

SOCIAL JUSTICE

INSPIRING CHANGE
IN COMMUNITIES
NATIONWIDE



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.
- ✓ Team participation in Listen & Learns and criminal justice reform legislation efforts organized by the Players Coalition.
- ✓ Numerous events with local Boys & Girls clubs, Big Brothers & Sisters chapters, and similar organizations, focused specifically on underserved youth and mentoring programs.
- ✓ Community gatherings and discussions organized by RISE.
- ✓ Organization of community unity summits, many held at team facilities or hosted by NFL players.



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



IMPROVING 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.

CLUB-MATCHING FUNDS

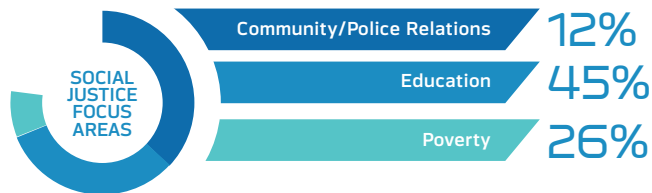


- Players and clubs are working collaboratively to identify local grant recipients.
- Teams are issuing public announcements about their chosen grant recipients in several ways—either when they reach the \$500,000 mark, or as funds are raised, or programs are identified.
- More than half the clubs are opting to commit \$250,000 or more in year one regardless of player donations.

NFL FOUNDATION SOCIAL JUSTICE GRANTS

PLAYER MATCHING SOCIAL JUSTICE GRANTS

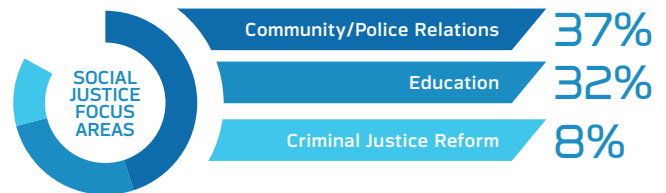
Grant Applications **166**



45% Current NFL Players

55% Legends

TEAM PROGRAM SOCIAL JUSTICE GRANTS



27 NFL Clubs have submitted applications to date

32 All clubs will apply by fiscal year-end

NFL MEDIA

Over the first 13 weeks of the 2018 NFL Season, the NFL Media group has integrated Social Justice focused content across all Social Media and Owned & Operated platforms on a daily basis. This includes distribution from the @NFL social handle plus NFL Network, NFL.com and the NFL Mobile App.

SOCIAL MEDIA

Social Media posts include both organic (original) posts & @NFL amplifications of club/player posts.

78 POSTS of Social Justice features and other story coverage from @NFL

54.3M TOTAL IMPRESSIONS



29 AIRINGS of feature content across live studio shows

TOTAL ACCESS
GOOD MORNING FOOTBALL
UP TO THE MINUTE
GAMEDAY MORNING
TNF FIRST LOOK

Content includes segments on: police ridealongs, convict reassimilation, voting rights for former felons, listen & learn events in multiple team markets, many in partnership with the Players Coalition, voter registration drives, and more.

PLAYERS COALITION IMPACT 2018



PLAYERS COALITION IMPACT 2018

The Players Coalition, an organization co-founded by NFL Legend Anquan Boldin and Eagles Safety Malcolm Jenkins, has advocated for the following ballot initiatives, all of which passed in the midterm election:



MICHIGAN

Anti-gerrymandering initiative and Ease-access to the ballot box initiative.



LOUISIANA

Amendment 2 Requires unanimous juries to decrease wrongful convictions.



FLORIDA

Amendment 4 Restores the right to vote to formerly incarcerated Floridians.

NFL MARKETING, COMMUNICATIONS & GOVERNMENT AFFAIRS

INSPIRE CHANGE
LAUNCHING
JAN 2019

■ Cross-platform content that highlights players' and clubs' commitments to social justice.

■ Content includes a documentary series, brand advertising, hub on NFL.com, ongoing NFL O&O features.

■ Third-party media partnerships with ESPN and NowThis highlighting player causes including social justice.

■ January's **Inspire Change** launch will also include the announcement of grants approved by the joint players-owners Social Justice working committee, as well as a new partnership aimed at bringing African-American history into high schools nationwide.

■ The NFL Washington Office continues to engage the White House and key bipartisan policymakers in Congress around criminal justice reform and the possibility that comprehensive legislation can be passed and signed into law before the end of this year.

