

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.



NATIONAL INSPIRE CHANGE GRANT RECIPIENTS

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| Alabama Appleseed Center for Law and Justice | King Center |
| Alliance for Safety and Justice* | Ladies of Hope Ministries |
| Anti-Recidivism Coalition | MENTOR |
| Association for Enterprise Opportunity | Metro Family Services |
| Big Brother Big Sisters of America | NAF |
| Boys & Girls Clubs of America | National Urban League |
| Breakthrough Miami | Operation HOPE |
| CBMA* | Oregon Justice Resource Center |
| Center for Policing Equity | Per Scholas |
| City Year | Success for All Foundation |
| Civil Rights Corps* | Texas Appleseed |
| Community Justice Exchange | United Negro College Fund |
| Council on Legal Education Opportunity | United Way Worldwide |
| Covenant House | US Dream Academy |
| Dream Corps | Vera Institute of Justice |
| Gideon's Promise | VOTE |
| Just City-Memphis | |

NFL FOUNDATION SOCIAL JUSTICE GRANTS



63% Current NFL Players 37% Legends

TOTAL GRANTS AWARDED: 1200+



GRANT PARTNER SUCCESS BY THE NUMBERS

ALABAMA APPLESEED:

As part of its advocacy efforts, Alabama Appleseed won release for a 58-year-old man who served 37 years in prison for a convenience store robbery under Alabama's "three strikes" law. During his incarceration he became an artist and is pursuing higher education and a career in art.

NATIONAL URBAN LEAGUE:

Chicago Urban League aided in the release of a grandfather who spent 18 years in the Illinois Department of Corrections. The NFL's grant provided vocational training and support towards full-time employment for him and others after release.

OPERATION HOPE:

In 2020, Operation HOPE's financial wellbeing coaches provided 231,383 financial empowerment services to adults nationwide through its credit, small business, homeownership, and disaster recovery programs; and educated 3,531 youth through its Banking on Our Future program.

METRO FAMILY SERVICES:

The Metropolitan Peace Academy graduated 35 outreach workers and case managers who specialize in strategies and best practices used to de-escalate violence and rebuild individuals, families, and communities in Chicago.



NFL-OWNED & OPERATED PLATFORMS

Network, Social and Digital highlighted more than 60 different social justice stories throughout the 2020 season.

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



\$95 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



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.



PLAYERS COALITION IMPACT: 2018-2020

- 85 DIRECT SOCIAL ENGAGEMENTS
- 108 OP-EDS AND LETTERS TO ELECTED OFFICIALS
- 12 BILLS PASSED
- 148 EVENTS & MEETINGS HELD

SAY THEIR STORIES

During the 2020 season, NFL players and coaches wore helmet decals and badges to honor victims of systemic racism, victims of police brutality, and social justice heroes. The NFL's Say Their Stories campaign told the stories of those being honored on the decals and badges.