NFL SOCIAL JUSTICE INITIATIVE

INSPIRING CHANGE IN COMMUNITIES NATIONWIDE

NATIONAL INSPIRE CHANGE GRANT RECIPIENTS

NFL SOCIAL JUSTICE GRANTS

TEAM PROGRAM SOCIAL JUSTICE GRANTS

NFL OWNED & OPERATED PLATFORMS

PLAYERS COALITION IMPACT: 2018-2020

SOCIAL JUSTICE GRANTS:

TEAM PROGRAM SOCIAL JUSTICE GRANTS

NFL OWNED & OPERATED PLATFORMS

PLAYERS COALITION IMPACT: 2018-2020

DIRECT SOCIAL ENGAGEMENTS

108

12 BILLIONS VIEWED

148

VOTE

NFL.COM/INSPIRECHANGE

LEARN MORE AT:

GRANT PARTNER SUCCESS

BY THE NUMBERS

ALABAMA APPEALS

For each NFL activation, Off-bench Advocates provides legal services to help address the root causes of the juvenile justice system in the state. The immediate goal is to achieve freedom from incarceration, but the long-term goal is to break the cycle of intergenerational incarceration.

OPERATIONAL IMPACT

Miami, FL—In 2020, NFL-organized and implemented by each of the 32 NFL clubs for the 2020 season.

NFL OWNED & OPERATED PLATFORMS

FLYING A FLAG FOR SOCIAL JUSTICE

A player-coach social justice matching fund commitmentsoclub contributions to social justice organizations and initiatives

NFL Foundation social justice matching grants

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.

NFL Foundation social justice matching grants

$95 MILLION* CONTRIBUTED SINCE 2017

An ongoing financial commitment to the missions and communities of NFL clubs and players.

NFL Foundation social justice matching grants

AN ONGOING FINANCIAL COMMITMENT TO THE MISSIONS AND COMMUNITIES OF NFL CLUBS AND PLAYERS

SAY THEIR STORIES

During the 2020 season, NFL players and coaches wore helmet decals and badges to honor victims of excessive police violence.

Three key areas:

- Voter registration efforts.
- Funding commitments to schools and community organizations to assist in closing the digital divide.
- Advocacy for criminal justice reform at the local level.

Convened virtual meetings with local government leaders and advocacy groups to develop strategies to address systemic racism.

Check out our website to read more inspiring stories from players making a difference in their communities and society.

This commitment includes: Dedicated financial resources from the NFL, player-club social justice matching fund commitments, and leagues-wide amplification of inspiring stories of players making differences in their communities and society.

NFL clubs and players invite you to share your own story and join the NFL in inspiring change.

The NFL has a long history of supporting social justice efforts. From the 2016 “taking a knee” movement to the current “Say Their Stories” campaign, NFL players have been at the forefront of social justice efforts.

Say Their Stories

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