

2024

INSPIRE CHANGE IMPACT BY THE NUMBERS

The NFL Inspire Change initiative supports community organizations focused on **four key social justice issues**:

EDUCATION

WITH A FOCUS ON MENTORSHIP

ECONOMIC ADVANCEMENT

WITH A FOCUS ON CAREER PIPELINES AND FINANCIAL LITERACY

POLICE-COMMUNITY RELATIONS

WITH A FOCUS ON LAW ENFORCEMENT-COMMUNITY COLLABORATION AND ALTERNATIVE CRISIS RESPONDERS

CRIMINAL JUSTICE REFORM

WITH A FOCUS ON ADVOCACY AND TRANSITION SUPPORT FOR THE FORMERLY INCARCERATED



**NEARLY 50
NATIONAL GRANT
PARTNERS**

AFTER 7 YEARS OF GRANTMAKING:

**MORE THAN
\$375 MILLION
CONTRIBUTED**



MORE THAN \$63 MILLION

IN LEAGUE-ISSUED NATIONAL SOCIAL JUSTICE GRANTS TO NEARLY 50 NON-PROFITS

MORE THAN \$300 MILLION

IN TEAM / OWNER CONTRIBUTIONS

MORE THAN \$10.75 MILLION

IN NFL FOUNDATION PLAYER SOCIAL JUSTICE MATCHING GRANTS AND TEAM SOCIAL JUSTICE GRANTS

KEEP READING TO SEE SOME OF THE WAYS THAT INSPIRE CHANGE GRANT RECIPIENTS HAVE USED THIS SUPPORT FROM THE NFL TO **MAKE A TANGIBLE IMPACT IN THE COMMUNITIES THEY SERVE**

PLAYERS COALITION

Players Coalition is an entirely player-led, independent 501c3 (nonprofit) and 501c4 (advocacy) organization, working with professional athletes, coaches and owners across leagues to improve social justice and racial equality in our country. Since they were created in 2017, they have achieved the following:

1,500 ATHLETES
ACROSS 12 LEAGUES AND 27 UNIVERSITIES

ACTIVE IN
22 STATES

30
LEGISLATIVE
AND POLICY WINS



Global presentation at the United Nations *International Day of Sport for Development and Peace* highlighting the Players Coalition model for successful partnership through its collaboration with the NFL in advancing social justice issues



MORE THAN **\$1M INVESTED IN DIRECT SUPPORT OF FRONTLINE COMMUNITY VIOLENCE INTERVENTION (CVI) WORK** AND RESOURCES CENTERED IN STRENGTHENING PROTECTIVE FACTORS FOR YOUTH AND COMMUNITIES MOST IMPACTED BY GUN VIOLENCE



Hosted and participated in 8+ voter engagement initiatives in collaboration with aligned partners nationwide to mobilize, educate, and empower voters



NEW BEGINNINGS

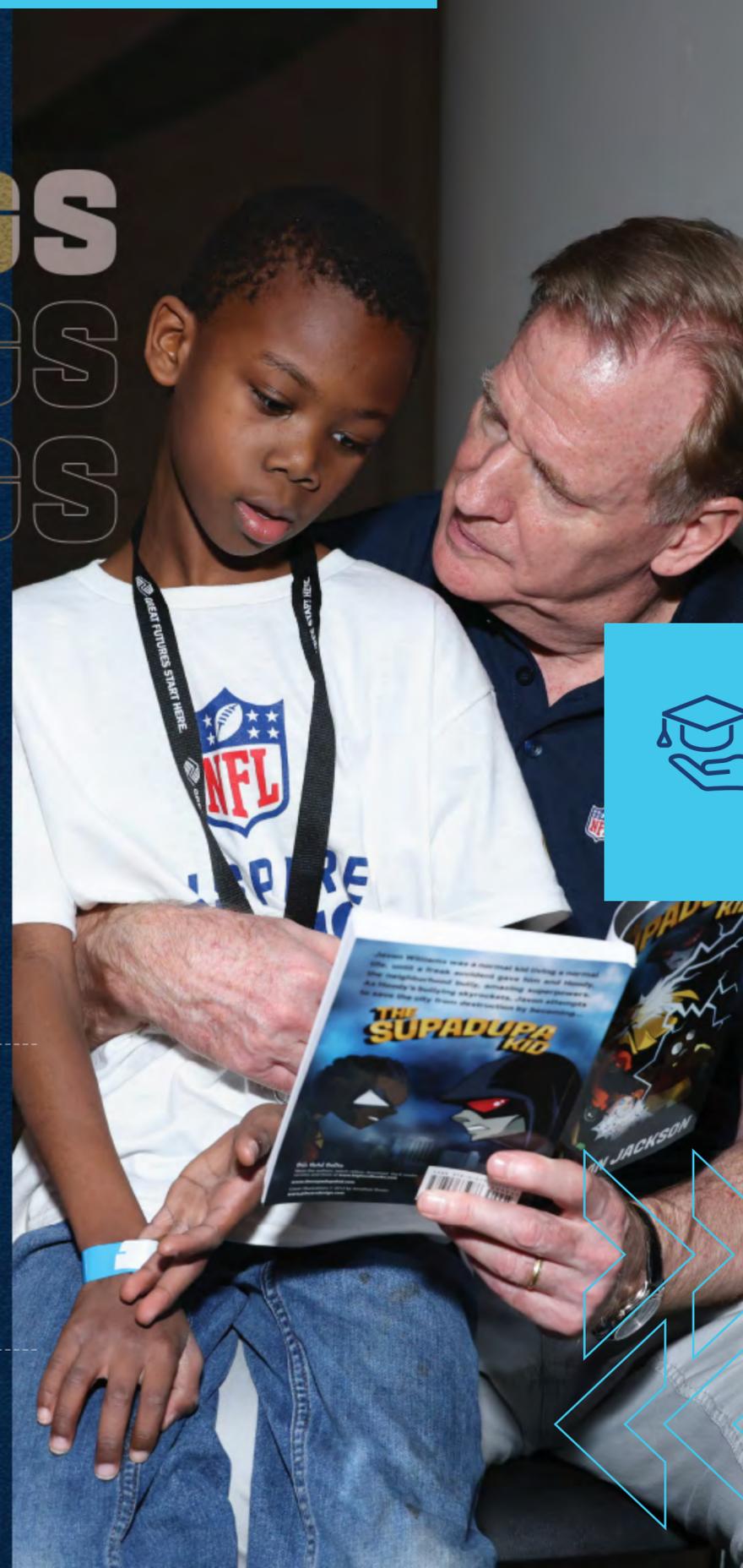
NEW BEGINNINGS

NEW BEGINNINGS

Since 2023, **Year Up** has trained nearly 12,000 young adults in technical and career readiness skills, which they leveraged to find a job with one of 250+ leading employers. Recent graduates achieved a \$53,000 average starting annual salary, the highest ever in Year Up program history.

NEARLY 12,000
YOUNG ADULTS TRAINED IN TECHNICAL AND CAREER READINESS SKILLS

RECENT GRADUATES ACHIEVED A
\$53,000 AVERAGE STARTING SALARY
 THE HIGHEST EVER IN YU PROGRAM HISTORY



Since receiving funding from the NFL in 2022, 91% of **Free Minds Book Club & Writing Workshop** members home in the community did not return to jail or prison. Meanwhile 94% of members have been employed or enrolled in school or a vocational training program.



Since receiving Inspire Change funding earlier this year, **Impact Justice's California Justice Leaders Alumni Program** is supporting 165 justice system-impacted graduates with professional development opportunities

In the last year nearly 18 million youth engaged with **Get Schooled's** college and career content, tools, and advising supports, with 96% saying it was helpful on their journey to college, and gave them confidence they belonged there.

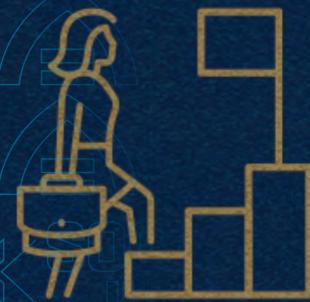
NEARLY 18 MILLION
YOUTH ENGAGED



In the last year 83% of mentees who participated in the **100 Black Men of America, Inc.'s Collegiate 100 Leadership and Career Institute** were hired by a corporation for an internship experience or early career/job placement opportunity.

83% OF MENTEES WHO PARTICIPATED WERE HIRED

FOR AN INTERNSHIP EXPERIENCE OR EARLY CAREER PLACEMENT OPPORTUNITY



A NEW WAY OF LIFE REENTRY PROJECT HAS PROVIDED WORKFORCE SERVICES TO MORE THAN 200 FORMERLY INCARCERATED WOMEN WITH THE HELP OF NFL FUNDING BEGINNING EARLIER THIS YEAR.

Since receiving NFL funding in 2020, **Alabama Appleseed** has secured freedom for 19 incarcerated individuals who were originally sentenced to life in prison without parole for crimes with no physical injury. The clients served a combined 576 years and most were never supposed to be released.

SECURED FREEDOM FOR 19 INCARCERATED INDIVIDUALS

SINCE RECEIVING SUPPORT FROM THE NFL IN 2020, **OPERATION HOPE** AND ITS **1 MILLION BLACK BUSINESSES** INITIATIVE, HAS ASSISTED CLIENTS IN RECEIVING \$46.4 MILLION IN FUNDED LOANS.

Since 2023, using a digital case management database developed with funding provided by the NFL, the **National Urban League** had 1,500 individuals screened for expungement assistance eligibility. Approximately 60% secured stable jobs and housing stability and more than 50% reported better living conditions.

60%
SECURED STABLE JOBS

50%
REPORTED BETTER LIVING CONDITIONS



BUILDING COMMUNITY LEADERS



The NFL's support in 2023-24 enabled the **Boys & Girls Club of America** to build a cohort of 21,300 youth social justice advocates in Clubs nationwide. Youth-led advocacy projects created as part of the *Think, Learn, Create Change* curriculum consisted of presentations on improving relationships with school resource officers, community safety, mental health issues, and climate change.

21,300 YOUTH SOCIAL JUSTICE ADVOCATES IN BOYS & GIRLS CLUBS NATIONWIDE

More than 1/3 of **Big Brothers Big Sisters of America** mentors identify as BIPOC (Black, Indigenous, People of Color), a 7% increase year over year since 2022, marking a significant milestone in the goal to attract more diverse mentors to its mission. The NFL has supported Big Brothers Big Sisters in their mission since 2018.

7% 
INCREASE
YEAR OVER YEAR

THUS FAR IN 2024, **RISE** HAS EXECUTED MORE THAN 650 EVENTS IN 31 STATES WITH 160 PARTNERS, EMPOWERING MORE THAN 32,000 PARTICIPANTS TO BE LEADERS IN ADDRESSING RACISM AND PREJUDICE.

With the help of NFL support since 2019, the **Anti-Recidivism Coalition** has served 40,819 currently incarcerated individuals through the *Hope & Redemption Team* program, which consists of 10-week workshops inside prisons which focus on preparing for parole board reentry planning and culminate in a graduation. The ARC also serves 6,974 formerly incarcerated individuals, who remain actively involved with the organization.

6,638 CURRENTLY AND FORMERLY INCARCERATED INDIVIDUALS SERVED

Since receiving funding from the NFL in 2023, **CHOOSE 180's** trauma-informed counseling program for youth and young adults in the greater King County area in Washington has served 115 participants and offered 5 different group counseling opportunities for participants.

IN 2024 21,814 STUDENTS HAVE TAKEN PART IN **EVERFI'S 306 AFRICAN AMERICAN HISTORY** CURRICULUM, FUNDED IN PART BY THE NFL, AND **70% OF STUDENTS WHO COMPLETED THE COURSE ARE CONFIDENT THAT THEY CAN EXPLAIN HOW THE CONTRIBUTIONS OF BLACK AMERICANS SHAPED CIVIL RIGHTS.**

With the support of the NFL since 2020, **Per Scholas** has tripled its impact by enrolling more than 5,500 learners of color annually, equipping them with technology skills to launch and advance careers in tech across 24 cities nationwide.



EXPANDING RESOURCES TO ENHANCE COMMUNITY BUILDING

Since 2022, the **Gulf Coast JFCS Community Assistance & Life Liaison (CALL)** program has responded to 3,316 9-1-1 calls or non-emergency calls in lieu of law enforcement and interacted with 1,437 youth through dispatching clinical staff and community navigators to non-violent, non-criminal calls. Of this total, 84% of the youth were diverted from the criminal justice system.

84% OF THE YOUTH WERE DIVERTED FROM THE CRIMINAL JUSTICE SYSTEM

Since the launch of the **Chicago Crisis Assistance Response & Engagement (CARE)** alternative response program in September 2021, CARE response teams have responded to more than 1,500 9-1-1 calls with a mental health component, with zero arrests. The initiative, which has been supported by the NFL since 2022, is expanding from a pilot to a fully-operational program.



Since 2022, **Atlanta Policing Alternatives & Diversion (PAD) Initiative** has responded to 1,806 3-1-1 calls and provided direct care to address issues related to underlying mental health, substance use, trauma, and more. Atlanta PAD also enrolled 332 individuals in long term case management and helped connect them to services.

RESPONDED TO 1,806 3-1-1 CALLS

Since providing funding in 2023 the NFL has supported five of **Peace for DC's DC Peace Academy** cohorts, which translates into more than 500 hours of classroom learning to ensure that DC's Community Violence Intervention (CVI) workforce has the tools and skills necessary to excel at their jobs, as well as more than 700 hours of 1:1 Life Coaching and Therapy Sessions to *Heal The Healer*.

5 DC PEACE ACADEMY COHORTS

500 HOURS OF CLASSROOM LEARNING

700 HOURS OF 1:1 LIFE COACHING

Vera Institute of Justice worked with 20+ jurisdictions nationwide to share best practices for assisting community members in crisis, connecting those in need with appropriate care and support.

WORKED WITH 20+ JURISDICTIONS NATIONWIDE

SINCE RECEIVING FUNDING FROM THE NFL IN 2020, **METROPOLITAN FAMILY SERVICES'** PEACE ACADEMY HAS GRADUATED 405 COMMUNITY VIOLENCE INTERVENTION (CVI) WORKERS AND TRAINED NEARLY ALL CHICAGO-AREA POLICE DISTRICTS ON THE SIGNIFICANCE OF THE CVI ECOSYSTEM.



Center for Policing Equity, which has received support from the NFL since 2020, has developed a database of more than 120 million calls for service from 56 U.S. cities and counties. This database is crucial to helping inform and address the most critical and urgent questions in public safety, and is used to work collaboratively with members of law enforcement nationwide.

DEVELOPED A DATABASE OF MORE THAN 120 MILLION CALLS FOR SERVICE

SINCE RECEIVING SUPPORT FROM THE NFL IN 2020, **CITY YEAR** HAS PROVIDED 13.6 MILLION HOURS OF TUTORING, MENTORING, AND SUPPORT FOR STUDENTS IN SYSTEMICALLY UNDER-RESOURCED URBAN SCHOOLS ACROSS 29 STATES.



Neighborhood Defender Services, which received NFL funding earlier this year, provided community-based, holistic intake services to 91 individuals, offering comprehensive, empathetic support and connecting them to NDS Detroit's full spectrum of public defense and social work services, making sure that their legal, social, and personal needs were addressed.