

# BEYOND THE GAME

NFL SOCIAL RESPONSIBILITY ANNUAL REPORT

# 2018

2018 WALTER PAYTON NFL MAN OF THE YEAR  
**CHRIS LONG**





## **MISSION**

Inspire and unify players, fans and communities  
to leave a positive, meaningful impact.



MESSAGE FROM THE

# COMMISSIONER



For all of us at the National Football League, the game of football transcends the excitement on the field and continues to be a force for positive change in the communities and cities we serve. Our efforts to make a stronger society unfold year-round through the volunteerism and philanthropy efforts of the owners, teams, players, coaches and staff.

In 2018, the NFL worked with communities across the country on our many key cause platforms. We made important strides on societal issues and were thrilled to launch Inspire Change, while also continuing to support other vital initiatives.

We continued our decade-long partnership with American Cancer Society to address early detection and risk reduction efforts for multiple cancers. We engaged thousands of youth to be active through PLAY 60 and expanded Character Playbook—our digital character education program for middle school students—nationwide. And we strengthened our year-round efforts to honor, empower and connect with the great men and women who serve our country in the U.S. Armed Forces through Salute to Service.

NFL players embrace their leadership role by serving society all year long and the Walter Payton NFL Man of the Year Award highlights this great work. We were proud to celebrate 32 Man of the Year club nominees during the post-season and thrilled to announce this year's national winner, Chris Long, during Super Bowl Week in Atlanta.

As we embark on the League's 100th season, we will continue to engage in service efforts like never before. The NFL will continue to stand for football and community and proudly embrace our position as a unifier in the community.

**ROGER GOODELL**  
NFL Commissioner

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# SUPPORTING A STRONGER SOCIETY

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As America's most popular professional sports league, the NFL takes its position of leadership seriously. The League embraces its role in unifying our communities and serving as a force for positive change. The NFL focuses its efforts and resources on social issues including character education, domestic violence, sexual assault and human trafficking prevention, as well as its ongoing work with teams and players on social justice.

SUPPORTING A STRONGER SOCIETY

# INSPIRE CHANGE

In January, the NFL launched **INSPIRE CHANGE**, a new platform to showcase the collaborative efforts of players, owners and the League to create positive change in communities across the country. Working together with the Players Coalition, NFL teams and the League office continue to support programs and initiatives that reduce barriers to opportunity, with a focus on three priority areas:

- 1 Education & Economic Advancement
- 2 Police & Community Relations
- 3 Criminal Justice Reform





Inspire Change, the League's new social justice initiative, dedicates financial resources from the League, clubs and players to nonprofit organizations; amplifying inspiring stories of players making differences in their communities and society; and deploying public policy and government affairs resources at the local, state, and national levels.

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:



**LEFT /** Philip Lindsay greets first responders from local urban communities. Broncos players and the organization donated more than \$200,000 to provide advanced protective kits to police officers, firefighters and deputies from the sheriffs offices.

*Photo Ben Swanson/  
Denver Broncos*

**RIGHT /** DT Gerald McCoy speaks during the launch of the Buccaneers Social Justice Initiative at the Tampa Police Department Citizens Academy in Tampa, FL.

*Photo Kyle Zedaker/  
Tampa Bay Buccaneers*



- Training sessions, community gatherings and ride-alongs 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 and 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 and Big Brothers & Sisters chapters, and similar organizations, focused specifically on underserved youth and mentoring programs.
- Community gatherings and discussions organized by RISE (Ross Initiative in Sports for Equality).
- Organization of community unity summits, many held at team facilities or hosted by NFL players.

**INSPIRE  
CHANGE**





**ABOVE** / The Chicago Bears players teamed up with My Block My Hood My City during the 2018 season as part of the team's Social Justice Initiative.

Photo Credit / Chicago Bears

**RIGHT** / The Miami Dolphins FOOTBALL UNITES™ program in partnership with Pérez Art Museum Miami (PAMM) Detectives hosted an art and social justice community night to celebrate the work of local organizations that are involved in community engagement, education and justice reform.

Photo Credit / Miami Dolphins



## NATIONWIDE PROGRAMMING

**NFL Media** unveiled programming across its platforms focused on the efforts of current and former players toward social progress and understanding. The new documentary series *Indivisible* launched on January 15, featuring real conversations with players and local leaders on the issues and values at the heart of six communities. In addition, the seventh installment within the *Impact & Influence* series premiered within *NFL Total Access* on January 14. The installment followed the creation of the Bears' nine-person social justice committee and their efforts to donate more than \$800,000 to local social justice efforts. All installments from the *Impact & Influence* series can be viewed digitally by visiting [nfl.com/impactandinfluence](https://nfl.com/impactandinfluence).

For more information, visit [nfl.com/inspirechange](https://nfl.com/inspirechange)



**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 and learns in multiple team markets—many in partnership with the Players Coalition—voter registration drives, and more. ☑



## SOCIAL JUSTICE GRANTS

As part of the League's ongoing commitment to social justice, the joint NFL players-owners working group continues to approve social justice grants.

SO FAR, GRANTS HAVE BEEN ISSUED TO:

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▶

**BIG BROTHERS BIG SISTERS OF AMERICA (BBBSA)**  
**DREAM CORPS**  
**UNITED NEGRO COLLEGE FUND**  
**OPERATION HOPE**

## COMMUNITY ACTIVATION

During Super Bowl Week in Atlanta, the League took part in several events related to social justice, including events with RISE, Morehouse College and the King Center. The League also supported the Martin Luther King, Jr. Global Youth Leadership Conference in Washington, D.C. in January in partnership with The Memorial Foundation, the builders of the Martin Luther King, Jr. Memorial on the National Mall. The event brought together youth leaders from around the country to learn from Dr. King's legacy of leadership and to help them develop their own voices.

## THE PLAYERS COALITION

The **Players Coalition** was founded in 2017 by co-founders **ANQUAN BOLDIN**, 2015 Walter Payton NFL Man of the Year, and **MALCOLM JENKINS**, 2017 NFLPA Byron "Whizzer" White winner, and is governed by a Task Force Board of 12 voting members. The Players Coalition is committed to achieving meaningful impact on root issues around social justice and racial equality.

PLAYERS COALITION IMPACT 2018:

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▶  
▶  
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**11** EDUCATION EVENTS  
**21** COMMUNITY BENEFITS & AWARENESS BUILDING EVENTS  
**12** PUBLIC SERVICE ANNOUNCEMENTS  
**12** OP-EDS  
**10** LEGISLATIVE MEETINGS & ACTIVISM EVENTS



Falcons players and front office staff team up as part of Habitat For Humanity's first-time homebuyer program.

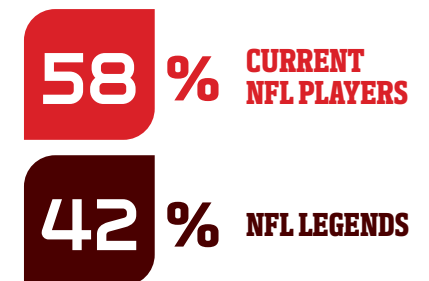
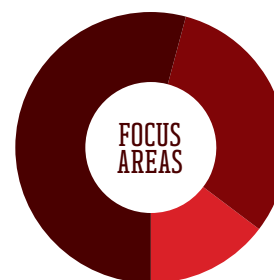
Photo Credit / Atlanta Falcons

## GRASSROOTS FUNDING

The **NFL Foundation** supports social justice at the grassroots level, matching funding provided by current and former players, and providing grant opportunities to all 32 clubs. Through these grant programs, the NFL Foundation has provided more than \$2 million in funding. Teams and players are also working collaboratively to identify local grant recipients through separate club match funding.

MORE THAN  
**390**  
APPROVED GRANTS

## PLAYER MATCHING SOCIAL JUSTICE GRANTS





# MY CAUSE MY CLEATS

→ For the third season, **My Cause My Cleats** gave NFL players the opportunity to share causes most important to them. New this year, the NFL launched a multi-month focus on player causes, beginning with My Cause My Cleats Unboxing Day in November, when teams debuted their players' custom cleats.

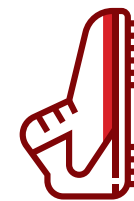
More than 900 players showcased their causes on-field during My Cause My Cleats games. The causes players selected represent hundreds of different charitable

organizations, from ones that focus on bullying prevention to those that work with autistic youth to those that support families impacted by gun violence. Players and teams worked directly with local customizers as well as Nike, Under Armour and Adidas to design their cleats.

Players also had the opportunity to raise funds for the causes of their choosing by auctioning their cleats at NFL Auction; 100% of funds raised were donated to charities selected by players.

THIS YEAR, MORE THAN

**900**  
PLAYERS  
PARTICIPATED



**\$500,000**  
RAISED SINCE 2016



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# MY Cause MY Cleats



# DIVERSITY & INCLUSION

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Twenty-five local families were sponsored by Benjamin Watson's The Big BENEfit to a dinner and holiday shopping spree for their children last December.

Photo Charlie Jordan / New Orleans Saints

## DIVERSITY & INCLUSION

# BLACK HISTORY MONTH

During the month of February, NFL Media featured a slate of programming and content across NFL Network and NFL.com to commemorate Black History Month. These features, docuseries and specials captured the spirit of Black History Month, celebrating individuals, stories and events that have made an indelible mark on the NFL.

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## INDIVISIBLE WITH NATE BOYER [↗](#)

The six-part series *Indivisible with Nate Boyer* premiered on NFL Network as part of the NFL's new social justice initiative, Inspire Change. The series features Green Beret and former NFL player **NATE BOYER** traveling across the country to six NFL cities—Los Angeles, Chicago, Atlanta, Green Bay, Dallas and Philadelphia—for real conversations with NFL players and local leaders on the social issues at the heart of each community.

## EVERFI

The League expanded its partnership with digital learning curriculum leader **EverFi** on a high school-focused African-American History education program. NFL funding will allow thousands of students in 175 underserved schools in Arkansas, Florida, Georgia, Montana and North Carolina to take part in the digital curriculum, at no charge to the schools or students. The schools were selected by EverFi based on areas of need and biggest opportunities for impact.

## NFL 360: IMPACT & INFLUENCE

A special edition of the show aired to tell the story of how NFL players and Legends were planning to join members of the Atlanta community during Super Bowl Week to create a mosaic honoring a special group of pioneers in the city's civil rights history. The episode also focuses on the humanitarian work of Saints TE **BEN WATSON** and his wife Kirsten, who epitomize "Impact & Influence" through their fight against sex trafficking and sexual abuse, with particular attention paid to victims in their city of New Orleans.

## THE SUPER BOWL THAT WASN'T [↗](#)

NFL Network premiered the one-hour special, *The Super Bowl That Wasn't*, which explores the story behind how Arizona lost the Super Bowl in 1993 by refusing to celebrate Martin Luther King, Jr.'s birthday as a holiday—a decision which caused the state to lose an estimated \$350 million in revenue before voters changed their minds later in 1993, reinstating the holiday.

# NFL EMPLOYEE PROGRAMS & AFFINITY GROUPS

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## NFL DIVERSITY COUNCIL

Established in 2002, the **NFL Diversity Council** seeks to collaborate with the Commissioner and NFL executive team to design and implement policies and programs to build diversity awareness and foster an inclusive work environment.

## WOMEN'S INTERACTIVE NETWORK (WIN)

The mission of **WIN** is to help accelerate the career advancement of women at the NFL while deepening the engagement of all employees at the League. WIN provides an opportunity for male and female employees in all office locations to educate each other on gender and diversity issues in the workplace, supports a peer network for participants, and helps foster the hiring, retention, career development and promotional opportunities of female employees.

## NFL PRIDE NETWORK

In 2017, the Diversity Council and Human Resources team, along with an Executive Sponsorship team, launched the **NFL Pride Network**. The NFL Pride Network is an internal resource open to all employees to engage the LGBTQ community and its allies. In the summer of 2018, the NFL also participated in its first ever New York City Pride Parade by sponsoring a float hosted by NFL Pride leaders, League employees and former NFL players.

## BLACK ENGAGEMENT NETWORK (BEN)

In 2016, the Diversity Council and Human Resources team launched the **Black Engagement Network**, an affinity group open to all NFL employees designed to strengthen employee engagement. BEN operates as a vehicle for executive management to engage in topics concerning diversity, serve as an Employee Resource Group (ERG) to solve business challenges, and identify opportunities to expand diversity and inclusion in the organization.

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## NFL COMMUNITY TEAMMATES

**NFL Community Teammates** is a cross-departmental affinity group of employees dedicated to volunteering together in the community. The group's mission is to build a culture of community service and volunteerism at the NFL League Office in order to enhance meaningful team building, company morale and impact.

Giving back to the communities that mean so much to this game and the NFL is a priority. Through the lens of NFL Community Teammates, NFL employees are encouraged to not only give back to their community, but to also play an active "teammate" role.

RIGHT / HBCU students and NFL employees from BEN had the opportunity to network and discuss critical issues during Super Bowl LIII in Atlanta.



DIVERSITY & INCLUSION

# YOU CAN PLAY

The NFL works with **You Can Play**—an LGBTQ educational advocacy organization dedicated to ensuring equality, respect and safety for athletes, coaches and fans regardless of sexual orientation and/or gender identity—on its Hi-Five Initiative at events throughout the year. The events aim to create meaningful connections between LGBTQ youth and leaders within the professional sports community. The NFL was the first professional sports league to join the initiative when it launched in 2013.

This year, for the first time at the Super Bowl, the NFL teamed up with the You Can Play Project to host Atlanta area LGBTQ youth from Chris 180, a local organization with a goal to “heal children, strengthen families, and build community.” Participating youth had the opportunity to sit down with NFL players for a conversation on LGBTQ rights and inclusion in sports. The session was facilitated by NFL Legend and You Can Play Project’s Director of Professional Sports Outreach **WADE DAVIS**.



Local Atlanta LGBTQ youth discuss rights and inclusion prior to Super Bowl LIII.

# DUI PREVENTION

## In Partnership With Mothers Against Drunk Driving

Each year, drunk driving kills approximately 10,000 people and injures over 290,000—all tragedies that are 100 percent preventable.

Since 2010, Mothers Against Drunk Driving and the NFL have worked together to eliminate drunk driving and encourage fans to play the most valuable position in the NFL: the designated driver.

For the past nine years, NFL teams and MADD volunteers have worked together to educate fans about the important role of a non-drinking designated driver and how to sign up as one. These combined efforts have led to over 2.2 million fans signing up to be a designated driver.

During the 2018 pre-season, the MADD team—in partnership with the NFL's Player Engagement department—traveled across the country to support the Rookie Transition Program. Staff and volunteers presented to all 32 teams, educating rookies about the dangers of impaired driving and how they can play an active role in saving lives.

The NFL continues to work alongside MADD to create a future of No More Victims.

To learn more, visit [madd.org](http://madd.org)



**ABOVE /** Kansas City Chiefs players listen and learn about the importance of DUI Prevention.

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OVER  
**2.2 MILLION**  
**FANS SIGNED UP**  
**TO BE DESIGNATED DRIVERS**

x x x



# ADDRESSING & PREVENTING RELATIONSHIP VIOLENCE

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## THE HOTLINE

Since 2014, the NFL has provided financial support to the **National Domestic Violence Hotline** (The Hotline) in its mission to shift power back to people affected by relationship abuse. The Hotline remains the only 24-hour, year-round resource for victims. This year, the organization will answer its 5 millionth contact since its inception in 1996.

In addition to intervention services, the organization is leading the way on preventing relationship abuse with a focus on healthy relationships through its "loveisrespect" platform. In 2018, The Hotline gained more than 12,000 new social media followers, many of which were younger people looking for information on healthy relationships.

In 2018, support from the NFL continued to make a positive impact at The Hotline. The Hotline answered 371,399 calls, online chats and text messages from women, men and

young people reaching out for help with domestic violence and dating abuse. Financial support provided by the NFL also helped The Hotline further its policy work in Washington, D.C., including the advocacy on the reauthorization of the currently expired Violence Against Women Act and Family Violence Prevention Services Act. Both pieces of legislation provide critical services to victims of domestic violence, dating abuse and sexual assault. The Hotline held a Congressional Briefing to educate members of Congress on the impact of domestic violence and dating abuse on America.

Finally, support from the NFL helped advocates offer 156,157 referrals to domestic violence service providers and 213,926 referrals to additional resources across the nation.

To learn more about The Hotline's work, please visit [thehotline.org](http://thehotline.org)

The National Domestic Violence  
**HOTLINE**

## 2018 BY THE NUMBERS:

**371,399** CALLS, ONLINE CHATS AND TEXT MESSAGES

**156,157** REFERRALS TO DOMESTIC VIOLENCE SERVICE PROVIDERS

**213,926** REFERRALS TO ADDITIONAL RESOURCES ACROSS THE NATION



## RALIANCE

The NFL continues to support **RALIANCE**, a Washington, D.C.-based national partnership comprised of three leading organizations with the goal of ending sexual violence in one generation.

Every day, RALIANCE makes prevention possible by advancing research, influencing policy, supporting innovative programs and helping leaders establish safe workplaces and strong communities. Since its inception in 2016, the RALIANCE Impact Grant Program has supported 62 projects totaling over \$2.77 million to further our nation's ability to end sexual misconduct and abuse.

RALIANCE launched a first-of-its-kind interactive resource center designed to engage the sport community as a partner in ending sexual and domestic violence. The Sport + Prevention Center includes more than 100 resources, best practices and key action steps to implement sexual and domestic violence prevention strategies in communities across the country. Recently, RALIANCE hosted a Sport and Sexual Violence Researcher Think Tank to identify new opportunities for sport to be part of the solution and ways to increase prevention programming with demonstrated outcomes.

For more information on RALIANCE, visit [raliance.org](http://raliance.org)

**RALIANCE IMPACT  
GRANT PROGRAM  
HAS SUPPORTED  
62 PROJECTS  
TOTALING MORE THAN  
\$2.77 MILLION  
SINCE 2016**



All 32 NFL clubs continue to work in their communities with local domestic violence and sexual assault organizations on activities ranging from abuse intervention programs, crisis center fundraisers, high school healthy relationship assemblies and local public service campaigns.

Together with experts and advisors, the League continues to educate its staff, teams, players and the public about domestic violence and sexual assault prevention, as well as identify steps that can prevent them before they occur. To view previous years of NFL Social Responsibility Education, visit [nfl.com/community](http://nfl.com/community) under the Social Responsibility Resources tab.

The NFL also continued the practice of meeting with employees of local domestic violence and sexual assault (DV/SA) organizations in conjunction with major NFL events. The goal of these meetings is to update the groups on the League's social responsibility work, and to listen to them on issues facing the field and ways the NFL and its clubs can help.

During Super Bowl Week, the League hosted a private "Unsung Heroes" luncheon for volunteers and employees of local domestic violence and sexual assault prevention organizations and shelters. The League also worked with local organizations on social issues including human trafficking, providing financial grants to address issues in the Atlanta area.

NFL Commissioner **ROGER GOODELL** took part in a panel discussion with NFL.com's **JUDY BATTISTA** and NFL players **STEPHEN WEATHERLY**, **ANTHONY HARRIS** and **CURTIS MARTIN**, and thanked local domestic violence and sexual assault prevention advocates.





# WHAT WE'RE MADE OF

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The National Football League—including its players, coaches, owners and staff—strive to make a lasting positive impact both on and off the field. We're proud of this year-round commitment to communities all across the country, one that extends well beyond the gridiron.

WALTER PAYTON NFL

# MAN OF THE YEAR AWARD

PRESENTED BY NATIONWIDE

Considered one of the League's most prestigious honors, the **Walter Payton NFL Man of the Year Award Presented by Nationwide** recognizes an NFL player for outstanding community service activities off the field, as well as excellence on the field. First established in 1970, the national award was renamed in 1999 after the late Hall of Fame Chicago Bears running back **WALTER PAYTON**.



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WALTER PAYTON  
**MAN OF THE YEAR**  
PRESENTED BY  
 Nationwide

Representing the best of the NFL's commitment to philanthropy and community impact, each of the 32 players nominated as his team's Man of the Year is eligible to win the national award.

New this year, all 32 team nominees were highlighted as finalists and recognized for their important work during the weekend leading up to Super Bowl LIII. Five hundred thousand dollars was donated in the name of the 2018 winner—\$250,000 of which was donated in his name to expand Character Playbook, the NFL and United Way's digital character education program. An additional donation of \$250,000 was donated to the charity of his choice. All other 31 team nominees received a donation of \$50,000 in their name to expand Character Playbook, and an additional donation of up to \$50,000 to their charity of choice. All donations are courtesy of the NFL Foundation, Nationwide and United Way Worldwide.

To learn more about all 32 team nominees, visit [nfl.com/manoftheyear](http://nfl.com/manoftheyear)

WINNER

\$500,000

\$250,000

WPMOY'S  
CHARITY OF CHOICE

\$250,000

CHARACTER  
PLAYBOOK

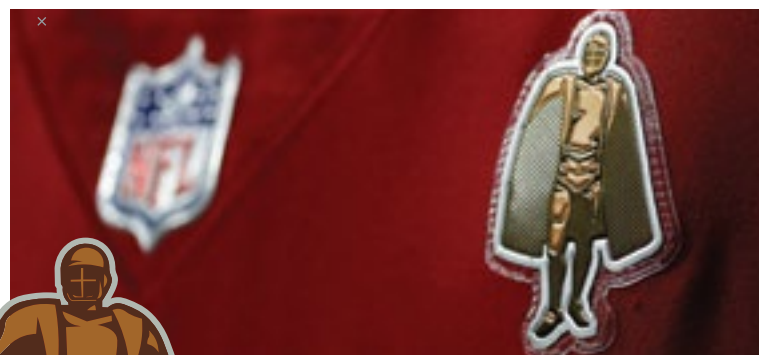
\$50,000

NOMINEES

\$100,000

\$50,000

NOMINEE'S  
CHARITY OF CHOICE



For the second consecutive year, the Walter Payton NFL Man of the Year trophy silhouette came to life in uniform elements to further recognize past award winners and current nominees. The five current players who have won the award—**DREW BRES**, **THOMAS DAVIS**, **LARRY FITZGERALD**, **ELI MANNING** and **J.J. WATT**—continue to wear a Man of the Year patch on their jerseys to recognize their outstanding contributions to the game and to their communities. All 2018 team nominees wore a Man of the Year helmet decal this season in recognition of their accomplishments on and off the field.

**\$3,500,000** TO CHARACTER PLAYBOOK AND 32 CHARITIES  
THROUGH THE 2018 MAN OF THE YEAR AWARD

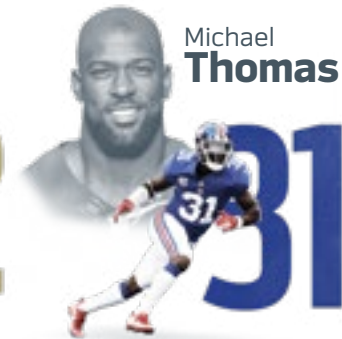
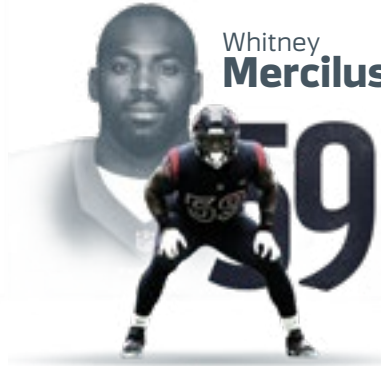
WALTER PAYTON NFL MAN OF THE YEAR AWARD

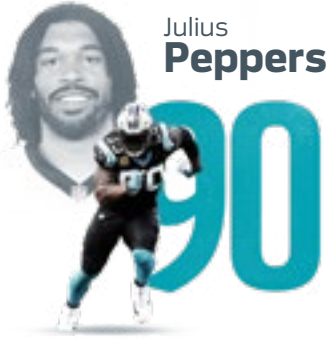
# TEAM NOMINEES

“The Man of the Year Award gives us the opportunity to acknowledge 32 exemplary players whose commitment to excellence extends on and off the field. This year’s nominees have used their platforms to transform communities across the country. We are proud of their work and celebrate their dedication and impact through this award.”

**ROGER GOODELL**  
NFL Commissioner

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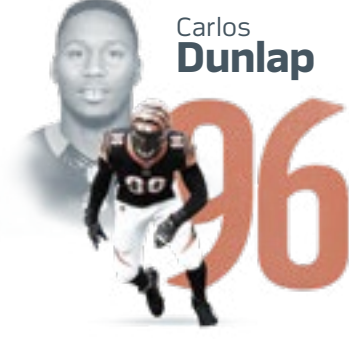




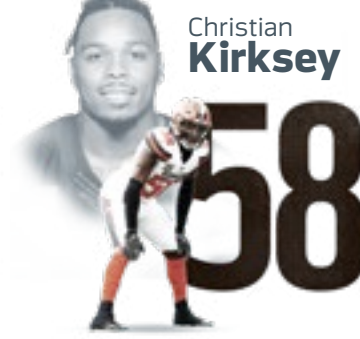
Julius Peppers



Trey Burton



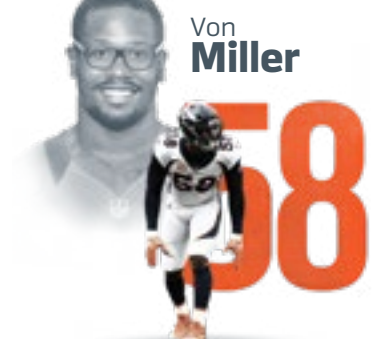
Carlos Dunlap



Christian Kirksey



Dak Prescott



Von Miller



Blake Bortles



Dustin Colquitt



Corey Liuget



Andrew Whitworth



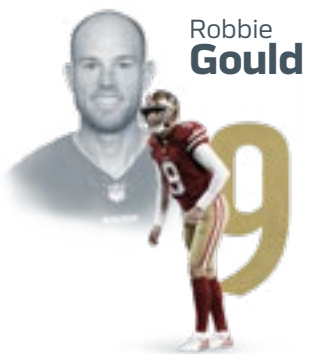
Kenny Stills



Kyle Rudolph



Cameron Heyward



Robbie Gould



KJ Wright



Gerald McCoy



Jurrell Casey



Vernon Davis

WALTER PAYTON NFL

# MAN OF THE YEAR

Philadelphia Eagles defensive end **CHRIS LONG** was named the **2018 Walter Payton NFL Man of the Year Presented by Nationwide** for his tireless dedication to making a difference in the communities in which he has played in throughout his 11-year NFL career.

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→ This was the second time Long had been named his team's Man of the Year. In 2015, after being named the St. Louis Rams' Man of the Year, Long established **The Chris Long Foundation**. The mission of this foundation is to engage and create programs focused around four main philanthropic causes: clean water, military appreciation, homelessness and youth.

To celebrate his 10<sup>th</sup> season playing in the NFL, Long donated his entire year's salary—roughly \$1 million—to support educational initiatives in St. Louis, Boston and Philadelphia. This groundbreaking donation was not in isolation, as Long also used the occasion to encourage his fans to join him in the effort. In doing this, Long was successful in raising an additional \$750,000, which was donated to Summer Search in Boston and Philadelphia, as well as College Bound and Little Bit in St. Louis.

This past year, Long continued more than a decade of community service by creating his **First Quarter for Literacy** program and donating 100 percent of his first four game checks to fund the initiative. First Quarter for Literacy provides underserved Philadelphia families and families nationwide with free books, literacy resources and mentoring services.

Earlier in 2018, Long conquered Mt. Kilimanjaro for the third time alongside 11 current and former NFL players and U.S. military veterans as part of his **Conquering Kill** initiative. The initiative brings together a class of combat veterans, giving them the opportunity to continue serving others by climbing Mt. Kilimanjaro to raise money to build clean water wells in East Africa.

Additionally, as a founding member of the **Players Coalition Task Force**, Long has taken his solution-focused efforts and used his platform to elevate the voice of others. Long has taken a hands-on leadership role in the Players Coalition's efforts to reform the bail system in Philadelphia and beyond, working specifically on educational equality, police and community relations, and criminal justice reform.



DONATED 100% OF HIS FIRST  
**4 GAME CHECKS**

TO FUND

**FIRST QUARTER  
FOR LITERACY**

x x x

IN HIS 10TH SEASON,  
**DONATED ANNUAL SALARY**  
& RAISED AN ADDITIONAL

**\$750,000**  
FOR EDUCATIONAL INITIATIVES

x x x



CLIMBED MT. KILIMANJARO  
AS PART OF  
CONQUERING KILI INITIATIVE



50  
40  
30  
20  
10



Philadelphia Eagles DE Chris Long accepts the 2018 NFL Walter Payton Man of the Year Award.





# SALUTE TO SERVICE

Military appreciation is part of the fabric of the NFL. For decades, the League's **Salute to Service** has remained committed to honoring and supporting veterans, active duty service members and their families. Through the unifying lens of football and strategic partnerships with impact-driven organizations, Salute to Service works to honor, empower and connect with military members and their families. [↗](#)

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The NFL is proud to support its core military nonprofit partners to fund programs and provide resources that improve the lives of service members, veterans and their families.

The League also partners with **USAA**, an Official NFL Salute to Service Partner, to work together to honor and recognize service members and veterans with unique experiences around NFL calendar events.



SINCE 2011, SALUTE TO SERVICE HAS RAISED MORE THAN

# \$34,000,000

## FOR MILITARY AND VETERAN NONPROFIT ORGANIZATIONS

### [WOUNDED WARRIOR PROJECT](#)

The NFL partners with **Wounded Warrior Project** to help provide wounded veterans with free programs and resources that empower them to live their lives to the fullest, on their own terms. The NFL's support has helped WWP fund the expansion of combat stress recovery programs, such as Project Odyssey, and serve more than 150,000 wounded veterans, family members and caregivers.

### [PAT TILLMAN FOUNDATION](#)

In an effort to honor leaders who exemplify Pat Tillman's enduring legacy of service, the NFL partners with the **Pat Tillman Foundation**, providing academic scholarships for more than 580 Tillman Scholars who are now pursuing careers in medicine, business, law, science, education and the arts.

### [USO](#)

For more than 50 years, the NFL has supported the **USO** and its mission to strengthen service members by keeping them connected to family, home and country. This season, the NFL announced a new \$5 million commitment to aid new projects that will reach service members and their families via more than 200 USO locations worldwide.

Since 2007, NFL players and coaches have traveled on USO tours to 25 countries to thank more than 95,000 service members.

Additionally, the NFL serves as a Force Behind the Forces<sup>SM</sup> by continuing to offer USO locations its NFL Game Pass service free of charge. This allows service members at USO centers in nine different countries around the world to watch any NFL game live and online in its entirety.



THIS SEASON, THE NFL  
ANNOUNCED A NEW

# \$5,000,000 COMMITMENT TO THE USO

TO AID NEW PROJECTS THAT  
WILL REACH SERVICE MEMBERS  
AND THEIR FAMILIES

### [BOB WOODRUFF FOUNDATION](#)

In 2018, the NFL expanded its support for the military community with a \$2 million grant to the **Bob Woodruff Foundation**. The partnership is designed to optimize the positive impact that the NFL and its 32 clubs have on the military community by leveraging BWF's expertise in finding, funding and shaping programs that deliver measurable results.

In 2018, BWF provided grants to nine veteran-serving organizations through the NFL partnership to fund programs that focus on education and employment, quality of life, and rehabilitation and recovery.





# 2018 SALUTE TO SERVICE AWARD

PRESENTED BY USAA

× × ×

Since 2011, the NFL and USAA—an Official NFL Salute to Service Partner—have recognized inspiring leaders within the NFL community who are committed to honoring and serving our military members, veterans and their families.

The 2018 recipient of the **Salute to Service Award Presented by USAA** was Atlanta Falcons offensive guard **BEN GARLAND**.





Coming from a family with a long history of service in the Armed Forces, Garland was raised to understand the needs and hardships of military members and their families. As a current Captain in the Colorado Air National Guard, he has implemented those teachings and made it a priority to support and give back to his fellow service members.

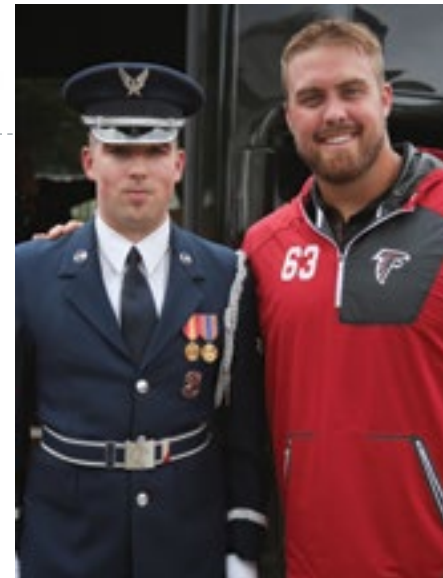
In 2018 alone, Garland traveled on two USO tours; the first to Italy and Germany, and the second to Iraq and Kuwait. He continuously seeks out any opportunity to visit with members of the military, shake their hands and say thank you.

When he is back stateside, Garland is focused on helping veterans get back on their feet after service and helping to raise awareness for PTSD. Earlier in the year, he participated in the Armed Forces Mission's Georgia LOSS Walk at Patriot Park in Fayetteville, Georgia, walking alongside veterans, service members and families in honor of "Turning the Tide on Veteran Suicide." Each year that Garland has been with the Atlanta Falcons, he has also participated in the annual Fishing with the Falcons event.

In his addition to his efforts for veteran suicide prevention and PTSD, Garland works with Pigskin Patriots to help raise funds and donate time for camps for military children, and he works closely with Children of the Fallen Patriots Foundation on granting college scholarship funds.

Each week during the season, Garland donates game tickets to service members. He also visits the Air Force Academy at least once a year to speak to current students, works with Georgia Tech ROTC to inspire young officers, and meets with local young officers to mentor them. In lieu of his constant efforts with our nation's military, Garland still manages to find time to fulfill his duties as a Captain in the Colorado Air National Guard, which he was recently selected to be promoted to Major.

For additional information, visit [nfl.com/salute](http://nfl.com/salute)



x x x

GARLAND HAS CREATED SUBSTANTIAL RELATIONSHIPS WITH A NUMBER OF MILITARY NONPROFITS THAT HE WORKS YEAR-ROUND WITH, INCLUDING:

- PIGSKIN PATRIOTS**
- MVP: MERGING VETS & PLAYERS**
- TAPS**
- FALLEN PATRIOTS**
- SHEPHERD CENTER**
- EMORY HEALTHCARE**



WHAT WE'RE MADE OF

# SUPER BOWL



**Super Bowl LIII** brought much more than football to the Atlanta area. Throughout the weeks leading up to the game, more than 30 charitable activities and community outreach events were held to enrich the community and provide lasting legacies.

Super Bowl Week activities included the announcement of the annual Walter Payton NFL Man of the Year Award Presented by Nationwide, a series of community projects made possible by millions of dollars in NFL Foundation Super Bowl Legacy Grants and the Super Bowl LIII Host Committee, and a number of youth-related events including the NFL PLAY 60 Kids Day.



▼ ▼ ▼ ▼ ▼

### SUPER BOWL LEGACY GRANT EVENT

Each year, the NFL seeks to improve the surrounding communities of the Super Bowl host city with the **Super Bowl Legacy Grant Program**, made possible thanks to an annual \$1 million contribution from the NFL Foundation and matched by the Atlanta Host Committee.

This year, the NFL Foundation and Atlanta Super Bowl Host Committee grants were focused on investment in and renovation of John F. Kennedy Park, located in Atlanta's historic Westside neighborhood. This \$2.4 million capital improvement project—supported by funding from the NFL Foundation, Atlanta Super Bowl Host Committee and the Arthur M. Blank Family Foundation—will help foster play and healthy lifestyles for students at the nearby Hollis Innovation Academy as well as the Westside community, providing the next generation of youth in Atlanta with a versatile playing field for athletic competition and the surrounding community a safe space for exercise and outdoor activities.

× × ×

# \$2,400,000

TO RENOVATE JOHN F. KENNEDY PARK  
IN ATLANTA'S HISTORIC WESTSIDE NEIGHBORHOOD



× × ×

### NFL PLAY 60 CHARACTER CAMP

The NFL hosted a free **NFL PLAY 60 Character Camp** for 300 predominantly-Hispanic youth from the Atlanta area that was led by Pro Football Hall of Fame offensive tackle **ANTHONY MUÑOZ**.

**BELOW** / Pro Football Hall of Fame OT Anthony Muñoz speaking to youth at a PLAY 60 Character Camp.



### NFL PLAY 60 KIDS DAY AT SUPER BOWL EXPERIENCE

**NFL PLAY 60 Kids Day** gave more than 2,000 local youth the opportunity to spend time with NFL players, mascots and cheerleaders at the Super Bowl Experience at the Georgia World Congress Center. Additionally, over 164,000 students across the country joined virtually, providing students the opportunity to learn more about the importance of healthy living by breaking down the top 10 ways to PLAY 60.

To view the virtual field trip on demand, visit [aha-nflplay60challenge.org/field-trip](http://aha-nflplay60challenge.org/field-trip)

×



MORE THAN **2,000** LOCAL YOUTH





### InSideOut COACHING CHARACTER

The NFL Foundation and Atlanta Super Bowl Host Committee Legacy Fund hosted two **InSideOut Coaching Character** events for school athletic directors, head football coaches, youth football coaches and association leaders from throughout the state of Georgia. Led by InSideOut Initiative co-founder **JODY REDMAN**, both trainings centered on the importance of creating a culture of care for student-athletes that focuses on transformational coaching, healthy masculinity, developing moral character and creating a positive mental health climate. The InSideOut Initiative is funded by the NFL Foundation and aimed at transforming the “win-at-all-costs” sports culture in communities across the country.



THROUGH THE ASSISTANCE OF THE NFL,  
**MAKE-A-WISH®**  
 GRANTED THE WISHES OF  
**16 CHILDREN**  
 TO ATTEND  
**SUPER BOWL LIII**



### TASTE OF THE NFL

**Taste of the NFL** is a nonprofit dedicated to raising awareness and funds for hunger relief organizations in the 32 NFL cities and across the country. The organization conducts national and local fundraising events throughout the year, culminating in the annual Party with a Purpose on Super Bowl Eve. Since its inception, Taste of the NFL has raised more than \$26 million, which has provided more than 220 million meals for Americans. All proceeds raised are donated directly to local and national food banks in each of the 32 NFL cities. NFL Legend **BEN LEBER** was the Player Host and **ANDREW ZIMMERN** was the Culinary Host for this year’s Party with a Purpose.

**SINCE 1992,**  
 OVER  
**\$26,000,000**  
 RAISED  
 AND MORE THAN  
**220 MILLION**  
 MEALS PROVIDED

### SUPER BOWL LIII BUSINESS CONNECT CELEBRATION

Atlanta Super Bowl Host Committee hosted its **Super Bowl LIII Business Connect Celebration** as a celebration of the Super Bowl LIII Business Connect program, which identifies Super Bowl LIII contracting opportunities and matches those contracts with experienced, local, diverse business owners in the program. One of the qualifiers for participation in Business Connect is that businesses must be 51 percent owned by a minority, woman, veteran, lesbian, gay, bisexual and/or transgender individual. Business Connect also offers professional development workshops, pitch days and networking events to increase the business acumen of its members and to ensure that participants are prepared to compete for and win contracts in their home city post-Super Bowl.

MORE THAN  
**200**  
METRO ATLANTA  
BUSINESSES

**35** VENDOR  
CATEGORIES



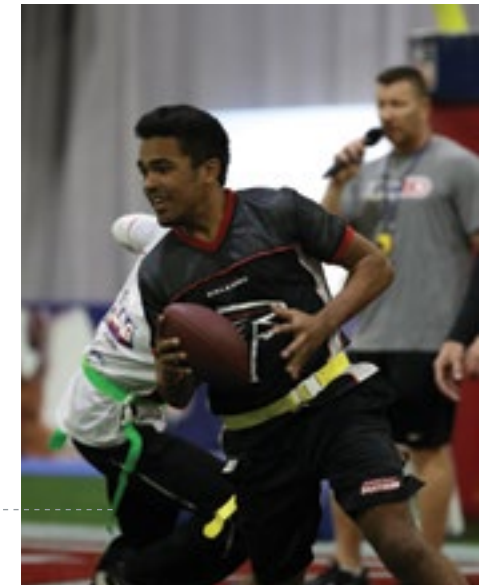
### CRUCIAL CATCH RALLY

In celebration of the 10<sup>th</sup> anniversary of Crucial Catch, a year-round initiative that addresses early detection and risk-reduction efforts for multiple cancers, the NFL and the American Cancer Society (ACS) held the **Crucial Catch Rally: A Health Expo to Intercept Cancer** in the week preceding the game. The 10-year partnership has led to more than 750,000 people impacted, particularly in high-risk communities.



### SPECIAL OLYMPICS UNIFIED FLAG FOOTBALL

The NFL and Special Olympics Georgia hosted a **Special Olympics Unified Flag Football** game at the Super Bowl Experience at the Georgia World Congress Center. The NFL and Special Olympics teamed up to provide opportunities for athletes of all abilities to PLAY 60 through the expansion of Special Olympics Unified Flag Football.





### SALUTE TO SERVICE MILITARY APPRECIATION DAY

As part of Salute to Service, the NFL invited veterans, active-duty service men and women, and their families to **Military Appreciation Day** at Super Bowl Experience Driven by Hyundai. The NFL worked with its military nonprofit partners, including Wounded Warrior Project, to invite attendees and distribute free tickets to all service members, veterans and their families. In addition, the NFL, USO and Atlanta Falcons hosted a dinner in the week preceding the game to honor 2,000+ service members and their families, and bring the excitement of the Super Bowl LIII to Fort Benning.

OVER  
**2,000**  
SERVICE MEMBERS

### SUPER BOWL TICKET GIVEAWAY

Throughout the 2018 season, the NFL, along with clubs, current players and NFL Legends, distributed 500 Super Bowl LIII tickets across the globe to community leaders, passionate football fans, the youth and high school football community, and military and veterans. NFL Legends, current players, NFL executives and Commissioner Goodell were present as the lucky recipients were surprised with a ticket voucher (two tickets per person) for Super Bowl LIII.



## SB LIII TICKET DISTRIBUTION

**320**

THROUGH  
NFL CLUBS

**138**

THROUGH  
LEAGUE OFFICE

**22**

THROUGH  
INTERNATIONAL OFFICE

**20**

THROUGH THE TWO  
SUPER BOWL TEAMS

**500**

TOTAL TICKETS  
DISTRIBUTED



x x x



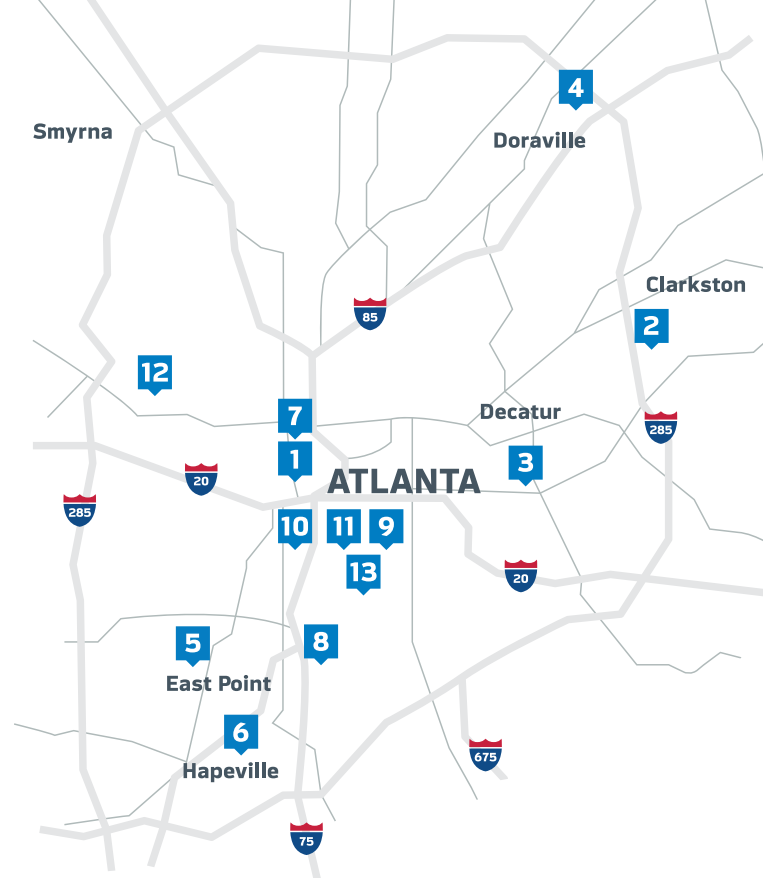
The NFL and Atlanta Super Bowl Host Committee teamed up to develop a series of initiatives to reduce the environmental impact of Super Bowl as part of Legacy 53.

**The Super Kids - Super Sharing** Sports Equipment and Book Donation event saw thousands of donated books, pieces of sports equipment, school supplies and games that hundreds of local school children collected at their schools for local youths in need. In celebration of the program's 20<sup>th</sup> anniversary, which started in Atlanta in 2000, Verizon, the NFL and the Arbor Day Foundation planted more than 20,000 trees in Georgia's Sandhills Wildlife Management Area. As part of Super Kids, Verizon also presented a grant of \$18,000 to the Ron Clark Academy for a peer-to-peer violence awareness program that tackles issues of bullying.



**20,000 TREES PLANTED**

A Super Bowl LIII **E-Waste Recycling Rally** sponsored by Verizon was held at Zoo Atlanta so local residents could drop off all types of electronic waste to be recycled responsibly and kept out of local landfills. Items such as computers, printer monitors, cell phones and televisions were accepted. Responsibly recycling E-waste helps protect the natural environment of gorillas and other animals by reducing the amount of habitat disturbed by mining for the minerals used in these items.



**SUPER BOWL LIII URBAN FORESTRY PROJECTS**

- 1 Castleberry Hill**  
Planting more than 40 trees to add shade to perimeter of park
- 2 Clarkston**  
Planting dozens of trees to add shade and beauty
- 3 Decatur**  
Street tree planting to replace old growth trees lost to severe weather
- 4 Doraville**  
Planting dozens of trees to enhance city's tree cover
- 5 East Point**  
Planting a variety of tree species to add shade and beauty near City Hall
- 6 Hapeville**  
Planting large shade and understory trees
- 7 Salvation Army Bellwood Boys & Girls Club**  
Planting 40 to 45 trees to add shade near play and picnic areas and along fence
- 8 Urban Food Forest at Browns Mill**  
Installing organic and heirloom berry bushes and vine trellises, planting of winter community garden and enhancing nature trail
- 9 Warren Boys & Girls Club of Metro Atlanta**  
Planting trees to provide shade and color to the front and side of the facility
- 10 Whitehall / I SIP Earth Garden**  
Constructing raised garden beds, planting winter vegetables and fruit trees
- 11 Zoo Atlanta Pollinator Garden**  
Creating a pollinator habitat to be used for education
- 12 Salem Baptist Church**  
Planting, flowering and fruiting trees
- 13 Chosewood Park**  
Planting 200 fast growing trees as part of reforestation project

**URBAN FORESTRY:** The "Greening" of Super Bowl LIII has created a legacy in the Greater Atlanta area. Urban forestry projects in more than a dozen communities have added hundreds of trees to neighborhoods to provide shade and beauty, created pollinator gardens and community gardens, and helped to expand and plant the Food Forest at Browns Mill, a 7.1-acre site that provides produce to neighbors with limited access. The NFL, Verizon, Atlanta Super Bowl Host Committee and Trees Atlanta teamed up for these projects.

**GREEN ENERGY:** "Green" energy was used to power major Super Bowl event venues, including Mercedes-Benz Stadium and the Georgia World Congress Center. Renewable energy certificates (RECs) equivalent to the electricity usage at these facilities help to mitigate the climate impact of energy emissions.

**FOOD RECOVERY:** Excess food from Super Bowl events were recovered in partnership with Second Helpings, the Atlanta Community Food Bank and GoodR to provide meals for shelters, missions, soup kitchens and other community programs.

**MATERIAL RECOVERY:** Recovery of all event materials began immediately after most Super Bowl events. During the week following the game, there was an intensive drive to collect and donate items left over from Super Bowl, including building materials, décor, fabric, carpeting and sign materials. These items were donated to local organizations that can reuse, repurpose or remanufacture the material. The NFL has incorporated environmental projects into the management of Super Bowl for more than 25 years.

# PRO BOWL

PRESENTED BY VERIZON

The impact of the **2019 Pro Bowl Presented by Verizon** extended far beyond Camping World Stadium through the help of the NFL's many community events during Pro Bowl Week in Orlando. From flag football games to PLAY 60 clinics and park revitalizations, thousands of local residents, children and their families were able to experience the positive impact and community spirit of Pro Bowl.



x x x

## PRO BOWL COMMUNITY DAY

For the first time at Pro Bowl, the NFL hosted **Pro Bowl Community Day** where Pro Bowl players partnered with youth, and local and national nonprofit organizations, in various activities to support community service, youth football, youth health and wellness, the military community and sustainability efforts.



# PRO BOWL COMMUNITY DAY

## SPECIAL OLYMPICS UNIFIED FLAG FOOTBALL GAME

The NFL and Special Olympics hosted a Unified Flag Football game with Special Olympics Florida athletes and Pro Bowl players.

## PLAY FOOTBALL CLINICS

Fuel Up to Play 60 students ages 6-15 took part in football clinics with Pro Bowl players.

## NFL PLAY 60 CHARACTER CAMP

In addition, the NFL hosted a free Character Camp for 300 predominantly-Hispanic youth from the Orlando area that was led by Pro Football Hall of Fame offensive tackle **ANTHONY MUÑOZ**.

## PACKAGING USO MILITARY CARE KITS

NFL Pro Bowl players and NFL FLAG youth worked together with the USO to pack 2,500 care packages to send to service men and women overseas.

**2,500** CARE  
PACKAGES  
TO SERVICE MEN AND WOMEN

## PACKAGING SHELTER COMFORT KITS

Working with SafeHouse of Seminole, a local organization that provides programs and emergency shelter for survivors of domestic violence, NFL players and NFL FLAG youth assembled comfort kits.



## MEAL PACKING CHAMPIONS FOR LOCAL FOOD BANK

NFL Pro Bowl players and NFL FLAG youth packaged 5,000 nutritious meals that were donated to a Second Harvest Food Bank of Central Florida.

**5,000**  
NUTRITIOUS MEALS  
DONATED TO A LOCAL FOOD BANK

## NFL GREEN PROJECT

NFL Pro Bowl players and NFL FLAG youth built birdhouses to provide urban wildlife habitat at Bill Frederick Park at Turkey Lake.

## THE TRAGEDY ASSISTANCE PROGRAM FOR SURVIVORS (TAPS) ACTIVITY [↗](#)

NFL Pro Bowl players worked alongside TAPS family members to build wooden American flags to honor their lost loved ones that served our country.

## WOUNDED WARRIOR PROJECT

The NFL and Wounded Warrior Project hosted a flag football game with Pro Bowl players and 50 local veterans.



**ABOVE** / NFL Pro Bowl players help pack meals for Second Harvest Food Bank.

**LEFT** / NFL Pro Bowl LB Von Miller of the Denver Broncos participates in the Special Olympics Unified Flag Football game during Pro Bowl Community Day.

x x x

## MAKING A DIFFERENCE IN ORLANDO

The 2019 Pro Bowl Week festivities kicked off with the NFL and City of Orlando coming together to rebuild and revitalize Ivey Lane Park. Local high school football players from Maynard Evans High School and Jones High School joined community volunteers, Verizon Green Team volunteers and military members from the 143<sup>rd</sup> Sustainment Command to plant trees and pollinator plants, build a community garden and create an interactive play area. The newly revitalized space will be used for educational enrichment and outdoor activities.



**TOP RIGHT** / 2019 Pro Bowl Legends Captains Brian Urlacher & DeMarcus Ware assist volunteers at Ivey Lane Park.



## NFL FLAG CHAMPIONSHIP

For the third consecutive year, the national **NFL FLAG Championship** was hosted during Pro Bowl Week in Orlando. NFL Legends and special guests served as guest coaches, encouraging teams and engaging with fans.

The NFL FLAG Championship is the annual culmination of the country's premier youth flag football program. Seventy-one teams qualified for the end-of-season

tournament by winning regional tournaments hosted by USA Football in 12 NFL markets.

NFL FLAG players and coaches competed for national titles, but also attended Play Football Opening Night, had an opportunity to view the Play Football Celebrity Flag Game and participated in Pro Bowl Community Day. They also attended the Pro Bowl game.

## NFL DON SHULA HIGH SCHOOL COACH OF THE YEAR

Head football coach **GABE INFANTE** of St. Joseph's Preparatory School in Philadelphia, PA was named the **2018 Don Shula NFL High School Coach of the Year** at the 2019 Pro Bowl Presented by Verizon. The award, named for the winningest coach in NFL history, was created to honor exemplary high school football coaches for their character and integrity, leadership and dedication to the community, commitment to player health and safety, and on-field success.



→ A two-time Don Shula High School Coach of the Year nominee, Infante is a member of USA Football's Advisory Committee and is a Master Trainer in USA Football's Heads Up program. Infante travels around the country conducting player safety clinics and helps promote the program's techniques and benefits to youth and high school coaches. He and the Prep program were featured in a segment on NFL Network on the subject.

Infante has been the head football coach at St. Joseph's Prep since 2010, compiling a record of 91-23 (.798 winning percentage). In nine seasons at the Prep, his teams have played for five state titles, while capturing four of the last six.

Infante received \$25,000 from the NFL Foundation, \$15,000 of which went to his high school football program. Runner up **JEFF CRADDOCK** from Tarboro High School in Tarboro, NC also received a \$15,000 award from the NFL Foundation, \$10,000 of which went to his high school.

- × Gabe Infante—St. Joseph's Prep—the 2018 Don Shula High School Coach of the Year on the field to accept his award at the 2019 Pro Bowl in Orlando.
- ×
- ×



MORE THAN  
**\$470,000**  
COMMITTED TO  
**LOCAL HIGH SCHOOLS**  
FOR

COACH OF THE WEEK PROGRAMS + COACH OF THE YEAR PLATFORM

**ACROSS ALL 32 MARKETS**



2018

# NFL DRAFT

The impact of the **2018 NFL Draft** extended far beyond AT&T Stadium through the NFL's many community events during Draft Week across Arlington, Dallas and the surrounding communities. From youth football clinics to character-building initiatives, military appreciation and school celebrations, thousands of local children and their families were able to experience the excitement of the Draft through a series of free events.

x x x

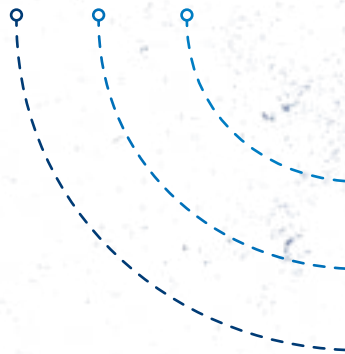
## NFL DRAFT FUEL UP TO PLAY 60 TOUCHDOWN CELEBRATION

Nearly 500 students from Dallas-Fort Worth area elementary schools came to AT&T Stadium for a youth health and wellness celebration hosted by the Dallas Cowboys, Dairy MAX, NFL and Fuel Up to Play 60. The celebration honored schools and students that have achieved Touchdown status with Fuel Up to Play 60, successfully completing the program. Fuel Up to Play 60 features six steps focused on fueling up with healthy foods to have the energy for 60 minutes of activity. Student teams participated in a pep rally and a physical activity to reinforce the program's healthy message.

NEARLY **500** STUDENTS



x x x



x x x

### NFL DRAFT PLAY FOOTBALL CLINIC & CHARACTER PLAYBOOK HOUR

NFL Draft prospects led more than 125 local middle school students in a Play Football NFL Draft Clinic and 750 local middle school students in the **Character Playbook Hour**.

Having launched at the 2016 NFL Draft in Chicago, Character Playbook, a joint initiative of the NFL and United Way Worldwide powered by EverFi, returned to the NFL Draft stage in 2018 in celebration of having engaged more than 200,000 students and 2,000 schools nationwide to date. The digital course uses evidence-based strategies to educate students on how to cultivate and maintain healthy relationships during their critical middle school years.

During the clinic, Play Football participants learned on-field techniques and received instruction from a group of Draft prospects at various non-contact football skills and drills stations, including passing, receiving and agility.

Simultaneously the NFL and the United Way hosted the Character Playbook Hour. Dallas Cowboys center **TRAVIS FREDERICK** emceed as teams of local students partnered with a group of Draft prospects to answer questions and complete quick challenges to vie for the title of Character Champion. Following the game show, Cowboys Legend and Community Ambassador **DEMARCUS WARE** spoke to the students about character and participated in a Q&A discussion on-stage with Frederick and Draft prospects.



MORE THAN  
**750** LOCAL MIDDLE SCHOOL STUDENTS  
IN THE CHARACTER PLAYBOOK HOUR





### NFL DRAFT LEGACY EVENT AND GROUNDBREAKING CEREMONY

The City of Arlington, Dallas Cowboys, Gene and Jerry Jones Family Arlington Youth Foundation, and NFL teamed up to ensure that the legacy of the Draft in Dallas extended far beyond the week's festivities. The NFL and Dallas Cowboys hosted a groundbreaking ceremony to announce the **2018 NFL Draft Legacy Project**. Representatives from the NFL, Dallas Cowboys, City of Arlington and Arlington Independent School District, along with local junior high students from Arlington ISD, were in attendance.

GENE AND JERRY JONES ARLINGTON  
YOUTH FOUNDATION, NFL FOUNDATION  
AND HALLAS CONSTRUCTION

**DONATED  
\$1.85 MILLION**

TO ARLINGTON ISD





### CELEBRATING CREATIVITY THROUGH STUDENT ART INSTALLATION

AT&T Stadium celebrated student creativity by hosting an installation of football-themed art helmets created by Arlington ISD 7<sup>th</sup> graders at **NFL Draft Experience presented by Oikos Triple Zero**<sup>®</sup>. More than 13,500 Arlington ISD elementary students visited AT&T Stadium and created artwork inspired by the Dallas Cowboys Art Collection housed at the venue.

The helmets, designed by Arlington ISD students who were the first to graduate from the stadium art program in 2015, were signed by NFL Draft Community Ambassador and former Dallas Cowboy **DEMARCUS WARE**, and made available on NFL Auction with proceeds benefiting future Arlington ISD art programs.

x x x



### HOMES FOR OUR TROOPS GROUNDBREAKING CEREMONY

The NFL, in collaboration with **Home For Our Troops**, a nonprofit organization dedicated to helping injured post-9/11 veterans rebuild their lives, celebrated the start of construction on a new, specially adapted custom home for Marine Corps veteran **OMAR MILAN**, who was injured serving in Afghanistan. Representatives from the NFL, Dallas Cowboys and Homes For Our Troops hosted a groundbreaking ceremony open to the public. The NFL provided Homes For Our Troops with a \$50,000 donation to continue their mission to support post-9/11 veterans.

**\$50,000 DONATION**

# CULTIVATING COMMUNITY HEALTH

× Empowering our youth to lead healthier lives is a cornerstone  
× of the NFL's longstanding commitment to community. With  
× the support of all 32 NFL clubs, the League provides safe and  
supportive environments for kids and young athletes of all ages  
and abilities to pursue active lifestyles and adopt healthy habits.

x  
x  
x



CULTIVATING COMMUNITY HEALTH

# NFL PLAY 60

**NFL PLAY 60** is the League's national youth health and wellness campaign to encourage kids to get active for at least 60 minutes a day. Since PLAY 60 launched in 2007, the NFL has committed more than \$352 million to youth health and fitness through PLAY 60 programming, grants and media time for public service announcements.

Thousands of NFL players have served as PLAY 60 Ambassadors, dedicating their time to getting youth in their communities more active through football clinics, school assemblies, PSAs and other outreach activities.

x x x



THE NFL HAS COMMITTED MORE THAN  
**\$352,000,000**  
TO YOUTH HEALTH AND FITNESS

MORE THAN  
**700,000** STUDENTS REACHED  
THROUGH THE NFL PLAY 60  
VIRTUAL FIELD TRIPS AND  
DIGITAL LESSON PLANS

FOCUSED ON  
**PHYSICAL ACTIVITY  
AND HEART HEALTH**

**265+** 

NFL YOUTH FITNESS ZONES  
CONSTRUCTED NATIONWIDE



### FUEL UP TO PLAY 60

Fuel Up to Play 60 is a leading in-school nutrition and physical activity program launched by the NFL and the National Dairy Council (NDC), which was founded by America's dairy farmers, in collaboration with the USDA. It is designed to engage and empower youth to take action for their own health by implementing long-term, positive changes for themselves and their schools.

Fuel Up to Play 60 en español, an evolution of the national flagship program, is in its fourth year and encourages Spanish-speaking communities nationwide to live healthier lifestyles through good nutrition and physical activity.

For more information or to sign up to become a Fuel Up to Play 60 school, visit [FuelUpToPlay60.com](http://FuelUpToPlay60.com)

MORE THAN

**18,000,000 STUDENTS**  
GETTING PHYSICALLY ACTIVE  
DURING THE SCHOOL DAY

MORE THAN

**14,000,000 STUDENTS**  
MAKING BETTER FOOD CHOICES

FOR THE 5TH CONSECUTIVE SEASON:

**\$10,000**  
HOMETOWN GRANT  
IN EACH OF THE NFL'S  
**32 MARKETS**

**4.3 MILLION**  
STUDENTS  
IN  
**4,700 SCHOOLS**  
HAVE THE OPPORTUNITY TO GET ACTIVE  
BEFORE, DURING AND AFTER SCHOOL  
THROUGH THE NFL FLAG-IN-SCHOOLS PROGRAM





**American Heart Association®**

### AMERICAN HEART ASSOCIATION

The Physical Activity Guidelines for Americans advise that youth ages 6 through 17 need at least 60 minutes of moderate-to-vigorous activity each day to attain the most health benefits from physical activity. The NFL and **American Heart Association** have identified three key focus areas to improve physical activity among youth: through in-school digital virtual experiences that teachers or parents can tune into with their students, at-home engagement through the NFL PLAY 60 App, and in the community by piloting a Collective Impact Model approach to increase youth physical activity.

Digital assets and lesson plans can be found on [aha-nflplay60challenge.org](http://aha-nflplay60challenge.org)



Local Atlanta youth participate in the NFL PLAY 60 Virtual Field Trip.

### NFL PLAY 60 APP

Additionally, the NFL and American Heart Association have enhanced the **NFL PLAY 60 App**, which inspires young fans to get moving through fun, interactive games.

Download the app at [nfl.com/PLAY60](http://nfl.com/PLAY60)



**FITNESSGRAM®**  
The Cooper Institute®

### HEALTHY LIVING GRANTS

The NFL Foundation encourages active and healthy living by providing grants to the American Heart Association and The Cooper Institute. These grants power the NFL PLAY 60 initiative. NFL clubs also receive grants from the NFL Foundation to fund NFL PLAY 60 programs in their areas.



### NFL PLAY 60 CHARACTER CAMPS

In partnership with the **Muñoz Agency**, the NFL hosts Character Camps across the country to make a positive impact on youth through teaching football skills, emphasizing exercise and reinforcing the importance of character in athletics and life. The camps are part of the NFL's year-round Hispanic outreach initiative, focused on offering youth opportunities to play and experience the game of football.

MORE THAN  
**90 CHARACTER CAMPS**  
HELD SINCE 2012

IMPACTED OVER  
**30,000 YOUTH**  
ACROSS THE COUNTRY



### NFL PLAY 60 SUPER KID

Juneau, Alaska native **CAMDYN CLANCY**, 8, was this year's **NFL PLAY 60 Super Kid**. As the winner of the 2018 NFL PLAY 60 Super Bowl Contest presented by Danimals, Camdyn was the official NFL PLAY 60 Ambassador during Super Bowl Week and delivered the game ball to the official on the field moments before the kickoff of Super Bowl LIII in Atlanta.



# NFL PLAY 60 ALL-ABILITY

It's important that all kids have the opportunity and access to be physically active each day. The NFL partners with organizations to create these opportunities to PLAY 60.



**Shriners Hospitals**  
for Children™

## SHRINERS HOSPITALS FOR CHILDREN

The NFL and **Shriners Hospitals for Children** continue to provide opportunities for children with different physical abilities to live an active and healthy lifestyle so that no child is left on the sidelines. The NFL has teamed with Shriners Hospitals to create a free NFL PLAY 60 All-Ability Guide, which includes adaptive activities for children.

The All-Ability guide is available at [nfl.com/PLAY60](http://nfl.com/PLAY60)



## SPECIAL OLYMPICS

The NFL and **Special Olympics** are committed to building inclusive communities and providing opportunities for athletes of all abilities to participate in sports through the expansion of Special Olympics Unified Flag Football, where individuals with and without intellectual disabilities play on the same team.

Since kicking off its national partnership with Special Olympics in 2017, the NFL has amplified this relationship through community programs at marquee events such as the Super Bowl, NFL Draft Week and NFL Kickoff Week. With contributions from the NFL Foundation in 2018, Special Olympics provided grants to local Special Olympics programs in 15 states to help enhance Unified Sports programming and increase participation of athletes, Unified partners and coaches across the country.



+



HAVE PROVIDED GRANTS TO  
**LOCAL PROGRAMS**  
IN  
**15 STATES**

COLORADO  
FLORIDA  
ILLINOIS  
KANSAS  
LOUISIANA

MASSACHUSETTS  
MICHIGAN  
MISSOURI  
NEW JERSEY  
NORTH CAROLINA

NORTHERN CALIFORNIA  
PENNSYLVANIA  
TEXAS  
VIRGINIA/DC  
WASHINGTON





### ST. JUDE CHILDREN'S RESEARCH HOSPITAL

NFL PLAY 60 is the "Official Champion of Play" at **St. Jude Children's Research Hospital**, which is leading the way the world understands, treats and defeats childhood cancer and other life-threatening diseases.

Since 2012, the NFL has raised more than \$1 million for St. Jude through donations and the sale of items on NFL Auction. This partnership has given patients unique experiences at NFL events and raised support and awareness for the lifesaving mission of St. Jude.

Since 2015, NFL Network and DIRECTV AUDIENCE Network personality **RICH EISEN** has capped off the NFL Scouting Combine Presented by Verizon with his signature 40-yard dash in a suit for the "Run Rich Run" charitable campaign in support of St. Jude Children's Research Hospital.



Each year, NFL Network's Rich Eisen runs the 40 at the Combine...in his suit. Rich's run benefits St. Jude Children's Research Hospital.

**FAR LEFT** / St. Jude patient, Conner, poses for a photo during the 2019 Scouting Combine.

CONTINUING THE

# FIGHT AGAINST CANCER

For 10 years, the NFL and American Cancer Society (ACS) have worked together to support the fight against cancer through **Crucial Catch: Intercept Cancer**. The initiative addresses early detection and risk reduction efforts for multiple cancers. This year's campaign included new digital features where NFL players talk about cancer's impact on their lives.

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## CHANGE

Since 2009, more than \$19 million has been raised and donated to ACS through the partnership with the NFL. Funds donated through Crucial Catch: Intercept Cancer this season were directed toward support of three screenable cancers: breast, colorectal and cervical. Funding will continue to support the American Cancer Society **Community Health Advocates implementing Nationwide Grants for Empowerment and Equity (CHANGE)** Program, a community-based grant program that provides grant opportunities to community health centers to support systems-level change and increased access to low- or no-cost cancer screenings in underserved communities.

Through NFL funding, ACS was also awarded \$3.2 million in grants to 32 health systems in the 32 NFL markets to address disparities in breast cancer mortality that exist among women of color. Grant-funded health systems will receive \$100,000 over two years.

Since 2012, CHANGE grants have contributed to 267,000 screenings and have reached more than 791,000 individuals with education, screening reminders and patient navigation. In addition, the NFL works with ACS and CHANGE grant recipients to host education sessions and/or screenings in their communities, and many NFL teams participate in these educational activities, bringing these life saving messages and screening services to those who need them most.

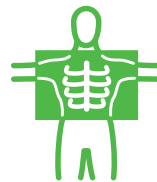
x x x

**\$19,000,000**  
RAISED SINCE 2009

INCLUDING

**\$3,200,000**  
IN GRANTS TO 32 HEALTH SYSTEMS

IN THE 32 NFL MARKETS IN 2018



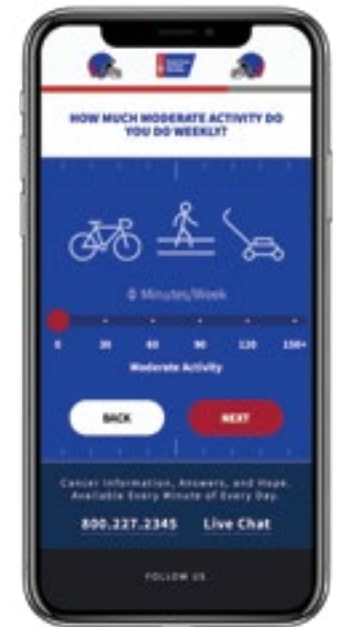
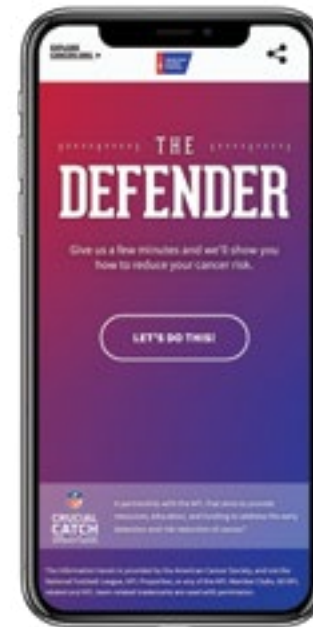
**267,000**  
SCREENINGS SINCE 2012

▼ ▼ ▼ ▼ ▼

## THE DEFENDER

As part of the campaign, the NFL and ACS created **The Defender**, a digital tool that provides consumers with personalized tips to reduce their cancer risk. The free, user-friendly tool allows fans to take control of their health and increase their understanding of how healthy lifestyle habits can help reduce their cancer risk.

Fans may access The Defender at [thedefender.cancer.org](http://thedefender.cancer.org)





# NFL FOUNDATION

The **National Football League Foundation** is a nonprofit organization dedicated to improving the lives of those touched by the game of football. The NFL Foundation—in conjunction with the NFL's 32 clubs—supports the health, safety and wellness of athletes across all levels, including youth football and the communities that support the game.



The NFL Foundation supports more than 45 grant and recognition programs in support of its mission. In 2018, the Foundation issued a record number of grants to current and former players, clubs and organizations supporting community wellbeing.

x x x

**45+** GRANT & RECOGNITION PROGRAMS

## BUILDING CHARACTER

The NFL Foundation is committed to building and supporting a stronger society and helping individual boys and girls—athletes and non-athletes alike—and entire school communities learn about the importance of developing character and healthy relationships through social and emotional learning. Through strategic partnerships, the NFL Foundation is advancing initiatives that are interactive, engaging and provide tangible results. These programs work to ensure that middle and high school students have the education and tools necessary to build moral character, navigate complex decision-making and improve conflict resolution.

### INSIDEOUT INITIATIVE

The **InSideOut Initiative**, co-founded by NFL Legend **JOE EHRMANN** and Minnesota High School League associate director **JODY REDMAN**, is helping to transform the “win-at-all-costs” sports culture in high school communities into one that defines and promotes the life-sustaining development of the athlete’s inner life.

Powered by the NFL Foundation and piloted in Colorado and Texas in 2015, the InSideOut Initiative builds partnerships with educational leaders, state athletic associations and NFL clubs to redefine the role of interscholastic sports and help develop the educational, social and emotional wellbeing of each student-athlete.

Researchers from the University of North Carolina-Greensboro have been formally evaluating the InSideOut Initiative since its inception, with data showing that creating a space for character growth opportunities for students through their sports experiences has a massive positive impact.

The NFL Foundation is funding statewide implementation of the InSideOut Initiative with clubs in 18 NFL markets across 12 engaged states.

For more information, visit [insideoutinitiative.org](http://insideoutinitiative.org)



1,428  
TRAINED ADs



68,225  
IMPACTED COACHES



2,729  
PARTICIPATING SCHOOLS



2,046,750  
STUDENT-ATHLETES REACHED

### CHARACTER PLAYBOOK

For the past three years, the partnership of the NFL Foundation and United Way has provided the **Character Playbook Powered by EVERFI** program to schools across the country. This collaboration has produced a digital program that has answered the call for social emotional learning and character development in middle schools across the country. Character Playbook has reached thousands of students, made appearances at the last two Super Bowls, the 2018 NFL Draft and events in every NFL market.

Character Playbook consists of six interactive modules that support positive character development, social-emotional learning and healthy relationships for students in grades 7–9. The opportunity for program growth and impact in the future continues to expand with the 2019 National Roll Out.

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### CHARACTER PLAYBOOK LIVE

**Character Playbook LIVE** is part of a league-wide initiative to engage more students in the important conversation about why character matters. This virtual classroom experience, hosted by NFL clubs and local United Ways, allows NFL players to virtually join multiple classrooms and connect lessons taught in Character Playbook modules to life both inside and outside of football.

Visit [characterplaybook.com](http://characterplaybook.com) for more information.

32 NFL TEAMS ENGAGED

35 LOCAL UNITED WAYS ENGAGED

56 EVENTS



1,273  
SCHOOLS REACHED

123  
NFL PLAYERS INVOLVED

102,778  
STUDENTS TRAINED

359,135  
MODULES COMPLETED



2018 Seattle Seahawks draft pick Shaquem Griffin participates in the Character Playbook game show ahead of the 2018 NFL Draft.

Ben Liebenberg via AP

x x x

# NFL GRANTS

## SOCIAL JUSTICE GRANTS

The NFL Foundation encourages players' commitments to improving local communities and addressing systemic social issues through matching grants designed to provide nonprofit organizations with funding of up to \$5,000 on behalf of a current or former NFL player in the arena of social justice.

In 2018, the Foundation also provided nearly \$1 million in grants to all 32 clubs to support social justice initiatives in their local markets. The grants have been used to fund organizations, programs and initiatives that reduce barriers to opportunity, including: education, criminal justice reform, community and police relations, poverty, racial equality, and workforce and economic development. The new program places an emphasis on grassroots leadership and community involvement as a vehicle for social change.

**TOP** / The Denver Broncos and LB Von Miller helped outfit more than 125 police officers and firefighters with protectives kits.

*Credit Gabriel Christus*

**BOTTOM** / The Browns met with local safety forces and teens at Gunning Park Recreation Center for conversations on neighborhood dynamics, police and youth interaction, and social equality.

*Credit John Reid / Cleveland Browns*

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## NFL ATHLETIC TRAINER GRANTS

Financial realities for schools often mean that many don't have sufficient funding to afford athletic trainers. The NFL Foundation is working to change this through grant programs designed to increase access to athletic trainers for young athletes in the community. Twenty-two NFL clubs have utilized this funding to support local schools and leagues. Since 2014, the NFL Foundation, along with these clubs and healthcare partners, have provided more than \$3.5 million to expand access to athletic trainers.

The Foundation has also supported athletic trainers outside of NFL markets, launching a pilot program designed to increase access to trainers in schools throughout Oregon, Oklahoma, Illinois and Arizona.

MORE THAN  
**65 HIGH SCHOOLS**  
HAVE BENEFITED FROM THE GRANT FUNDING  
IN THE FIRST TWO YEARS

x x x

x x x

## 2018 NFL FOUNDATION SUMMER CAMP GRANT PROGRAM

# \$1 MILLION

AWARDED IN FUNDING TO SUPPORT  
FREE YOUTH FOOTBALL CAMPS  
THIS YEAR



Eagles RB Jay Ajayi running drills at his youth football camp in Dallas.

# 100,000 CHILDREN PARTICIPATED

ACROSS THE COUNTRY

# 400 CURRENT PLAYERS, NFL LEGENDS AND COACHES HOSTED FREE CAMPS



# 21 YEARS OF NFL FOUNDATION YOUTH FOOTBALL GRANTS



### YOUTH FOOTBALL CAMP GRANTS

Each year, the NFL Foundation supports our current and former players and coaches who are hosting free, non-contact summer youth football camps through grant opportunities. In 2018, the NFL provided grants to 400 players and coaches reaching 100,000 children. This was the 21<sup>st</sup> season the foundation has supported youth football camps.

“It’s something I wanted to do—especially in my city, wanting to give back. It’s bigger than football. At the end of the day, these kids are going to remember this forever.”

**LEONARD FOURNETTE**  
Jacksonville Jaguars RB

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## GRASSROOTS PROGRAM

This past year, the **NFL Foundation Grassroots Program**, a partnership between the NFL Foundation and the Local Initiatives Support Corporation, provided grants to 14 cities to improve the quality, safety and accessibility of football fields in underserved areas. Grants totaled more than \$3 million to build or refurbish neighborhood football fields. Since 1998, the NFL Foundation has provided nearly \$61 million to revitalize 517 fields nationwide for youth athletics.

**\$6 MILLION**  
IN FUNDING COMMITTED IN 2018  
TO BUILD OR REFURBISH  
NEIGHBORHOOD FOOTBALL FIELDS

SINCE 1998,  
THE NFL FOUNDATION HAS  
PROVIDED NEARLY  
**\$68,000,000**  
TO REVITALIZE  
**551 FIELDS**  
FOR YOUTH ATHLETICS



**GRASSROOTS**  
Field Grant Program in partnership with LISIC



Atlanta Falcons DT Grady Jarret plays catch at John F. Kennedy Park in Atlanta prior to Super Bowl LIII. The park is just one of the field projects supported by the NFL Foundation in 2018.

## PLAYER FOUNDATION & LEGEND IMPACT GRANT

Each year, the NFL Foundation seeks to support current players and NFL Legends who have founded and support their own nonprofit, or work fulltime as an employee of a nonprofit. These grants are designed to support both the philanthropic efforts of players, past and present, by supporting vulnerable populations in communities throughout the country.

In 2018, the NFL Foundation awarded the first-ever **Legends Impact Grant**. This additional funding was provided to former players' foundations selected based on the immense impact their work has provided to underserved communities and areas of high social need.

× **NFL FOUNDATION GRANTED  
MORE THAN  
\$750,000  
IN MATCHING FUNDS  
FROM CURRENT AND  
FORMER PLAYERS  
FOR YOUTH AND HIGH SCHOOL  
FOOTBALL PROGRAMS**



# USA FOOTBALL



x x x

→ **USA Football's** grant program awarded nearly \$2 million in resources to benefit young athletes in 2018, including new equipment, uniforms and other supplies. Grants are valued up to \$1,000 each and are distributed based on merit, need and a school's or sports organization's commitment to coaching education and best practices.

More than 600,000 coach certifications have been completed through USA Football's **Heads Up Football** program since its 2012 inception. In addition, 16 of the country's 20 largest school districts enrolled in Heads Up Football in 2018. USA Football, the sport's national governing body and a member of the U.S. Olympic Committee, has awarded more than \$14 million in grants to school-based and youth football programs since 2006.

x x x

## NFL WAY TO PLAY

The **NFL Way to Play** shows the League's commitment to promoting proper playing technique across all levels of football. Through the lens of the best in the game—current players, NFL Legends and head coaches—the initiative highlights proper technique, shares best practices and showcases the NFL Way to Play.

The **NFL Way to Play Award**, selected by a distinguished panel of Legends and coaches, recognized current players who exhibited excellent playing technique each week of the 2018 season. With funding support from the NFL Foundation, each winner received a \$2,500 equipment grant from USA Football for the youth or high school football program of the player's choice.

MORE THAN  
**600,000**  
COACH CERTIFICATIONS COMPLETED  
THROUGH HEADS UP FOOTBALL  
SINCE IT'S 2012 INCEPTION

IN ADDITION, 16 OF THE COUNTRY'S  
20 LARGEST SCHOOL DISTRICTS



**ENROLLED**  
IN HEADS UP FOOTBALL  
IN 2018



## NFL FLAG

For the second consecutive year, **NFL FLAG** Kits were distributed to an additional 4,700 schools nationwide in 2018, reaching approximately 2.6 million new students this year. The NFL FLAG-In-Schools Program aims to increase physical activity of youth by providing flag football resources to underserved communities.

REACHING APPROXIMATELY  
**2.6 MILLION**  
NEW STUDENTS THIS YEAR

## FOOTBALL DEVELOPMENT MODEL (FDM)

In partnership with the U.S. Olympic Committee, USA Football has taken a leadership role in the design and creation of a developmental framework for the sport.



**“NFL Way to Play is about recognizing good play each week: Knees bent. Pads down. Head up. NFL players and coaches are the best in the world at setting the standard for all levels of football and demonstrating excellent technique.”**

**TROY VINCENT**  
NFL Executive Vice President of Football Operations

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## NFL AUCTION

→ There's only one place to bid on exclusive Super Bowl Packages and authentic signed and game-used items from teams and players: [nfl.com/auction](https://nfl.com/auction).

Over the past five years, **NFL Auction** has donated more than \$5 million to NFL, team and player charities and nonprofits. The NFL is the only professional sports league in America that does not retain any profits generated by the sale of products on the NFL Auction platform.

NFL Auction plays a key role in the NFL's Crucial Catch and Salute to Service campaigns. Game-used and game-issued items are featured on the site so that money can be raised for the League's charitable partners. NFL Auction also helps players sup-

port the causes they care about. Through the auction of game-worn cleats from the My Cause My Cleats initiative and unique signed memorabilia, NFL Auction has raised more than \$500,000 for player-supported causes and charities over the past three seasons.

In 2018, NFL Auction also played a key fundraising role in disaster relief following the devastating wildfires that affected Northern and Southern California, and the tragic shooting in Thousand Oaks. With the help of the Rams, Raiders, Chargers, 49ers and Chiefs, NFL Auction raised \$250,000 to support recovery efforts through the sale of game-worn jerseys and sideline apparel from the historic Monday Night Football game between the Chiefs and Rams, as well as memorabilia and unique experiences offered by our California clubs.

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# \$250,000

RAISED FOR CALIFORNIA WILDFIRE RELIEF AND RECOVERY EFFORTS

# DISASTER RELIEF

In addition to the \$250K raised via NFL Auction, the NFL Foundation supported disaster relief efforts for the following:

DISASTER	NFL FOUNDATION ACTIVITY	CONTRIBUTION
<b>Jacksonville Shooting</b>	Contributed to the National Compassion Fund (Jacksonville-specific fund) to support the victims and families of the shooting that occurred in Jacksonville at the EA Sports tournament.	<b>\$200,000</b>
<b>Hurricane Florence</b>	Contributed to the American Red Cross to support immediate relief efforts in impacted areas of North Carolina, South Carolina and Virginia.	<b>\$550,000</b>
	Contributed to the Second Harvest Food Bank to support needs throughout North and South Carolina.	<b>\$450,000</b>
<b>TOTALS</b>		<b>\$1,200,000</b>

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For more information, please visit [nfl.com/community](https://www.nfl.com/community)  
or email [socialresponsibility@nfl.com](mailto:socialresponsibility@nfl.com)

