOD, LEARNING AND INNOVATION (DP-FLI)

Dozens of community volunteers joined NFL Green, Verizon, the **Detroit Partnership for Food, Learning and Innovation** and **Keep Growing Detroit** to plant fruit and nut bearing trees, ornamental trees and vegetable plants, and beautify the gardens at Michigan State University's DP-FLI facility.

DETROIT TREE EQUITY PARTNERSHIP

The NFL, in partnership with the **Detroit Tree Equity Partnership** (City of Detroit, **American Forests, Greening of Detroit and DTE Energy**) hosted an Earth Day event supporting Detroit's ongoing urban reforestation program to bring tree equity to lower income neighborhoods.



2024 KICKOFF WEEK

To celebrate the start of the season, the NFL partnered with **BoysGrow**, a nonprofit organization that mentors Kansas City youth through agricultural entrepreneurship, to host a day of community greening activities. BoysGrow students, local volunteers, Kansas City Chiefs staff and former players planted trees, packed food for the community, built herb gardens and participated in mentoring sessions.

In addition, NFL Green and the Kansas City Chiefs teamed up to provide local nonprofits with gently used items donated by community members. In partnership with local organization Re.Use.Full, NFL Green and the Chiefs hosted a recycling drive that provided 15 local nonprofits with essential items, such as books, clothing and appliances.

2025 PRO BOWL WEEK

Celebrations for the **2025 Pro Bowl Games** began with a legacy greening project at **Eagle Nest Park** in Orlando. Prior to the **Pro Bowl Welcome Press Conference,** with support from NFL partner Verizon, community volunteers joined **GreenUp Orlando** and members of the **Army Reserve 143rd Expeditionary Sustainment Command** to plant 21 large trees to provide shade and beauty along a pathway local students utilize daily to reach school. As part of the overall Pro Bowl greening initiative, Verizon, in partnership with NFL Green, planted 5,000 trees in ***Apalachicola National Forest*** to restore areas damaged by Hurricane Michael. This planting focused on returning native conifers to the landscape and providing habitat for a vast array of wildlife.



SUPER BOWL LIX WEEK

Throughout **Super Bowl Week**, the NFL partnered with local stakeholders for a series of community greening projects to reduce the environmental impact of **Super Bowl LIX** and create a "green legacy" in the greater New Orleans region.

COASTAL FOREST TREE PLANTING & WETLANDS RESTORATION EVENT

In partnership with Pontchartrain Conservancy, NFL Green, the **Super Bowl LIX Host Committee**, **Verizon** and **Entergy** joined 50 volunteers to plant 600 tree saplings to restore and stabilize an area of wetlands near the endangered **Tchefuncte Lighthouse**. The planting project helped to protect a historic landmark and provide a storm surge buffer for the town.

LAFITTE GREENWAY TREE PLANTING

In December, NFL Green kicked off efforts to leave a lasting "green legacy" in the New Orleans area with the passing of the ceremonial "Golden Shovel" from Las Vegas to New Orleans and the planting of 32 trees (one for each NFL team) on the **Lafitte Greenway**. Students joined the effort to help revitalize the rain gardens along the greenway. Lafitte Greenway connects five New Orleans neighborhoods and receives hundreds of thousands of visits each year.

HARDIN PARK TREE PLANTING

A tree planting at the historic **Hardin Par**k in New Orleans' **7th Ward** took place to beautify the park and provide shade and cooling near the playground and around the park's perimeter. Park benches were also installed.

OYSTER SHELL BAGGING EVENT

To lay the groundwork for the creation of a living shoreline to help mitigate erosion and storm damage along the coast, dozens of volunteers gathered to prepare 59 tons of oyster shells (one ton for each Super Bowl) in preparation for the Super Bowl week reef project.

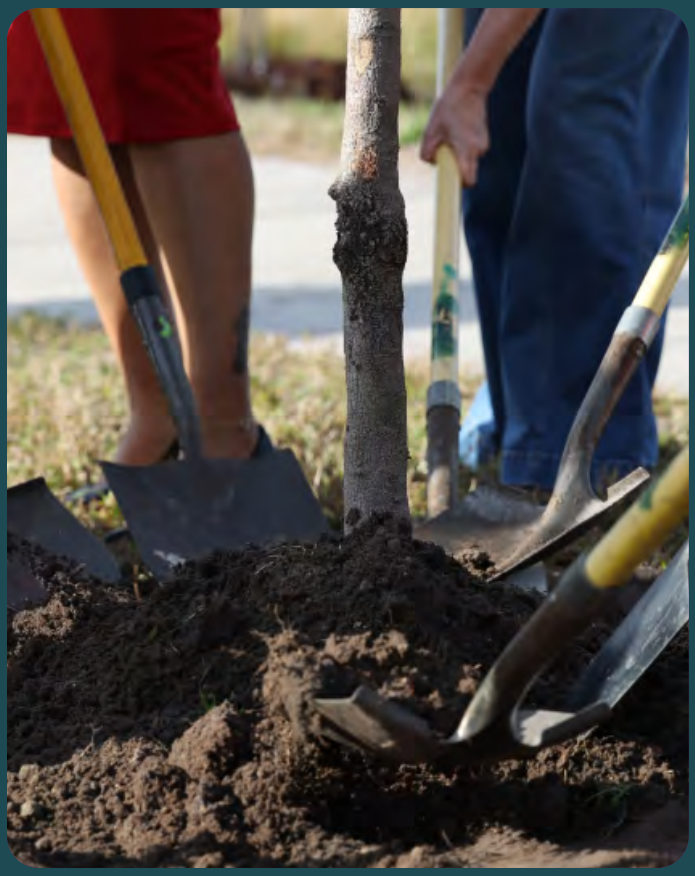
LIVING SHORELINE OYSTER REEF PROJECT

South Louisiana has been experiencing some of the fastest rates of land loss on the planet, a crisis caused by sea level rise, hurricanes and deprivation of sediment from coastal wetlands. The consequences of floods, storm surge, wave action and reduced wildlife habitat have disproportionately affected disadvantaged and underserved communities. The severity of the situation is on full display in Leeville, where much of the town has been lost. During Super Bowl Week, NFL Green and the New Orleans Super Bowl Host Committee joined Special Forces veterans from **FORCE BLUE,** the **Coalition to restore coastal Louisiana (CRCL)** and community volunteers to place 59 tons of bagged oyster shells in the water near the boat ramp in Leeville, creating a living shoreline that will provide habitat for new oysters and other wildlife and help slow the rate of land loss. Volunteers also planted thousands of marsh grasses. The project contributed to storm surge protection for inland communities. The 59 tons of oyster shells were collected by CRCL and Chefs Brigade, a consortium of Gulf Coast restaurants, chefs and caterers working to preserve Louisiana's coast, and through a grant from NOAA.

REFORESTATION

In partnership with Verizon, 5,900 trees (100 trees for each Super Bowl) were planted along the Mississippi River Delta to create habitat and biodiversity. The Mississippi River Delta was once a 24-million-acre expanse of forested wetland. Today, only 4.4 million forested acres remain, mostly in small patches, leading to water quality and habitat issues. Forest restoration efforts will provide critical habitat connectivity for threatened and endangered species and protect the quality of waterways within the Delta. Restored bottomland hardwoods will provide habitat for numerous native and migratory species. The trees were planted by the Arbor Day Foundation between February and April of 2025.

5,900 TREES PLANTED



SUSTAINABILITY

Sustainability is a core focus for the NFL, and the League is committed to reducing the environmental impact of every event. Each Super Bowl presents specific sustainability challenges and opportunities, and the NFL is constantly adapting to address unique regional, operational and cultural aspects of events. The NFL strives to not only make each Super Bowl more sustainable than the last, but to also leave a lasting "green legacy" in the host's community.

IN COLLABORATION WITH THE NEW ORLEANS SUPER BOWL HOST COMMITTEE, THE NFL:

DONATED MATERIALS & FOOD

The NFL was focused on ensuring that reusable materials found a second home long after Super Bowl LIX concluded.

- The NFL identified more than 20 local organizations—including food banks, coastal restoration groups, local schools, art studios and more—to reuse and repurpose Super Bowl items into second uses.
- 250 tons of materials were donated through NFL Green, worth an estimated $850,000. This included over 10 acres of carpet and turf, thousands of beverages, and over 15 houses worth of lumber and boards.

IMPROVED RECYCLING

The NFL ramped up recycling efforts, both for fans and behind the scenes.

- The NFL provided an extra 200 recycling bins on gameday and at Super Bowl Experience (SBX), providing 15,000 gallons of extra recycling space. Around 20 sustainability staff were onsite at the bins with the highest foot traffic to help fans navigate where to dispose of their items and answer any other sustainability questions.
- Behind the scenes, the NFL sorted through recycling bags to minimize contamination and maximize the bottles and cans that were recycled.

TRACKED & REDUCED CARBON

The NFL incrementally improved its work to understand and combat its carbon footprint.

- This year's Super Bowl was Net Zero Energy. Local energy provider Entergy powered the Caesars Superdome and the entire City of New Orleans with carbon-free nuclear and renewable energy during Super Bowl Weekend. Entergy is also offsetting the carbon associated with generators and natural gas used at Super Bowl, as well as emissions associated with travel, food & beverage and merchandise.

HOSTED ZERO WASTE EVENTS

The NFL showcased material recovery and recycling efforts through two Zero Waste events.

- Super Bowl Week included two Zero Waste events and a new recycling program at Caesar's Superdome. The Commissioner's Party and NFL House were Zero Waste, where over 90% of waste was diverted from landfills. On Super Bowl Sunday, a new recycling program reclaimed over 100,000 cups and converted nearly two tons of glass into sand for coastal restoration.
- The NFL also monitored the diversion rates for other Super Bowl Week events and on gameday, with the goal to increase zero waste events next year.

FOCUSED ON LASTING IMPACT

The NFL was dedicated to leave a lasting "green legacy" in New Orleans and the communities that host signature events.

- Glass recycled on gameday was used to create sand for coastal restoration in Southern Louisiana.
- The NFL, in collaboration with stadium staff, introduced new ways to recycle at Caesars Superdome, such as procedures to label, sort and move trash bags. These new protocols will be replicated for additional stadium events moving forward.





SOCIAL RESPONSIBILITY

DUI PREVENTION

MADD

The NFL is proud to team up with **Mothers Against Drunk Driving® (MADD)** for the 15th season. Together, the organizations are working to educate players and fans that the most valuable position is the designated driver.

The staggering surge in drunk driving over the past decade, with a 33% increase in alcohol-related traffic fatalities from 2019 to 2022, shows that we are facing a public health crisis on our roads. More than 13,524 people died in alcohol-impaired traffic crashes in 2022. That's one death every 39 minutes. Every life taken is another moment—another reason—to keep fighting to end this national tragedy. With the continued support of the NFL, MADD is zeroing in on ending impaired driving for good.

MADD™

IMPAIRED DRIVING ENDS HERE.

SINCE 2010, MADD AND THE NFL HAVE ENGAGED MORE THAN

1 MILLION NFL FANS TO TAKE THE PLEDGE

TO BE A NON-DRINKING DESIGNATED DRIVER

Since 2010, 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 impaired driving. MADD has been there to support players, staff and their communities when their lives have been forever changed because of an impaired driving crash.

As we look toward the future, MADD and the NFL invite everyone to join our movement of advocates and changemakers. Together we will not stop until we create a safer future for all and a world in which no lives are put at risk by impaired driving. For more information about MADD, visit https://madd.org/ and follow MADD on Facebook, Instagram, Twitter, TikTok, LinkedIn and YouTube.

MADD'S 45 YEARS OF IMPACT TO END IMPAIRED DRIVING

TO END IMPAIRED DRIVING, WE CONTINUE TO CHANGE BEHAVIORS AND FUNDAMENTALLY SHIFT HOW FUTURE GENERATIONS THINK ABOUT ROAD SAFETY.

HELPED REDUCE DRUNK DRIVING DEATHS BY

49%

SAVING MORE THAN

475,000 LIVES

- By working in collaboration with law enforcement to end underage drinking and all drunk and drugged driving, MADD has helped reduce drunk driving deaths by nearly 40%, saving more than 475,000 lives.
- MADD is a vocal advocate for tougher sentencing, new laws and new technology, including:
  - 21 Minimum Drinking Age (1984)
  - National .08 BAC Standard (2000)
  - Advocating for thousands of state laws including Bentley's Law and stricter ignition interlock laws
  - Anti-drunk driving technology in all new cars – **HALT Drunk Driving Act**

OUR WHY

WHAT WOULD YOU DO TO PROTECT THE ONES YOU LOVE?

MADD is invigorated by the possibility that together we can end drunk driving in our lifetime. We can significantly reduce the staggering statistics listed:

- Despite the remarkable progress of reducing drunk driving fatalities by nearly 40% since our inception, we are devastated to again find ourselves amid a crisis on our nation's roadways with a 33% increase in drunk driving deaths from 2019 to 2022.
- Drunk driving caused 13,524 deaths in 2022, or 32% of all traffic fatalities in 2022, according to the National Highway Traffic Safety Administration (NHTSA).
- Every 78 seconds, someone in the U.S. is killed or injured by a drunk driver—and that number does not include the deaths and injuries caused by drivers who were impaired by cannabis or other impairing substances.

EVERY DAY THE CRIME OF DRUNK DRIVING KILLS 37 PEOPLE

EVERY 4 MINUTES MADD PROVIDES A SERVICE TO A VICTIM

OFFENDERS DRIVE DRUNK 80 TIMES BEFORE THEIR FIRST ARREST

300,000+ DRUNK DRIVING INCIDENTS HAPPEN DAILY

MISSION IMPACT

THE REASON TO HOPE

- The Honoring Abbas Family Legacy to Terminate (HALT) Drunk Driving Act was included in the infrastructure investment and Jobs Act passed by Congress and signed into law by President BIDEN in 2021. The law requires a new national safety standard for state-of-the-art smart technology in all new cars, which will ultimately end impaired driving and save more than 10,000 lives per year.
- All-offender interlock legislation, or improvements to existing interlock legislation, would require all drunk driving offenders to install the small, handheld breathalyzer device onto their car ignition to prevent their vehicle from starting if alcohol is detected on the driver's breath. Over the last 16 years, the use of these devices has stopped 4.5 million attempts to drive drunk with a blood alcohol concentration (BAC) of .08 or greater.
- A parent or teen is educated by MADD on underage drinking every five minutes with a total combined program outreach of 101,915 through the Power of You(th) and Power of Parents programs.

SOCIAL RESPONSIBILITY

ADDREESSING 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.

The League has exceeded a decade of commitment to League- and team-wide annual education on issues including domestic violence, sexual assault, harassment and bystander intervention. These sessions reach every full-time League employee, every team employee, and all coaches and players annually, and then are made available to the public for general use. This year's education included modules on signs of healthy and unhealthy relationships; player testimonials; and the nuances of bystander intervention.

The League also continued its ongoing financial support of the **National Domestic Violence Hotline**, **RALIANCE** and dozens of other organizations that address domestic violence, sexual assault, healthy relationships and trafficking.

A highlight of **Super Bowl Week** activities included the **Unsung Heroes Gathering**, an annual event that recognizes and assists local domestic violence and sexual assault resources in that year's host city. The event, attended annually by **Commissioner GOODELL** and NFL players, has taken place for more than a decade, and for the last several years, has also honored a local advocate whose dedication has earned them the respect and admiration of their peers.

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.



ADDRESSING & PREVENTING RELATIONSHIP VIOLENCE

Since 2014, the NFL has provided critical 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, text and self-service through their online National Directory.

In addition to intervention services, love is respect, a program of The Hotline, is leading the way on youth relationship abuse intervention, prevention and education. This program focuses on ages 13-24—educating and empowering young people to prevent and end abusive relationships. As the first 24/7 national resource for teens, it is a safe 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 2024, The Hotline answered 432,970 calls, online chats and texts—and had 203,456 searches of their online National Directory of resources. The Hotline also advocates for strong survivor-centered policies and legislation, including the reauthorization of the 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 champion the needs of victims and survivors and advocate to expand support across this country in response to domestic violence.

Support from the NFL also helped advocates offer 402,187 referrals to shelter and domestic violence service providers and 272,175 referrals to additional resources across the nation. As The Hotline's Premiere Mission Partner, the NFL was proud to support the 2024 National Conference on Domestic Violence where more than 800 attendees gathered to connect, learn and create pathways to end domestic violence. The NFL's Vice President of Social Responsibility, CLARE GRAFF, joined The Hotline for a conference plenary session.

NATIONAL DOMESTIC VIOLENCE HOTLINE

2024 BY THE NUMBERS

432,970 CALLS, ONLINE CHATS & TEXT MESSAGES ANSWERED

203,456 SEARCHES OF THE ONLINE NATIONAL DIRECTORY OF RESOURCES

402,187 REFERRALS TO SHELTERS & DOMESTIC VIOLENCE SERVICE PROVIDERS

272,175 REFERRALS TO ADDITIONAL RESOURCES ACROSS THE NATION

SINCE 2016, NFL HAS HELPED FUND

NEARLY $4 MILLION

IN ONE-YEAR GRANTS TO PREVENTION PROGRAMS

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 industries and sectors to create inclusive environments for all.

Every day, RALIANCE helps organizations establish safer workplaces and communities by supporting innovative prevention programs and providing expert consulting services, including: 1. Discovery and Analysis (Needs Assessment); 2. Advice and Support (Leadership, Communication and Corporate Social Responsibility Advising); and 3. Actions and Resources (Best Practice Trauma-Informed Training, Taxonomy Implementation and Evaluation, Interactive eLearning Courses). RALIANCE has worked with companies in restaurant and hospitality, tech, transportation, sports and travel to implement strategies to prevent sexual harm in professional and consumer environments. SANDRA HENRIQUEZ, Founder and one of RALIANCE's Managing Partners, shared her expertise in the NFL's educational videos about sexual assault, domestic violence, responding to survivors and prevention. RALIANCE's work also includes models to address those who have caused harm, investigating reports of harm in a trauma-informed way and empathy-based customer service responses to survivors of sexual harm.

This year, RALIANCE was featured in both Uber and Lyft's respective safety transparency reports. RALIANCE also conducts a rigorous audit and validation process for the companies' use of RALIANCE's Sexual Misconduct & Violence Taxonomy, ensuring this tool is used effectively and implemented in alignment with our expert guidance. Additionally, RALIANCE continued to advance research into the prevalence of sexual harassment and violence by supporting the 2024 Measuring #MeToo study conducted by the Newcomb Institute at Tulane University.

With the NFL's support since 2016, RALIANCE has awarded nearly $4 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 (6) 2025 grantees will implement organizational, systemic or community-level prevention strategies and/or strategies that reduce the likelihood of people to sexually offend. The 2025 grantees have all been previous recipients of RALIANCE grant funding, allowing RALIANCE and the NFL to continue investing in and supporting the sustainability of innovative prevention programs. RALIANCE uses an intersectional approach to prevention, therefore the majority of the more than 80 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

Trafficking is an issue 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. 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.

This year, the **New Orleans Super Bowl Host Committee** worked closely with Louisiana Governor and First Lady—**JEFF** and **SHARON LANDRY**—on trafficking prevention work. Together, they selected **Covenant House New Orleans (CHNO)** to receive NFL funding. Since 1987, CHNO has served and advocated for the community's most vulnerable and often already marginalized unhoused young people. Young people who lack a safe, supportive environment are especially vulnerable to a range of negative experiences including abuse, exploitation and victimization at the hands of traffickers.

Funds supported the expansion of CHNO's outreach services, including distribution of educational materials to the community and to potential victims themselves, strategically placed in high-traffic public areas. Funds also supported trainings and workshops, hosted and led by CHNO in order to add additional tools for advocates and organizations to help support survivors; dispel false narratives; and answer questions attendees may have, ensuring clarity and eliminating harmful biases and practices. These trainings are essential in ensuring that providers and law enforcement continue to use a victim centered approach and provide trauma informed care to victims and survivors.

SOCIAL RESPONSIBILITY

WORK WITH THE LGBTQ+ COMMUNITY

The NFL collaborates and provides financial support with a host of different organizations that serve the LGBTQ community, including **GLAAD, the Trevor Project, Athlete Ally, t**he **National Gay Flag Football League, Covenant House** and many other grassroots organizations. Their collective work comes to life at various events, via social media campaigns, through PSAs, via charitable contributions and more. The League also works with local LGBTQ+ organizations surrounding NFL events—including **Super Bowl**—in each host city.



THE TREVOR PROJECT

The NFL supports The Trevor Project, the leading suicide prevention and crisis intervention 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+ young people with support and affirming resources.

glaad

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 the third-annual **A Night of Pride with GLAAD**, which provided an evening of music and conversations to spotlight advances in—and the future of—LGBTQ+ inclusion in professional sports, as well as the NFL's commitment to LGBTQ+ former and current players.

The NFL is also a proud supporter of the **Stonewall National Monument Visitor Center.** Having opened in June 2024 with financial support from the **NFL Foundation,** it is the first LGBTQ+ visitor center within the **National Park Service.**

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





The Forum took place in person and featured engaging panel discussions and roundtable conversations with NFL executives, coaches and representatives from across all 32 clubs. For the first time, the Forum included a candid conversation with 10 NFL women scouts from 10 different NFL teams led and moderated by **ESPN** football analyst **MINA KIMES.** As of last season, there are women in scouting roles at every club.

For the second year in a row, the NFL also honored the life and legacy of **BUDDY TEEVENS**, former Dartmouth College head football coach and advocate for the inclusion of women in football, with the presentation of the Buddy Teevens Forward Progress Award. The award was given to Chicago Bears President & CEO KEVIN WARREN, who is an advocate for prioritizing the advancement of women in sports.

Since its 2017 inception, 310 participants have gone through the Forum, with over 250 opportunities emerging for women in all levels of football. Twenty-nine clubs have hired past Forum participants, and all 32 clubs engaged in the Forum in some capacity last year. During the 2024-25 season, the NFL had 15 full-time women coaches—a League record and the most for any male professional sports league in the world, eight of whom are past Women's Forum participants.

SOCIAL RESPONSIBILITY

NFL WOMEN'S FORUM

The NFL hosted its ninth annual **NFL Women's Forum** presented by A**mazon Web Services (AWS)** in Indianapolis during the 2025 NFL Combine as part of its ongoing, League-wide commitment to inclusion. The program connected 40 women working in college football roles with leaders in professional football to provide insight and networking opportunities for their careers in the areas of scouting, data & analytics, coaching and football operations.

CONNECTED 40 WOMEN
WITH LEADERS IN PROFESSIONAL FOOTBALL

ALL 32 CLUBS PARTICIPATED

SINCE 2017

310 PARTICIPANTS

29 NFL CLUBS HAVE HIRED FORUM PARTICIPANTS

MORE THAN 250 OPPORTUNITIES
HAVE EMERGED FOR WOMEN IN ALL LEVELS OF FOOTBALL

15 FULL-TIME WOMEN COACHES DURING 2024-2025

THE MOST FOR ANY MALE PRO SPORTS LEAGUE IN THE WORLD

NFL FUTURE LEADERS IN FOOTBALL FORUM

The Future Leaders in Football Forum was designed to inspire, develop and connect undergraduate and graduate students with industry professionals and League partners.

The NFL accepted student nominations from NFL clubs, NBCU Academy, Rhoden Fellowship and the four HBCU athletic conferences. The NCAA's Student-Athlete Advisory Council (DI, DII and DIII), 2023 NFL Seed Kit program participants and the 2024 NFL Future Leaders in Football fellows were also invited.

Participants had the opportunity to virtually:

- Attend PowerPoint presentations and panel discussions with NFL leadership, club executives and other professionals
- Take part in resume and skill-building workshops
- Participate in networking sessions

> "Having the opportunity to network and dialogue with NFL front office, human resources and team personnel in an intimate setting is an invaluable experience which should benefit our students in their future employment opportunities, " said **Dr. DENNIS THOMAS**, Mid-Eastern Athletic Conference Commissioner.

150 STUDENTS REGISTERED

55% OF PARTICIPANTS WERE FROM HBCUs

15% OF PARTICIPANTS WERE STUDENT-ATHLETES

SOCIAL RESPONSIBILITY

EMPLOYEE RESOURCE & INTEREST GROUPS

As an organization, the NFL is committed to developing and retaining the most talented people from a diverse talent pool. Employee Resource Groups (ERGs) and Employee Interest Groups (EIGs) are a powerful tool in promoting diversity and inclusion, and driving business growth. All of the NFL's ERG/EIGs are open to all employees and partner with the entire NFL organization to ensure the NFL is a workplace where everyone can bring their whole and best self to work. ERGS/EIGs offer a chance to network and socialize, enhance professional development and discuss important and relevant topics.

APEX

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

BEN

Black Engagement Network (BEN) is an employee resource group with a mission to create a diverse and inclusive culture within the NFL for staff at every level and strengthen the NFL's engagement of its 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. Community Teammates' 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 an employee interest group of those 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 Latino and Hispanic staff at the NFL while bringing a greater understanding and appreciation of the Latino and Hispanic 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 Latino and Hispanic cultural diversity and driving cultural engagement.

NFL ABLE

NFL ABLE was established to provide NFL staff living with disabilities, as well as allies of the disability community, a platform to promote awareness, understanding and acceptance of all individuals living with disabilities.

MAVEN

The mission of the **Military and Veteran Engagement Network (MAVEN)** is to create a supportive and inclusive environment for military veterans and their families that recognizes and enhances the unique skills and leadership abilities of veterans and military personnel through networking, mentorship and collaboration.

PIN

The **Parents Initiative Network (PIN)** is a community dedicated to fostering support for NFL working parents and those employees who are involved in or who may become involved in raising children.

PRIDE

NFL Pride is an employee resource group that, through networking events, guest speakers, community outreach and workplace education, aims to heighten the visibility of the LGBTQ+ community in the NFL offices so that staff of all sexual orientations feel comfortable being themselves in the workplace.

WIN

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

YPAC

The **Young Professional Advisory Community (YPAC)** is dedicated to promoting the growth, education and retention of young employees at the NFL. YPAC aims to provide resources to employees that aid skill development, as well as mentorship and networking opportunities designed to connect and engage early-career employees across diverse business functions at the NFL.

SOCIAL RESPONSIBILITY

RESPONSIBLE GAMBLING

This year, the NFL expanded its ongoing partnership with the National Council on Problem Gambling (NCPG) to bolster nationwide problem gambling prevention services and promote responsible gambling initiatives. As the sports betting landscape continues to evolve, this renewed commitment addresses the critical need for resources in responsible and problem gambling.

This three-year, $6.4 million commitment from the NFL Foundation to NCPG followed the NFL's original three-year, $6.2 million grant awarded in October 2021, the largest in NCPG's nearly 50-year history. The new grant will enable the continued expansion of NCPG's critical initiatives, ensuring that the organization can sustain and build upon its significant progress since 2021.

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 grants focus on programs that minimize harm on a primary level (those who have not yet gambled) and on a secondary level (those who have limited gambling experience). To date, the program has provided nearly $1 million in grants to 26 innovative problem gambling prevention programs across 17 states, reaching more than 40,000 individuals.

The League's support is also helping to modernize the **National Problem Gambling Helpline,** with the grant enabling funding for upgraded technology, increased staffing and enhanced data collection efforts from the 28 contact centers that comprise the National Problem Gambling Helpline Network. Data collection efforts are key to providing NCPG with insights into contact trends, allowing the organization to better advocate for federal funding that supports problem gambling prevention, education and treatment efforts. The grant also enabled U.S.-wide licensing for the 1-800-GAMBLER number to reduce confusion resulting from multiple state-specific helplines and ensure seamless routing to designated state contact centers. Use of the helpline grew 104% from 2020 to 2023, which NCPG attributes primarily to the increased promotion and awareness of the helpline.

Additionally, NCPG awareness and advocacy efforts have significantly raised public awareness about responsible gambling initiatives, and where to get help and access resources for gambling addiction. The most prominent initiative was the launch of the ResponsiblePlay.org website in 2021, which has since reached approximately 750,000 visitors. The website provides a series of tips for visitors, offers basic facts about problem gambling and explains where people can get help for problem gambling, whether they are directly or indirectly affected by it.

EXPANDED

3–YEAR, $6.4 MILLION COMMITMENT

FROM NFL FOUNDATION

TO DATE, AGILITY GRANTS HAVE PROVIDED NEARLY

$1 MILLION TO 26 PROGRAMS ACROSS 17 STATES

REACHING MORE THAN

40,000 INDIVIDUALS

RESPONSIBLE GAMBLING PRACTICES (RGC)

This year, the NFL announced a partnership with **Responsible Gambling Council (RGC)** to develop and implement a comprehensive responsible gambling training program specifically designed for university and college student-athletes. The program will launch with a pilot phase at eight universities and colleges across Canada in the up-coming 2025 spring semester. Insights and feedback from this phase will be used to refine and improve the program before its broader rollout to some 30 university and college institutions in the 2025-2026 school year.

The program aims to equip student-athletes across Canada with the knowledge and tools necessary to make informed decisions about gambling. The training program will include a specialized, interactive session featuring engaging videos, interactive components and best practices for responsible gambling. After participating in the training, student-athletes will:

- Understand the dangers, risks and odds of gambling and how players are likely to lose over time.
- Recognize their unique susceptibility to risky gambling behavior.
- Identify the signs of gambling-related harms and their potential impact on players and loved ones.
- Learn about resources available for those experiencing gambling-related harms.

The efforts outlined above support an overall League commitment to using its platform and resources to promote responsible gambling. In addition to the above, the NFL has its own marketing campaign devoted to promoting responsible gambling, the only professional sports league to do so. Developed in collaboration with the NCPG, the NFL's goal is to raise awareness with messages such as "Stick to Your Game Plan. Always Bet Responsibly."

SOCIAL RESPONSIBILITY

DIVERSITY– ASL

The Super Bowl pregame entertainment and A**pple Music Super Bowl Halftime Show** featured **American Sign Language (ASL)** performances. **STEPHANIE NOGUERAS** performed the "Star-Spangled Banner" and "America the Beautiful," **OTIS JONES IV** signed "Lift Every Voice and Sing" and **MATT MAXEY** delivered the ASL rendition of the Apple Music Super Bowl Halftime Show. The ASL pregame performances and the ASL Halftime show were produced in partnership with **ALEXIS KASHAR** of **LOVE SIGN** and **HOWARD ROSENBLUM** of Deaf Equality. In addition, this season's **NFL Kickoff** game included an in-stadium ASL performance of "The National Anthem."

Since 2009, the NFL has collaborated with leading advocates like Kashar, Rosenblum and others to promote the closed captioning of Super Bowl commercials to ensure full access to this cultural phenomenon. In 2010, the NFL began bringing talented Deaf and Hard-of-Hearing performers to the Super Bowl to present ASL renditions of "The National Anthem," "America the Beautiful" and other pregame songs. In 2022, for the first time, Deaf and Hard-of-Hearing artists performed a live ASL rendition of the Super Bowl Halftime Show, which was streamed worldwide.

The NFL also worked in collaboration with Kashar to launch a new set of **NFL ASL Collection** by LOVE SIGN™ t-shirts this season. It marked the second drop of the first NFL-licensed merchandise line featuring ASL. Available on NFLshop.com, the collection includes t-shirts by HOMAGE featuring the logo and colors of all 32 clubs with each team's name spelled out in ASL.



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