

# BENGALS COMMUNITY ENGAGEMENT

## BENGALS GIVE BACK

**\$1.35M**

The Bengals brought over \$1.35M to the Greater Cincinnati and Northern Kentucky communities in 2020



A big thank you to our fans who donated over \$100,000 through the NFL Draft-a-Thon and the Bengals' Who Dey Cutouts program



The funds helped local organizations with COVID-19 relief, food insecurity, education, youth development and inclusion programs

## SPOTLIGHT: FREEDOM CENTER MARCH



*In Aug., 2020 the Cincinnati Bengals players, coaches, ownership and staff marched from Paul Brown Stadium to the National Underground Railroad Freedom Center to deliver an important team message and tour the museum.*

### TEAM STATEMENT WRITTEN JOINTLY WITH PLAYERS:

"As this country continues to see instances of racial discrimination and injustices, it is time for us to act. Together, as a unified front, we must identify, address and ultimately end those practices and policies that would deny liberty and justice to all, regardless of race, religion, or creed. It is time for us all to take a stand!

"It is each of our responsibility to effect change in our communities, not only for us but for those yet to come. We cannot turn a blind eye to the racism still experienced in this country. This is not an issue of politics but a fight for equality and life. If this nation is to ever reach the goals that it has promised its citizens, we must be catalysts for change."



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## A POSITIVE IMPACT IN THE COMMUNITY

The Bengals re-energized their Positive Community Impact Committee (PCIC) to support player-identified initiatives that focus on equal opportunity and being a positive force in the community.

During the 2020 season the committee backed six (6) initiatives, donating over \$285,000



### EDUCATION: **ACTIVITIES BEYOND THE CLASSROOM**

ABC's nationally recognized Athletic and Academic Accountability ("AAA") Pathway program provides comprehensive support to student athletes across Cincinnati Public Schools. Since its inception in 2018, AAA Pathway has successfully **increased student's composite ACT score by an average of 3.5 points.**



### COMMUNITY-POLICE RELATIONS: **DIVE RIGHT**

Building on a partnership started in 2018, the Dive Right program facilitates conversation around diversity and aims to build **relationships between local youth, police officers and Bengals players.**



### INCLUSION: **IMPLICIT BIAS INITIATIVE**

The Freedom Center will launch their Implicit Bias Initiative in the 2020 school year thanks to the PCIC. This program aims to **introduce middle schoolers to new ideas, perspectives and experiences.**



### DIGITAL EQUITY: **CONNECT OUR STUDENTS**

The NKY Digital Equity Program, in partnership with Cincinnati Bell and United Way of Greater Cincinnati, provides internet to ensure kids can continue their education from home. The PCIC donation will give over **550 homes WiFi for a full 12 months.**



### MINORITY-OWNED BUSINESS: **STRIPES DON'T COME EASY**

Cincinnati's own BlaCk OWned Outerwear will design a limited-series retail collection called the "Stripes Don't Come Easy" campaign that aims to **unify the Cincinnati community through designs intended to create healthy dialogue, represented by this partnership. A portion of proceeds will be donated to MORTAR (below).**



### ENTREPRENEURSHIP EQUITY: **MORTAR**

In addition to the BlaCk OWned collaboration proceeds, the PCIC donated \$40,000 to send **10 aspiring minority entrepreneurs** to participate in MORTAR's Academy program to hopefully yield new, minority-owned start-ups in our community.