

# 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.



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## 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 GRANT APPLICATIONS: 750+

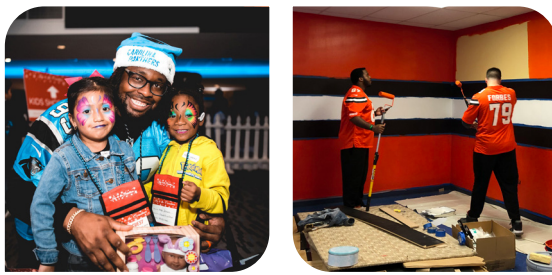
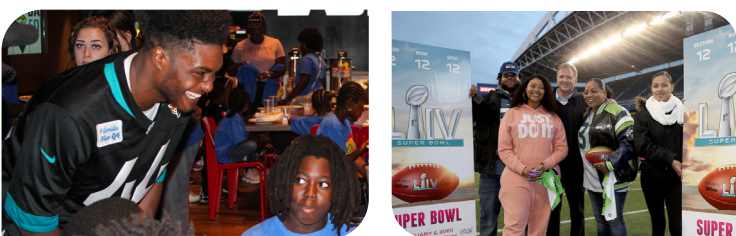
### TEAM PROGRAM SOCIAL JUSTICE GRANTS



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"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 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



"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



# 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



## 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 ridealongs 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.



### 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

