

SOCIAL JUSTICE

INSPIRING CHANGE IN COMMUNITIES NATIONWIDE

NFL SOCIAL JUSTICE INITIATIVE

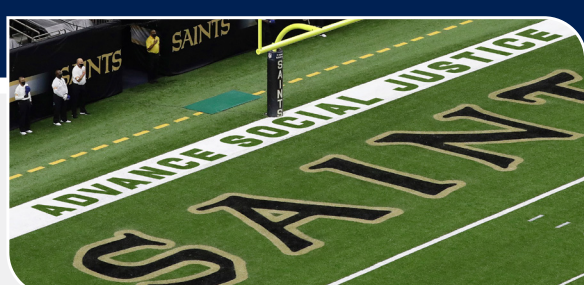
Open to all teams and players, our social justice efforts include an ongoing acknowledgement of the ways that systemic racism contributes to barriers to opportunity and equality. Our work encompasses programs and initiatives in four key areas:

EDUCATION

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.



\$180 MILLION+

CONTRIBUTED SINCE 2017

FROM SOURCES INCLUDING:

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

Club contributions to social justice organizations and player-club social justice matching fund commitments

NFL Foundation social justice matching grants

An ongoing financial commitment to the Players Coalition

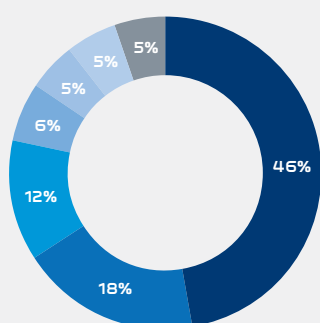
NATIONAL INSPIRE CHANGE GRANT RECIPIENTS

Alabama Appleseed Center for Law and Justice
Alliance for Safety and Justice*
Anti-Recidivism Coalition
Association for Enterprise Opportunity
Big Brother Big Sisters of America
Boys & Girls Clubs of America
Breakthrough Miami
CBMA*
Center for Policing Equity
City Year
Civil Rights Corps*
Community Justice Exchange
Council on Legal Education Opportunity
Covenant House
Dream Corps*
Free Minds Book Club
Get Schooled
Gideon's Promise
Just City-Memphis

King Center
Ladies of Hope Ministries
MENTOR
Metro Family Services
NAF*
National Urban League
Operation HOPE
Oregon Justice Resource Center
Per Scholas
Success for All Foundation*
Texas Appleseed
United Negro College Fund
United Way Worldwide
US Dream Academy
Vera Institute of Justice
VOTE
Wall Street Bound
Year Up

* = past grant recipient

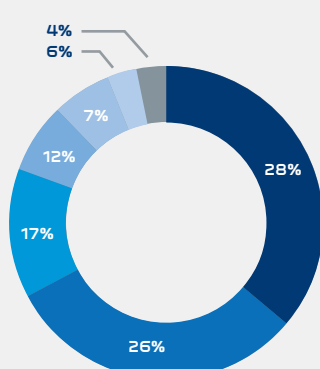
NFL FOUNDATION SOCIAL JUSTICE GRANTS



PRIMARY AREA OF FOCUS FOR PLAYER MATCHING SOCIAL JUSTICE GRANTS 2017-2021

- EDUCATION (46.88%)
- POVERTY (18.64%)
- CRIMINAL JUSTICE REFORM (12.3%)
- COMMUNITY/POLICE RELATIONS (8.067%)
- RACIAL EQUALITY (5.3%)
- OTHER (5.5%)
- WORKFORCE/ECONOMIC DEVELOPMENT (5.24%)

TOTAL GRANTS AWARDED: 1800+



TEAM PROGRAM SOCIAL JUSTICE GRANTS:

- EDUCATION
- COMMUNITY/POLICE RELATIONS
- OTHER
- CRIMINAL JUSTICE REFORM
- POVERTY
- RACIAL EQUALITY
- WORKFORCE/ECONOMIC DEVELOPMENT



WEEKS 17/18

For the first time during the regular season, all NFL teams will host Inspire Change games, coming to life on-field and in broadcast during Weeks 17/18.



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:

- Virtual meetings with local government leaders and advocacy for criminal justice reform at the local level.
- Financial commitments to schools and community organizations to assist in closing the digital divide.
- Joint work with police departments to help build trust through youth football and to assist in the purchase of equipment, like body cameras.
- Voter registration efforts.

GRANT PARTNER SUCCESS BY THE NUMBERS

VERA INSTITUTE OF JUSTICE:

57,000 people in prison will have access to life-changing postsecondary education because of the campaign by Vera and a coalition of allies that resulted in the restoration of Pell Grants for incarcerated students.

CENTER FOR POLICING EQUITY:

CPE's Data Driven Intervention tools, such as The Justice Navigator, have served over 75 million people nationwide. CPE continues to build infrastructure to support communities that are redesigning public safety.

JUST CITY MEMPHIS:

Just City contributed to the decrease in Tennessee expungement cost from \$450 to \$0 or a maximum of \$100. Additionally, supported a bill that expands the offenses for which expunction is permitted and revises other related provisions.

TEXAS APPELEEED:

Worked to pass two important debt collection bills in 2021, one of which expands debt collection protections for victims of domestic violence. The other mandates that the Texas Supreme Court adopt rules to engage individuals whose accounts are garnished, or seized, allowing them access to an expedited legal process.



PLAYERS COALITION IMPACT: 2018-2021

- 88 DIRECT SOCIAL ENGAGEMENTS
- 111 OP ED'S, STATEMENTS AND LETTERS TO ELECTED OFFICIALS
- 23 LEGISLATIVE AND POLICY WINS
- 160 EVENTS & MEETINGS

GRANT PARTNER FEATURES AND PSA'S

This year, the Say Their Stories campaign with players continued with 6 installments honoring social justice heroes and victims. Inspire Change content also evolved to include player and grant partner features and 3 national PSAs supporting Alabama Appleseed, National Urban League and Per Scholas.



NFL-OWNED & OPERATED PLATFORMS

Network, Social and Digital highlighted more than 115 different social justice stories from the start of the 2020 season to date.

New Inspire Change television spots highlighting NFL grant partners and victims of police misconduct were viewed more than 1 billion times from the start of the 2020 season to date.

