



# BEYOND THE GAME

NFL SOCIAL RESPONSIBILITY ANNUAL REPORT

# 20

# 17





## MISSION

Inspire and unify fans and communities  
and leave a meaningful impact.



# MESSAGE FROM THE COMMISSIONER

**No matter the season, the NFL is determined to be a force for positive change. The commitment to serve our communities unfolds year-round through the volunteerism and philanthropy of owners, teams, players, coaches, and staff.**

In 2017, we worked with communities across the country on several key initiatives. We expanded our long-standing partnership with American Cancer Society to tackle multiple types of cancer through Crucial Catch. We celebrated 10 years of getting kids active with NFL PLAY 60. And we fortified Salute to Service, the league's year-round commitment to programs and resources that honor our nation's service members, veterans and their families.

The NFL also engaged owners, teams, players, public officials, law enforcement and community leaders to identify meaningful ways to strengthen our communities. This unprecedented dialogue enabled listening and learning on a variety of complex social justice topics and was the foundation for the launch of a new platform to make our communities stronger.

As a league, we are committed to helping schools bring critical skills to young people. In 2017 we expanded Character Playbook—our digital character education program for middle school students—by introducing Character Playbook LIVE, a new virtual livestream experience that connects NFL players with thousands of students to discuss the importance of making good decisions.

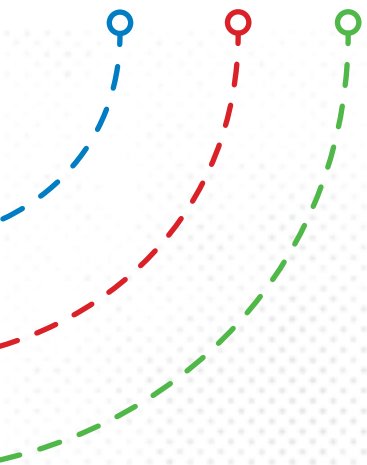
NFL players embrace their leadership role by serving across society all year long. The Walter Payton NFL Man of the Year Award highlights the great work of our players, both on and off the field. We were all proud to celebrate the 32 team winners during the post-season and to recognize national winner J.J. Watt and finalists Benjamin Watson and Greg Olsen during Super Bowl week.

With each NFL season, we have an opportunity to build on these accomplishments and fulfill our civic responsibility in new ways. The NFL will continue to stand for football and community. We embrace this role and are proud to be in a position to unify and serve our communities.

**Roger Goodell**  
NFL Commissioner



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# WHAT WE'RE MADE OF

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.



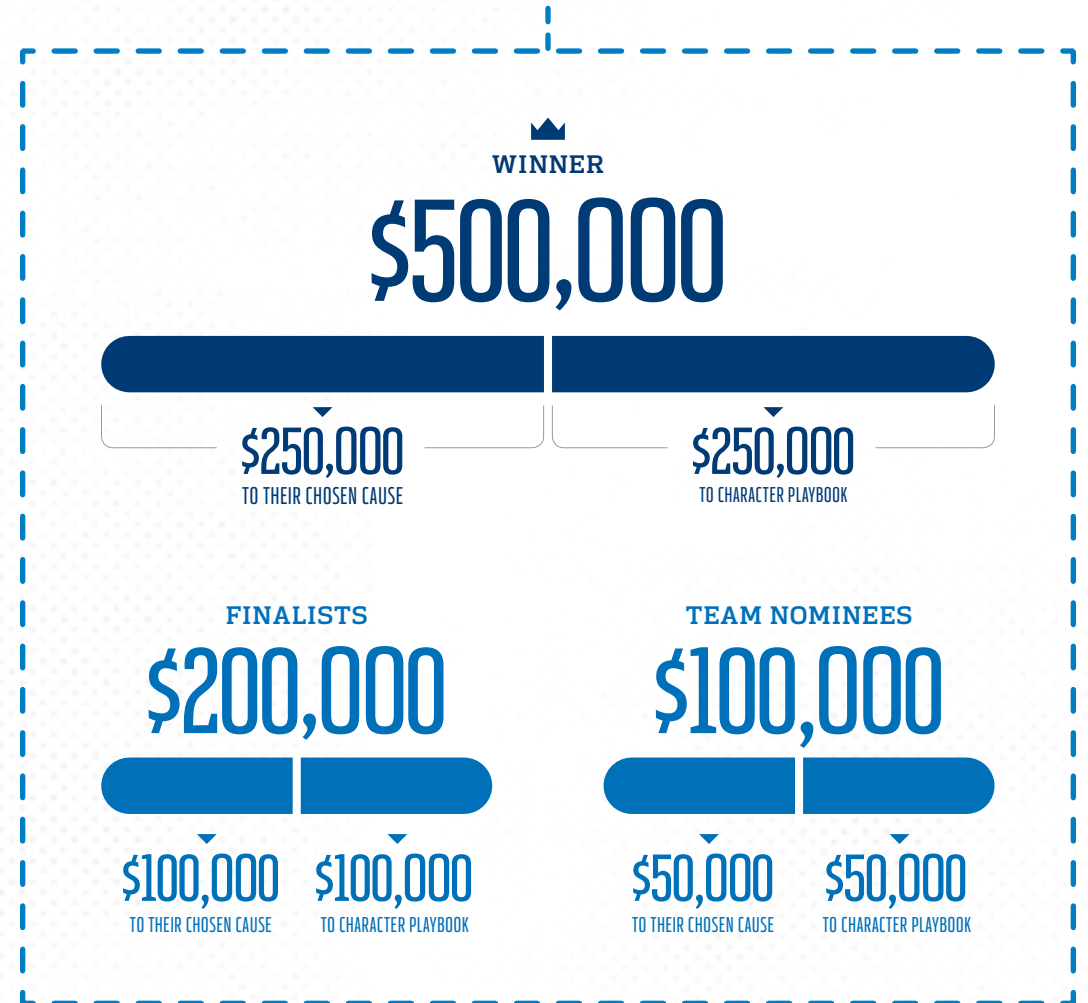
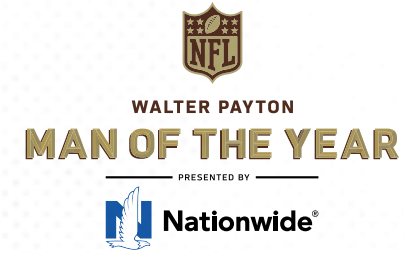
# WALTER PAYTON NFL MAN OF THE YEAR AWARD

Considered the league's most prestigious honor, the **WALTER PAYTON NFL MAN OF THE YEAR AWARD PRESENTED BY NATIONWIDE** recognizes players for their excellence on and off the field. Established in 1970, it was renamed in 1999 after the late Hall of Fame Chicago Bears running back Walter Payton.

Representing the best of the NFL's commitment to philanthropy and community impact, 32 players are selected as their team's Man of the Year and become eligible to win the national award.

Each year, the NFL and United Way honor players of high character by giving back to charitable organizations and communities important to them. Winners of the Walter Payton NFL Man of the Year Award receive \$500,000—half of which is donated to a charity of their choice, and half of which is used to expand Character Playbook. The NFL and United Way developed Character Playbook as an effective digital education platform that educates middle school students on how to cultivate and maintain healthy relationships.

- For more information, visit [NFL.com/manoftheyear](https://www.nfl.com/manoftheyear)







IN TOTAL



HAVE DONATED

**\$1.9 MILLION**

TO CHARACTER PLAYBOOK AND 32 CHARITIES  
THROUGH THE 2017 MAN OF THE YEAR AWARD

Starting this season, the Walter Payton NFL Man of the Year trophy silhouette began appearing in uniform elements to further recognize past award winners and nominees. The six current players who have won the award—**DREW BRES, THOMAS DAVIS, LARRY FITZGERALD, ELI MANNING, J.J. WATT** and **JASON WITTEN**—will wear a Man of the Year patch on their jerseys in perpetuity to recognize their outstanding contributions to the game and to their communities. All future nominees will wear a Man of the Year helmet decal for the season, in recognition of their accomplishments on and off the field. This tradition will continue for future nominees and winners of the award.

# WALTER PAYTON NFL MAN OF THE YEAR TEAM NOMINEES

“

NFL players are outstanding, generous men of character who give back to their communities. Walter Payton represented the very best on and off the field and this year's Man of the Year nominees exemplify his legacy of philanthropy and leadership. We are proud to support players as they use their platforms to drive positive change.”

**Roger Goodell**  
NFL Commissioner



• PATRICK  
PETERSON



• BEN  
GARLAND



• BENJAMIN  
WATSON



• LORENZO  
ALEXANDER



• GREG  
OLSEN



• SAM  
ACHO



• MICHAEL  
JOHNSON



• RANDALL  
TELFER



• TRAVIS  
FREDERICK



• CHRIS  
HARRIS JR.



• HALOTI  
NGATA



• CLAY  
MATTHEWS





• J.J.  
**WATT**



• DARIUS  
**BUTLER**



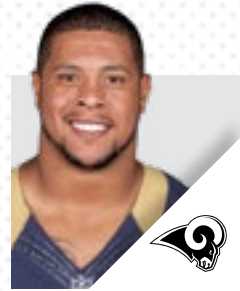
• MALIK  
**JACKSON**



• ALEX  
**SMITH**



• CASEY  
**HAYWARD**



• RODGER  
**SAFFOLD**



• KENNY  
**STILLS**



• KYLE  
**RUDOLPH**



• NATE  
**SOLDER**



• CAMERON  
**JORDAN**



• MARK  
**HERZLICH**



• QUINCY  
**ENUNWA**



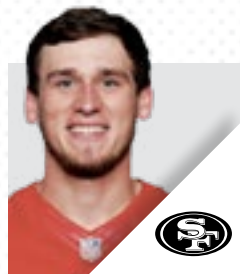
• BRUCE  
**IRVIN**



• MALCOLM  
**JENKINS**



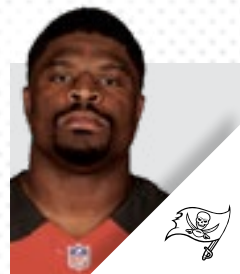
• CAMERON  
**HEYWARD**



• BRADLEY  
**PINION**



• MICHAEL  
**BENNETT**



• CLINTON  
**McDONALD**



• WESLEY  
**WOODYARD**



• NICK  
**SUNDBERG**





# J.J. WATT

## 2017 WALTER PAYTON NFL MAN OF THE YEAR

Houston Texans defensive end J.J. Watt was named the **2017 Man of the Year** for his incredible humanitarianism during the aftereffects of Hurricane Harvey. In the wake of the devastating natural disaster, Watt rallied around his home team city and created a viral social media fundraising campaign as he watched news coverage of the destruction from the safety of his hotel room in Dallas.

His initial goal was \$200,000, pledging to match the first \$100,000. In only 19 days, Watt was able to raise more than \$37 million for the city and people of Houston.

During that time, he dedicated every free waking moment to identifying organizations that would help put the donations to good use and fulfill his promise of ensuring that the funds went directly to the victims of Harvey.





# \$37,000,000 MILLION RAISED

## 209,428 Individual Donors

What started from the feelings of helplessness and heartbreak in that Dallas hotel room turned into a massive recovery effort that helped to salvage homes, feed and clothe families, and rebuild lives.

This wasn't Watt's first foray into charitable causes. In fact, his dedication to serving others is something that was instilled in him at a young age. In 2010, Watt started the Justin J. Watt Foundation in Wisconsin to help support underserved kids in the community. In total, the organization has raised over \$3.4 million for middle schools to help fund after-school athletic programs for kids created around his motto of "Dream Big, Work Hard." He also regularly works with foundations—including Make-A-Wish—and frequently visits local hospitals to raise the spirits of children receiving treatment.

Watt's commitment to bettering the world serves as an example for all of those around him—his coaches, teammates, competitors and fans—and the effects of his efforts are felt all across the nation.





— 50  
— 40  
— 30  
— 20  
— 10

# SALUTE TO SERVICE

Military appreciation is part of the fabric of the NFL. For decades, the NFL'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, the NFL's Salute to Service works to **honor, empower and connect with** military members and their families.

Year-round, the league works with its military nonprofit partners—including the Pat Tillman Foundation, USO, TAPS and Wounded Warrior Project—to fund programs and provide resources that positively impact veterans and active duty military members and their families.

SINCE 2011,  
THE NFL HAS RAISED MORE THAN

**\$26,000,000**

FOR ITS MILITARY NONPROFIT PARTNERS



## PAT TILLMAN FOUNDATION

The NFL partners with the **Pat Tillman Foundation** to honor leaders who exemplify Pat's enduring legacy of service. The NFL's contributions support the Tillman Scholar program, which provides active duty service members, veterans and military spouses with academic scholarships and professional development opportunities.

WITH THE NFL'S SUPPORT,

**500 TILLMAN SCHOLARS**

ARE NOW PURSUING CAREERS IN

- MEDICINE
- BUSINESS
- LAW
- SCIENCE
- EDUCATION
- THE ARTS

## USO

The NFL has partnered with the **USO** for over 50 years. Through the lens of football, the NFL and USO strive to keep our service members connected to the things they hold dear: family, home and country. Many programs, including USO Tours, Flag Football and USO2GO deliveries, are a part of this longstanding partnership.

SINCE 1966, MORE THAN  
**250 NFL PLAYERS, COACHES AND EXECUTIVES**  
HAVE VISITED SERVICE MEMBERS OVERSEAS ON A USO TOUR

## WOUNDED WARRIOR PROJECT

The NFL teams with **Wounded Warrior Project (WWP)** to connect wounded veterans with free programs and resources that empower them to live their lives to the fullest. The NFL's support has enabled WWP to fund the expansion of combat stress recovery programs, as well as numerous Physical Health and Wellness expos across the country. More than 700 warriors and their families have benefited from the NFL's support this past year.

## TRAGEDY ASSISTANCE PROGRAM FOR SURVIVORS (TAPS)

The NFL and **TAPS** teamed to create a new team4taps program at the NFL Pro Bowl, supporting families of the fallen and military mentors. In addition, TAPS families were invited to the NFL's Vikings-Browns game in London to reconcile with military families of the fallen abroad. NFL funding also supported youth mentoring and counseling programs, including Good Grief Camps.





# NFL SALUTE TO SERVICE AWARD



The NFL and USAA, the NFL's Official Military Appreciation Sponsor, annually recognize NFL players, coaches, personnel and alumni who demonstrate an exemplary commitment to honoring and supporting the military community with the **Salute to Service Award**. Atlanta Falcons wide receiver **ANDRE ROBERTS** was the 2017 recipient.



## SALUTE TO SERVICE

50  
40  
30  
20  
10

Roberts, whose parents served in the U.S. Army, has been widely engaged in military appreciation events throughout his NFL career. In his short time with the Atlanta Falcons, Andre has expressed extreme gratitude to the military with multiple visits to local VA hospitals, spending a day fishing with veterans at 'Fishing with the Falcons' and selecting the Tragedy Assistance Program for Survivors (TAPS) as his organization for My Cause My Cleats. His coach, Dan Quinn, was the 2016 recipient of the Salute to Service Award.

USAA, a leading provider of insurance and other services to U.S. military members, veterans and their families, donated \$25,000 in Roberts' honor to the official aid societies representing all five military branches.

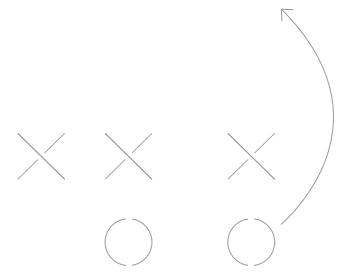
Roberts' reach goes beyond team-based military community service and well into a deeply diversified off-season travel schedule to military bases across the nation. He also volunteers his time to camps offered to youth in grades 1-8.

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

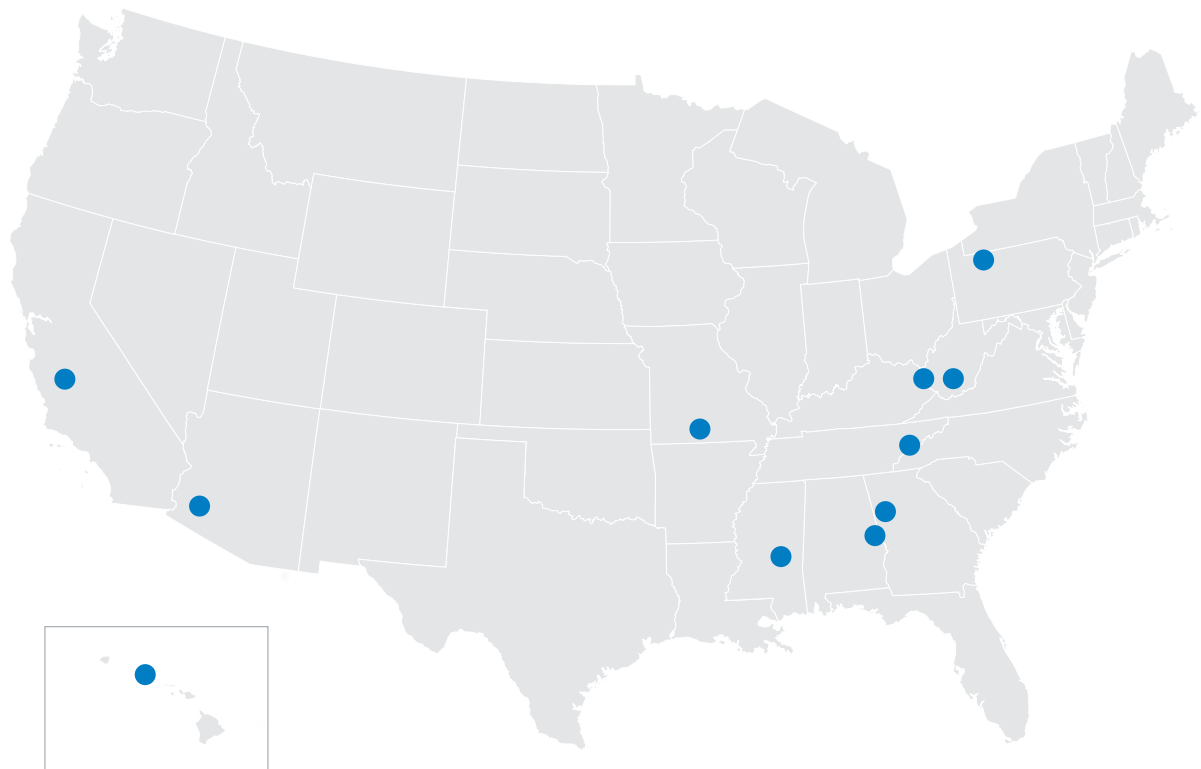


Andre's support of the military community is authentic, genuine and greatly appreciated. Having grown up the son of two Army members, he knows the sacrifices military members and their families make. Giving back to those who are willing to give all makes Andre a well-deserving recipient of this award."

**Vice Admiral (Ret.) John Bird**  
USAA Senior Vice President of Military Affairs.







**Roberts has hosted camps at:**

- Nellis Air Force Base (Nevada)
- Luke Air Force Base (Arizona)
- Naval Air Station Oceana (VA Beach)
- Fort Lee II (Richmond)
- Fort Bragg (North Carolina)
- Joint Base (South Carolina)
- Schofield Barracks (Hawaii)
- Yankee Stadium (New York)
- Fort Jackson (South Carolina)
- Fort Benning (Georgia)
- Fort Campbell (Kentucky)





# SUPER BOWL LII

Super Bowl LII brought much more than football to the Minneapolis-St. Paul area. Throughout the weeks preceding the game, more than 30 charitable activities and community outreach events were hosted to enrich the community and provide lasting legacies statewide.

Super Bowl LII allowed the spotlight to shine on the Bold North while leaving a statewide impact. Many of these events were made possible by grants from the NFL Foundation and the Super Bowl LII Host Committee as part of the Super Bowl Legacy Grant program.

**30+**  **CHARITY & COMMUNITY EVENTS**

## NFL PLAY 60 CHARACTER CAMP

The NFL hosted a free Character Camp for 300 predominantly-Hispanic youth from the Minnesota area that was led by Pro Football Hall of Fame offensive tackle Anthony Muñoz.

## SHRINERS HOSPITALS PLAY 60 ALL-ABILITY EVENT

The NFL and Shriners Hospitals for Children hosted a PLAY 60 All-Ability event at Shriners Hospitals for Children – Twin Cities that included activities to allow kids of all abilities to get active in a fun environment, including ultimate football and various all-ability fitness stations.

## SPECIAL OLYMPICS UNIFIED FLAG FOOTBALL GAME & POLAR PLUNGE

The NFL and Special Olympics Minnesota hosted a Special Olympics Unified Flag Football game, followed by a Polar Plunge for Special Olympics athletes and other celebrities at Super Bowl LIVE, as part of the two organizations' joint mission of getting athletes of all abilities to join the PLAY 60 movement and get active for 60 minutes a day.

The NFL and Special Olympics hosted a Unified Flag Football game with Special Olympics Florida athletes. ▶



**NFL PLAY 60 KIDS' DAY AT SUPER BOWL EXPERIENCE**

NFL PLAY 60 Kids' Day gave local children the opportunity to spend time with NFL players at the Super Bowl Experience Driven by Genesis at the Minneapolis Convention Center. Children from the local Minneapolis area participated in interactive PLAY 60 fitness activities and took part in games, including Punt, Pass & Kick, speed and mobility drills, quarterback challenge games and extra point kicking stations.

• **2,000+ LOCAL KIDS**



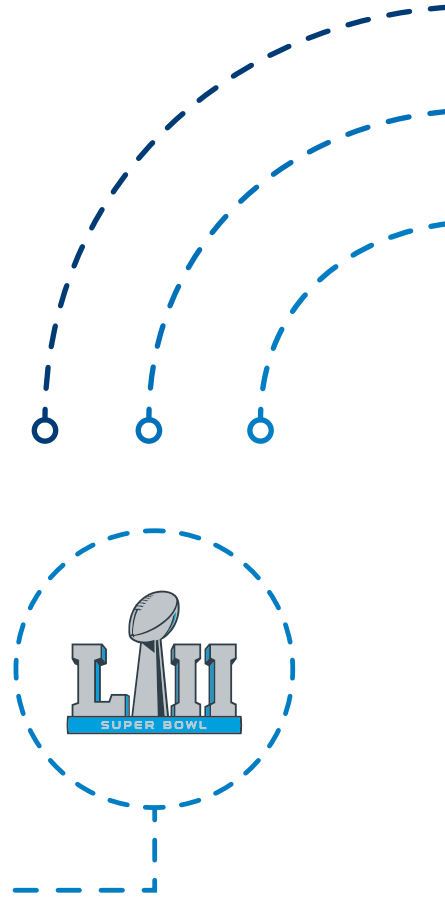
**InSideOut INITIATIVE EVENT**

The NFL Foundation and Minnesota Super Bowl Host Committee Legacy Fund hosted a special daylong training for local Minnesota High School athletic directors, their respective head football coach and female coach of influence at the Mayo Clinic Sports Medicine. Led by the InSideOut Initiative, the event was centered on the importance of creating a culture of care for student-athletes that focuses on transformational coaching, developing moral character and creating a positive mental health climate.

THROUGH THE ASSISTANCE OF THE NFL, MAKE-A-WISH® GRANTED THE WISHES OF

**12**  **CHILDREN**

TO ATTEND



**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 Genesis. The event included football-themed activities, meet and greets and a special "Thank You" moment for all service members.



### NFL WOMEN'S SUMMIT

The NFL hosted the third *Women's Summit—In The Huddle* to bring together female college and university students from the local Minnesota area with members of the broader NFL family for meaningful discussions on careers in sports, building strong support systems and the advancement of women on and off the field.

### SUPER BOWL LII BUSINESS CONNECT CELEBRATION

The NFL and the Minnesota Super Bowl Host Committee hosted the "Super Bowl LII Business Connect: Celebrating Opportunities, Teamwork & Success" event to spotlight the accomplishments of Super Bowl LII Business Connect suppliers and local businesses that have grown and thrived under the tutelage of the program's professional

development initiative to identify Super Bowl LII contracting opportunities and match those contracts with experienced, local and diverse business owners in the program. To qualify for participation in Business Connect, businesses must be 51 percent owned by a minority, woman, veteran, lesbian, gay, bisexual and/or transgender individual.

**MORE THAN 350**  
MINNESOTA BUSINESSES

**40** VENDOR CATEGORIES

### TASTE OF THE NFL

In celebration of its 27<sup>th</sup> year, the Taste of the NFL conducted national and local fundraising events throughout the year, culminating in the annual "Party with a Purpose" on Super Bowl Eve to raise funds for hunger relief organizations. All proceeds raised were donated directly to local and national food banks in each of the 32 NFL cities. Celebrity chef Andrew Zimmern hosted this year's party.

### 23<sup>RD</sup> ANNUAL REBUILDING TOGETHER "KICKOFF TO REBUILD"

The NFL and Rebuilding Together Twin Cities hosted a community revitalization project to rehabilitate six homes and develop a community garden in the Bryant neighborhood of South Minneapolis. Over two days, hundreds of volunteers helped residents in need, providing critical home repairs that addressed health and safety concerns.

**\$25,000,000+**  
RAISED SINCE 1992

MORE THAN  
**275 MILLION**  
MEALS FOR AMERICANS

 **6 HOMES**  
REVITALIZED



▲ NFL Commissioner **ROGER GOODELL**, Minnesota Super Bowl Host Committee CEO **MAUREEN BAUSCH**, Minneapolis Mayor **JACOB FREY**, U.S. Senator **AMY KLOBUCHAR** and Minnesota Vikings owner **LENNY WILF** gathered to recognize the recipients of this year's Super Bowl Legacy Program Grants at Anwatin Middle School.



## SUPER BOWL LII LEGACY GRANT TO BENEFIT MINNESOTA YOUTH

Each year, the Super Bowl serves as a catalyst to support the local community in a significant and lasting way. The partnership between the National Football League Foundation, Minnesota Super Bowl Host Committee and the Minnesota community benefited the entire state long after Super Bowl LII was played. The NFL, via the NFL Foundation, supported its Super Bowl Legacy Grant initiative through the Minnesota Super Bowl Host Committee's Legacy Fund to help improve the health and wellness of young people in Minnesota. The Legacy Fund is a 501(c)(3) community advised fund of the Minnesota Community Foundation and awarded 52 grants to 52 community projects across Minnesota over the 52 weeks that led up to Super Bowl LII.

The Legacy has invested more than \$5.5 million—of which \$1 million was donated by the NFL Foundation—in nonprofit organizations throughout the state that have a focus on three key areas: fun, fuel and fundamentals. These grants, chosen in partnership with the Minnesota Department of Health's SHIP program, are focused on improving access and creating healthy behaviors for a lifetime, whether it's access to physical activity or nutritious food.

THE LEGACY HAS INVESTED MORE THAN

• **\$5,500,000**

IN NONPROFIT ORGANIZATIONS  
THROUGHOUT THE STATE



# SUPER BOWL ENVIRONMENTAL PROGRAM

The NFL and the Minnesota Super Bowl Host Committee teamed to develop a series of initiatives to reduce the environmental impact of Super Bowl.

- **The Super Kids Super Sharing** Sports Equipment and Book Donation event collected tens of thousands of books, school supplies, games and pieces of sports equipment to distribute to low-income schools and youth programs throughout the region. Local students also donated used cell phones through the Verizon Foundation to support STEM education for all students, with Verizon donating \$25,000 to Sabathani Community Center's after-school STEM program.
- A Super Bowl LII **E-Waste Recycling Rally** was held in October and collected 42,081 pounds of e-waste that was responsibly recycled and kept out of local landfills. This recycling rally, sponsored by Verizon in partnership with the NFL and the Minnesota Zoo, was the largest Super Bowl e-waste event to date.



● **42,081 lbs.**  
OF E-WASTE RESPONSIBLY RECYCLED

NFL SCORES FIRST  
**ZERO-WASTE**  
 LEGACY PROJECT  
 AT SUPER BOWL LII



GENERATED ON GAMEDAY  
 FROM

**67,612 FANS**

RESPONSIBLY RECOVERED  
 THROUGH

COMPOSTING,  
 RECYCLING  
 AND REUSE

- **“Green” Energy:** Green Energy was used to power major Super Bowl event venues throughout the Twin Cities, including US Bank Stadium, the Convention Center, and the hotels being used by the NFL and AFC teams and by the NFL Super Bowl staff. Renewable energy certificates (RECs) equivalent to the electricity usage at these facilities helped to mitigate the climate impact of energy emissions.
- **Urban Forestry:** The “Greening” of Super Bowl created a legacy in the Twin Cities region. Fourteen projects in nine communities added more than 12-thousand trees, 4-thousand native plantings and 8 pollinator gardens to local parks and recreation areas. The NFL teamed with the Minnesota Super Bowl LII Host Committee, Verizon and Andersen Corporation to fund the urban forestry projects, and worked with local organizations to implement the plantings.

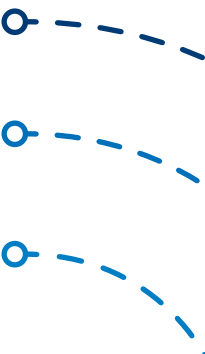


**12,000**  
 TREES PLANTED



**8 POLLINATOR GARDENS**

- **Food Recovery:** Excess food from Super Bowl events was recovered in partnership with Second Harvest Heartland and several local nonprofit organizations to provide meals for shelters, missions, soup kitchens and other community programs. Second Harvest Heartland implemented the Feeding America’s MealConnect™ food recovery app to increase food recovery.
- **Material Recovery:** An intensive drive was held to collect and donate items left over from Super Bowl events, 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 25 years.



# 2018 PRO BOWL



The 2018 NFL Pro Bowl had a resounding impact on communities all around Orlando. During Pro Bowl Week, NFL players participated in several community events with local nonprofit organizations, including **SPECIAL OLYMPICS, YOU CAN PLAY, RALIANCE, BREAK THE CYCLE, FUEL UP TO PLAY 60, WOUNDED WARRIOR PROJECT, TRADEGY ASSISTANCE PROGRAM FOR SURVIVORS (TAPS),** and **LIFT ORLANDO.**

The NFL is also committed to advancing the conversation on a variety of social issues during Pro Bowl week.

For the second year in a row, the league worked with the **You Can Play Project** to host Orlando-area LGBTQ youth from local organizations for an event at ESPN Wide World of Sports. The local students spent time with NFL Legends **RYAN O'CALLAGHAN, GREG SCRUGGS** and **ESERA TUAOLO** as part of a conversation on LGBTQ rights and inclusion in sports, facilitated by former NFL player and You Can Play Project executive director **WADE DAVIS.**

The You Can Play Project is an advocacy organization dedicated to ensuring equality, respect and safety for all athletes, without regard to sexual orientation and gender identify. The organization's Hi-Five initiative aims 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.

In addition, the NFL worked with **Raliance**, a national coalition committed to ending sexual violence in one generation, and **Break the Cycle**, an organization that inspires and supports young people to build healthy relationships and create a culture without abuse, for a daylong summit at Wide World of Sports for local young leaders. The group heard from various local leaders and NFL executives, and worked collaboratively with one another throughout the day, with the goal of empowering and equipping themselves with strategies to combat gender-based violence.



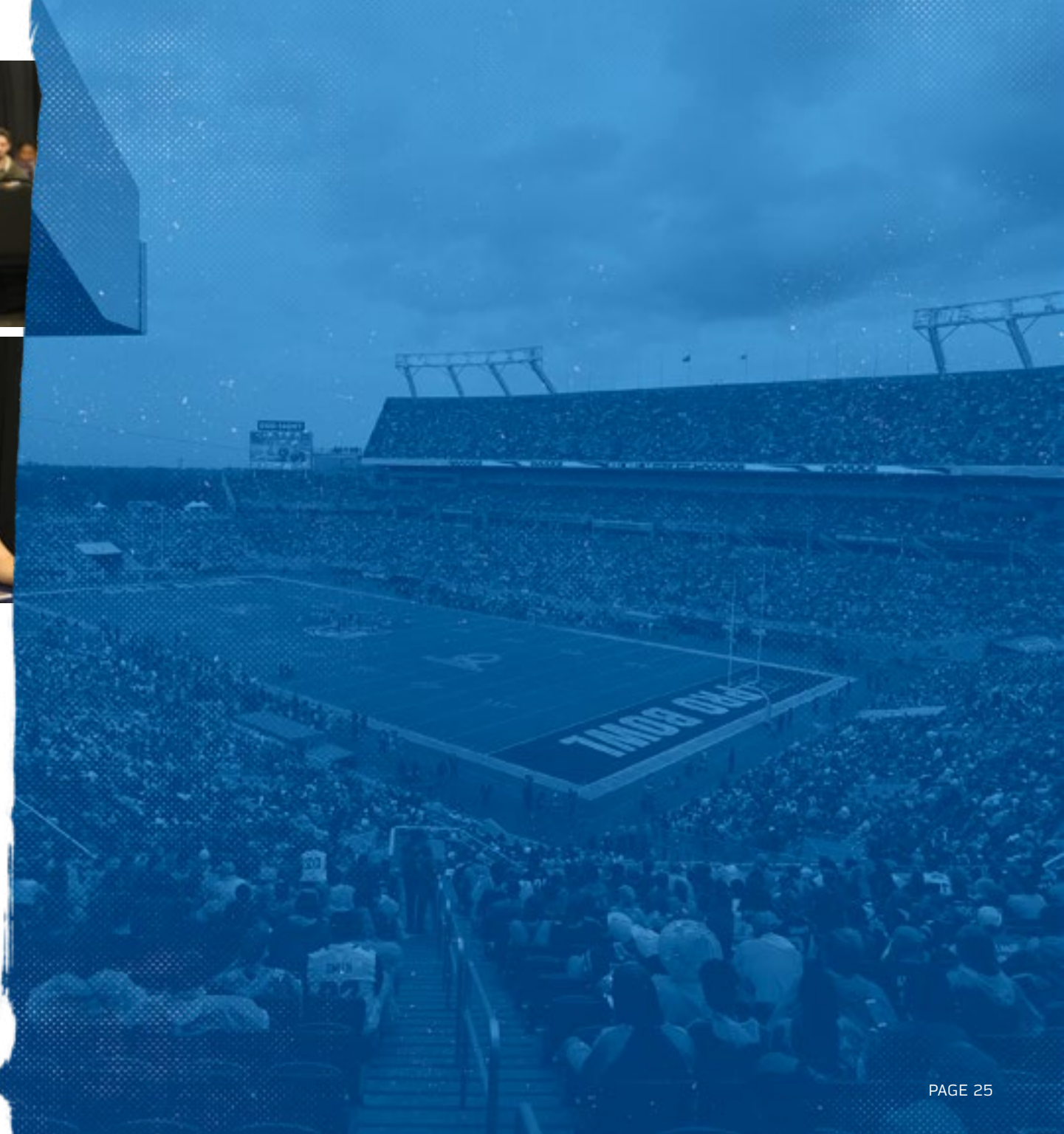


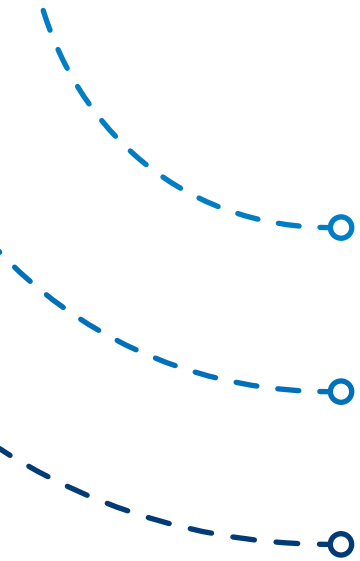


▲ Youth from Raliance and Break the Cycle spend time with NFL executives as part of a daylong summit at ESPN's Wide World of Sports for local young leaders during Pro Bowl week.



▲ Local LGBTQ youth spend time with NFL players and staff from You Can Play as part of an event at ESPN's Wide World of Sports during Pro Bowl week.





The NFL and Wounded Warrior Project hosted a flag football game for 50 wounded warriors. ▶



The NFL and Pro Football Hall of Fame offensive tackle **ANTHONY MUÑOZ** hosted a free Character Camp at ESPN Wide World of Sports for 300 predominantly-Hispanic youth from the Orlando area. ▶





▲ The NFL joined the City of Orlando and LIFT Orlando to participate in a tree planting project as part of a neighborhood revitalization program.



▲ The NFL and Special Olympics hosted a Unified Flag Football game with Special Olympics Florida athletes.

## MAKING A DIFFERENCE IN ORLANDO

The NFL was thrilled to once again have Orlando as the host city for the 2018 Pro Bowl. In addition to the many youth- and military-oriented programs held throughout the week, the NFL initiated a number of projects to give back to the area's communities and allow local residents and their families to experience the spirit of Pro Bowl.

The NFL teamed with the City of Orlando, Verizon, Sabra and local partners to reduce the environmental impact of the Pro Bowl and leave a positive impact on the host community. The NFL was able to contribute to the wellbeing of Orlando and its communities in numerous ways, including planting gardens, distributing unserved, prepared foods to local shelters, donating spare materials and supplies, implementing effective waste management and recycling efforts, and powering Camping World Stadium with renewable energy.



# SUPPORTING A STRONGER SOCIETY

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.





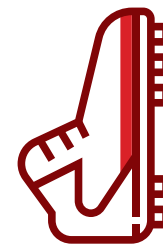
## MY CAUSE MY CLEATS

**My Cause My Cleats** was launched during the 2016 season to provide NFL players the chance to share the causes most important to them. The initiative was a culmination of 18 months of collaborative work between the NFL and players across the league. In its inaugural year, more than 500 players showcased their causes on-field during games, and many worked directly with Nike, Under Armour and Adidas to design their cleats.

This year, more than 800 players participated and took the field in customized cleats with special meanings during Week 13 of the 2017 NFL season. Players again had the opportunity to raise funds for the cause of their choosing by auctioning their cleats off at the NFL Auction. The NFL donates all funds to charities selected by players. Cleats from the 2017 My Cause My Cleats campaign have raised nearly \$200,000 for players' causes, with more cleats being auctioned every week.

THIS YEAR, MORE THAN

**800**  
PLAYERS  
PARTICIPATED



CLEATS FROM THE 2017 SEASON  
HAVE RAISED NEARLY

**\$200,000**  
FOR PLAYERS' CAUSES





# MAKING AN IMPACT ON SOCIAL ISSUES

During the last year, the NFL has engaged owners, teams, players, public officials, law enforcement, members of the military, veterans, academic institutions and a host of other individuals and organizations to identify meaningful ways to strengthen our communities on issues pertaining specifically to social justice. This unprecedented dialogue has enabled listening and learning on a variety of complex issues.

## LET'S LISTEN TOGETHER

In December 2017, the NFL announced a new and expanded program of community improvement aimed at featuring and supporting the positive efforts of our players making a difference in communities relative to social justice issues, particularly in three key areas: Education and Economic Advancement, Community-Police Relations and Criminal Justice Reform.

The campaign, **Let's Listen Together**, includes featured content highlighting the player-led work on social and racial equality. The campaign also includes social media support, as well as individual letters from players and owners sharing their stories and personal reasons for making social justice a priority.

MORE THAN  
**100** TEAM AND PLAYER-LED  
SOCIAL JUSTICE  
EVENTS DURING THE  
2017 SEASON





◀ Image from NFL Network's special *Let's Listen Together* feature series.

The league also announced a working group committee, comprised of owners and players. The group includes Arizona Cardinals Owner and President **MICHAEL BIDWILL**, Atlanta Falcons Owner and Chairman **ARTHUR BLANK**, Cleveland Browns Owner **JIMMY HASLAM**, Jacksonville Jaguars Owner **SHAHID KHAN** and Miami Dolphins Owner **STEPHEN ROSS**.

The player representatives are offensive tackle **KELVIN BEACHUM**, NFL Legend **ANQUAN BOLDIN**, quarterback **JOSH MCCOWN**, cornerback **JOSH NORMAN** and NFL Legend **AENEAS WILLIAMS**.

The group will focus on supporting programs and initiatives that reduce barriers to opportunity, with a priority on supporting improvements in education and economic development, community and police relations, and the criminal justice system.

As part of the leaguwide social justice efforts, The NFL Foundation also launched a new grant for active and retired players who develop social justice programming or partner with local nonprofit organizations committed to this work, as well as a similar grant for team foundations.

Many teams and owners are engaged in ongoing social justice work. During the 2017 season alone, NFL teams, together with ownership and hundreds of players, have hosted or taken part in more than 100 events pertaining to social justice. This ongoing work is built upon the constructive dialogue that has been taking place for the past year among owners, players and NFL teams.

- For more information, visit [nfl.com/letslistentogether](http://nfl.com/letslistentogether)

# DUI PREVENTION

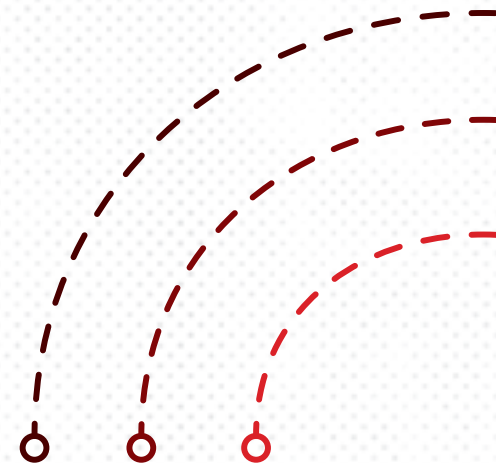
## In Partnership With Mothers Against Drunk Driving

Each year, drunk driving kills approximately 10,000 people and injures 290,000 more. Since 2010, Mothers Against Drunk Driving and the NFL have worked together to help reduce drunk driving and remind fans to play the most valuable position in the NFL: the designated driver.

Over the last five years, more than 1.4 million fans have signed up to be designated drivers, and many NFL teams work with MADD volunteers on game day to pass out information to fans about the important role of a non-drinking designated driver and how to sign up as one.

During the 2017 season, the MADD team—in partnership with the NFL's Player Engagement department—traveled across the country during the Rookie Transition Program to educate rookies about the dangers of drunk driving.

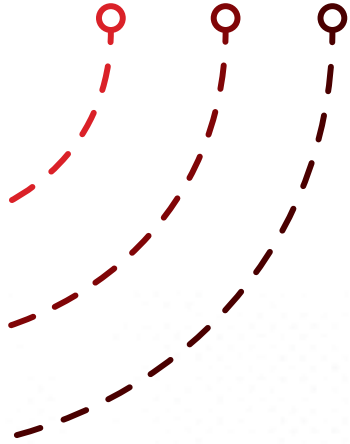
- The NFL joins MADD in their important work to create a future of No More Victims. For more information, visit [www.madd.org](http://www.madd.org)



MORE THAN  
**1.4 MILLION FANS**  
HAVE SIGNED UP TO BE  
**DESIGNATED DRIVERS**



# ADDRESSING AND PREVENTING RELATIONSHIP VIOLENCE



## THE NATIONAL DOMESTIC VIOLENCE 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. During that time, The Hotline has surpassed many milestones, including answering its 4 millionth contact and moving to a new headquarters location in Austin, Texas—doubling its capacity to answer calls, online chats and text messages. In addition, financial support provided by the NFL has helped The Hotline further its policy work in Washington, D.C., and its work with members of Congress to strengthen laws to provide greater protection for victims and survivors of domestic violence.



In 2017, support from the NFL continued to make a positive impact at The Hotline. The Hotline answered 323,356 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 submission of an amicus brief on gender-based violence to the U.S. Supreme Court and work on the Fix NICS Act of 2017, related to firearms and domestic violence.

The Hotline was able to further its service delivery by launching Spanish chat as a regular service after a successful pilot test in early 2017, as well as making online chat in English available 24/7.

Finally, support from the NFL helped advocates offer 181,384 referrals to domestic violence service providers and 100,855 referrals to additional resources across the nation.

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

The National Domestic Violence  
**HOTLINE**

IN 2017,

• **326,356**  
CALLS, ONLINE CHATS  
AND TEXT MESSAGES

• **181,384**  
REFERRALS  
TO DOMESTIC VIOLENCE  
SERVICE PROVIDERS

• **100,855**  
REFERRALS  
TO ADDITIONAL RESOURCES  
ACROSS THE NATION



▲ Youth leaders march in Washington, D.C., as part of the Raliance youth summit.

## RALIANCE

The NFL also continues to support **Raliance**, a national collaborative comprised of three leading organizations committed to ending sexual violence in one generation. Raliance is making sexual violence prevention possible through awarding grants for innovative programming, advancing research, informing policy and supporting services for victims and survivors. Since its inception in 2016, the Raliance Impact Grant program has supported 52 projects totaling over \$2.3M to further sexual violence prevention initiatives.

Recently, Raliance launched a new, 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 adopting sexual and domestic violence prevention strategies in communities across the country. In addition, as part of Raliance and NFL's shared commitment to youth empowerment, Raliance hosted two youth summits aimed at positively influencing high school students to engage as leaders in sexual violence prevention in their communities.

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

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.

# 6,000

NFL EMPLOYEES  
AND PERSONNEL

PARTICIPATED IN 2017  
SOCIAL RESPONSIBILITY  
EDUCATION

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 identifying steps that can prevent them before they occur. To view previous years of NFL Social Responsibility Education, visit [www.nfl.com/community](http://www.nfl.com/community) and look under the Social Responsibility Resources tab.

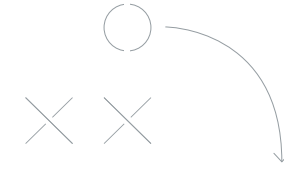
The NFL also continued the practice of meeting with employees of local domestic violence and sexual assault (DV/SA) organizations in conjunction with major NFL events, such as meeting with local DV/SA groups in Philadelphia during Draft Week and in Boston during Kickoff Week. The goal of these meetings is to update the groups on the league's social responsibility work and 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 to celebrate the often unnoticed efforts of the hundreds of employees and volunteers working behind the scenes at domestic violence shelters, sexual assault prevention organizations and similar institutions. This year's event featured a panel discussion from NFL Commissioner **ROGER GOODELL**, One Love CEO **KATIE HOOD**, and NFL players **ANTHONY HARRIS**, **BENJAMIN WATSON** and **STEPHEN WEATHERLY**, all of whom are engaged in domestic violence and human trafficking prevention efforts. In addition, the NFL works annually with Super Bowl host communities on funding and deploying human trafficking prevention initiatives.



▲ Local domestic violence and sexual assault prevention organizations meet with Commissioner Goodell and NFL players as part of the league's annual "Unsung Heroes" luncheon during Super Bowl week.

# DIVERSITY & INCLUSION



## NFL CAREERS IN FOOTBALL FORUM

During Pro Bowl Week, the NFL hosted the **NFL Women's CAREERS IN FOOTBALL FORUM**. The program served to educate, inspire and connect qualified female candidates for positions in coaching, scouting and football administration at the NFL, CFL, collegiate and high school levels. Fifty women were selected to participate in the career development program from a pool of more than 400 applicants. Following the 2017 Women's Careers in Football Forum, ten females secured internships with NFL training camps in coaching and scouting, and twelve others secured football operations positions in collegiate and high school football.



• **10 FEMALES**  
**SECURED INTERNSHIPS**  
**WITH 2017 NFL TRAINING CAMPS IN**  
**COACHING AND SCOUTING**





## NFL PRIDE

In 2017, the NFL launched **NFL Pride**, an affinity group which aims to heighten visibility of the LGBTQ community in the NFL offices so that employees of all sexual orientations feel comfortable being themselves in the workplace.

Through networking events, guest speakers, community outreach and employee education, NFL Pride serves LGBTQ employees and their “allies” who support a culture of inclusion. Furthermore, the group serves as an advisory council to the Executive team to propose recommendations on how the League can best support the LGBTQ community in fan-facing communications, marketing/product integrations, workplace best practices, and any other challenges or opportunities that arise.

NFL Pride is the fourth affinity group operating in all three NFL offices. The other groups are:

- **BLACK ENGAGEMENT NETWORK**—Seeks to strengthen the NFL’s engagement of its Black employees by providing professional development, increasing career opportunities and working to help solve diversity-related business challenges.
- **COMMUNITY TEAMMATES**—Organizes regular volunteering outings for employees to give back to the communities in which they live and work.
- **WIN**—Allows women to explore and develop their career paths at the NFL.



# CULTIVATING COMMUNITY HEALTH

- Teaching 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.



play60

play60



# NFL PLAY 60

This year marked the 10<sup>th</sup> anniversary of NFL PLAY 60, the league's youth health and wellness campaign to get kids active and healthy. In celebration, the NFL, all 32 teams and players hosted youth football clinics and built playgrounds and fitness zones all around the country to encourage physical activity and help remove access barriers for kids to play.







## FUEL UP TO PLAY 60

In partnership with the **USDA**, the NFL and National Dairy Council have successfully implemented an in-school nutrition and physical activity program in schools nationwide.

• **13** MILLION STUDENTS MAKING HEALTHIER FOOD CHOICES

• **16** MILLION STUDENTS GETTING MORE ACTIVE

• **73,000** SCHOOLS



## PLAY 60 CHALLENGE

The NFL and **American Heart Association** started the NFL PLAY 60 Challenge as an in-school curriculum designed to motivate students to achieve 60 minutes or more of physical activity each day. Funded by the NFL Foundation, teachers have access to digital lesson plans and additional resources—including the NFL PLAY 60 Challenge Virtual Field Trip, made possible by Discovery Education—to help integrate health and fitness into their daily classroom routines.

• **120,000** CLASSROOMS | **4.5 MILLION** STUDENTS IMPACTED

## NFL PLAY 60 APP



This year, the NFL and **American Heart Association** released updates to the free app for iOS and Android devices that gets young users active by allowing them to control their digital avatar in games by running, jumping and twisting. Kids can now play a physical activity-based augmented reality game and challenge their friends through the app, encouraging even more youth to move throughout the day.

• **1,500,000** DOWNLOADS

• To download, visit [NFL.com/PLAY60](https://NFL.com/PLAY60)





## NFL PLAY 60 SUPER KID

Rochester, Minnesota native **MANASA YERRIBOYINA**, 12, is this year's NFL PLAY 60 Super Kid. As the winner of the 2017 NFL PLAY 60 Super Bowl Contest presented by Danimals, Manasa 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 LII at U.S. Bank Stadium in Minneapolis. The NFL PLAY 60 Super Bowl Contest Presented by Danimals is part of NFL PLAY 60, the league's youth health and wellness initiative encouraging kids to get active for 60 minutes a day. This year the NFL is celebrating a decade of getting kids active and healthy through NFL PLAY 60.

◀ NFL PLAY 60 Super Kid Manasa Yerriboyina.



## NFL PLAY 60 CHARACTER CAMPS

In partnership with the **Muñoz Agency**, the NFL hosts character camps 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 65**  
CHARACTER CAMPS  
HELD SINCE 2012

IMPACTED NEARLY  
**20,000**  
YOUTH  
ACROSS THE COUNTRY

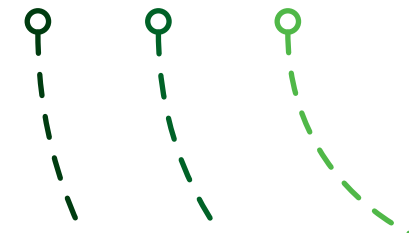


— 40  
— 30  
— 20  
— 10



## SHRINERS HOSPITALS FOR CHILDREN

In 2015, the NFL teamed with **Shriners Hospitals** to create a free NFL PLAY 60 All-Ability Guide that provides adaptive activities for children with different physical abilities. Today, through NFL PLAY 60 All-Ability clinics, the NFL and Shriners Hospitals continue to positively impact children of all abilities nationwide and ensure that no child is left on the sidelines.



## SPECIAL OLYMPICS

The NFL and Special Olympics kicked off their national partnership last year at Pro Bowl. With contributions from the NFL Foundation, Special Olympics provided grants to local Special Olympics Programs in 11 NFL team markets. This year, the NFL and Special Olympics will expand those efforts to five new markets that will receive NFL Foundation funding. The grants will be used to help enhance Unified Sports programming and increase participation of athletes, Unified partners and coaches across the country. Over 100 new Unified Flag Football teams have been formed across the country through this partnership in the last 10 months.



MORE THAN

100

UNIFIED FLAG FOOTBALL TEAMS

HAVE BEEN FORMED ACROSS THE COUNTRY THROUGH THIS PARTNERSHIP IN THE LAST 10 MONTHS

## ST. JUDE CHILDREN'S RESEARCH HOSPITAL

NFL PLAY 60 is the "Official Champion of Play" at St. Jude, giving patients and their families unique experiences at various NFL events and raising support and awareness for their lifesaving mission: Finding cures. Saving children.®

SINCE 2012, THE NFL HAS RAISED MORE THAN

\$1 MILLION

FOR ST. JUDE THROUGH DONATIONS AND THE SALE OF ITEMS ON NFL AUCTION



▲ 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.





# CONTINUING THE FIGHT AGAINST CANCER

Through a longstanding partnership with the **American Cancer Society (ACS)**, the NFL has been a key supporter in the fight against cancer. Together, they have been committed to saving lives from breast cancer and addressing the unequal burden of cancer in underserved communities.

In 2017, the NFL and the ACS expanded this life-saving partnership—in conjunction with all 32 NFL teams—to have a broader focus on cancer prevention and early detection across multiple cancers.

The expanded Crucial Catch: Intercept Cancer campaign works to promote early detection and risk reduction for screenable cancers, including breast, colorectal and cervical. In addition, money raised continues to support the American Cancer Society's Community Health Advocates implementing Nationwide Grants for Empowerment and Equity (CHANGE) program, which provides outreach and cancer screenings to individuals in underserved communities.



**CRUCIAL  
CATCH**  
INTERCEPT CANCER



MORE THAN

**\$18,000,000**

RAISED FOR ACS GRANTS SINCE 2009



**102,500**

MAMMOGRAMS

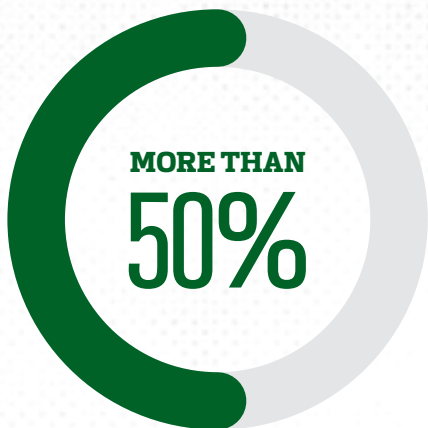
**500,000**

WOMEN REACHED

## THE DEFENDER

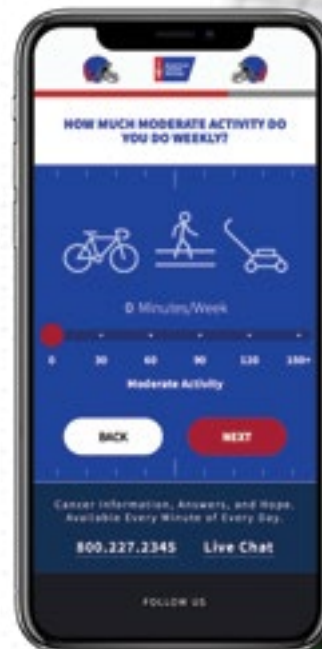
This year, the NFL and ACS debuted a new digital tool—**The Defender**—to provide consumers with personalized tips to reduce their cancer risk. The Defender analyzes user-input health information to provide individuals with quick, informative and tailored recommendations to reduce the risk of cancer. Using this free, user-friendly tool, fans are empowered to take control of their health.

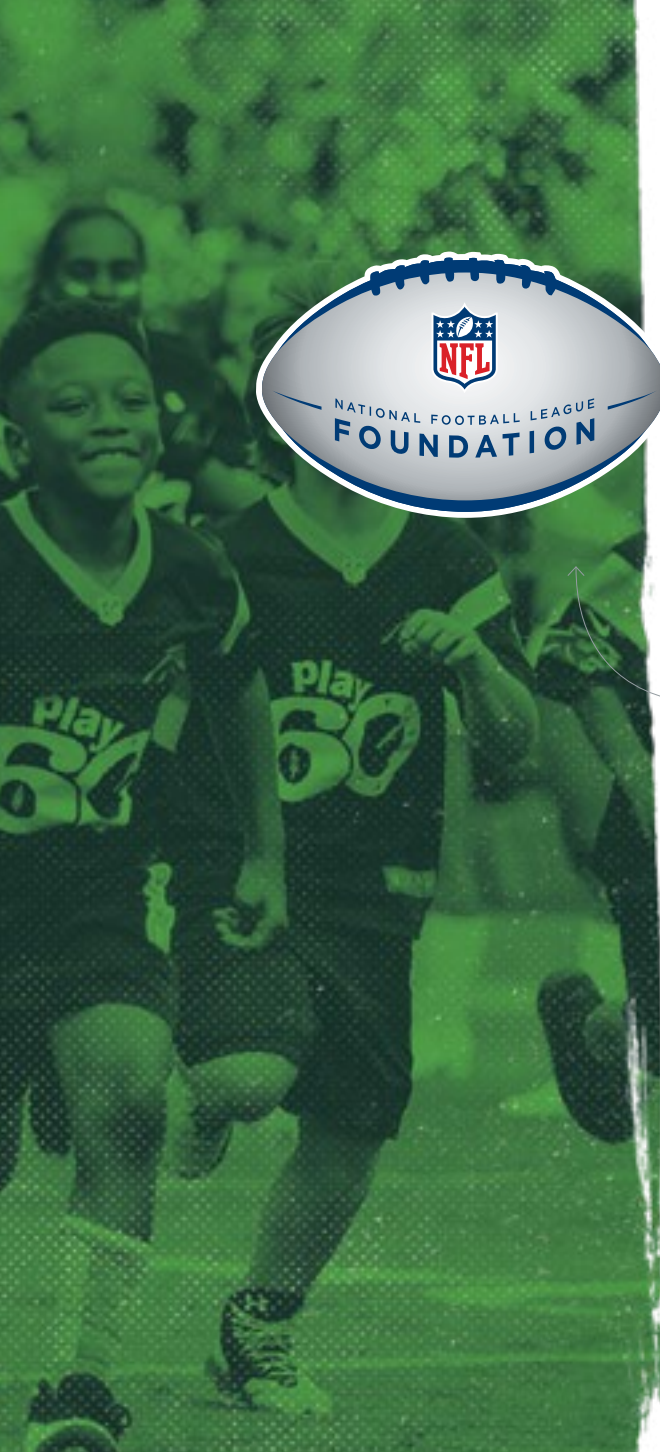
[TheDefender.cancer.org](http://TheDefender.cancer.org)



**OF ALL CANCERS CAN BE PREVENTED THROUGH SIMPLE LIFESTYLE MODIFICATIONS**

- AVOIDING TOBACCO
- LIMITING SUN EXPOSURE
- STAYING FIT AND HEALTHY





# 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.

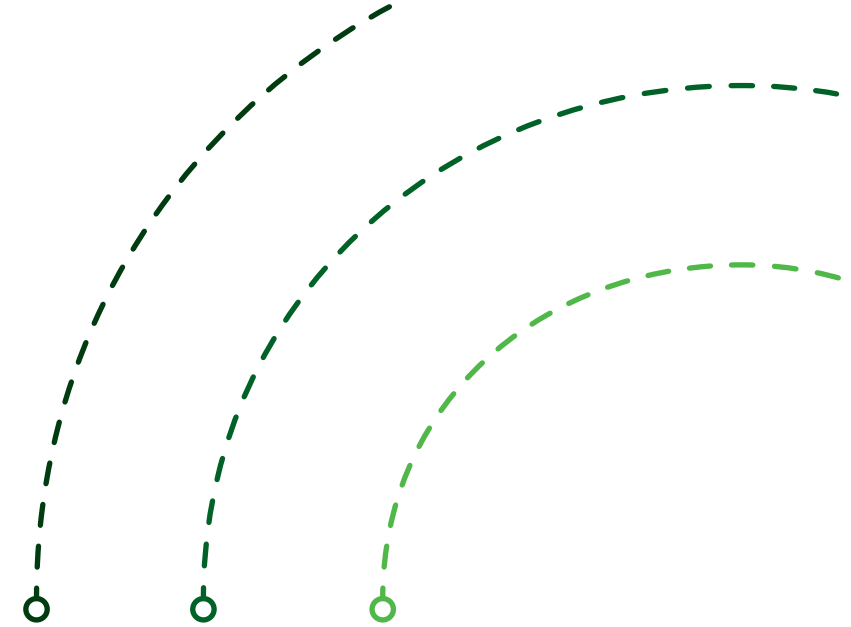


## BUILDING CHARACTER

The NFL Foundation is committed to helping individual boys and girls—young athletes and non-athletes alike—and entire school communities learn about the importance of developing character and healthy relationships. By investing in initiatives that are interactive, engaging and provide tangible results, the NFL Foundation works 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.

MORE THAN

**\$4.5** MILLION  
USED FOR  
CHARACTER & SOCIAL-EMOTIONAL  
LEARNING OPPORTUNITIES



## 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.



“ The response to the launch of the InSideOut Initiative in California could not be more positive. Our member schools are excited about implementing the Initiative and the opportunity to make education-based athletics a transformational experience for all involved.”

**Roger Blake**  
Executive Director, California Interscholastic Federation

 **210,350**  
HIGH SCHOOL COACHES REACHED



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 NFL clubs in California, Colorado, Georgia, Indiana, Louisiana, Ohio, Tennessee and Texas, with plans for further expansion to additional states and NFL communities.

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



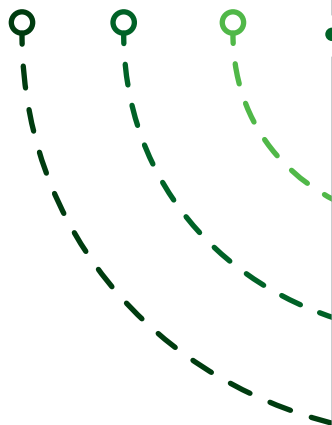
## CHARACTER PLAYBOOK

The NFL/United Way **Character Playbook** is a digital education program that helps middle school students learn how to cultivate and maintain healthy relationships. The NFL, United Way Worldwide and digital learning innovator **EVERFI, Inc.** created the evidence-based program that has rolled out in all 32 NFL market communities.

Character Playbook consists of six interactive modules that support positive character development, social-emotional learning and healthy relationships for students in grades 7-9. In its first year alone, the program saw an incredible effect.



Students participate in Character Playbook Live.




**MORE THAN**  
**120,000**  
STUDENTS



### CHARACTER PLAYBOOK LIVE

Building off this success, Character Playbook has expanded to 360 more schools and included the 2017 NFL season launch of **Character Playbook LIVE**, part of a league-wide initiative to engage more students in the important conversation about why character matters. This new 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 [www.characterplaybook.com](http://www.characterplaybook.com) for more information.

-  **1,283**  
SCHOOLS
-  **6,500**  
STUDENTS
- 170** **SCHOOLS**  
IN 20 STATES
-  **40** **NFL PLAYERS**  
FROM 27 CLUBS



## NFL GRANTS

The NFL Foundation is a strong supporter of youth and high school football, and through a multi-year grant has helped USA Football—the sport’s national governing body and a member of the U.S. Olympic Committee—support the development, participation, safety and values of football. In 2017, USA Football’s Heads Up Football program eclipsed 10,000 youth league and high school enrollments for the first time.

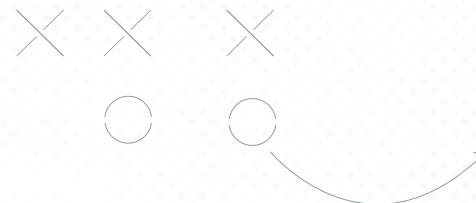
The Foundation also encourages active and healthy living by providing grants to the American Heart Association and The Cooper Institute. These grants power the NFL PLAY 60 campaigns. NFL clubs also receive grants from the Foundation to provide the NFL PLAY 60 programs in their areas.

Expanding student athletes’ access to athletic trainers is another priority area for the NFL Foundation. In 2014, the NFL Foundation established a grant program designed to work with NFL clubs to increase access to athletic trainers in their communities. To date, 22 NFL clubs have utilized this grant to support local schools and leagues. In 2017, the NFL Foundation, in collaboration with Gatorade, the National Athletic Trainers’ Association, the Korey Stringer Institute and the Professional Football Athletic Trainers Society, launched a pilot

program to award grants to public high schools in four states—Arizona, Illinois, Oklahoma and Oregon. Each grant is in the amount of \$35,000, awarded over a three-year period, to fund an athletic training program. Seventy-five schools received this grant to enhance sports health and safety for student athletes this year.

The Foundation is also deeply committed to supporting NFL players’ philanthropic and community efforts and provides multiple grant opportunities to current and former players and clubs that help grow our game, support our communities and empower our youth.

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



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\$60,442,990

IN NFL FOUNDATION GRANTS TO SUPPORT THE REFURBISHMENT OF

510 ATHLETIC FIELDS

NATIONWIDE SINCE 1998

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\$1 MILLION

FOR

350 YOUTH CAMPS

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MORE THAN

\$950,000

AWARDED TO 90 CURRENT AND FORMER

NFL PLAYER NONPROFITS AND FOUNDATIONS



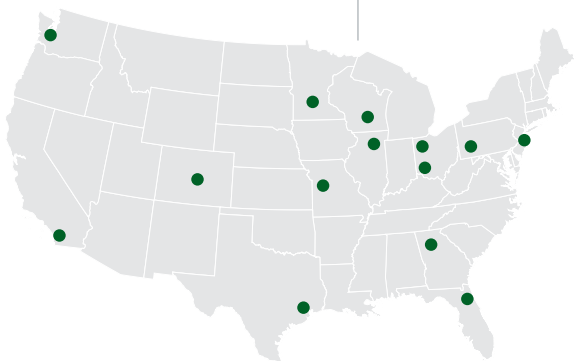


## NFL FIELD GRANTS

# GRASSROOTS

Field Grant Program in partnership with LISC

In 2017, community organizations, schools and parks in 17 cities across the country received NFL Foundation Grassroots grants totaling **\$3,000,000** to build or refurbish neighborhood football fields.



# \$3 MILLION GRANTED

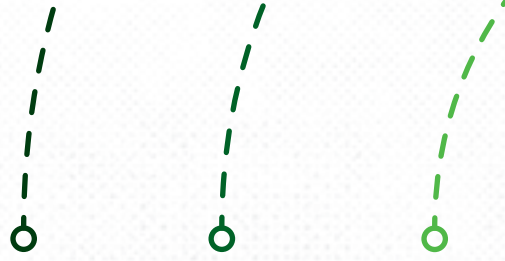
IN 2017 GRANT CYCLE FOR NEW, REFURBISHED COMMUNITY FOOTBALL FIELDS

IN TOTAL:

# \$46,000,000 COMMITTED

SUPPORTING 366 PROJECTS NATIONWIDE SINCE 1998

- **Cities in funding cycle:** Aurora, CO; Buriem, WA; Camden, NJ; Chicago, IL; Cincinnati, OH; Houston, TX; Jacksonville, FL; Kansas City, MO; Lawrenceville, GA; McKees Rocks, PA; Milwaukee, WI; Saint Paul, MN; San Diego, CA; and Toledo, OH





## YOUTH FOOTBALL GRANTS

USA Football's grant program awarded nearly \$2 million in resources to benefit young athletes in 2017, including new equipment, uniforms and other supplies. Grants are valued up to \$1,500 each and are distributed based on merit, need and a school's or sports organization's commitment to coaching education and best practices. USA Football has awarded more than \$10 million in grants to school-based and youth football programs since 2006.



NEARLY  
**\$2,000,000**  
TO BENEFIT YOUNG ATHLETES IN 2017



## HEALTH & SAFETY GRANTS

The NFL is committed to advancing progress in the diagnosis, prevention and treatment of sports-related injuries. As part of the NFL's ongoing health and safety efforts, in September 2016, Commissioner Goodell launched **Play Smart. Play Safe.**—a league-wide health and safety initiative. At the heart of the initiative is a pledge of \$100 million in support for independent medical research and engineering advancements and a commitment to look at anything and everything to protect our players and make our game safer, including enhancements to medical protocols and improvements to how our game is taught and played. This builds on the \$100 million that the NFL and its partners are already spending on medical and neuroscience research.

For more information about the NFL's health and safety efforts, please visit [www.PlaySmartPlaySafe.com](http://www.PlaySmartPlaySafe.com)



THE NFL HAS PLEDGED

**\$100M**

IN SUPPORT OF INDEPENDENT MEDICAL RESEARCH AND ENGINEERING ADVANCEMENTS



# DON SHULA NFL HIGH SCHOOL COACH OF THE YEAR

Every year, each of the NFL's 32 clubs nominates an exceptional high school coach to be considered for the Don Shula NFL High School Coach of the Year Award, named for the winningest coach in NFL history. The coaches are selected by each team for their character and integrity, leadership and dedication to the community, commitment to player health and safety, and on-field success.

During the 2018 Pro Bowl on ESPN, head football coach **ROBERT GARRETT** of Crenshaw High School in Los Angeles was named the 2017 Don Shula NFL High School Coach of the Year. Coach Garrett received **\$25,000 from the NFL Foundation**, \$15,000 of which is donated to his high school's football program.

Coach Garrett was nominated for the award by the Los Angeles Chargers. He led the Crenshaw Cougars to an impressive 12-3 record this season, and the team was crowned the 2017 CIF Division 4-AA State Champions.

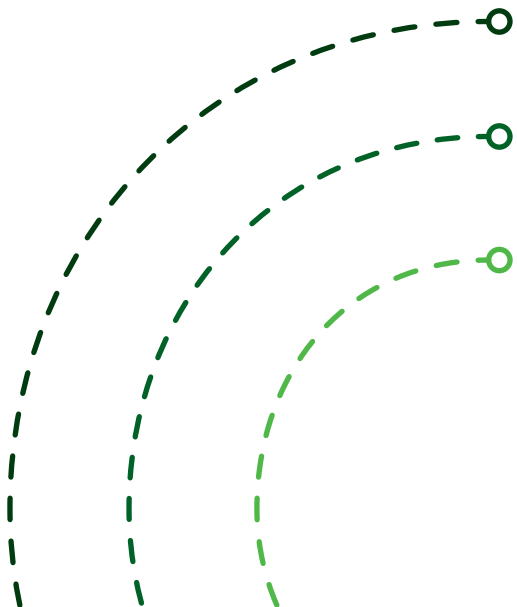
Coach Garrett's success on the field is matched by his outstanding leadership and role as a mentor to young student-athletes. He is also the former coach of two current Los Angeles Chargers players, linebacker Hayes Pullard and defensive tackle Brandon Mebane.



“

He's a coach to many, to some he's a mentor, and to others maybe even a father. To us, he's all of the above. He's done many great things through the years at Crenshaw High that seem like they've almost gone unnoticed, until now. It's an honor to say, 'That's my Coach!' ”

**Hayes Pullard**  
Chargers Linebacker



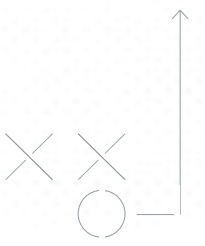
# DISASTER RELIEF



THE NFL FOUNDATION  
CONTRIBUTED

**\$2.35M**

TOWARD DISASTER RELIEF  
EFFORTS IN 2017



DISASTER	NFL FOUNDATION ACTIVITY	CONTRIBUTION
<b>Hurricane Harvey</b>	Matched Houston Texans' \$1M contribution to the United Way Relief Fund.	\$1,000,000
<b>Hurricane Irma</b>	Contributed to the One America Appeal Fund to support relief efforts in Florida and the Florida Keys.  Contributed to the American Red Cross to support relief efforts in the Caribbean.	\$500,000  \$500,000
<b>Hurricane Maria</b>	Matched contributions from the Miami Dolphins, NY Giants and NY Jets to the American Red Cross for a total \$200K contribution.  Matched donations up to \$50K to the Miami Dolphins Foundation to support Dolphins LB Kiko Alonso's relief efforts in Puerto Rico.	\$50,000  \$50,000
<b>Mexico City Earthquake</b>	Matched contributions from the New England Patriots, Oakland Raiders and Pittsburgh Steelers to Foundation Banorte for relief efforts in Mexico City for a total \$200K contribution.	\$50,000
<b>Las Vegas Mass Shooting</b>	Contributed \$50K to the National Compassion Fund, Las Vegas to support victims and their families.  Contributed \$50K to the American Red Cross to assist with blood drives and other immediate relief efforts in Las Vegas.	\$50,000  \$50,000
<b>Northern California Wildfires</b>	Matched contributions from the Oakland Raiders and San Francisco 49ers to the American Red Cross.	\$100,000
<b>TOTAL</b>		<b>\$2,350,000</b>



## HIGHEST BIDDERS HELP OUT

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](http://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 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 support 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 raised more than \$200,000 for player's charities and foundations in 2017.

OVER THE PAST 5 YEARS,  
NFL AUCTION HAS DONATED MORE THAN

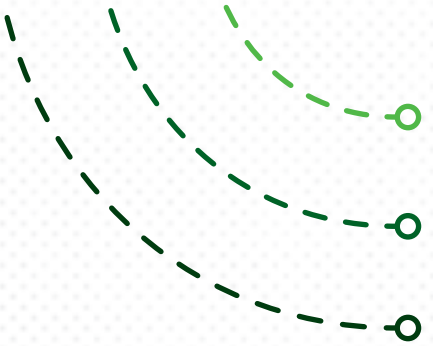
**\$5,000,000**

TO NFL, TEAM AND PLAYER CHARITIES  
AND NONPROFITS



▲ Antonio Brown signs NFL footballs to be auctioned off to benefit player charities and nonprofits.





## USA FOOTBALL

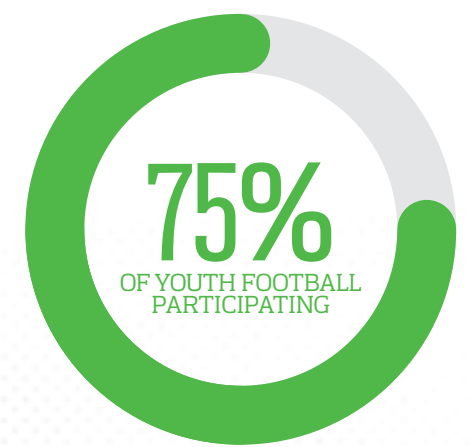


USA Football, the sport's national governing body and a member of the U.S. Olympic Committee, establishes important standards in education, player safety and support for coaches and players. Doing so creates a dynamic environment where bonds are formed, skills are perfected and physical literacy is gained through the fun of America's favorite sport.

In 2012, USA Football—supported by a \$45 million grant from the NFL Foundation—launched **Heads Up Football**. Supported by leaders in athletics and sports medicine, the Heads Up Football program has created a better, safer game for youth and high school athletes nationwide.

The program is designed to improve player safety by training and certifying coaches to address proper tackling and blocking techniques and equipment fitting. Heads Up Football also informs coaches, parents and players of all-sport-relevant topics, including CDC concussion recognition and response protocols, as well as those pertaining to heat and hydration and sudden cardiac arrest.

For more information, visit [www.usafotball.com](http://www.usafotball.com)



# 600,000



### COACHES CERTIFIED IN:

- CONCUSSION AWARENESS
- HEAT & HYDRATION
- SUDDEN CARDIAC ARREST
- EQUIPMENT FITTING
- SHOULDER TACKLING
- BLOCKING



**10,000**

YOUTH LEAGUE AND  
HIGH SCHOOL PROGRAM  
ENROLLMENTS

**\$7.3 MILLION**  
**GRANTS**

AWARDED THROUGH THE EQUIPMENT  
AND DISASTER RELIEF PROGRAM

**4,000,000**  
**PLAYERS**  
DIRECTLY AFFECTED

**6,000** ORGANIZATIONS  
RECEIVED GRANTS  
OVER THE LAST 5 YEARS



— 50

— 40

— 30

— 20

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or email [socialresponsibility@nfl.com](mailto:socialresponsibility@nfl.com)