

SOCIAL JUSTICE

INSPIRING CHANGE IN COMMUNITIES NATIONWIDE

NFL SOCIAL JUSTICE INITIATIVE

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



EDUCATION AND ECONOMIC ADVANCEMENT




COMMUNITY-POLICE RELATIONS




CRIMINAL JUSTICE REFORM



THIS COMMITMENT INCLUDES

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

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

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



500+ SOCIAL JUSTICE EVENTS

NFL TEAMS PARTICIPATED IN OR HOSTED DURING THE 2019 SEASON



\$44 MILLION+ CONTRIBUTED SINCE 2017

FROM SOURCES INCLUDING:

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

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

NFL Foundation social justice matching grants

An ongoing financial commitment to the Players Coalition

NATIONAL INSPIRE CHANGE GRANT RECIPIENTS

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

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

NFL FOUNDATION SOCIAL JUSTICE GRANTS

PLAYER/LEGEND MATCHING SOCIAL JUSTICE GRANTS



53% Current NFL Players 47% Legends

TOTAL GRANTS AWARDED: 750+

TEAM PROGRAM SOCIAL JUSTICE GRANTS



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

COREY LINSLEY CENTER / GREEN BAY PACKERS



CLUB INVOLVEMENT

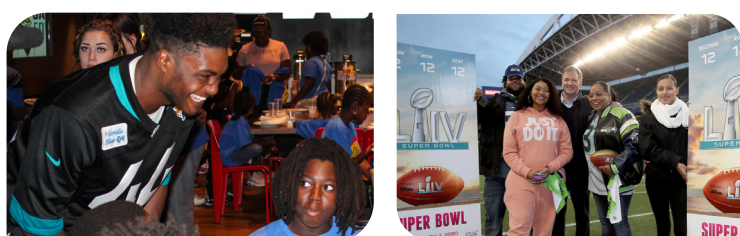
NFL clubs and players have been supporting social justice efforts in many ways. Hundreds of social justice events and initiatives have been organized and implemented by each of the 32 NFL clubs in the last year.

THESE EVENTS INCLUDE:

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

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

DELANIE WALKER TIGHT END / TENNESSEE TITANS



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

SAMMY WATKINS WIDE RECEIVER / KANSAS CITY CHIEFS

PLAYERS COALITION IMPACT: 2018-2019

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

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

MARK WILF OWNER/PRESIDENT OF THE MINNESOTA VIKINGS

