

# COMMUNITY IMPACT BY THE NUMBERS

The NFL 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

**\$55 MILLION** IN LEAGUE-ISSUED SOCIAL JUSTICE GRANTS

**\$250 MILLION** IN TEAM / OWNER CONTRIBUTIONS

**\$10 MILLION** IN NFL FOUNDATION SOCIAL JUSTICE MATCHING GRANTS TO PLAYERS AND TEAMS



MORE THAN

**\$300 MILLION CONTRIBUTED**



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



# PLAYERS COALITION

Players Coalition has representation from

**1,500 ATHLETES**

**ACROSS 12 LEAGUES AND 23 UNIVERSITIES**

**22 STATES**

WHERE PLAYERS ARE ACTIVELY  
ADVOCATING FOR EQUITY



**\$50.1M IN TOTAL GRANTS  
AND CONTRIBUTIONS  
DIRECTED SINCE 2018**

The impact of Players Coalition athletes' influence and advocacy has resulted in **29 legislative and policy wins** including:



**PASSAGE OF KENTUCKY SB 4 (BREONNA'S LAW)**  
ESTABLISHING A PARTIAL BAN ON NO-KNOCK WARRANTS.



**PASSAGE OF CALIFORNIA AB 256**  
EXTENDING THE RACIAL JUSTICE ACT TO CALIFORNIANS WHO HAD  
RACIALLY BIASED CONVICTIONS BEFORE JANUARY 2021.



**REMOVAL OF YOUTH FROM THE ADULT LOUISIANA  
STATE PENITENTIARY AT ANGOLA**

# ADVANCING CAREER PATHWAYS AND BUILDING LIFE SKILLS

WITH NFL SUPPORT, **YEAR UP** SERVED NEARLY 24,000 YOUNG ADULTS THROUGH DIRECT SERVICE TRAINING, ALUMNI ENGAGEMENT AND CAREER PLACEMENT, WITH AN 8% INCREASE IN STARTING WAGE FOR YEAR UP GRADUATES SINCE 2021.

89% of participants in the Anti-Recidivism Coalition's Second Chance Apprenticeship Readiness Program have not returned to incarceration since their participation in the program, and 73% of program graduates were working in their trade of choice. This program provides vocational training and wraparound support for formerly incarcerated people to prepare them for careers in the building and construction trades.

**89%** OF PARTICIPANTS HAVE NOT RETURNED TO INCARCERATION

**73%** OF PROGRAM GRADUATES WORKING IN THEIR TRADE OF CHOICE



89% of Free Minds Book Club & Writing Workshop members home from prison are currently employed or in school. The 800+ Free Minds members incarcerated in federal prisons nationwide read 7,880 books requested, individually selected, and mailed to them by Free Minds.



**89%**  
**OF MEMBERS**  
ARE CURRENTLY EMPLOYED  
OR IN SCHOOL

The NFL's support of Per Scholas has enabled 5,000 technologists from communities of color to launch and advance careers in tech, collectively earning \$250M in annual wages.

88% of the 12.2M high school and college students who engaged with Get Schooled digital content, videos, and social media campaigns during the 2022-23 school year said the content was helpful on their journey to college and in their job search. More than 44,000 youth received 1-on-1 Get Schooled advising support with their college applications, financial aid, job search and applications.

**MORE THAN  
44,000 YOUTH**

**RECEIVED 1-ON-1 ADVISING SUPPORT  
WITH THEIR COLLEGE APPLICATIONS,  
FINANCIAL AID, JOB SEARCH AND  
APPLICATIONS**



With funding from the NFL, Covenant House has served more than 4,200 youth enduring homelessness—88% of whom identified as youth of color—with employment and/or education services, working to create pathways to secure long-term, sustainable “opportunity jobs” in an everchanging economy.

SERVED MORE THAN  
**4,200 YOUTH**  
ENDURING HOMELESSNESS



**88%**  
IDENTIFIED AS  
YOUTH OF COLOR

In 2023, nearly 150 formerly incarcerated women completed Ladies of Hope Ministries career training as part of their Faces of Women Imprisoned and Pathways 4 Equity programs. Women in both programs completed nearly 5,000 hours of group training and individual mentorship.

**COMPLETED NEARLY 5,000  
HOURS OF GROUP TRAINING  
AND INDIVIDUAL MENTORSHIP**



82% of Wall Street Bound students and alumni secure internships and full-time jobs in the financial services industry, where they apply the technical skills like financial modeling and soft skills like social-emotional awareness that they learned in the programs.

**82% SECURE  
INTERNSHIPS AND  
FULL-TIME JOBS**

**OPERATION HOPE HAS SERVED  
MORE THAN 360,000 BLACK-OWNED  
BUSINESSES AS PART OF THEIR ONE  
MILLION BLACK BUSINESS INITIATIVE,  
WITH THE GOAL OF CREATING,  
SCALING AND GROWING 1 MILLION  
BLACK-OWNED BUSINESS BY 2030.**

In 2023, the National Urban League assisted more than 700 individuals via legal clinics and their Expungement Project—including access to legal support and expertise, opportunities to work with law firms, and to engage in workforce readiness programs.

**ASSISTED MORE THAN  
700 INDIVIDUALS  
VIA LEGAL CLINICS**



# LAYING THE GROUNDWORK FOR THE NEXT GENERATION



With the support of the NFL in the last five years, Big Brothers Big Sisters has attracted more than 20,000 new mentors to the program, with a focus on recruiting more male mentors from communities of color.

ATTRACTED MORE THAN  
**20,000 NEW MENTORS**



Through the NFL's support for local recruitment efforts, City Year increased the diversity of City Year AmeriCorps members from 61% to 88% to better reflect the students and communities they serve. These AmeriCorps members are critical to supporting more than 600,000 students in systemically under-resourced schools in 29 cities nationwide.

Since 2018, nearly 67,000 students have participated in EVERFI's 306 African-American History curriculum, which is funded in part by the NFL Foundation in schools nationwide. Of those who took the course during the 2022-2023 school year, 96% said it is important to learn about African-American History and to learn from the struggles of others and 86% are confident they can explain how civil rights shaped our country.



OF STUDENTS SAID IT'S  
**IMPORTANT TO LEARN ABOUT  
AFRICAN-AMERICAN HISTORY**

Boys & Girls Clubs of America has provided resources to more than 125,000 youth in 100+ communities through the Think, Learn, and Create change curriculum, giving them all the opportunity to become youth advocates for social justice.

PROVIDED  
RESOURCES  
TO MORE THAN

**125,000 YOUTH**

# ADDRESSING COMMUNITY VIOLENCE, RE-IMAGINING EMERGENCY INTERVENTION

IN THE EARLY MONTHS OF FUNDING FROM THE NFL, ATLANTA PAD HAS DIVERTED 73 INDIVIDUALS FROM JAIL AS A RESULT OF 9-1-1 CALLS AND PROVIDED DIRECT CARE TO ADDRESS ISSUES RELATED TO UNDERLYING MENTAL HEALTH, SUBSTANCE USE, TRAUMA, AND MORE. PAD ALSO ASSISTED 43 INDIVIDUALS WITH SECURING PLACEMENT IN PERMANENT SUPPORTIVE HOUSING.

Since the launch of the program in September 2021, Chicago's Crisis Assistance Response and Engagement (CARE) alternate response teams responded to more than 1K 9-1-1 calls with a mental health component, with zero arrests.

RESPONDED TO MORE THAN 1,000 9-1-1 CALLS WITH A MENTAL HEALTH COMPONENT,  
**WITH ZERO ARRESTS**

87% of the mental health 9-1-1 calls serviced by the Gulf Coast Jewish Family and Community Services CALL program have resulted in individuals being diverted from involuntary hospitalization. And in the early months of NFL funding, 91 individuals and families using the CALL program have been placed into short-term respite housing.



**87%**  
OF THE MENTAL HEALTH 9-1-1 CALLS RESULTED IN INDIVIDUALS BEING DIVERTED FROM INVOLUNTARY HOSPITALIZATION

NFL funding supports Vera Institutes of Justice's on-going work to help communities better connect people to health and human services, center race equity, and enhance safety for everyone. As part of this work, Vera helped the New Orleans Health Department and Resources for Human Development launch their Mobile Crisis Intervention Unit in June 2023, and it has responded to more than 800 9-1-1 calls in its first three months of operation.

RESPONDED TO  
**MORE THAN 800**  
**9-1-1 CALLS**  
IN ITS FIRST THREE MONTHS OF OPERATION

Over the life of their NFL grant, Metropolitan Family Services trained 128 graduates of the Metropolitan Peace Academy, an intensive street outreach training for outreach professionals focused on nonviolence and trauma-informed services.

In the early months of NFL funding, CHOOSE 180's trauma-informed counseling program for marginalized youth provided 250 hours of individual counseling and 26 hours of group counseling for the 38 young people in the program.

Peace For DC graduated 95 violence intervention workers from their DC Peace Academy, equipping them with advanced, hands-on skills to interrupt violence, resolve conflicts, mediate truces and more.

**250**  
**HOURS**  
OF INDIVIDUAL  
COUNSELING

**26**  
**HOURS**  
OF GROUP  
COUNSELING



GRADUATED  
**95**  
INTERVENTION  
WORKERS



# ADDRESSING RACISM AND ADVOCATING FOR CHANGE



WITH THE SUPPORT OF NFL FUNDING, **ALABAMA APPEASED CENTER FOR LAW & JUSTICE** HAS SECURED THE FREEDOM OF 14 INCARCERATED MEN, ALL OF WHOM WERE ORIGINALLY SENTENCED TO LIFE IMPRISONMENT WITHOUT PAROLE FOR CRIMES WITH NO PHYSICAL INJURY. THESE CLIENTS SERVED A TOTAL OF 462 YEARS IN PRISON BEFORE ADVOCACY BROUGHT THEM HOME.

With NFL support, Just City's Clean Slate program has helped nearly 100 people in the Memphis area to clear criminal records for low-level or first-time offenses that act as significant barriers to economic opportunity.

THE PROGRAM HAS HELPED NEARLY  
**100 PEOPLE TO CLEAR CRIMINAL RECORDS FOR LOW-LEVEL OR FIRST-TIME OFFENSES**

Center for Policing Equity collaborates with law enforcement agencies nationwide and provides data-driven solutions on conduct and policy changes impacting 20.6M people.

PROVIDES **DATA-DRIVEN SOLUTIONS**  
ON CONDUCT AND POLICY CHANGES  
**IMPACTING 20M PEOPLE**



Since 2019, RISE has delivered more than 2,000 leadership programs to nearly 70,000 participants across 500+ partners, empowering individuals to be leaders in addressing racism and prejudice.

**2,000**  
LEADERSHIP  
PROGRAMS

**70,000**  
PARTICIPANTS

**500+**  
PARTNERS